

CITY OF SAN PABLO

# RUMRILL CORRIDOR PLAN

Adopted July 7, 2025





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# RUMRILL CORRIDOR PLAN

Public Review Draft

APRIL 15, 2025

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# INTRODUCTION

## PURPOSE AND CONTEXT

Rumrill Boulevard is a two-lane arterial corridor that extends north from San Pablo's southwestern City limit to connect with Broadway Avenue and San Pablo Avenue. The City has designated the southern portion of the corridor between Brookside Drive and Costa Avenue as a Priority Development Area (PDA), a designation for areas that are near public transit and

planned for new homes, jobs, and community amenities. The Rumrill PDA is also identified as an Employment Focus Area in Plan Bay Area 2050, the regional sustainable growth strategy that coordinates housing plans, open space conservation efforts, economic development strategies, and transportation investments. A predominantly Hispanic neighborhood, major existing uses along the corridor include industrial yards, the City's Rumrill Sports Complex,

a mobile home park, and the Rumrill Garden Apartments, together with a variety of auto-related uses, grocery stores, churches, restaurants, commercial services, smaller apartment complexes, and several underused and abandoned properties. While a Complete Streets Study for the corridor was completed in 2015 and complete streets improvements were constructed in 2024, the corridor has never been studied as a whole with a view to establishing a coherent vision, land use and development strategy, and plan for revitalization.

With a grant from the Metropolitan Transportation (MTC) in conjunction with the Association of Bay Area Governments (ABAG), the City of San Pablo has undertaken preparation of the Rumrill Corridor Plan to develop a shared vision for the Corridor and to identify a variety of policy tools to guide its evolution. The Corridor Plan seeks to expand the range of housing choices available in the Corridor and to improve environmental conditions and economic opportunities. It is designed to guide revitalization of the corridor with strategies to integrate a wider variety of housing types, stimulate economic development and job creation, enhance recreational and entertainment options, improve the visual quality of buildings and streetscapes, and enrich the quality of life for local residents.

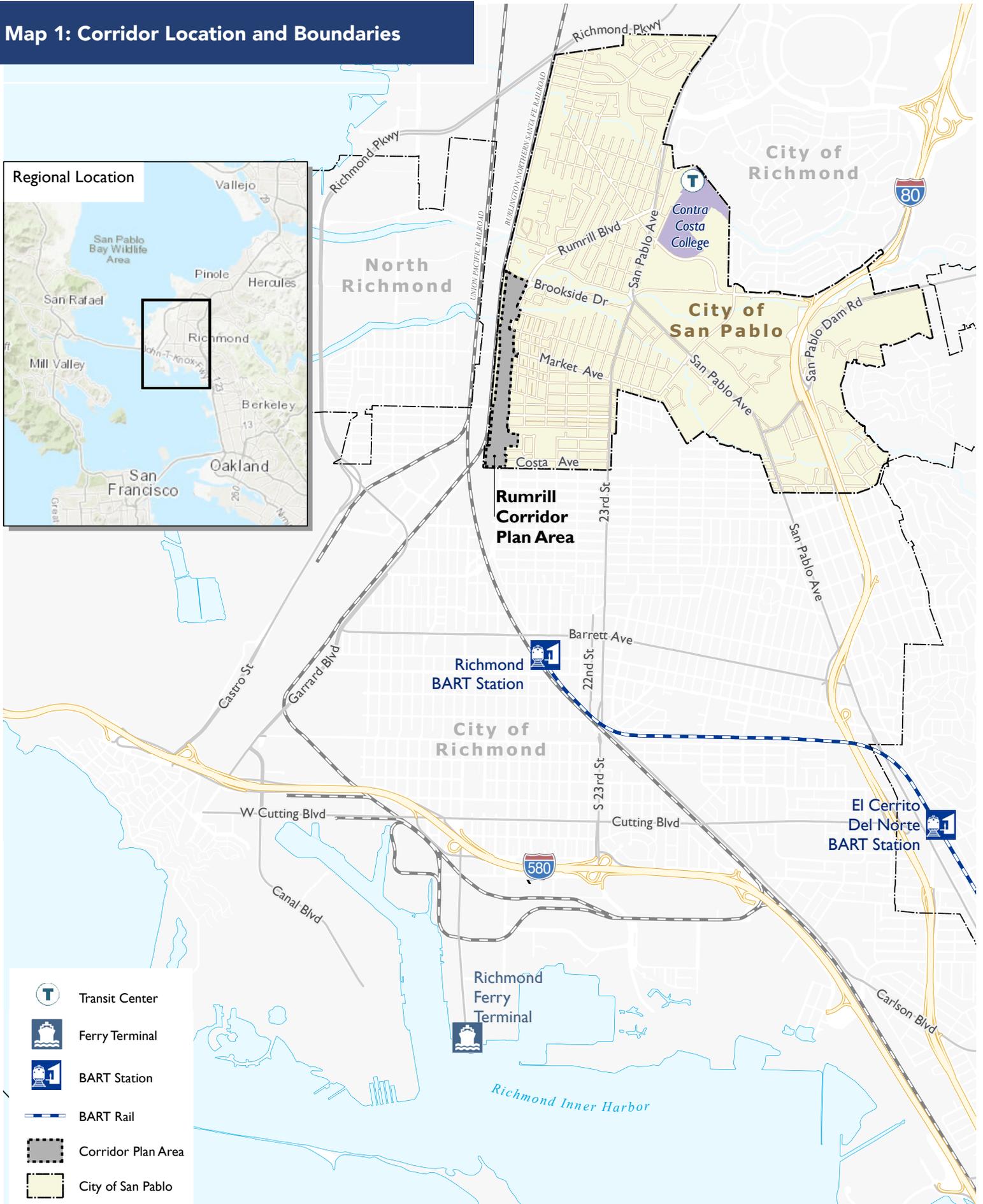
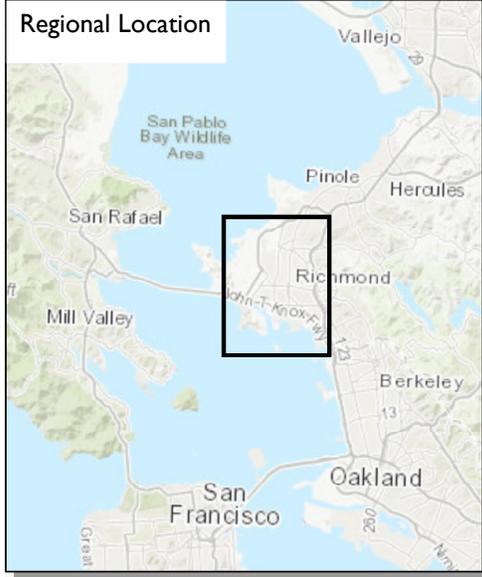
## CORRIDOR LOCATION AND BOUNDARIES

San Pablo is located within the western portion of Contra Costa County, inland from the eastern shore of San Pablo Bay. It is an enclave community, largely surrounded by the City of Richmond and bordered by the unincorporated communities of North Richmond to the west, Richmond and unincorporated Rollingwood in the north, and El Sobrante to the east. The City of Richmond lies to the south. The Rumrill

PDA (Corridor) runs in a north-south direction along the southwestern perimeter of San Pablo, before curving northeastward to connect with Broadway Avenue and San Pablo Avenue in the central part of the city (**Map 1**). The Burlington Northern Santa Fe Railroad (within the City of Richmond) borders the Corridor to the west, and the unincorporated community of North Richmond lies just further west. The Corridor is one mile long, extending along Rumrill Boulevard from Costa Avenue at the City's southern border with Richmond north to Brookside Drive. It is located 1.8 miles west of Interstate 80, which has connections to Vallejo and Sacramento to the north and northeast; Richmond, Berkeley, and Oakland to the south; and on to San Francisco to the southwest. The Corridor is approximately three miles northeast of Interstate 580, which provides connections to Marin and Sonoma Counties via the Richmond Bridge. It is served by multiple Alameda-Contra Costa Transit District (AC Transit) bus routes, connecting the area to the Richmond Bay Area Rapid Transit (BART)/Amtrak Station (one mile south of the Corridor boundary) which provides access to San Francisco, various cities in the East Bay, San Jose, and beyond. AC Transit bus routes also connect the Corridor to the Richmond Passenger Ferry Terminal (three miles south of the PDA) with service to San Francisco and to the Contra Costa College Transit Center (1.3 miles to the northeast). These connections present opportunities for transit-oriented development that can help to reduce congestion, improve air quality, increase public health, and support a more sustainable urban environment by locating both housing and jobs in proximity to transit service.



# Map 1: Corridor Location and Boundaries



- Transit Center
- Ferry Terminal
- BART Station
- BART Rail
- Corridor Plan Area
- City of San Pablo



SOURCE: City of San Pablo, 2024; Contra Costa County GIS, 2024; Dyett & Bhatia, 2024

## WHAT IS A CORRIDOR PLAN?

### Relationship to the General Plan

The Rumrill Corridor Plan is a policy document that outlines a comprehensive approach for land use, economic development, transportation, and visual and environmental quality consistent with the San Pablo General Plan. As provided for in State law, it is adopted by resolution as an amendment to the General Plan, implementing Policy LU-G-11 of the General Plan Land Use Element by providing area-specific policy guidance for the Corridor. The Rumrill Corridor Plan and the General Plan share a uniform format for land use designations, terminology, and diagrams; however, the Corridor Plan provides greater policy-level detail on issues that particularly affect development within the Corridor. The General Plan addresses the eight required elements defined in State law (Government Code Section 65302) on a citywide basis. Accordingly, where conditions in the Corridor related to these required elements are otherwise adequately addressed in the General Plan, the Corridor Plan need not address them.

### Uses of the Corridor Plan

The Corridor Plan is a guiding document with recommended actions to be implemented after adoption. Implementing actions are the key to executing the Corridor Plan. These actions are organized by timeframe and directly correspond to the strategies listed in the Corridor Plan. Factors that affect implementation timing include feasibility, funding, and level of City control over implementation. The Corridor Plan also serves as a tool to help San Pablo City staff, the Planning Commission, and the City Council make land use and public investment decisions. As development is proposed within the Corridor, City officials will confirm that these proposals are consistent with the policies and standards in both the Corridor Plan and the General Plan. Additionally, City staff from various departments will refer to the Corridor Plan in developing annual work plans and priorities for the Citywide Capital Improvement Program.

For local residents and businesses, the Corridor Plan provides a clear vision for the future of the Corridor. It indicates the general types of uses and activities that are permitted in the Corridor, the policies the City will use to evaluate development applications, and the investments and programs the City will undertake to help implement the Plan's vision.



## PLAN ORGANIZATION AND STRUCTURE

The Corridor Plan is organized into the following chapters:

- 1 Introduction.** This chapter outlines the purpose and uses of the Corridor Plan, describes its relationship to other City planning documents, and provides an overview of the Plan.
- 2 Corridor Profile.** Drawing on the background reports prepared during the initial phase of work, this chapter describes the existing land use and development patterns, population characteristics, and economic activities in the Corridor to provide a profile of key conditions and trends with implications for the Plan.
- 3 Vision and Planning Framework.** This chapter summarizes the planning process and the shared vision for the future of the Rumrill Corridor that has emerged from the planning process. It also includes a detailed General Plan Land Use map for the Corridor and provides descriptions of the General Plan land use designations that apply, including specific standards for the density and intensity of development.
- 4 Goals, Policies, and Actions.** This chapter contains a framework of goals, policies and actions that, taken together, describe a vision for the Corridor and the steps needed to achieve it.
- 5 Implementation and Monitoring.** This chapter summarizes the specific actions to be taken to carry out the Plan. For each action, the timing and priority for implementation is identified together with the responsible agency and department. It also identifies a series of indicators that

can be used to track progress toward achieving the goals of the Plan.

### Policy Structure

Chapter 4, “Goals, Policies and Actions” of this Plan, includes brief background information to establish the context for the policy direction it contains. This background discussion is followed by a listing of the goals, policies, and actions that will be used by the City to guide future land use, development, and environmental protection decisions within the Corridor. Within this structure, Goals describe more general desired results that the community seeks to create through the implementation of the Plan. The Policies and Actions establish the “who,” “how,” and “when” for carrying out the “what” and “where” of the Goals. Policies and implementing actions both support the Goals, and are described the summary below:

- A **goal** is a statement that describes a desired future condition or “end” state. Goals are intended to be broad statements of community aspirations.
- A **policy** is a clear and unambiguous statement that guides a specific course of action for decision-makers that can be taken to achieve a desired goal. Policies guide City staff and decision-makers in their review of land development projects and in decision-making about other City actions.
- An **implementing action** is a measure, procedure, or technique that is intended to implement one or more policies to help reach a specified goal. Typically, an action is a discrete item which is done once and then completed. For implementing actions, this Plan lists both the timeframe and the responsible department/agencies for implementation.

## Milestone Documents

In preparing the Corridor Plan, several reports were produced that contain background information and technical analysis. Described below and included as appendices to this Plan, these reports do not represent adopted City policy but provide important background information that may be useful to consult to further one's understanding of the Corridor and the Corridor Plan.

- **PDA Profile:** This report documents conditions and trends related to population, housing, employment and commute patterns in the Corridor in order to provide a demographic and socioeconomic profile. It also describes existing land use, parks and recreational facilities, transportation facilities, public health and environmental factors, and any hazardous conditions or natural hazards in the Corridor to help set the context for Plan development.
- **Market Conditions and Trends Report:** This report presents an employment and industry profile for the Corridor, identifying existing industry concentrations, along with a real estate analysis that assesses the types of businesses that the City may be able to attract to the Corridor and the typical site and real estate requirements for these businesses.
- **Corridor Plan Alternatives:** This report presents three distinct alternatives for future land use and economic development along the Rumrill Corridor in order to highlight future choices and tradeoffs. The Alternatives were the basis for the Phase 2 outreach activities described in the Community Engagement Report and were designed to spark discussion of concepts that could potentially be included in Public Review Draft Corridor Plan.

- **Community Engagement Report:** This report summarizes outreach activities and community feedback that was received throughout the planning process. It documents key messages and highlights implications for the Corridor Plan as well as any notable differences in responses between neighborhoods and demographic groups.





# 2

## CORRIDOR PROFILE

The Rumrill Corridor is a vibrant neighborhood located in the southwest portion of the City of San Pablo, and is home to an eclectic mix of homes, businesses, and community attractions. Rumrill Boulevard and Market Avenue (which intersects it in the northern part of the Corridor) are arterial roadways that connect the area with surrounding communities and positions Rumrill Boulevard as a gateway into San Pablo. The Rumrill Corridor is also a recreational

destination that draws residents from around the city, who come for soccer tournaments and games at the Rumrill Sports Complex. Drawing on the background reports prepared during the initial phase of work, this chapter presents a profile of the Rumrill Corridor, describing conditions and trends related to land use and development, population characteristics, and jobs and the economy to help provide context for the Plan.

## LAND USE AND DEVELOPMENT

Existing development along the Rumrill Corridor features low-slung commercial buildings, many involving auto-related uses; a variety of markets, shops, and restaurants; and small industrial businesses, together with multifamily apartments, single-family homes, and a large mobile home park (see **Map 2**). Commercial uses tend to front Rumrill Boulevard and are generally concentrated mid-corridor. Most existing commercial development was constructed prior to 1970 and the typical floor area ratio (FAR) is less than 0.35, reflecting the predominance of one-story buildings with a significant amount of land devoted to surface parking along the corridor. The age, condition, and relatively low FAR of existing non-residential development indicates a variety of opportunities for redevelopment with new uses to better serve community needs.



*Low-rise commercial structures with underutilized parking surface*

Residential uses occupy almost 45 percent of the land on the Corridor. The average density of existing housing is typically between 14 and 24 units per acre, although some newer multifamily developments along the Corridor have densities approaching 40 units per acre. Larger multifamily apartment complexes are located in the north and south of the Corridor, while single-family neighborhoods are adjacent and to the east of the Corridor.



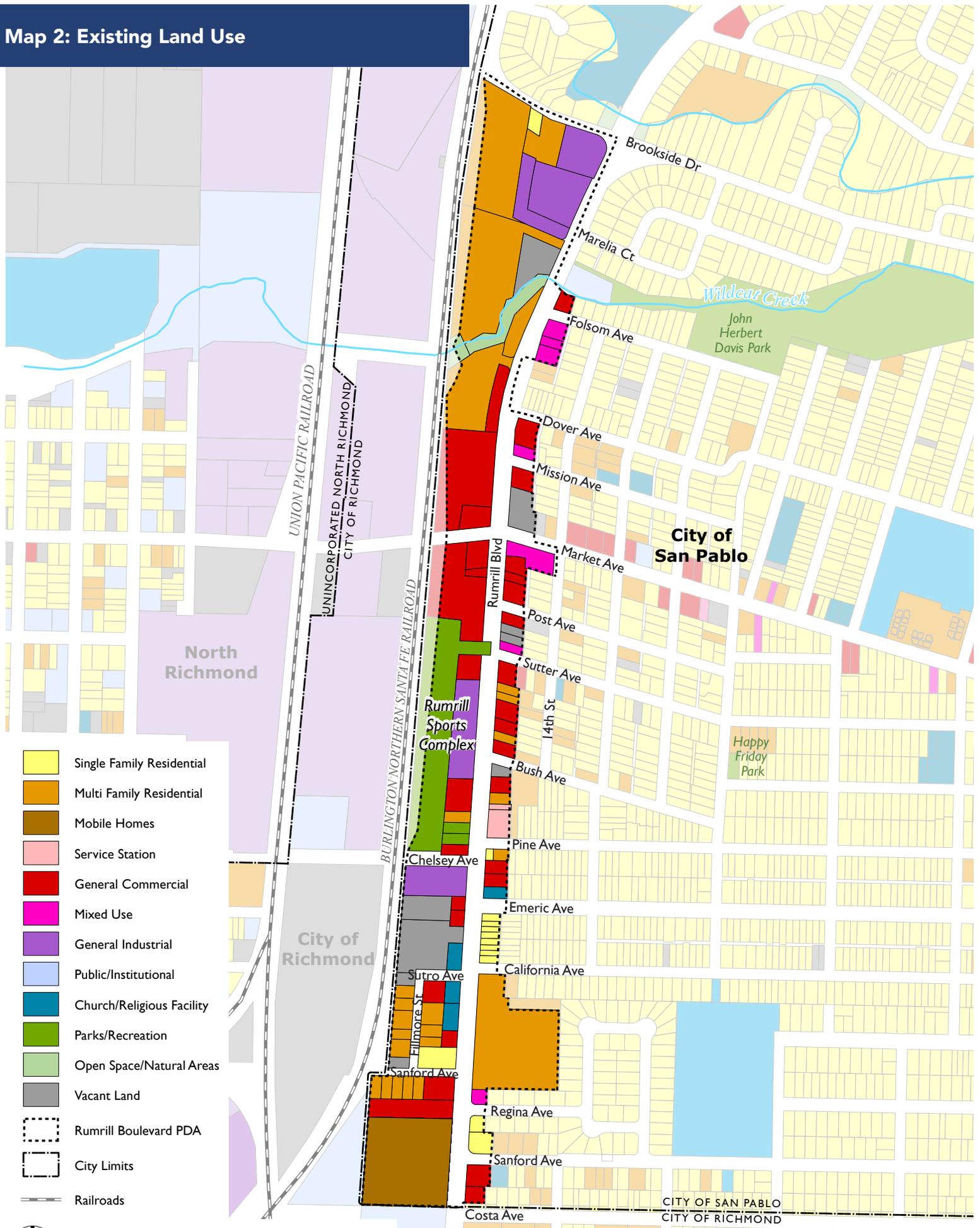
*Multifamily apartments located in north of the Corridor*

There are relatively few vacant parcels and, in general, parcel size in the Corridor is small (particularly on the east side of Rumrill) and ownership patterns are fragmented, which poses challenges for infill development. However, there are several clusters of adjacent parcels under common ownership which offer greater potential for redevelopment (see **Map 3**), particularly at the prominent intersection of Rumrill and Market Avenue. There is also a cluster of vacant City-owned parcels set back from Rumrill Boulevard near Sutro Avenue in the south of the Corridor that could potentially serve as a catalyst site were the City to pursue redevelopment through sale or a public-private partnership.

## POPULATION CHARACTERISTICS

The Rumrill Corridor has a young and diverse population of approximately 1,400. Residents tend to be younger than the citywide average, with a high proportion of individuals aged 18-44 and fewer families with children. The majority of Corridor residents identify as Hispanic and more than 60 percent of residents speak Spanish at home. Many residents face a significant housing burden, with over 40 percent spending more than 30 percent of their income on housing. This has led to a higher prevalence of younger, unrelated adults

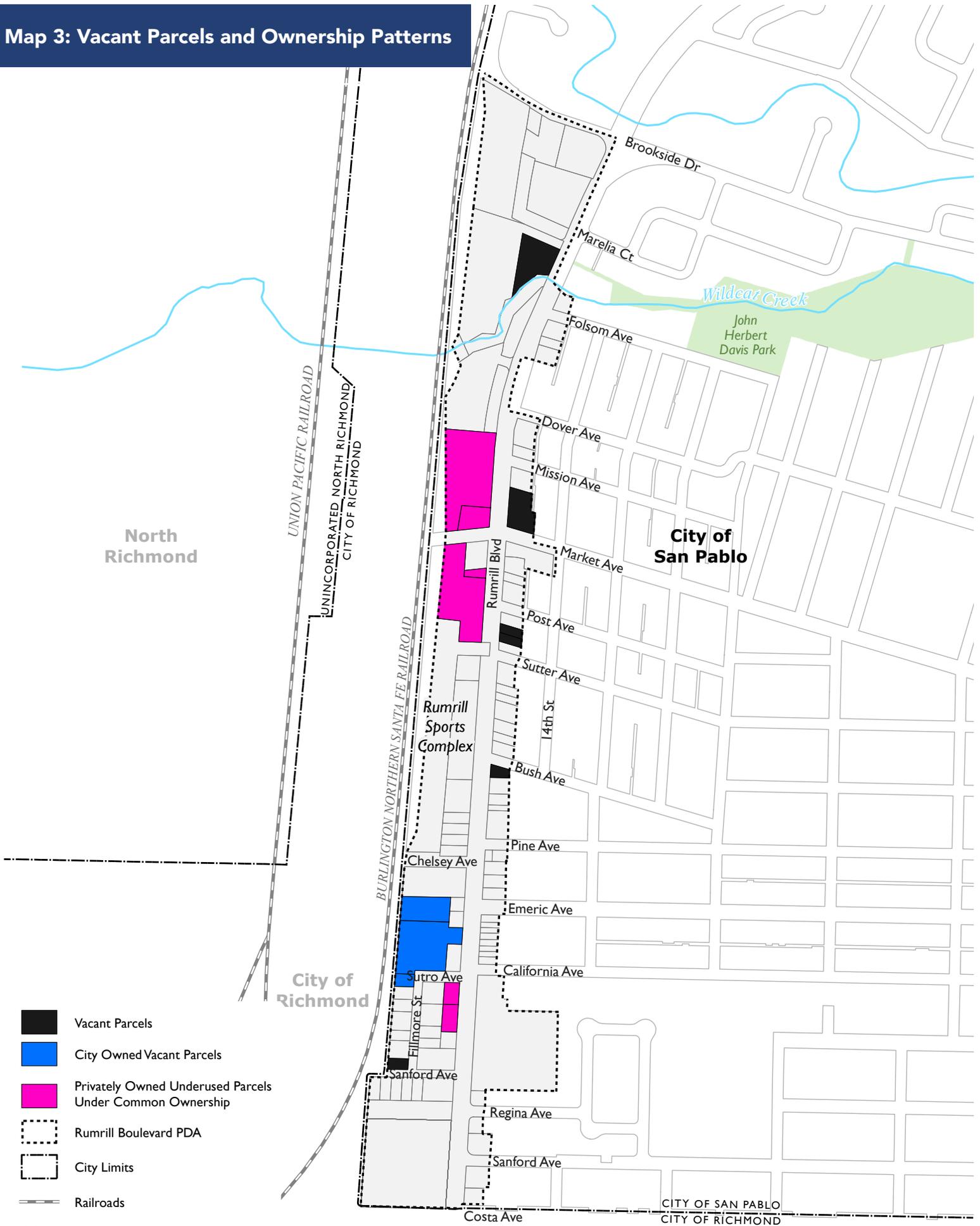
# Map 2: Existing Land Use



Map Date: 3/5/2025

SOURCE: City of San Pablo, 2024; Contra Costa County GIS, 2024; Dyett & Bhatia, 2024

# Map 3: Vacant Parcels and Ownership Patterns



Map Date:  
3/5/2025

SOURCE: City of San Pablo, 2024; Contra Costa County GIS, 2024; Dyett & Bhatia, 2024

sharing accommodations, suggesting the need for studio apartments, live/work units, and other housing types that offer affordable options for young, single people. While affordability remains a key concern, nearly half of the existing housing units in the Corridor are subsidized, making it important to also promote market-rate housing to ensure a balanced mix of options along the Corridor.

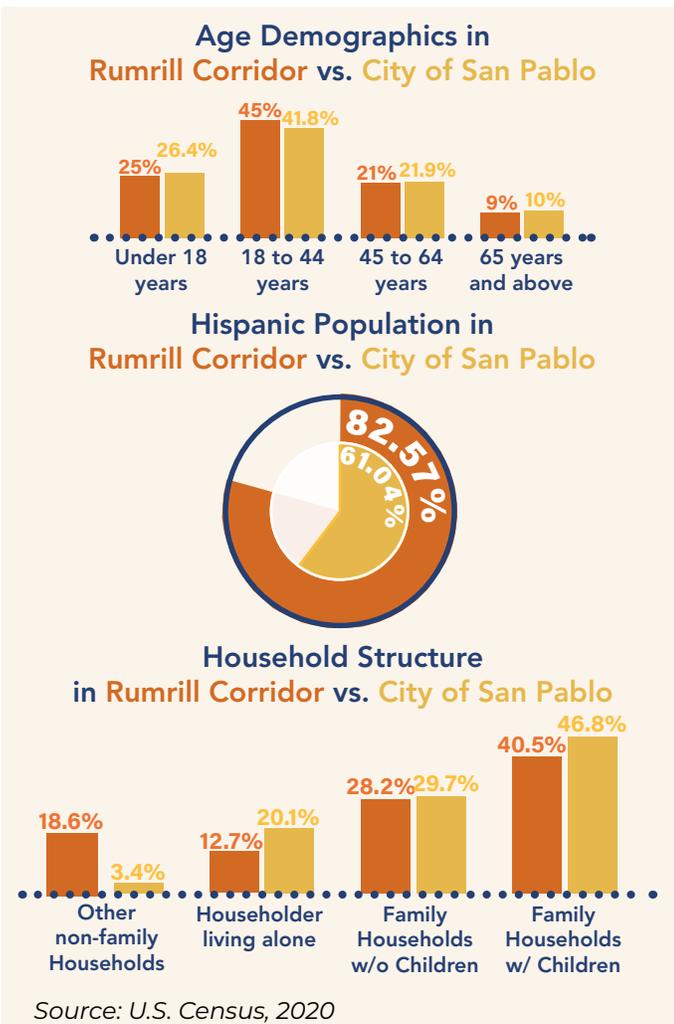
Overall, educational attainment is relatively low along the corridor, with only a third of residents having completed high school and fewer than 7 percent having attended college. Residents are primarily employed outside of the Corridor in sectors such as healthcare and social assistance, retail trade, and hospitality and food services. Jobs in these sectors can involve irreg-

ular work hours, making commute by transit less viable. This is reflected in travel data which show that most residents commute to work alone by car.

## EMPLOYMENT AND ECONOMY

The Rumrill Corridor has an active economy comprised primarily of small and independently owned businesses in the following sectors: restaurant and food services; personal care and business services; auto repair and maintenance; and manufacturing and wholesale. A full 85 percent of businesses in the Corridor are locally-owned. These locally-owned businesses employ approximately 220 people, primarily from outside San Pablo.

With relatively small parcel sizes and only indirect access to the regional highway and interstate network, larger scale industrial and regional commercial uses are generally not viable in the Corridor. However, these same attributes make the Corridor an ‘inside location’, which is attractive to smaller scale manufacturing and repair-oriented businesses that seek more affordable space and do not require ready access to freeways and highways. Such businesses may include food and beverage manufacturers, apparel and accessories manufacturers, creative “maker” businesses, and some limited advanced manufacturing, as well as automotive and electronic repair shops.



Existing food trucks in the Rumrill Corridor



# 3

## VISION AND PLANNING FRAMEWORK

### PLANNING PROCESS AND COMMUNITY ENGAGEMENT

In 2022, the City of San Pablo initiated preparation of the Rumrill Corridor Plan to develop a shared vision for the future of the Rumrill Boulevard Corridor neighborhood that will

guide revitalization and promote new housing development together with improved environmental conditions and economic opportunities. This effort was funded by a generous Priority Development Area (PDA) grant from the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG). Public engagement was

integral to the development of the Corridor Plan, and a multifaceted, bilingual (English-Spanish) community engagement strategy was implemented to proactively engage local residents and businesses in the process. A dedicated project page was established on the City's website to serve as a one-stop portal for information on the Corridor Plan, and opportunities to participate in the process were promoted with fliers distributed at community events, social media posts, door hangers left at homes and business along the corridor, email blasts, and mentions in the weekly City Manager's newsletter and in the City's quarterly El Portal newsletter. Opportunities for involvement included pop-up event outreach,

a citywide survey, property/business owner forums, a block party and community meeting, and "reel polls" published on the City's social media channels. Additionally, a Technical Advisory Committee (TAC) composed of City staff from various departments and representatives of partner agencies met three times in the process to advise on technical aspects of the Corridor Plan, including transportation, utilities, public services, and economic development.

At each phase of the work, a variety of different methods was used to provide opportunities for discussion and meaningful input and build community ownership of the Corridor Plan:

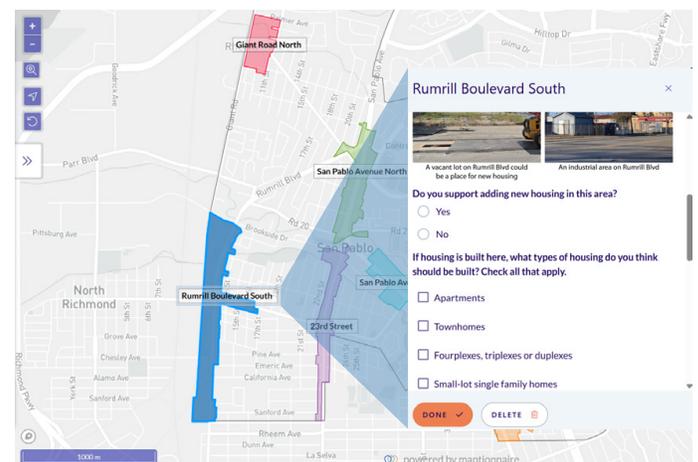
- Phase I: Issues and Opportunities Identification (Spring-Summer 2022).** This phase involved outreach to identify and understand stakeholder priorities and concerns as well as preparation of a Corridor Profile to document conditions and trends related to land use and development, transportation, environmental quality, and parks and public services in the Corridor. A citywide survey garnered over 260 responses, and an initial TAC meeting was held to review the Corridor Profile and to identify related issues and opportunities to address in the Plan.



Promotional Materials: Social media posts

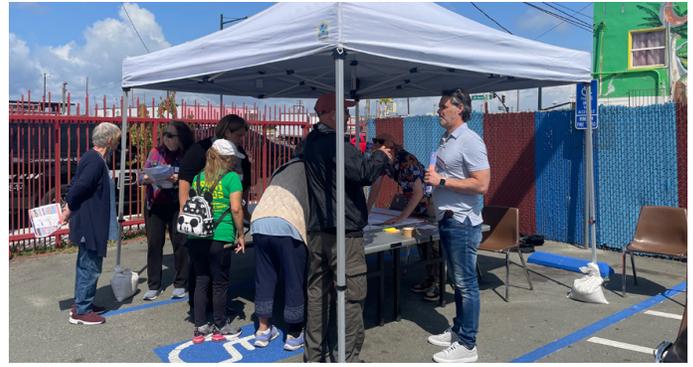


Promotional Outreach Materials: Door hangers



Citywide Online Survey

- **Phase 2: Alternatives Exploration (Summer-Fall 2024).** This phase saw development of three distinct alternatives for land use and economic development that outlined different options for the future of the corridor, responding to the issues and opportunities identified in Phase 1. The TAC met a second time to help refine the alternatives for presentation to the community. More than 385 community members shared their input during this phase, participating in property/business owner forums, attending a block party and community meeting on the corridor, and responding to interactive video “reel polls” on Instagram.
- **Phase 3: Draft Plan Preparation (Winter 2024-Spring 2025).** Based on the preferred land use plan and key strategies that emerged from Phase 2, a draft plan was prepared and released for public review. The TAC met a final time to review and comment on the Draft Plan prior to public release. Environmental review was also completed during this phase.
- **Phase 4: Plan Finalization (Spring-Summer 2025).** The Corridor Plan will be presented to the Planning Commission and City Council for adoption at public hearings in May and June of 2025. It will be adopted as a component of the City’s General Plan and associated land use map changes will also be approved at that time. Associated changes to the City’s zoning map and development regulations will follow.



Rumrill Block Party and Community Meeting



Bilingual Interactive Instagram Reel Polls

## VISION

The shared vision for the future that emerged from the planning process is for Rumrill Boulevard to be a **highly livable corridor and a destination for “food and fun”** that attracts San Pablo residents as well as visitors from around the region. It will be a vibrant neighborhood, with a variety of housing choices for people of all ages and incomes, and a place where successful businesses that provide quality jobs for corridor residents and opportunities for local entrepreneurs can locate and thrive.

It will also be a place where people come together for soccer games at the Rumrill Sports Complex, to enjoy a meal at a popular local restaurant or food truck, or to meet with friends in a new public plaza at the prominent intersection of Market and Rumrill or at other nearby open spaces. Attractive architecture, branded signage, and public art reflecting local heritage and culture will all contribute to a memorable sense of place.



## CORRIDOR STRUCTURE

The Corridor Plan will be implemented incrementally over 10-15 years, guided by a land use framework to help make the vision a reality. That framework seeks to promote the following structuring elements, illustrated on **Map 4**:

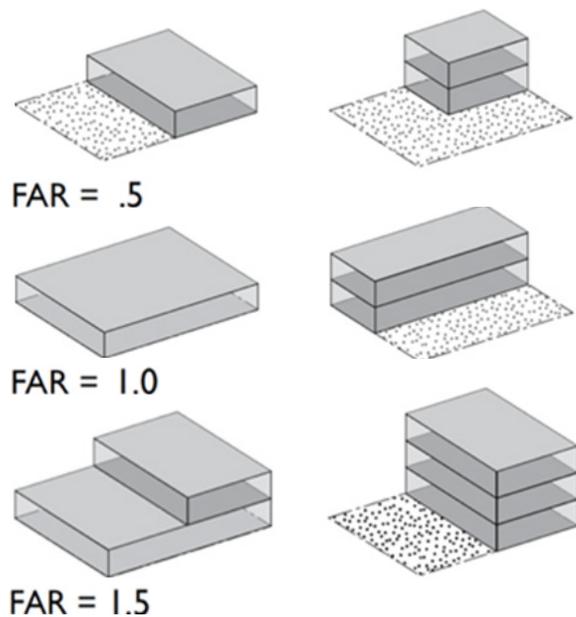
- **A vibrant mixed use hub** with apartments, shops, and neighborhood services to create a focal point at the prominent intersection of Rumrill and Market;
- **Residential nodes** at the north and south ends of the corridor, located within easy walking distance of shops, transit, and neighborhood services;
- **Commercial and employment mixed-uses** focused mid-corridor that provide economic opportunities for employment and entrepreneurship together with compatible residential uses; and
- **Prominent gateway design features** such as distinctive people-oriented architecture, branded signage, landscaping, trees, and public art at entry points into the community that help to build a sense of place.

## LAND USE FRAMEWORK

The Corridor Plan Land Use Map (**Map 5**) illustrates the long-term vision for redevelopment and revitalization in the Corridor, translating the structuring elements with land use designations that describe the character envisioned for each district. Each designation includes standards for density or intensity of use. Residential densities are expressed in terms of dwelling units per acre. Building intensities for non-residential uses are expressed in terms of floor area ratio (FAR), which is the ratio of gross building area (excluding surface parking areas) to net lot area (see **Figure 1**). FAR does not reg-

ulate building placement or form; it defines the total amount of development allowed on a given lot. In the designations below, FAR represents an expectation of the overall intensity of future development. The maximums assigned to the land use designations below do not constitute entitlements, nor are property owners or developers guaranteed that an individual project, when tested against the Plan's policies, will be able or permitted to achieve these maximums.

**Figure 1: Illustration of Floor Area Ratio (FAR)**

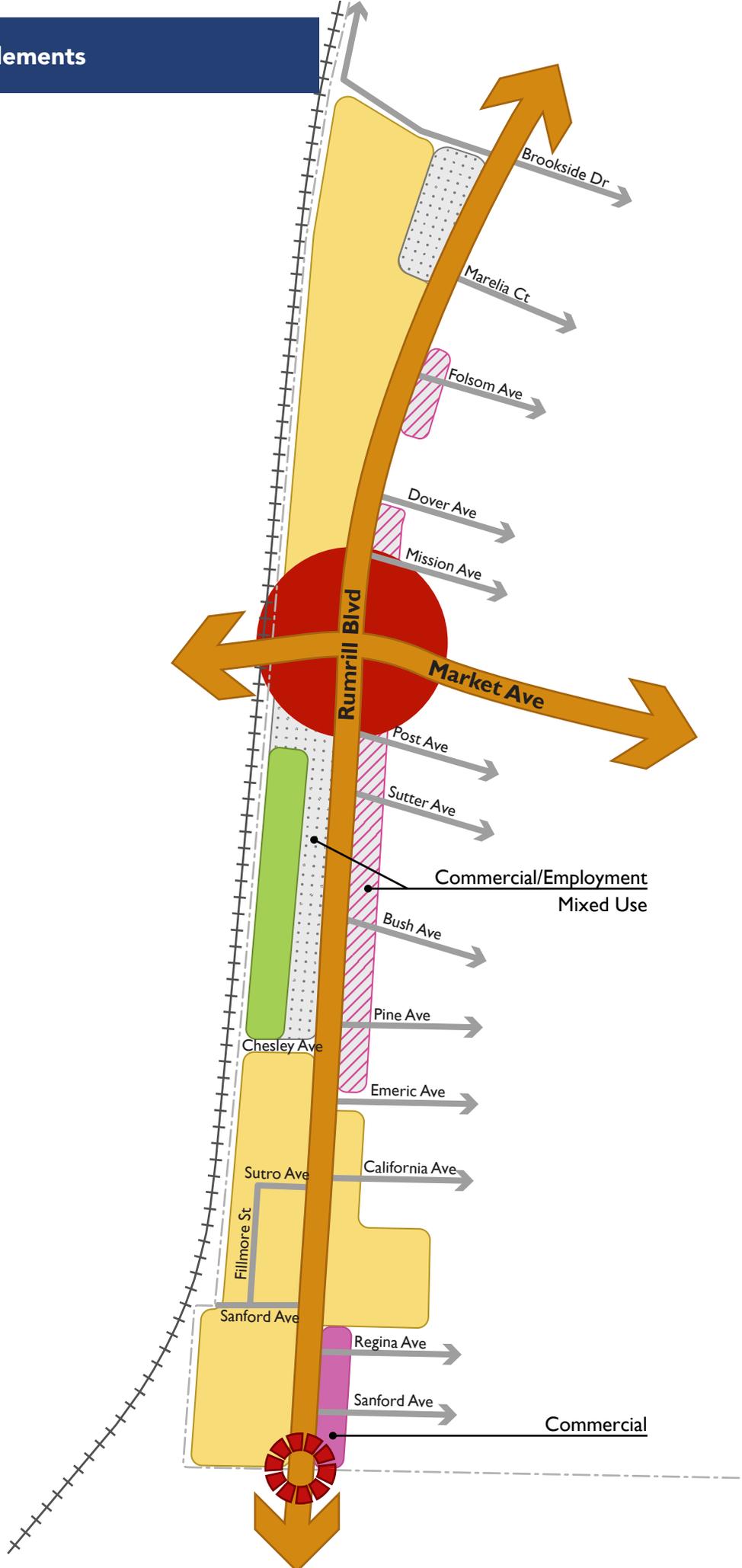


### Mixed Use Designations

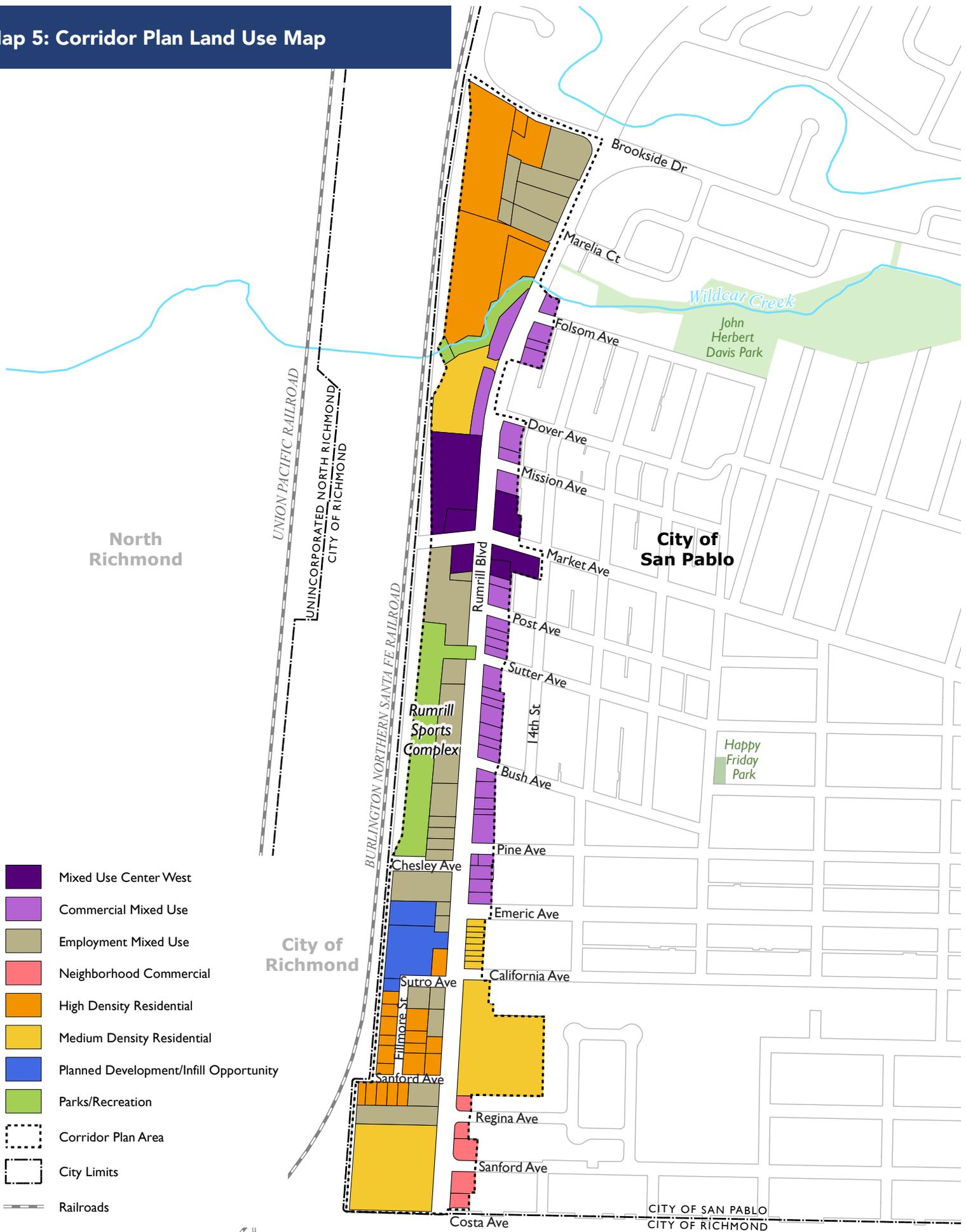
**Mixed Use Center West.** Mixed use development at this prominent western gateway into San Pablo will include multiunit residential development with a permitted density of 30-60 units per gross acre and/or activity-generating commercial uses with a maximum FAR of 2.5. The maximum permitted density and FAR may be calculated over the total area of adjoining parcels if they are proposed for redevelopment together as part of a single project. A mix of uses is encouraged but not required on individual sites. Typical building height is expected to be four to five stories with mixed use in either a ver-

# Map 4: Structuring Elements

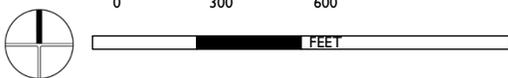
-  Mixed Use Hub
-  Gateways
-  Residential
-  Commercial
-  Parks/Recreation
-  Employment Mixed Use
-  Commercial Mixed Use
-  City Limits
-  Railroads



# Map 5: Corridor Plan Land Use Map



- Mixed Use Center West
- Commercial Mixed Use
- Employment Mixed Use
- Neighborhood Commercial
- High Density Residential
- Medium Density Residential
- Planned Development/Infill Opportunity
- Parks/Recreation
- Corridor Plan Area
- City Limits
- Railroads



tical or horizontal format. Desired commercial uses include a grocery store, restaurants, and community-serving shops and services. Other potential 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 and dining. Residential developments that are “affordable by design” are encouraged, such as co-housing, micro-apartments, and modular construction. 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.** This designation seeks to foster a range of production, distribution, and repair-oriented businesses, including food production and distribution; small-scale auto and appliance repair; apparel, electronics, and furniture manufacturing; and a host of other creative demonstration, showcase, and assembly uses. The intent is to provide opportunities for smaller scale commercial, office, industrial, and hybrid uses seeking affordable spaces that do not require direct access to the regional transportation network and to provide jobs with good wages that do not require a college degree for local residents. On-site live/work housing is also encouraged within this designation. On sites over 0.25 acres, multiunit housing is permitted where adequate buffering and noise mitigation is provided. Maximum permitted FAR for non-residential uses is 0.6.

**Commercial Mixed Use.** This designation is intended to foster a mix of commercial, office, service retail, public and residential uses. A mix of uses is encouraged but not required on individual sites. Typical height is expected to be two to three stories. The maximum permitted FAR is 1.5. Residential uses are allowed only when the commercial FAR is 0.50 or greater. Permitted density is 20 to 40 units per gross acre.

## Residential Designations

**High Density Residential.** This designation is intended primarily for higher-density multifamily apartments, townhomes, and condominiums. Developments in this category are typically two to four stories high and located along major roads. Common area open space and shared amenities are required within a development. The minimum lot size is 10,000 square feet. Permitted residential density for this designation ranges from 25 to 60 units per gross acre.



**Medium Density Residential.** This designation provides for a mix of housing types and may accommodate small-lot single-family, attached single-family or townhomes, duplexes, triplexes, fourplexes, apartment buildings, or condominiums. Accessory Dwelling Units are also permitted in all residential districts. Permitted residential density for this designation ranges 13 to 24 units per gross acre.

## Other Designations

### Planned Development/Infill Opportunity.

This designation is intended to promote high density residential and/or mixed-use development on a cluster of adjacent City-owned sites. Permitted residential density is up to 60 units per net acre prior to any density bonus and an affordable housing component is required, consistent with Gov. Code, §§ 54220-54234. Residential development should include a mix of unit types, including studios, one-bedroom units, micro-units and other smaller unit types suitable for singles and students as well as larger units for families. Live/work housing that provides opportunities for compatible home-based businesses is encouraged. The site may be developed with residential uses alone; however, complementary non-residential uses such as business incubator space, commercial recreational uses, or space for workforce development and training activities are also desired.



**Neighborhood Commercial.** This designation provides for smaller-scale commercial, office, and service uses that primarily provide convenience, personal services, and social services such as retail and specialty shops, eating and drinking establishments, and commercial recreation that are convenient to those living along and nearby the corridor. It is intended to foster a pedestrian atmosphere along public streets. Residential uses are discouraged, unless they are incidental to the commercial use or part of a small-scale mixed use. The maximum permitted FAR is 1.0. On smaller parcels, additional

FAR may be permitted to achieve the desired vision for the area.

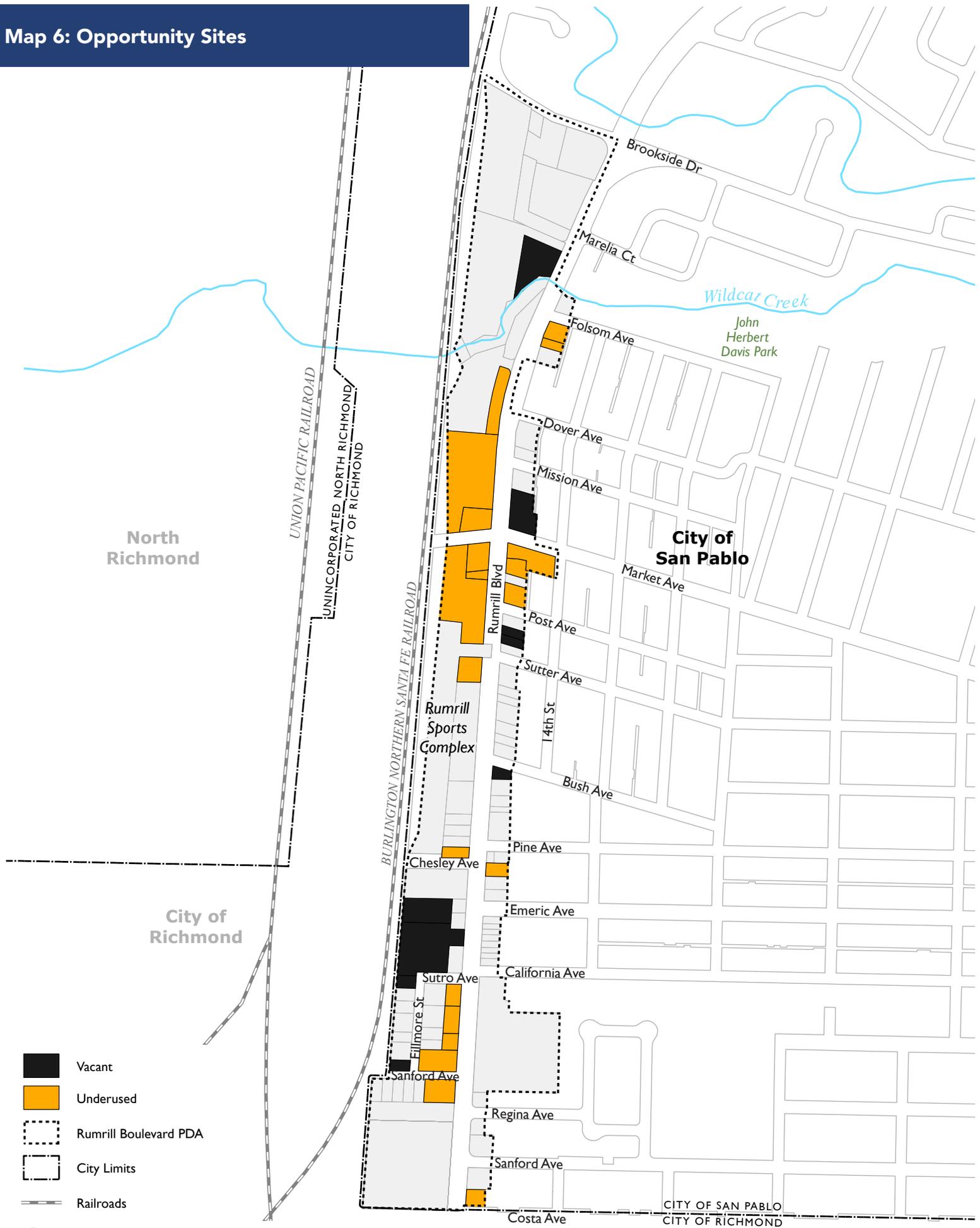
**Parks/Recreation.** This designation is intended for improved and unimproved park facilities, including neighborhood, community, and regional parks as well as recreational facilities that provide visual open space and serve the outdoor recreational needs of the community. No FAR is assumed.



## DEVELOPMENT POTENTIAL

With relatively few vacant parcels along the corridor, but with great revitalization/intensification potential, the vision for the Rumrill Corridor will be realized primarily through infill development and expansion on underused properties. Underused properties may be characterized by the value of the land being worth more than the buildings and structures on it, giving the owner an incentive to redevelop with new uses that command higher rents or sale prices. For example, a commercial site with vacancies and large surface parking lots could be considered underused and therefore redeveloped with other uses to serve community needs, such as housing that in turn would provide more customers for the other stores and restaurants in the area. Within the Corridor, sites with the most potential to accommodate new development over the next 10-15 years are shown as opportunity areas in **Map 6**. Overall, buildout of the Corridor Plan is projected to result in approximately 410 new housing units and 370 new jobs by 2035.

# Map 6: Opportunity Sites



- Vacant
- Underused
- Rumrill Boulevard PDA
- City Limits
- Railroads



SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021



# 4

## GOALS, POLICIES, AND ACTIONS

This chapter outlines the specific goals, policies, and actions the City will undertake to achieve the shared vision for the Rumrill Corridor that emerged from the process. These goals, policies, and actions are intended to provide a framework that will guide planning and development along the Corridor, integrate

new housing and employment opportunities, and strengthen sense of place and livability. The chapter is organized around eleven goals that correspond to key community priorities identified during the process, addressing land use and urban design; economic development; transportation and parking; and quality of life.

## LAND USE AND URBAN DESIGN

### GOAL-1

#### **COHESIVE LAND USE FRAMEWORK.**

Foster a vibrant mix of uses along the Corridor and a clear development pattern defined by a mixed use core, residential nodes, and opportunities for retail, employment, and recreation.

### POLICIES

**RUM-1.1** Promote the redevelopment of underused sites along the Corridor to provide for community needs, capitalize on market opportunities, and foster prosperity.

**RUM-1.2** Integrate new housing and employment-oriented uses along the Corridor to address affordability, increase economic opportunity, and support neighborhood vitality, while taking action to prevent the displacement of existing residents and businesses.



**RUM-1.3** Foster distinctive gateways at key entry points into San Pablo to heighten sense of place and strengthen neighborhood pride.

### GOAL-2

#### **DISTINCTIVE GATEWAY.**

Create an attractive, memorable gateway into San Pablo at the prominent intersection of Market and Rumrill.

### POLICIES

**RUM-2.1** Focus the highest intensity of development at the intersection of Market and Rumrill to create a distinctive mixed-use node and a focal point for the community that signals entry into San Pablo.

**RUM-2.2** Foster a vibrant mix of residential and activity-generating commercial uses at this location to activate it throughout the day and evening.

**RUM-2.3** Require a minimum of 30 units per net acre for any project with a residential component at the intersection of Market and Rumrill.

**RUM-2.4** Build the visual presence of the gateway intersection with taller building heights, a public plaza, trees, public art/murals, and distinctive branding and signage. The public plaza should be designed for flexible use and activated with programming and amenities.

**RUM-2.5** Orient new buildings to the street or public plaza, minimize setbacks along street frontages, and locate surface parking behind buildings to promote a walkable, pedestrian-friendly environment.

## RUMRILL/ MARKET GATEWAY INTERSECTION

The intersection of Rumrill and Market represents a unique opportunity within the Plan Area. Parcel size at this prominent crossroads is among the largest on the Corridor, and there are clusters of adjacent parcels under common ownership, which present an important opportunity for redevelopment that can help catalyze the vision.

The intersection is served by three bus routes, positioning it for transit-oriented development, and it is also a major entry point into San Pablo from the Richmond Parkway, via North Richmond. The Plan focuses the highest density and intensity of development at this location to capitalize on this opportunity and foster creation a mixed use node, with a vibrant mix of residential and activity-generating commercial uses. Land use and development standards are structured to incentivize the provision of amenities such as public plazas, on-site recreational amenities, public art, and high-quality design features that contribute to an attractive, memorable gateway into San Pablo.



2025 Conditions



Incorporate public art and branding to enhance sense of place

Build visual presence of Gateway with taller buildings and distinctive architecture

Locate buildings near street frontage with parking in the rear to enhance walkability

Incentivize public plazas and on-site amenities to activate Gateway

Design public spaces for flexible use

Enhance pedestrian safety with high visibility crosswalks

Illustration of potential 2035 conditions

**RUM-2.6** Emphasize human-scaled design within larger developments and employ measures such as articulated massing, awnings, and landscape elements to break down the scale of buildings.

**RUM-2.7** Ensure that commercial uses are designed to incorporate ground floor transparency and pedestrian activity.

**RUM-2.8** Provide common, resident-serving uses such as lobbies, fitness centers, and common areas in visible, ground-floor locations within multifamily developments and mixed-use buildings to help activate the street level.



**RUM-2.9** Work with AC Transit to incorporate a transit stop at the intersection with passenger waiting amenities such as a bus shelter, seating, lighting, trash cans, and schedule information.

**RUM-2.10** Prioritize the use of funds from the City's Public Art Fund for a public art project at the Rumrill/Market gateway intersection

## ACTIONS

**RUM-2.a** Update the zoning code to:

- Establish development standards for high intensity mixed use development within the Mixed-Use Center West designation;
- Clarify that the minimum required density for residential development in the Mixed-Use Center West designation is 30 units per net acre; and
- Provide a tiered program of bonus density and FAR offered in exchange for amenities such as public plazas, on-site recreational amenities, public art, and high-quality design features.

**RUM-2.b** Work with property owners and interested developers to retain a grocery store at this intersection and attract other essential services, such as medical clinics, banks, and dry cleaners to provide for the needs of area residents and ensure the vitality of the node over time.



**RUM-2.c** Establish a unified gateway design palette and guidelines that address streetscape design, signage, lighting, and building massing and setbacks to heighten sense of place both at the Rumrill/Market gateway and the southern gateway.

**GOAL-3**

**HOUSING FOR ALL.**  
Promote a variety of housing types along the corridor and prevent displacement of existing residents.

## POLICIES

**RUM-3.1** Promote a range of residential densities and unit sizes throughout the Corridor to encourage a mix of housing types in varying price ranges and rental rates.

**RUM-3.2** Encourage a mix of for-sale and rental housing units along the Corridor, including alternative ownership models such as fee-simple ownership, common interest developments, housing cooperatives, or community land trusts.



**RUM-3.3** Facilitate the integration of new housing to meet community needs in the Rumrill Corridor by offering incentives that may include (1) processing incentives such as fast track permitting, expedited design review, and streamlined environmental review when possible ; (2) regulatory incentives such as density bonuses, parcel map waivers, or modification of development standards; and (3) fee reductions, waivers, or deferrals and other financial incentives for projects that create low- and moderate-income housing.

**RUM-3.4** Encourage the use of innovative and cost-effective building materials and construction methods (such as modular construction), as well as site design practices as well as energy and water conservation measures to conserve resources and reduce the cost of residential development.

**RUM-3.5** Promote the development of live/work units and compatible multi unit housing in commercial and employment mixed use areas along the Corridor.

**RUM-3.6** Screen and buffer nonresidential projects to protect adjacent residential property and other sensitive land uses when necessary to mitigate noise, glare and other adverse effects on adjacent uses.

**RUM-3.7** Require building placement variations, roofline variations, architectural projections, and other embellishments in residential and mixed-use development to enhance the visual quality and design appeal along the Corridor.



**RUM-3.8** Preserve and expand affordable housing in the Corridor with the following actions:

- Through the Residential Health & Safety Program, continue to proactively inspect rental properties and promote rehabilitation of substandard units;
- Partner with Contra Costa County and non-profit groups to provide funds to renovate older buildings in exchange for rent restrictions;
- Provide regulatory, process, or fee-based incentives to encourage the integration of deed-restricted affordable units within housing developments; and
- Discourage the conversion of older rental apartments to condominiums.

**RUM-3.9** Continue to engage the community in developing new and refining existing affordable housing and anti-displacement strategies.

## ACTIONS

**RUM-3.a** Pursue development of high density residential and/or mixed-use development on the cluster of City-owned parcels in the south of the Corridor, near Sutro and Fillmore. Development of these properties should be used to help catalyze positive change in the Corridor and may be accomplished through sale, ground lease, or public-private partnership.

**RUM-3.b** Consistent with Housing Element Program 1-C, establish objective standards for live/work units so that they can be developed without the need for a conditional use permit.

**RUM-3.c** Study the feasibility of modifying the SPLASH program to support the creation of live/work housing and/or office condominiums on the Corridor.

**RUM-3.d** Work with Richmond LAND (Local Action in Neighborhood Development), Contra Costa's first Community Land Trust (CLT), to explore opportunities to increase the supply of permanently affordable housing options on the Corridor. The effort should consider opportunities to consolidate parcels and/or acquire and rehabilitate

existing multiunit rental housing. The City should consider contributing land, funds, and technical expertise to support the effort.

**RUM-3.e** Consistent with Housing Element Program 1-H, reach out to faith-based organizations that own property on the Corridor to gauge their interest in developing affordable housing and identify actions the City can take to support efforts.



**RUM-3.f** Review development standards in the zoning code to ensure they adequately provide transitions for higher density mixed use areas to adjacent low density neighborhoods, incorporating modifications as warranted.

**RUM-3.g** Implement Housing Element Program 3-F to minimize and resolve conflicts and disputes between landlords and tenants and promote tenant rights.

**RUM-3.h** Consider creation of a forum for ongoing dialogue on local housing issues and identification of strategies to address them. Include representatives of public agencies, affordable and for-profit housing developers, housing advocacy groups, and other community organizations.

**RUM-3.i** Monitor indicators such as change in share of low-income households, average rent and sales price, supply of affordable units, and evictions and foreclosures within the Corridor. Use this data to assess risk and target programs and resources accordingly.

**GOAL-4**

**ENGAGING SPACES.**

**Activate the public realm and build visual character along the Corridor.**

**POLICIES**

**RUM-4.1** Using development regulations and design standards, facilitate development and streetscape improvements that help transform the visual and physical character of the Corridor to create a positive impact on the public realm.



**RUM-4.2** Rely on strong landscape treatments, setbacks, sign controls, and, where feasible, underground utilities and street improvements to enhance design harmony and prevent visual chaos where businesses are competing for attention.

**RUM-4.3** At key intersections, require that buildings be oriented to actively engage and enhance the public realm through techniques such as building orientation, build-to and setback lines, façade articulation, ground-floor transparency, and rear-of-lot location of parking.

**RUM-4.4** Integrate public art/murals, distinctive branding, and signage to help build sense of place at the southern gateway (**Map 4**) and apply gateway design guidelines to new development at this location (see **Action RUM-2.c**).



**RUM-4.5** Primary building entries, either individual or shared, should face a public street and be prominent and easy to identify.

**RUM-4.6** Leverage City investments in infrastructure, public realm improvements, and amenities to attract private sector investments and new development to the Corridor.

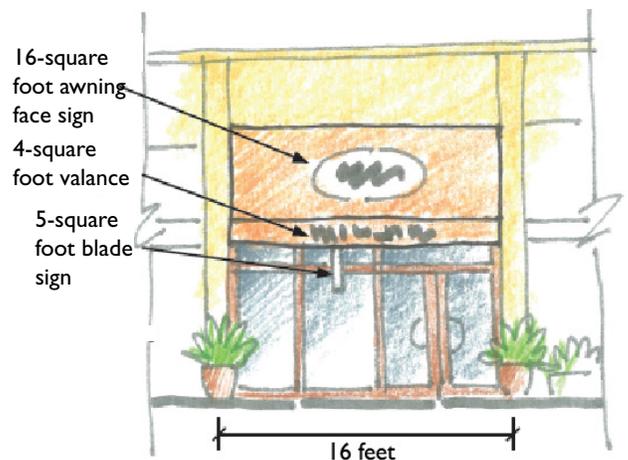
**RUM-4.7** Pursue funding and programs to underground utilities and overhead wires where feasible.

## ACTIONS

**RUM-4.a** Work with property and business owners to promote the improvement and maintenance of facades of commercial buildings.

**RUM-4.b** Investigate the feasibility of establishing a business improvement district, facade improvement program, or other mechanism to facilitate the renovation and rehabilitation of older commercial properties along the Corridor.

**RUM-4.c** Establish a master signage program with guidelines for the design, placement, and specifications for commercial signage to ensure consistency in visual appearance and help build a visual brand for the Corridor.



*A Master Signage Program is a coordinated plan for signs placed on commercial properties that ensures consistent visual themes and adequate signage for tenants.*

**RUM-4.d** Develop a branding and public art program for the Corridor that identifies a menu of tactical public realm improvements to foster an identifiable image for the area. The program should include elements such as murals, banners, utility box painting, string lighting, and blank facade wall treatments as well as potential funding sources.

**RUM-5.2** Continue to partner with the San Pablo Economic Development Corporation (EDC) to offer technical assistance and funding to support the establishment and growth of businesses in target sectors.

**RUM-5.3** Leverage the relatively affordable rents and sales prices available along the Corridor to attract new businesses.

## ECONOMIC DEVELOPMENT

### GOAL-5

**THRIVING LOCAL BUSINESSES.**  
Cultivate a vibrant mix of home-grown businesses and entrepreneurs while attracting new businesses to diversify and grow the local economy.

**RUM-5.4** Preserve and encourage neighborhood stores that enable shoppers to walk or bike for everyday needs, provide access to healthy foods, and promote a sense of community.



## POLICIES

**RUM-5.1** Focus business attraction and retention efforts to build on existing industry concentrations in the Corridor, including businesses in the following sectors: food production and sales; small-scale manufacturing; wholesale trade; repair and maintenance; and personal and businesses services.

**RUM-5.5** Ensure that zoning and other City regulations support a variety of home-based businesses along the Corridor.

**RUM-5.6** Encourage the integration of commercial tenant spaces designed to accommodate small businesses within new developments.

**RUM-5.7** Undertake and encourage place-making and community development projects that enhance the Corridor as a desirable place to live, work, and visit.



## ACTIONS

**RUM-5.a** Conduct outreach to local businesses and assess the viability of establishing a Business Improvement District in the Corridor to help coordinate and fund activities such as facade improvements, beautification efforts, coordinated marketing campaigns, and special events.

**RUM-5.b** Review City business license and sign permit requirements to identify revisions that can simplify procedures and reduce costs for businesses.

**RUM-5.c** Work to encourage that a range of occupiable sizes is provided in new developments, including smaller commercial tenant spaces designed to accommodate small, local businesses.

**GOAL-6** **QUALITY OF JOBS, EDUCATION, AND TRAINING.** Support workforce development initiatives and connect residents with local employment opportunities.

## POLICIES

**RUM-6.1** Proactively partner with the San Pablo EDC on strategies to develop a local labor force with skills to meet the needs of the Corridor’s businesses.

**RUM-6.2** Continue to support efforts to enhance primary and secondary education, increase high school graduation rates, and improve workforce-readiness for youth.

**RUM-6.3** Work with the San Pablo EDC to develop and implement programs that help local businesses hire and train local trainees.

## ACTIONS

**RUM-6.a** Collaborate with the San Pablo EDC and Corridor businesses to mount a “hire local campaign” that encourages businesses along the Corridor to hire workers who live in or near the area.



Image Source: San Pablo Economic Development Corporation

GOAL-7

**DESTINATION FOR FOOD AND FUN.**

**Establish the Rumrill Corridor as a destination for recreation and entertainment within San Pablo.**

**POLICIES**

**RUM-7.1** Work with the San Pablo EDC and local businesses to raise the profile of the Corridor as a recreational and entertainment destination, through marketing campaigns and other promotional activities.

**RUM-7.2** Attract complementary new food production and sales businesses to the Corridor and support the vitality of existing restaurants, bodegas, and food trucks.

**RUM-7.3** Reinforce the Rumrill Sports Complex as the City's premier destination for recreational events and explore opportunities to partner with local businesses and community groups to host festivals and events in addition to sports and recreational programming.



**ACTIONS**

**RUM-7.a** Develop and market an inventory of sites along the Corridor that are suitable for a commercial kitchen, a food truck park, or other food/beverage production facility.

**RUM-7.b** Establish a zoning overlay or other mechanism to fast-track permits for food trucks and short-term events along the corridor.



**RUM-7.c** Prepare and publicize a map of restaurants and food trucks along the Corridor to highlight local businesses and promote patronage by San Pablo residents and visitors to the area.

**RUM-7.d** Work with property owners to facilitate the activation of vacant and underused sites with short-term uses bringing co-benefits for owners and the community. Such uses may include pop up markets; festivals and community events; short-term exhibit or gallery space; performance venues; or community gardens with raised planting beds.

# TRANSPORTATION AND PARKING

There is strong community support for new multifamily housing along the Corridor; however, peak hour congestion and the limited availability of public parking along the Corridor are ongoing issues that will require focused attention to ensure that the addition of new housing enhances quality of life in the area.

Plan policy incorporates a robust suite of actions to optimize circulation through the use of technology and transportation demand management strategies that encourage the use of alternatives to single-occupant vehicles. Plan policy also outlines a comprehensive parking strategy for the area that seeks to optimize the use of space devoted to parking, balance the needs of businesses and residents, and effectively manage demand on game days at the Rumrill Sports Complex.



## GOAL-8

**SAFE, EFFICIENT STREETS.**  
Manage circulation and improve connectivity to and along the Rumrill Corridor to ensure safe, efficient mobility for all roadway users.

## POLICIES

**RUM-8.1** Manage traffic and circulation along the Corridor to reduce congestion, optimize person throughput, and enhance roadway safety.

**RUM-8.2** Employ a variety of strategies to optimize traffic flow on Rumrill Boulevard, particularly during peak hours. Strategies may include:

- Traffic signal timing optimization;
- Roadway layout, lane configurations, and intersection designs to facilitate smooth traffic flow; and
- Variable message signs and technology that provides real-time information.

**RUM-8.3** Promote walking, cycling, transit and other non-motorized forms of transportation for local trips within the Corridor and surrounding neighborhoods.



**RUM-8.4** Encourage all new multiunit residential developments to incorporate transportation demand management (TDM) strategies into project design and operations. Require that projects of 50 or more units incorporate TDM strategies, which may include:

- Participation in the AC Transit EasyPass program which provides discounted transit passes for residential communities;
- Membership in car share and bike share programs;
- On-site secure bicycle storage facilities;
- Connecting residents to E-bike grant and rebate programs.

**RUM-8.5** Continue to engage the community in transportation planning and design decisions along the Corridor and periodically assess the need for adjustments and refinements to roadway design.



**RUM-8.6** Support regional initiatives to connect San Pablo to the San Francisco Bay Trail, including completion of the Verde Avenue connector segment of the Wildcat Creek Trail planned to link the Plan Area to an existing segment to the west.

## ACTIONS

**RUM-8.a** Pursue funding and prioritize completion of the traffic signal interconnect system and installation of a fiber line to enable synchronized traffic signal operation on the Corridor.

**RUM-8.b** Prepare a handout detailing TDM strategies available for multiunit residential developments; make it available at the planning counter and on the City's website.

**RUM-8.c** Collaborate with local businesses to develop and implement a campaign that encourages residents to walk and bicycle when shopping in or visiting the neighborhood. Through incentives and contests, the campaign should aim to encourage area residents to shop at stores and visit services along the Corridor while also promoting the public health benefits of active transportation.

**RUM-8.d** Study options and identify potential funding sources for the installation of high visibility crosswalks at key intersections along the Corridor, including the Rumrill/Market gateway intersection; the Rumrill/Sutter intersection at the entry to the Rumrill Sports Complex; and Rumrill/Sanford intersection. The study should engage area residents in determining priorities and design of improvements.

**RUM-8.e** Explore the feasibility of options for bringing on-demand shuttle service to the Corridor to enhance first/last mile connectivity to the regional transit facilities and



Image Source: Richmond Standard

other key designations. Options may include expanding San Pablo Paratransit service to a wider range of riders and/or working with the City of Richmond to expand the Richmond Moves shuttle service area to include the Rumrill Corridor.

## GOAL-9

### COMPREHENSIVE PARKING MANAGEMENT.

**Strategically provide parking to meet the needs of existing and future residents and businesses**

## POLICIES

**RUM-9.1** Strive for a balanced supply of parking along the Corridor that supports business vitality, walkability, and healthy air quality.

**RUM-9.2** Promote the use of shared parking agreements that allow for common use of spaces between uses with different time of day needs and require reciprocal parking and access agreements between individual parcels where practical.

**RUM-9.3** Allow for additional floor area ratio (FAR) above the maximum permitted in mixed use developments if the project proponent demonstrates it is needed to support the financial feasibility of wrapped or structured parking.

## ACTIONS

**RUM-9.a** Develop and implement a parking management plan for events at the Rumrill Sports Complex. The Plan should be informed by parking counts on game days. Additionally, the plan should identify shared parking opportunities with neighboring property owners and incorporate TDM strategies and incentives for carpooling

**RUM-9.b** Consider establishing on-street parking time limits (2-3 hours) in commercial areas, including signage and follow-up enforcement.

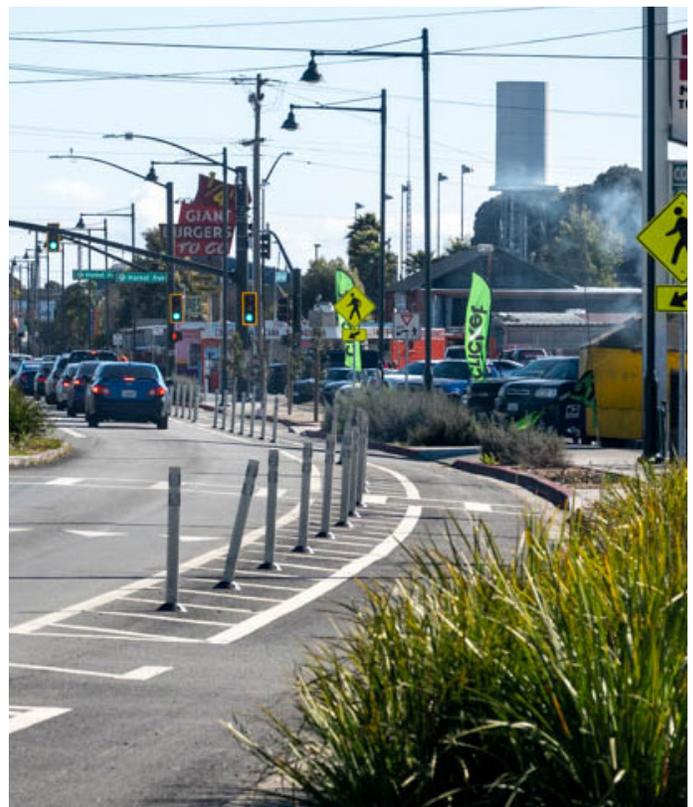
**RUM-9.c** Monitor spillover parking into residential neighborhoods adjacent to the Corridor and establish a residential parking permit program if warranted.

**RUM-9.d** Review off-street parking standards and identify opportunities to optimize the use of space devoted to parking, updating the zoning code as appropriate. The exercise should consider reducing parking stall dimensions and expanding where tandem parking is permitted among other solutions.

**RUM-9.e** Continue and expand public education and outreach efforts to clarify where street parking is permitted in the Corridor and to discourage obstruction of bicycle lanes. Consider adding signage and markings to further clarify where parking is permitted.



*Proposed On-street parking time limits in commercial areas*



*New separated bike lanes along Rumrill Boulevard*

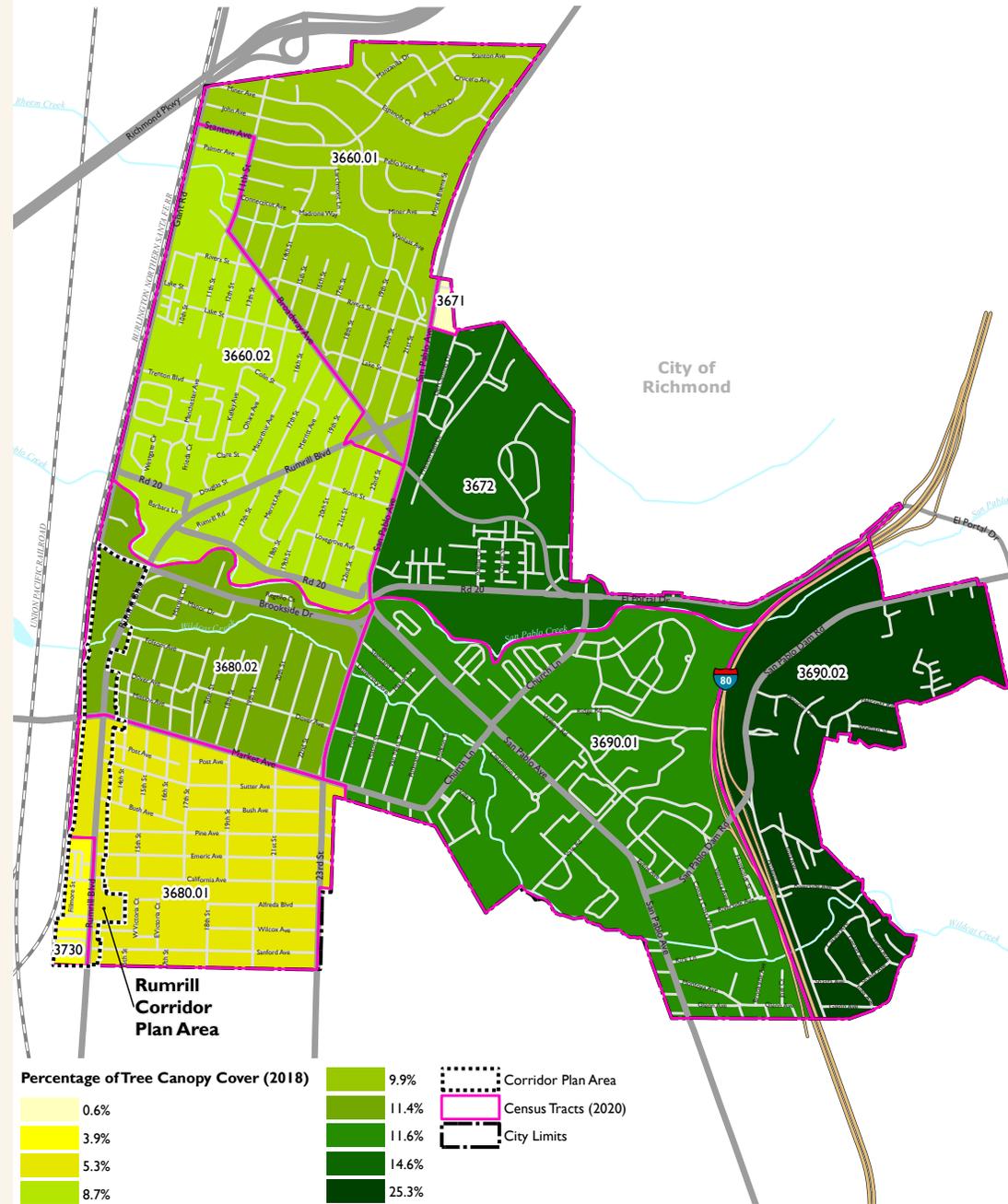
# QUALITY OF LIFE

As older, underused properties on the Corridor are redeveloped, growth can be leveraged to improve environmental conditions in the Plan Area. The Corridor has among the lowest tree canopy coverage in San Pablo, and large areas of asphalt and concrete reflect heat in the summertime, leading to higher daytime temperatures. Average daytime temperatures are projected to increase as much as 7 degrees by the end of the century, which will contribute to higher temperatures and impact the livability of outdoor environments. New street trees were planted as part of the 2023 Rumrill Boulevard Complete Streets project, and the Plan incorporates additional urban greening strategies to integrate trees, shade structures and landscaping on properties throughout the Corridor as redevelopment occurs. These strategies complement policies in the Health and Environmental Justice Element and greening of the Corridor will also help improve air quality and reduce noise pollution.

Given the relatively low elevation of the Plan Area and prevailing drainage patterns, flooding during rain events is an issue in the area. Existing storm pipes are undersized, which compounds the issue and leads to localized flooding. With the Complete Streets improvements completed in 2023, known deficiencies in the storm drain system were addressed and conditions at the Rumrill/Market intersection have significantly improved. Plan policy and applicable development standards will also require the use of low impact design to manage the flow and velocity of stormwater runoff and help address flooding. Regionally, planned adjustments to the height and elevation of the outfall of Wildcat Creek to the San Pablo Bay as part of a project led by the Contra Costa County Flood Control District and the United States Army Corps of Engineers are also a critical part of the overall stormwater management strategy for the area.



## Map 7: Urban Tree Canopy Cover



SOURCE: USDA Urban Tree Canopy Cover, 2018; Census, 2020; City of San Pablo, 2024; Contra Costa County GIS, 2024;

GOAL-10

**LIVABLE CORRIDOR.**  
**Enhance livability and environmental quality along the corridor.**

**POLICIES**

**RUM-10.1** Promote healthy air and water quality and a safe, livable urban environment along the Corridor.

**RUM-10.2** Facilitate remediation of industrial and service commercial sites within the Corridor consistent with federal, State, and local regulations and connect developers with resources, grants, and funding for cleanup.

**RUM-10.3** Preserve and enhance biological and riparian resources along Wildcat Creek. Ensure that top-of-creek setback requirements of at least 25 feet are followed for new structures.

**RUM-10.4** Require landscaping plans and the incorporation of low impact design techniques for development proposals and encourage site designs that include shade trees, living walls, rain gardens, use of native and drought-resistant plantings, permeable pavement, and green roofs to enhance environmental quality and mitigate urban heat along the Corridor.

**RUM-10.5** Through the Residential Health & Safety Program, continue to proactively inspect rental housing; promote Code compliance of building, electrical, fire and plumbing code standards; and maintain the quality of housing stock along the Corridor.



**RUM-10.6** Require developers to mitigate noise exposure to sensitive receptors from construction activities. Mitigation may include a combination of techniques that reduce noise generated at the source, increase the noise insulation at the receptor, or increase the noise attenuation as noise travels from the source to the receptor (e.g., through the incorporation of barriers).

**RUM-10.7** Reduce vibration impacts associated with construction activities by requiring construction contractors to implement measures to help reduce vibration levels at nearby sensitive receptors. Measures to reduce vibration levels include, but are not limited to, the following:

- Operating heavy equipment as far as practical from residential uses; and
- Using smaller bulldozers (operating weight less than 20,000 pounds) when grading must occur within approximately 50 feet of residential uses or other vibration sensitive uses.

## ACTIONS

**RUM-10.a** Identify drainage and stormwater management improvements to address localized flooding for the Southwest Flooding Area of Concern together with potential funding sources for implementation and update the Green Infrastructure Plan and Capital Improvements Program accordingly.

**RUM-10.b** Ensure that site design and planning for the redevelopment of the cluster of City-owned parcels near Sutro Avenue incorporates strategies to improve drainage and stormwater management conditions on and adjacent to the site.

**RUM-10.c** Update City standards to require shade trees and landscaping in surface parking lots and public plazas, considering the benefits for environmental quality and urban heat mitigation together with the financial feasibility of development projects.

**RUM-10.d** Update Table 17.50-A of the Noise Ordinance to establish appropriate and feasible limits for the Employment Mixed Use Designation, where production and repair-oriented businesses and compatible residential uses are envisioned.



*Aerial view of City-owned parcels*

**GOAL-11**

**STRONG COMMUNITY BONDS.**  
Strengthen connections between neighbors and encourage the active participation of residents and businesses in civic life.

**POLICIES**

**RUM-11.1** Continue to engage with the community and provide opportunities for public input as development projects are proposed in the Corridor.

**RUM-11.2** Use a variety of methods to invite community participation in City decision-making in both English and Spanish, including posters, email blasts, social media, newsletters, the City website, and community networks.

**RUM-11.3** Continue to offer recreational programming and promote the Rumrill Sports Complex as a community focal point where residents and families come together.

**RUM-11.4** Partner with local businesses, community organizations, and non-profits to sponsor and host festivals and events in the Corridor.

**ACTIONS**

**RUM-11.a** Raise awareness of the Rumrill Corridor Plan among residents, property owners, and business owners and periodically report on progress at relevant City events, via the City website, and in City communications.

**RUM-11.b** Identify opportunities to hold public meetings, such as Planning Commission and/or City Council meetings, in the Rumrill Corridor consistent with General Plan Policy CHEJ-I-56.

**RUM-11.c** Study the feasibility of a program to permit temporary street closures for block parties and neighborhood festivals in the Corridor.

**RUM-11.d** Explore opportunities to expand the Neighborhood Champions initiative with additional opportunities to involve Corridor residents and businesses in efforts to improve their community.





# 5

## IMPLEMENTATION AND MONITORING

This Plan provides a clear vision and a comprehensive policy framework to guide the evolution of the Rumrill Corridor. Achieving the full development potential of the Plan will require a range of efforts and actions on the part of the City, property owners, developers and other partners over a number of years. This chapter

summarizes key actions needed to implement the shared vision outlined in the Plan, organized into near-term, mid-term, and long-term priorities. It also presents a series of indicators that can be used to monitor progress.

## IMPLEMENTATION MECHANISMS

The Plan is implemented through the decisions of the San Pablo Planning Commission and the City Council and through a variety of regulatory mechanisms and administrative procedures, which include the San Pablo zoning, subdivision, and sign ordinances the City's Capital Improvement Program (CIP), environmental review procedures, and building and zoning codes. As a living document with long-range applicability, mechanisms also exist to permit changes in the Plan as the need arises and to review the document periodically for successful performance.

Title 17 of the San Pablo Municipal Code, referred to as the Zoning Code, translates Plan policies into specific land use regulations and development standards that govern development on individual properties. As part of the General Plan, this Plan establishes the policy framework, while the Zoning Code prescribes standards, rules, and procedures for development. The Zoning Map will provide more detail than the General Plan Land Use Diagram. Consistent with State law and good planning practice, the City will bring both the Zoning Code and the Zoning Map into conformance with the General Plan Land Use Diagram within a reasonable time.

The Capital Improvement Program (CIP) is the primary means of scheduling and funding infrastructure improvements. Capital planning represents an ongoing investment in the City's future to ensure the timely repair and replacement of aging infrastructure, and the implementation of priorities to meet the demands of the community. The CIP is typically a comprehensive five-year plan, which identifies current and future fiscal requirements, thereby becoming the basis for determining annual

capital budget expenditures. Capital improvements are either major projects or programs undertaken by the City for the procurement, construction, or installation of facilities or major assets/equipment that will meet regulatory requirements and will improve, preserve, maintain, enhance, or modernize the City's delivery of municipal services.

In many areas, Plan implementation will depend on actions of other public agencies and of the private sector, which will fund most of the development expected in the next 10-15 years. This Plan will serve a coordinating function for private sector decisions; it also provides a basis for action on individual development applications, which must be found to be consistent with the Corridor Plan and General Plan if they are to be approved.

## IMPLEMENTATION TABLE

The following table (**Table 5-1**) presents implementing actions the City intends to undertake between 2025 and 2035 to help achieve the goals of the Plan. It describes the actions, identifies the City department/division responsible for implementation, and outlines the implementation timeframe. "Near-term" describes actions that are anticipated for completion within three years of adoption of the Plan; "mid-term" describes actions that are anticipated for completion within three to six years of adoption; and "long-term" describes actions that are anticipated for completion more than six years after adoption. Ongoing actions are those that continue or are periodically implemented through the life of the Plan. Some actions are already budgeted and ongoing, while the City Council will need to identify resources during future budget cycles in order to implement other actions.

**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)
<b>REGULATIONS AND STANDARDS</b>						
RUM-2.a	Update the zoning code to: <ul style="list-style-type: none"> <li>Establish development standards for high intensity mixed use development within the Mixed Use Center West designation;</li> <li>Clarify that the minimum required density for residential development in the Mixed Use Center West designation is 30 units per net acre; and</li> <li>Provide a tiered program of regulatory and process incentives offered in exchange for amenities such as public plazas, on-site recreational amenities, public art, and high-quality design features.</li> </ul>	Planning		x		
RUM-2.c	Establish a unified gateway design palette and guidelines that address streetscape design, signage, lighting, building massing and setbacks to heighten sense of place both at the Rumrill/Market gateway and the southern gateway.	Planning		x		
RUM-3.b	Consistent with Housing Element Program 1-C, establish objective standards for live/work units so that they can be developed without the need for a conditional use permit.	Planning		x		
RUM-3.f	Review development standards in the zoning code to ensure they adequately provide for transitions from higher density mixed use areas to adjacent low density neighborhoods, incorporating modifications as warranted.	Planning		x		
RUM-4.c	Establish a master signage program with guidelines for the design, placement, and specifications for commercial signage to ensure consistency in visual appearance and help build a visual brand for the Corridor.	Planning/ Economic Development & Housing (EDH)			x	
RUM-10.c	Update City standards to require shade trees and landscaping in surface parking lots and public plazas, considering the benefits for environmental quality and urban heat mitigation together with the financial feasibility of development projects.	Planning/ Public Works				
RUM-10.d	Update Table 17.50-A of the Noise Ordinance to establish appropriate and feasible limits for the Employment Mixed Use Designation, where production and repair-oriented businesses and compatible residential uses are envisioned.	Planning		x		

**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)
RUM-5.b	Review City business license and sign permit requirements to identify revisions that simplify procedures and reduce costs for businesses.	Community Development		x		
RUM-5.c	Work to encourage that a range of occupiable sizes is provided in new developments, including smaller commercial tenant spaces designed to accommodate small, local businesses.	Planning	x			
RUM-7.b	Establish a zoning overlay or other mechanism to fast-track permits for food trucks and short-term events along the corridor.	Planning		x		
RUM-9.d	Review off-street parking standards and identify opportunities to optimize the use of space devoted to parking, updating the zoning code as appropriate. The exercise should consider reducing parking stall dimensions and expanding where tandem parking is permitted among other solutions.	Planning/ Engineering		x		

**PLANS AND PROGRAMS**

RUM-3.c	Study the feasibility of modifying the SPLASH program to support the creation of live/work housing and/or office condominiums on the Corridor.	EDH/ San Pablo Economic Development Corporation (EDC)			x	
RUM-3.g	Implement Housing Element Program 3-F to minimize and resolve conflicts and disputes between landlords and tenants and promote tenant rights.	Housing		x		
RUM-3.i	Monitor indicators such as change in share of low-income households, average rent and sales price, supply of affordable units, and evictions and foreclosures within the Corridor. Use this data to assess risk and target programs and resources accordingly.	EDH	x			
RUM-4.d	Develop a branding and public art program for the Corridor that identifies a menu of tactical public realm improvements to foster an identifiable image for the area. The program should include elements such as murals, banners, utility box painting, string lighting, and blank facade wall treatments as well as potential funding sources.	Planning/EDH				x

**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)
RUM-10.b	Ensure that site design and planning for the redevelopment of the cluster of City-owned parcels near Sutro Avenue incorporates strategies to improve drainage and stormwater management conditions on and adjacent to the site.	EDH/Public Works				x
RUM-11.d	Explore opportunities to expand the Neighborhood Champions initiative to involve Corridor residents and businesses in efforts to improve their community.	Public Works/Community Services				x
RUM-6.a	Collaborate with the San Pablo EDC and Corridor businesses to mount a hire local campaign that encourages businesses on the Corridor to hire workers who live in or near the area.	EDC/EDH			x	
RUM-7.c	Prepare and publicize a map of restaurants and food trucks on the Corridor to highlight local businesses and promote patronage by San Pablo residents and visitors to the area.	EDH/EDC		x		
RUM-7.d	Work with property owners to facilitate the activation of vacant and underused sites with short-term uses bringing co-benefits for owners and the community. Such uses may include pop up markets; festivals and community events; short-term exhibit or gallery space; performance venues; or community gardens with raised planting beds.	Planning/EDH/EDC Community Services	x			
RUM-8.b	Collaborate with local businesses to develop and implement a campaign that encourages residents to walk and bicycle when shopping in or visiting in the neighborhood. Through incentives and contests, the campaign should aim to encourage area residents to shop at stores and visit services along the Corridor while also promoting the public health benefits of active transportation.	Planning/Public Works/EDC			x	
RUM-9.a	Develop and implement a parking management plan for events at the Rumrill Sports Complex. The plan should be informed by parking counts on game days. Additionally, the plan should identify shared parking opportunities with neighboring property owners and incorporate TDM strategies and incentives for carpooling.	Community Services/Public Works/Police		x		

**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)

**STUDIES AND REPORTS**

RUM-4.b	Investigate the feasibility of establishing a Business Improvement District, facade improvement program, or other mechanism to facilitate the renovation and rehabilitation of older commercial properties along the Corridor.	EDH/EDC			x	
RUM-10.a	Identify drainage and stormwater management improvements to address localized flooding for the Southwest Flooding Area of Concern together with potential funding sources for implementation, and update the Green Infrastructure Plan and Capital Improvements Program accordingly.	Public Works			x	
RUM-11.c	Study the feasibility of a program to permit temporary street closures for block parties and neighborhood festivals in the Corridor.	Public Works/ Police Dept.			x	
RUM-8.b	Prepare a handout detailing Transportation Demand Management (TDM) strategies available for multiunit residential developments; make it available at the planning counter and on the City’s website.	Planning/ Public Works		x		
RUM-8.d	Study options and identify potential funding sources for the installation of high visibility crosswalks at key intersections along the Corridor, including the Rumrill/Market gateway intersection; the Rumrill/Sutter intersection at the entry to the Rumrill Sports Complex; and the Rumrill/Sanford intersection. The study should engage area residents in determining priorities and design of improvements.	Public Works/ Planning			x	
RUM-9.c	Monitor spillover parking into residential neighborhoods adjacent to the Corridor and establish a residential parking permit program if warranted.	Police Dept./ Public Works	x			

**STAKEHOLDER COORDINATION**

RUM-2.b	Work with property owners and interested developers to retain a grocery store at the gateway intersection and attract other essential services, such as medical clinics, banks, and dry cleaners to provide for the needs of area residents and ensure the vitality of the Market/Rumrill node over time.	EDH	x			
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**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)
RUM-3.d	Work with Richmond LAND (Local Action in Neighborhood Development), Contra Costa's first Community Land Trust (CLT), to explore opportunities to increase the supply of permanently affordable housing options along the Corridor. The effort should consider opportunities to consolidate parcels and/or acquire and rehabilitate existing multiunit rental housing. The City should consider contributing land, funds, and technical expertise to support the effort.	EDH			x	
RUM-3.e	Consistent with Housing Element Program 1-H, reach out to faith-based organizations that own property along the Corridor to gauge their interest in developing affordable housing and identify actions the City can take to support efforts.	EDH/Planning		x		
RUM-3.h	Consider creation of a forum for ongoing dialogue on local housing issues and identification of strategies to address them. Include representatives of public agencies, affordable and for-profit housing developers, housing advocacy groups, and other community organizations.	EDH		x		
RUM-4.a	Work with property and business owners to promote the improvement and maintenance of facades of commercial buildings.	Building Division/EDC/EDH		x		
RUM-11.a	Raise awareness of the Rumrill Corridor Plan among residents, property owners, and business owners and periodically report on progress at relevant City events, via the City website, and in City communications.	City Manager	x			
RUM-11.b	Identify opportunities to hold public meetings, such as Planning Commission and/or City Council meetings, in the Rumrill Corridor consistent with General Plan Policy CHEJ-I-56.	City Manager		x		
RUM-5.a	Conduct outreach to local businesses and assess the viability of establishing a Business Improvement District in the Corridor to help coordinate and fund activities such as facade improvements, beautification efforts, coordinated marketing campaigns, and special events.	EDH/EDC			x	

**Table 5-1: Implementation**

Action #	Action Text	Responsibility	Implementation Schedule			
			Ongoing	Near Term (2025-28)	Mid-Term (2029-32)	Long-Term (2033-35)
RUM-8.e	Work to encourage that a range of occupiable sizes is provided in new developments, including smaller commercial tenant spaces designed to accommodate small, local businesses.	Public Works/ Planning			x	

**FINANCE AND MARKETING**

RUM-3.a	Pursue development of high density residential and/or mixed use development on the cluster of City-owned parcels in the south of the Corridor, near Sutro and Fillmore. Development of these properties should be used to help catalyze positive change in the Corridor and may be accomplished through sale, ground lease, or public-private partnership.	EDH		x		
RUM-7.a	Develop and market an inventory of sites along the Corridor that are suitable for a commercial kitchen, a food truck park, or other food/beverage production facility.	EDH/EDC		x		
RUM-8.a	Pursue funding and prioritize completion of the traffic signal interconnect system and installation of a fiber line to enable synchronized traffic signal operation on the Corridor.	Public Works		x		

**PROGRESS INDICATORS**

Indicators offer a way to measure progress toward the vision and the goals of this Plan. Regularly measuring progress on key indicators will help evaluate its effectiveness and provide insight for how the City might modify implementing actions to better achieve the desired objectives.

**Table 5-2** identifies a series of indicators that can be used to measure progress in implementing the Plan. For each indicator, the table shows the baseline against which progress will be measured and the target(s) to be achieved. The table also indicates how the metric will be calculated. To be effective, indicators should be relevant, easy to understand, readily measurable, and obtainable.

The indicators set forth in **Table 5-2** are generally measured using publicly available data sources – including data from City departments, regional agencies, various State offices, and the U.S. Census Bureau. These indicators will be tracked on an annual basis.

Each year, the City prepares a General Plan Progress Report to highlight accomplishments, report on current challenges, and measure the success of the General Plan in guiding the City toward its vision. Incorporating updated information on these indicators into the Annual Progress Report can be an effective way to report out on progress to decision-makers and community members.

**Table 5-2: Progress Indicators**

Indicator		Why it Matters	How Its Measured	Baseline	Target
	New Housing Units	The availability and affordability of housing in San Pablo is a critical community concern. Outreach activities indicate strong support for new housing opportunities along the Corridor to help address overcrowding and high housing costs.	Net new housing units constructed	2021: 465 existing units	410 new units by 2035
	Jobs per employed resident	The ratio of jobs to employed residents is an indicator of commute patterns and the economic health of a community. An even balance indicates a higher likelihood that people who live along the Corridor will work here as well, rather than commuting - often alone by car - to other communities. In turn, this brings environmental, economic, and social benefits as people drive less and spend more time in the community.	Jobs/employed residents in Corridor census block groups based on US Census data	2019 jobs: 172 2019 employed residents: 519 2019 ratio: 1 job per 3 employed residents	Target ratio: 1 job per 2.5 employed residents 2035
	New non-residential development	The Plan seeks to increase local employment opportunities within the Corridor through the redevelopment of underused sites with uses that provide new jobs and entrepreneurial opportunities for residents of the Corridor and surrounding areas. This indicator complements the number of employed residents to help characterize progress toward economic development objectives.	Net new non-residential square footage	2024: 260,000 square feet	40,000 square feet of net new non-residential space by 2035
	Share of residents spending more than 30 percent of income on housing (housing burden)	High housing cost burden forces people to make trade-offs between paying the rent or mortgage and other daily essentials, like buying food, paying for medical care, transportation, and paying bills. This undermines their economic security and overall well-being. Renters, older adults, people with disabilities, and people of color are more likely to experience a high housing burden. Addressing housing security is foundational for building an equitable city.	US Census data (5-year ACS) for renters/owners	2020: 44 percent	20 percent reduction over 2020 level by 2035
	Share of locally owned businesses	Locally-owned businesses tend to work with other local suppliers, banks, and service providers, creating a strong network of interconnected economic activity. They are also more likely to invest in the community. A higher share of locally-owned businesses helps keep revenue in the community and promotes economic vitality. The Corridor currently features a high share of locally-owned businesses which the City should strive to maintain.	Percentage of Corridor businesses whose owners live in San Pablo, based on data from San Pablo EDC	85 percent	85 percent

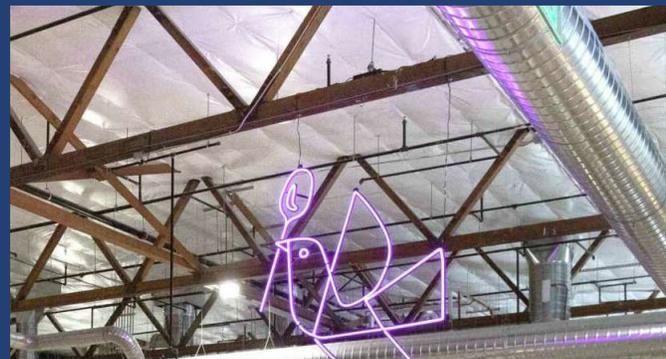
**Table 5-2: Progress Indicators**

Indicator	Why it Matters	How Its Measured	Baseline	Target
 <p>Area of new landscaping</p>	<p>Landscaping and mature tree canopy coverage has environmental, economic, and health benefits for residents. Particularly in view of projected average summertime temperatures, expanding the tree canopy is important for building community resilience to the effects of climate change. The southwestern part of San Pablo, including the Corridor has significantly less green space than other areas of San Pablo.</p>	<p>Tree canopy coverage and square footage of newly installed landscaping as documented in annual WELO compliance reports</p>	<p>2024: 3-5% canopy coverage</p>	<p>2035: 12% canopy coverage and 20% increase in landscape coverage</p>
 <p>Transit Ridership</p>	<p>The Corridor is served by three AC Transit bus lines that provide connections to the Richmond BART Station, the Richmond Ferry Terminal, and the Contra Costa Collage Transit Center in San Pablo. Increased transit ridership can help reduce traffic congestion and improve air quality. While many Corridor residents are employed in sectors that involve irregular work hours, making commute by transit less viable, the addition of new housing along the Corridor can help support more frequent transit service, which in turn can help boost ridership. Additionally, discounted transit passes are available for larger multifamily development projects and lower income residents.</p>	<p>Average daily ridership at AC Transit stops on the Corridor</p>	<p>TBC with AC Transit input</p>	<p>TBC with AC Transit input</p>
 <p>Parking complaints and parking tickets issued</p>	<p>Most residents are employed outside the Corridor in sectors that can involve irregular hours, making commute by car necessary. Outreach indicates that the availability of parking is an ongoing issue and many residents are concerned it could worsen as new housing is built. The Plan outlines a multi-pronged parking management strategy. These indicators will help measure its progress.</p>	<p>Annual number of complaints received, based on data from San Pablo PD)</p> <p>Annual number of parking tickets issued, based on data from San Pablo PD and civilian staff/ parking enforcement team)</p>	<p>2024 (Complaints): 66</p> <p>2024 (Tickets): 85</p> <p>Total: 151</p>	<p>50 percent reduction in complaints received and parking tickets issued over 2024 level by 2035</p>



## RUMRILL CORRIDOR PLAN

Adopted July 7, 2025



VOLUME 2:

# APPENDICES

Rumrill Corridor Plan



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# APPENDIX 1

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PDA PROFILE



# Rumrill PDA Profile

Prepared for the City of San Pablo by:

**DYETT & BHATIA**

Urban and Regional Planners

April 2024

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# Introduction

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Rumrill Boulevard is a minor commercial and residential arterial running north-south that extends from the City of San Pablo's southwestern city limit to connect with Broadway and San Pablo Avenue to the northeast. The City and the Association of Bay Area Governments (ABAG) have designated the southern portion of the corridor between Brookside Drive and Costa Avenue as a Priority Development Area (PDA), a designation for areas that are near public transit and planned for new homes, jobs, and community amenities. The Rumrill PDA is also identified as an Employment Focus Area in Plan Bay Area 2050, the regional sustainable growth strategy that coordinates housing plans, open space conservation efforts, economic development strategies, and transportation investments. With the collaboration of local governments throughout the Bay Area, the Metropolitan Transportation Commission (MTC) estimates that about 80 percent of the region's future housing needs can be met within PDAs. In addition, by promoting compact, mixed-use residential and commercial neighborhoods in areas well-served by transit, Plan Bay Area 2050 seeks to reduce traffic congestion and air pollution and further statewide goals for climate action. The City of San Pablo has recently been awarded a grant from MTC for the preparation of a Corridor Plan for the Rumrill PDA that will provide a shared vision and policy tools to guide the evolution of the Rumrill PDA. While Plan Bay Area 2050 projections are not currently available, Plan Bay Area 2040 anticipated that the Rumrill PDA will see 22 new households and 194 jobs added by 2040.

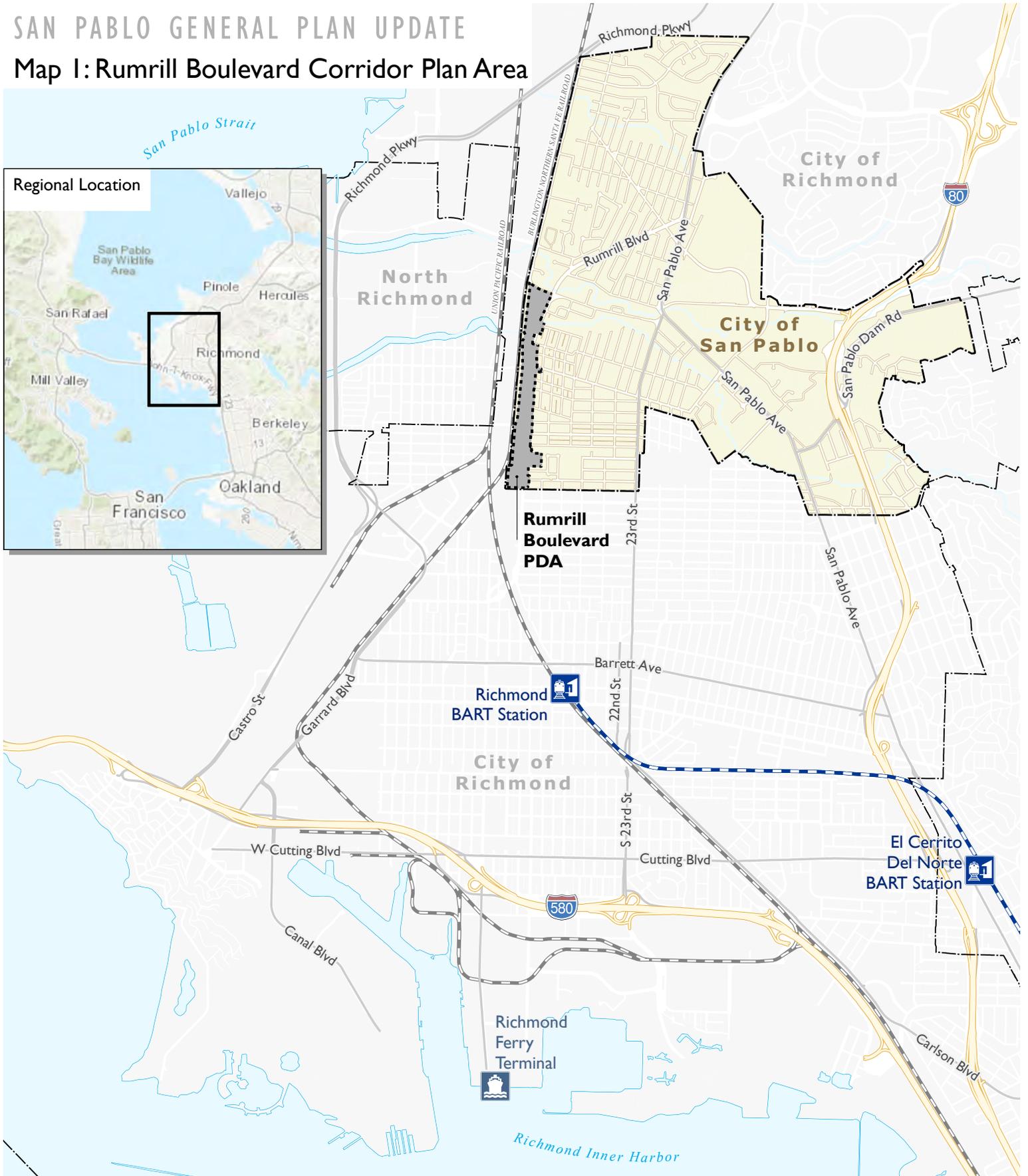
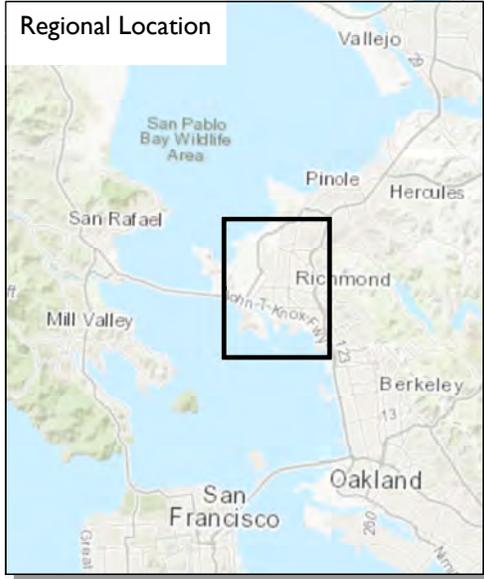
This report documents current conditions and trends related to population, housing, employment and commute patterns in the Rumrill PDA in order to provide a demographic and socioeconomic profile of the area. Additionally, the report describes existing land use, parks and recreational facilities, transportation, public health and environmental factors, hazardous materials, and natural hazards in the Rumrill PDA. The data and findings of this report will help to inform planning decisions for the Rumrill Boulevard Corridor Plan and for the City of San Pablo General Plan and Housing Element Update, proceeding in parallel with Corridor Plan preparation.

## LOCATION AND BOUNDARIES

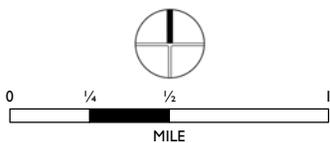
San Pablo is located within the western portion of Contra Costa County, inland from the eastern shore of San Pablo Bay. It is an enclave, largely surrounded by the City of Richmond and bordered by the unincorporated community of North Richmond to the west, Tara Hills to the north, and El Sobrante to the east. The Rumrill PDA runs in a north-south direction along the southwestern perimeter of San Pablo, before curving northeastward to connect with Broadway and San Pablo Avenue in the central part of the city (**Map 1**). The Burlington Northern Santa Fe Railroad (within the City of Richmond) borders the PDA to the west, and the unincorporated community of North Richmond lies just further west. The PDA is one mile long, extending along Rumrill Boulevard from Costa Avenue at the City's southern border with Richmond north to Brookside Drive. It is located 1.8 miles west of Interstate 80, which has connections to Vallejo and Sacramento to the north and northeast; Richmond, Berkeley, and Oakland to the south; and on to San Francisco to the southwest. The PDA is approximately

# SAN PABLO GENERAL PLAN UPDATE

## Map I: Rumrill Boulevard Corridor Plan Area



-  BART Rail
-  Railroads
-  BART Station
-  Ferry Terminal
-  Rumrill Boulevard PDA
-  City Limits



Map Date:  
5/6/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

three miles northeast of Interstate 580, which provides connections to Marin and Sonoma Counties via the Richmond Bridge. The PDA is served by multiple Alameda-Contra Costa Transit District (AC Transit) bus routes, connecting the area to the Richmond Bay Area Rapid Transit (BART)/Amtrak Station (one mile south of the PDA boundary) which provides access to San Francisco, various cities in the East Bay, San Jose, and beyond. AC Transit bus routes also connect the PDA to the Richmond Passenger Ferry Terminal (three miles south of the PDA) with service to San Francisco. These major transit connections emphasize the PDA's ideal positioning for transit-oriented development, pairing future housing and job growth with transit connectivity.

## Report Methodology

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To build a profile of the Rumrill PDA, this report uses the following data sources:

- Contra Costa County Assessor data for the City of San Pablo (2021)
- 5-year American Community Survey (ACS) Estimates (2016-2020)
- Longitudinal Employer Household Dynamics (LEHD) data (2019)
- The California Communities Environmental Health Screening Tool (CalEnviroScreen) 3.0 and 4.0 data (2018; 2021)

The most detailed level of data that the ACS provides for the Rumrill PDA is at the block-group level. The Rumrill PDA encompasses five *partial* census blocks, as shown on **Map 2**. To approximate household and population totals for the Rumrill PDA, the analysis uses the number of housing units in each partial block group as derived from Assessor's data. The accuracy of this approach was verified by comparing fully encompassed block group housing unit counts from Assessor data to housing unit counts in the ACS data. Total households for each partial block group were calculated using a proportional estimate of the full block group's ratio of housing units to number of households. The population for each partial block group was then calculated using the full block group's persons per household estimate. Once households and population were determined for block groups in the Rumrill PDA, proportional estimates for other characteristics (such as demographics, poverty, education, and others) were made. Each block group estimate was then added to produce summary statistics for the entire Rumrill PDA.

To summarize environmental and public health conditions in the PDA, this report relies on CalEnviroScreen data. Developed by the California Office of Environmental Health Hazard Assessment (OEHHA), CalEnviroScreen uses environmental, health, and socioeconomic information to produce scores for every census tract in the state, thereby identifying communities that are most vulnerable to pollution's effects. The score assigned to each census tract is a product of exposure to pollution, adverse environmental effects caused by pollution, presence of sensitive populations (i.e., those with asthma or cardiovascular disease), and socioeconomic factors that increase vulnerability (i.e., low household income, low educational attainment, and unemployment). As of May 2022, OEHHA has not yet finalized and formally adopted the June 2021 draft of the CalEnviroScreen 4.0 report and data. This version of CalEnviroScreen includes the most recent available data across all indicators, improving upon the way some indicators are calculated to better reflect environmental conditions or population vulnerability to pollution. However, as this

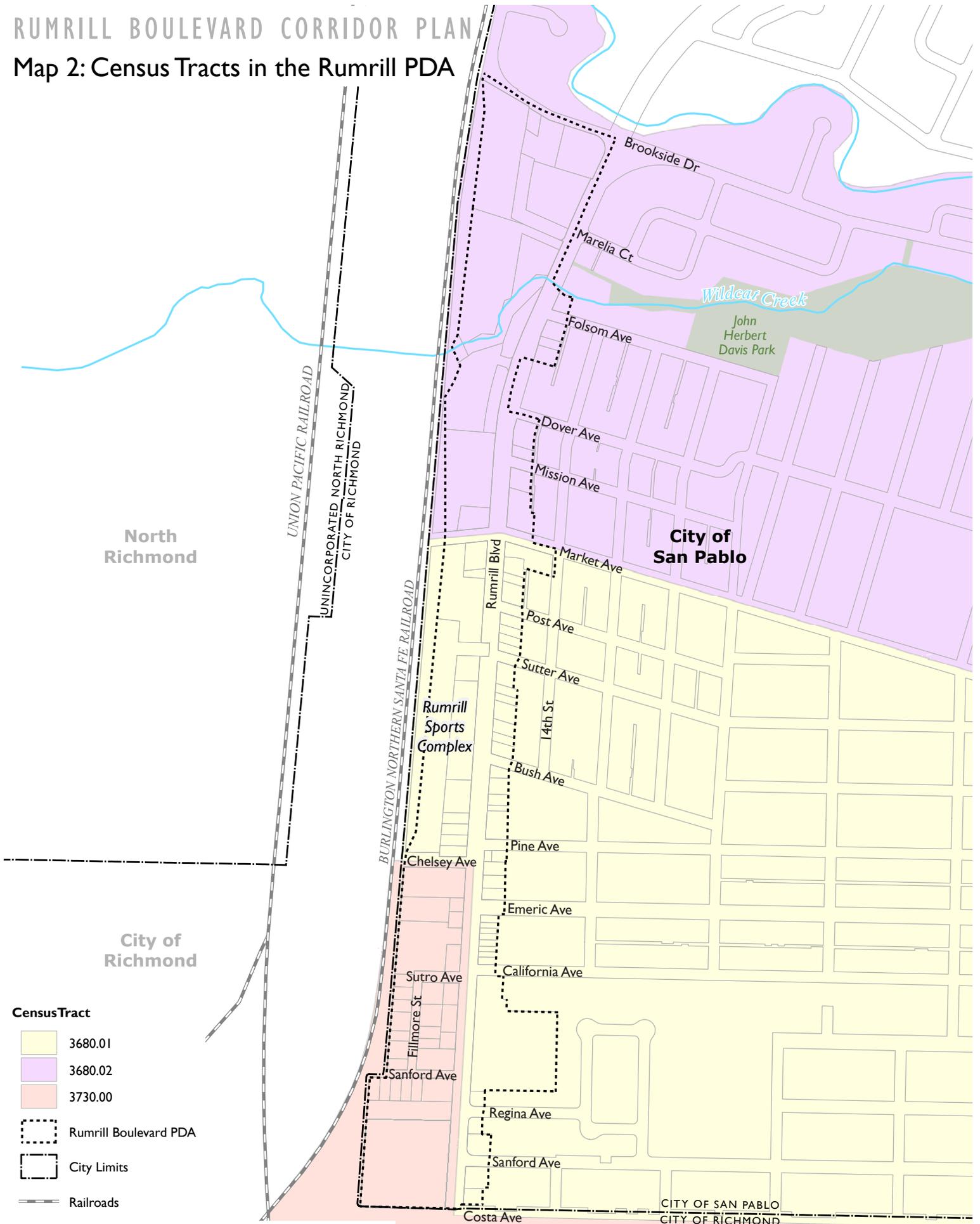
data was still in draft form at the time of this analysis, CalEnviroScreen 3.0 data—which was released in its finalized format in 2018—was also used in this report.

This report is divided into the following sections:

- Demographics
- Housing
- Employment and Commute
- Land Use and Zoning
- Transportation
- Parks and Public Facilities
- Historic Properties
- Environmental Justice and Public Health
- Safety
- Key Findings and Considerations

# RUMRILL BOULEVARD CORRIDOR PLAN

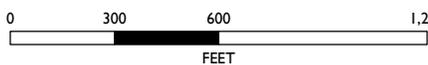
## Map 2: Census Tracts in the Rumrill PDA



### Census Tract

- 3680.01
- 3680.02
- 3730.00

- Rumrill Boulevard PDA
- City Limits
- Railroads



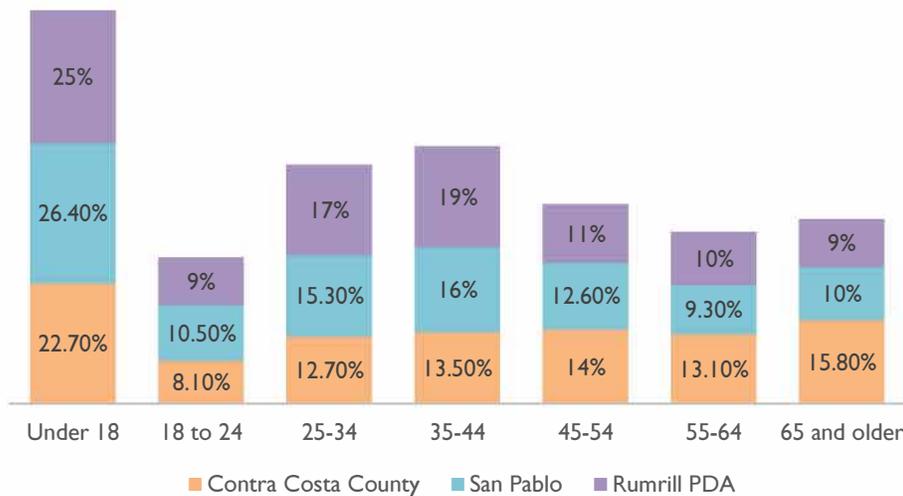
Map Date:  
5/9/2022

## Demographics

This section details the demographic and socio-economic characteristics of the Rumrill PDA, including population, age, ethnicity/race, language, household composition, income, disability, and educational attainment. All data in this section reflects American Community Survey (ACS) five-year estimates for 2020 unless otherwise noted.

The Rumrill PDA represents a small proportion of total citywide population, with an estimated 1,397 people living in the PDA in 2020 versus 32,127 people in the City of San Pablo as a whole and 1,165,927 people in Contra Costa County. Age distribution in the Rumrill PDA in 2020 reflects the age distribution in the City of San Pablo (**Figure 1**). In general, Rumrill PDA residents tend to be younger than residents of the County as a whole, with a comparable age distribution as that found in the City. The County, City and PDA all have a similar percentage of residents 18-24 years old, but the City and PDA had a greater percentage of adults 25-44 years old and children under 18 compared to the County, while the County has a greater percentage of adults 45 and older.

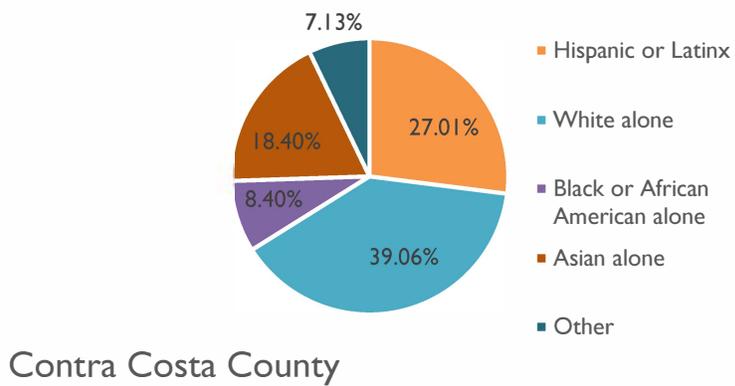
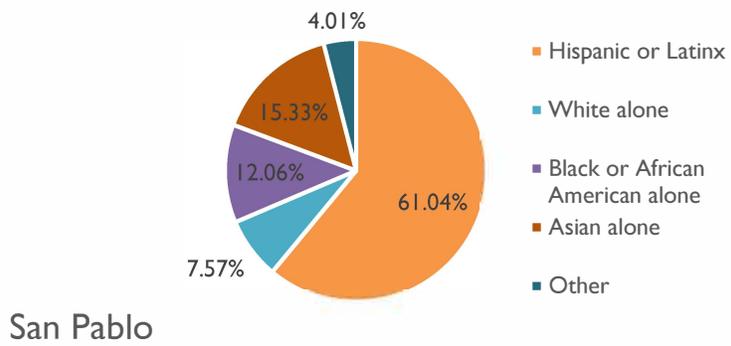
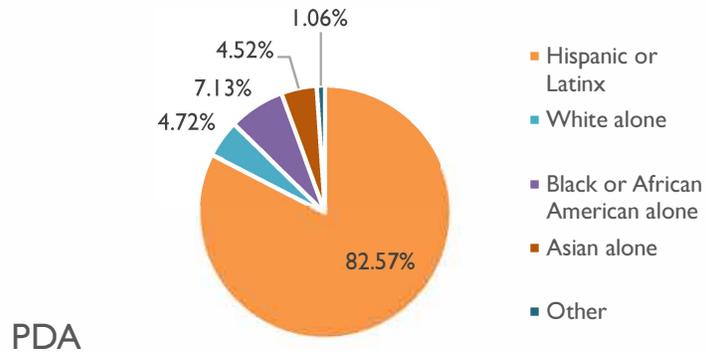
**Figure 1: Age Composition**



Source: ACS 5-Year Estimates, 2020

There are also notable ethnic and linguistic differences between Rumrill PDA residents and residents of the San Pablo as a whole and of the County. As indicated in **Figure 2**, in 2020 the Rumrill PDA had a much larger proportion of Hispanic/Latinx residents (82.57 percent) than the City of San Pablo (61.04 percent) and Contra Costa County (27.01 percent). Consistent with race/ethnicity data, a larger percentage of PDA residents spoke Spanish at home (69.5 percent), compared to the City (53.2 percent), and the County (18.1 percent), and a smaller percentage of PDA residents spoke English only (22.4 percent), compared to 31.6 percent in the City and 64.7 percent in the County.

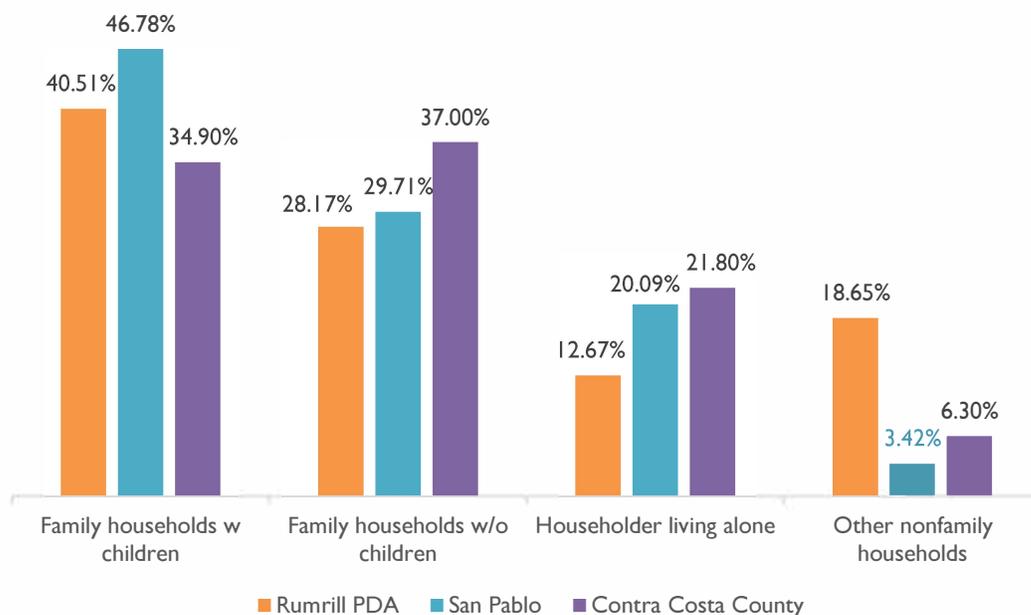
**Figure 2: Race/Ethnicity Comparison**



Source: ACS 5-Year Estimates, 2020

As **Figure 3** indicates, the percentage of family households with children in the PDA was slightly lower than in the City as a whole, but greater than in the County, while the percentage of family households without children in the PDA was similar to the City as a whole, and lower than the County. This is consistent with the age distribution across the three geographics: the PDA and City both had a larger share of children than the County, and the County had a larger share of older adults than the PDA and City. The PDA also has a lower percentage of householders living alone than does the City and County, but a much higher percentage of “other” nonfamily household arrangements (such as a group of unrelated individuals living together) than the City and County.

**Figure 3: Household Structure**



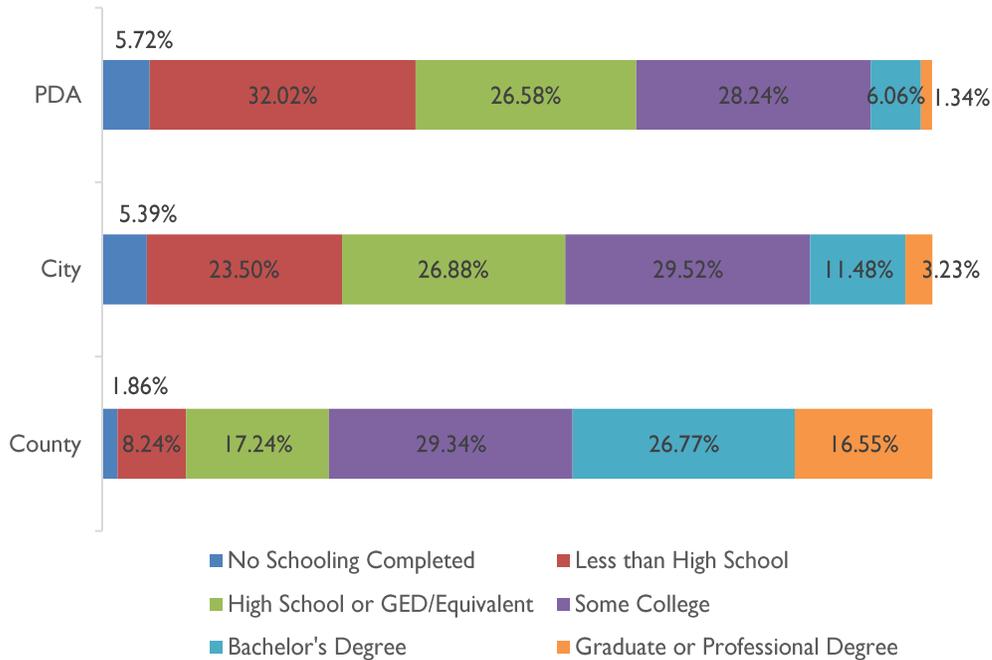
Source: ACS 5-Year Estimates, 2020

Median household income was slightly higher for the PDA (\$62,579) than for the City as a whole (\$60,819), but both were much lower than in the County as a whole (\$103,997). The percentage of individuals living in poverty in the PDA (9.5 percent) was lower than in the City (12.9 percent) and slightly higher than in the County (8.2 percent).

The percentage of the population 18 and older living with a disability in the PDA (22.1 percent) was notably higher than in the City as a whole (13.8 percent) and the County (13.4 percent). This is likely related to the high concentration of federally subsidized housing in the PDA, as the U.S. Department of Housing and Urban Development's (HUD) housing choice voucher program serves as an essential resource for many individuals with disabilities in securing stable and suitable housing. In general, Rumrill PDA residents 25 and older have a lower level of educational attainment than residents of the City and County as a whole. As indicated in **Figure 4**, a greater percentage of the PDA (32.0 percent) completed less than a high school degree compared to the City (23.5 percent), and a smaller percentage of the PDA completed a bachelor's degree (6.1 percent) compared with the City (11.5 percent) as a whole. In comparison, the County had a far

greater percentage of adults holding a bachelor’s degree or higher, consistent with its substantially higher median income in the County as a whole than in the City or the Rumrill PDA.

**Figure 4: Educational Attainment for the Population 25 years and older**



Source: ACS 5-Year Estimates, 2020

## Housing

According to 2021 Assessor’s data, the Rumrill PDA contains a total of 465 housing units, including 12 single family units (three percent), 358 multifamily units (77 percent), and 95 mobile/manufactured homes (20 percent). There are four buildings with 5 to 12 units, two with 25 to 59 units, and two with 60 or more units. These buildings comprise of most of the multifamily housing in the PDA, but there are also 14 fourplexes and six mixed use buildings with 1 to 5 apartments each. The six mixed use commercial/residential buildings are one to two story buildings, all located on the eastern side of Rumrill Boulevard between Sutter Avenue and Folsom Avenue (with three directly next to each other at 1940-1962 Rumrill Boulevard). Furthermore, according to data from the HUD User portal, 48 percent of the total housing units in the PDA are subsidized by HUD or the low-income housing tax credit. This is significantly greater than the city as a whole, which stands at only 7.56 percent.<sup>1</sup> In San Pablo, 61 percent of housing units are renter-

<sup>1</sup>U.S Department of Housing and Urban Development (HUD), Assisted Housing National and Local Data Sets: San Pablo City, 2023. HUD User Portal, Office of Policy Development and Research (PD&R) < [https://www.huduser.gov/portal/datasets/assthsg.html#query\\_2009-2023](https://www.huduser.gov/portal/datasets/assthsg.html#query_2009-2023) >

occupied according to 2020 ACS data. While proportional estimates of ACS data for the block groups composing the PDA indicate that only 57 percent of housing units in the PDA would be renter occupied, this is likely an underestimate. Multifamily buildings are heavily concentrated in the PDA compared to the rest of the compositional block groups, and the multifamily buildings in the PDA with 25 or more units contain over half of the total housing units in the PDA. Therefore, the true number of renter-occupied units in the PDA is likely higher than the 57 percent estimate and may exceed the 61 percent found in the City as a whole. However, Contra County Assessor data does not specify which units are renter occupied.

## **COST BURDEN AND AFFORDABILITY**

HUD considers those who spend over 30 percent of their income on housing costs to be burdened by the cost of housing. As housing costs grow to take up a greater share of the household's total income, it reduces the availability of household funds for schooling, childcare, groceries, transportation, and other necessary costs. **Map 3** shows how census tracts in the Rumrill PDA compare to those across the state in terms of their percentile rank in CalEnviroScreen 4.0 for the percentage of low-income households (both renters and owners) that are burdened by the cost of housing. All the PDA tracts rank in the top 50 percent statewide for poverty and housing burden, except one tract, 3680.01, between Market Avenue and Costa Avenue, which ranks in the top 25 percent for both (76.6 percent for poverty and 81.9 percent for housing burden).<sup>2</sup> At a more granular level, 2020 ACS data suggests that an estimated 41 percent of households renting in the PDA were cost burdened. While substantial, this number is lower than that of the City as a whole where approximately 56 percent of San Pablo renter households are cost burdened. The comparably lower percentage of housing cost burden in the PDA may be due to its relatively high percentage of subsidized housing in the PDA, as noted above.

According to Redfin, the median sale price of a home in San Pablo as of February 2022 was \$648,500, up 5.6 percent compared to one year prior. In contrast, the median sale price of a home in Contra Costa County was \$815,000, up 12.4 percent from one year prior. This suggests that homes in San Pablo are still more affordable compared to the County despite a cost increase in the past year. However, the median sale price for homes in the City is very high compared to median household income, indicating that most for-sale housing is likely out of reach for most worker households, particularly for those earning an annual income below \$150,000. This is true for both single-family and condominium sale prices. For instance, for a household with an annual household income of \$100,000, the maximum single-family home price is \$352,622, while the maximum condominium sale price is \$307,193. The maximum affordable home price for a household earning an annual income of \$150,000 is \$537,871 for a single-family home and \$492,542 for a condominium unit.

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<sup>2</sup> <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-40>

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 3: PDA Household Poverty and Housing Burden Rates



### Housing Burden Percentile

CalEnviroScreen Score



### Poverty Percentile

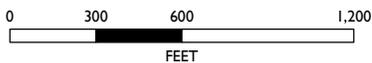
CalEnviroScreen Score



Rumrill Boulevard PDA

City Limits

Railroads



Map Date:  
5/6/2022

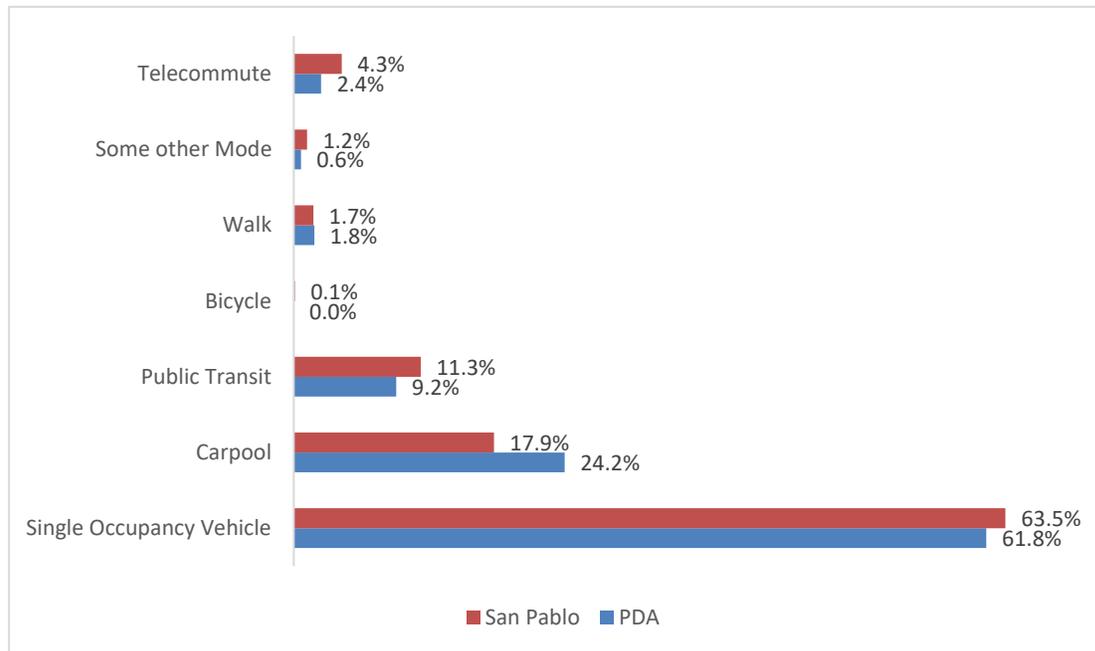
## Employment and Commute

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In 2019, based on data from the US Census' Longitudinal Employer-Household Dynamics (LEHD) program, there were 172 jobs in the Rumrill PDA, which represents approximately 2.9 percent of the total 5,984 jobs in San Pablo. The retail trade sector accounted for the largest share of jobs in the PDA, representing 29.7 percent, followed by other services (excluding public administration) at 25 percent, with notably higher concentrations in these sectors than in the City as a whole. Comparatively, in San Pablo as a whole, healthcare and social assistance was the largest job category at 24.1 percent; this category made up the third largest share of jobs in the PDA at 16.3 percent. Jobs in the PDA primarily attract employees from outside San Pablo, with 80.2 percent of employees in the Rumrill PDA commuting from outside San Pablo. Commuters from Richmond account for 22.4 percent of employees in the PDA, 26.1 percent of employees commute from other cities in the Bay Area region within 25 miles of the PDA, and 31.7 percent commute from beyond 25 miles of the PDA. Only 1.2 percent of the employed residents living in the PDA worked in the PDA.

It is estimated that there were 519 employed residents (ages 25 and older) living in the Rumrill PDA in 2019, which represents approximately 4.4 percent of the citywide total of 13,513 employed residents ages 25 and older. PDA residents were primarily employed in the following sectors: healthcare and social assistance (16.8 percent), retail trade (11.9 percent), and accommodation and food services (11.2 percent). The unemployment rate for PDA residents in 2020 was approximately 7 percent, roughly equivalent to the citywide unemployment rate.

Most Rumrill PDA residents are employed outside the City and the PDA, and overwhelmingly commute to work alone in a car. The most common job destination for those living in the PDA was San Francisco (19.2 percent), followed by Richmond (13.9 percent). As shown in **Figure 5**, work commute mode share (2020) in the PDA was similar to San Pablo as a whole, though a higher percentage of the PDA carpooled to work, while a smaller percentage of the PDA commuted by public transit. Compared to San Pablo, fewer PDA residents telecommuted, and none biked to work. As noted, commuting via single occupancy vehicle (SOV) was the dominant mode in the PDA and in the City as a whole. Rates of SOV commuting are similar between the two geographies. When examining vehicle access relative to occupied housing units (2020), slightly more homes were without access to a vehicle in the PDA (9.1 percent) compared to the City as a whole (7.7 percent).

**Figure 5: Work Commute Mode Share**

Source: ACS 5-Year Estimates, 2020

## Land Use and Zoning

### EXISTING (ON THE GROUND) LAND USE

#### Within the Rumrill PDA

Existing land uses within the Rumrill PDA include a variety of multifamily apartment building and other residences, industrial yards, a large mobile home park, and the Rumrill Sports Complex, together with a variety of auto-related uses, grocery stores, churches, restaurants, commercial services, and vacant properties. **Table 1** and **Map 4** summarize the existing land uses in the Rumrill PDA, based on recent field surveys.

Over 76 percent of the land area in the Rumrill PDA is currently used for residential uses, with most of it located in the northwest and southern portions of the PDA. Although multifamily residential apartments represent the majority of housing units in the PDA, a mobile home park located in the southwest corner of the PDA represents the largest share of residential acreage (61.4 percent). Multifamily residential represents 14 percent of the PDA acreage, and single family residential, located primarily along the eastern side of Rumrill Boulevard, represents only 1.3 percent of the PDA acreage. Commercial uses represent nearly 11 percent of the PDA acreage. These include grocery stores, corner stores, service stations and some mixed-use sites (as mentioned in the Housing section), which feature 1 to 5 residential units in addition to a storefront. Commercial uses are most heavily concentrated in the middle of the corridor. The majority of the City's industrial land uses are located in the Rumrill PDA, which represents nearly 5 percent of the PDA's acreage.

Open space and recreation represent about 4 percent of the PDA acreage, mostly within the Rumrill Sports Complex site. Vacant land currently represents 3.4 percent of the PDA acreage. Finally, church/religious facilities, which are located in the southern portion of the PDA, comprise less than 1 percent of the PDA acreage.

**Table 1: Existing Land Use Summary Table**

<i>Category</i>	<i>Acreage</i>	<i>Percent of Total</i>
<b>Residential</b>	<b>79.33</b>	<b>76.4%</b>
Multifamily Residential	14.16	13.6%
Single-Family Residential	1.36	1.3%
Mobile Homes	63.81	61.4%
<b>Commercial</b>	<b>11.29</b>	<b>10.9%</b>
General Commercial	9.72	9.4%
Service Station	0.36	0.3%
Mixed Use	1.21	1.2%
<b>General Industrial</b>	<b>4.92</b>	<b>4.7%</b>
<b>Open Space/Recreation</b>	<b>4.1</b>	<b>3.9%</b>
Open Space/Natural Areas	0.81	0.8%
Parks/Recreation	3.29	3.2%
<b>Public/Institutional</b>	<b>0.68</b>	<b>0.7%</b>
Church/Religious Facility	0.68	0.7%
<b>Vacant</b>	<b>3.57</b>	<b>3.4%</b>
<b>Total</b>	<b>103.87</b>	<b>100.0%</b>

Source: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2022.

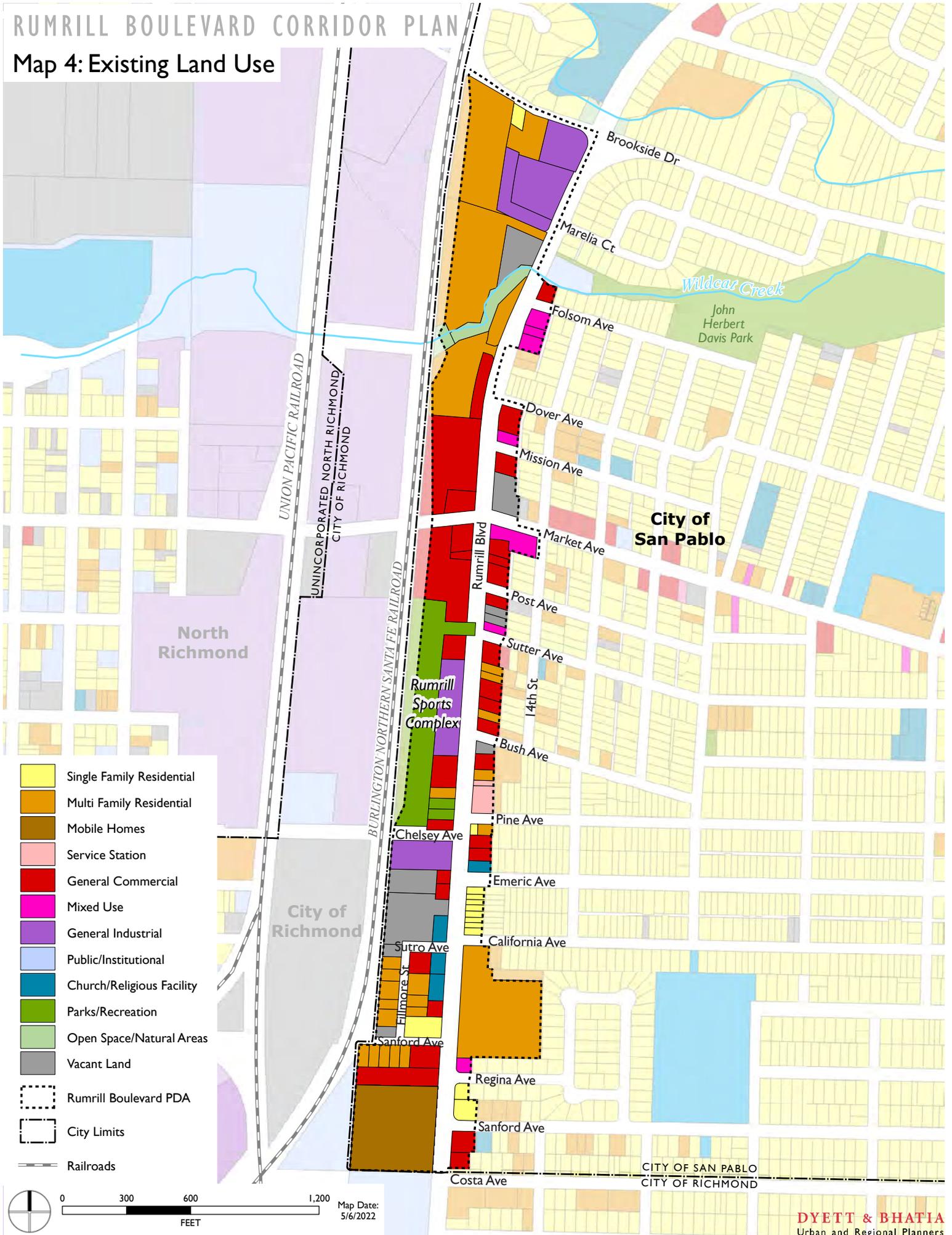
### **Adjacent to the Rumrill PDA**

Existing land uses to the north and east of the PDA (within the City of San Pablo) are primarily single-family residential. Existing land uses directly south of the PDA in the City of Richmond are similar to those along Rumrill Boulevard within the PDA, including industrial, commercial, (primarily multifamily) residential, and religious facilities. BART’s Richmond Rail Yard is immediately adjacent to the southern boundary of the PDA at Rheem Ave and 13th Ave, which is the continuation of Rumrill Boulevard.

The Burlington Northern Santa Fe Railroad tracks are located adjacent to the western edge of the PDA. On the other side of the tracks in Northern Richmond, there are light industrial uses from Chesley Avenue north to the Wildcat Creek Area, where there is some open space, and from the creek area to Brookside Drive, there are heavy industrial uses, including tent fabrication, a pallet supplier, and a recycling center.

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 4: Existing Land Use



- Single Family Residential
- Multi Family Residential
- Mobile Homes
- Service Station
- General Commercial
- Mixed Use
- General Industrial
- Public/Institutional
- Church/Religious Facility
- Parks/Recreation
- Open Space/Natural Areas
- Vacant Land
- Rumrill Boulevard PDA
- City Limits
- Railroads



Map Date: 5/6/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

## **Residential Density and Non-Residential Intensity**

Residential density is defined by dwelling units per acre (du/ac). As indicated in **Map 5**, most of the existing residential land area in the PDA is medium density (17-24 du/ac) and located in the northern and southern parts of the PDA. In the southern part of the PDA, most of the residential area is either medium density (17-24 du/ac), characterized by small-lot single family homes and mobile homes, or high density (24-40 du/ac), characterized by fourplexes. The northern part of the PDA has mixed residential densities, from a low-density single-family home (<8 du/ac) to a high-density three-story apartment building (>40 du/ac). Housing with low-medium density (9-16 du/ac) is fairly uncommon in the PDA but is scattered throughout and is typically characterized by small-lot single family homes on corner lots. Residential density in the PDA is higher than in San Pablo at-large, as the City is primarily composed of neighborhoods in the <8 du/ac and 9-16 du/ac categories, characterized typically by small-lot single-family homes.

Non-residential development intensity is defined by floor area ratio (FAR), which refers to the ratio between a building's total floor area and the total area of the site. For instance, a one-story building occupying half a parcel has an FAR of 0.5, while a three-story building occupying the same half of a parcel has an FAR of 1.5. As shown in **Map 5**, all but one of the non-residential buildings in the PDA have a FAR less than 1.0. The one building that has a FAR greater than 1.0 is a two-story, mixed-use building with ground-level commercial and second-story apartments, built in 1962. This pattern reflects the predominance of one-story buildings with a significant amount of land devoted to parking along the corridor. Non-residential intensity in the PDA is consistent with the City of San Pablo as a whole.

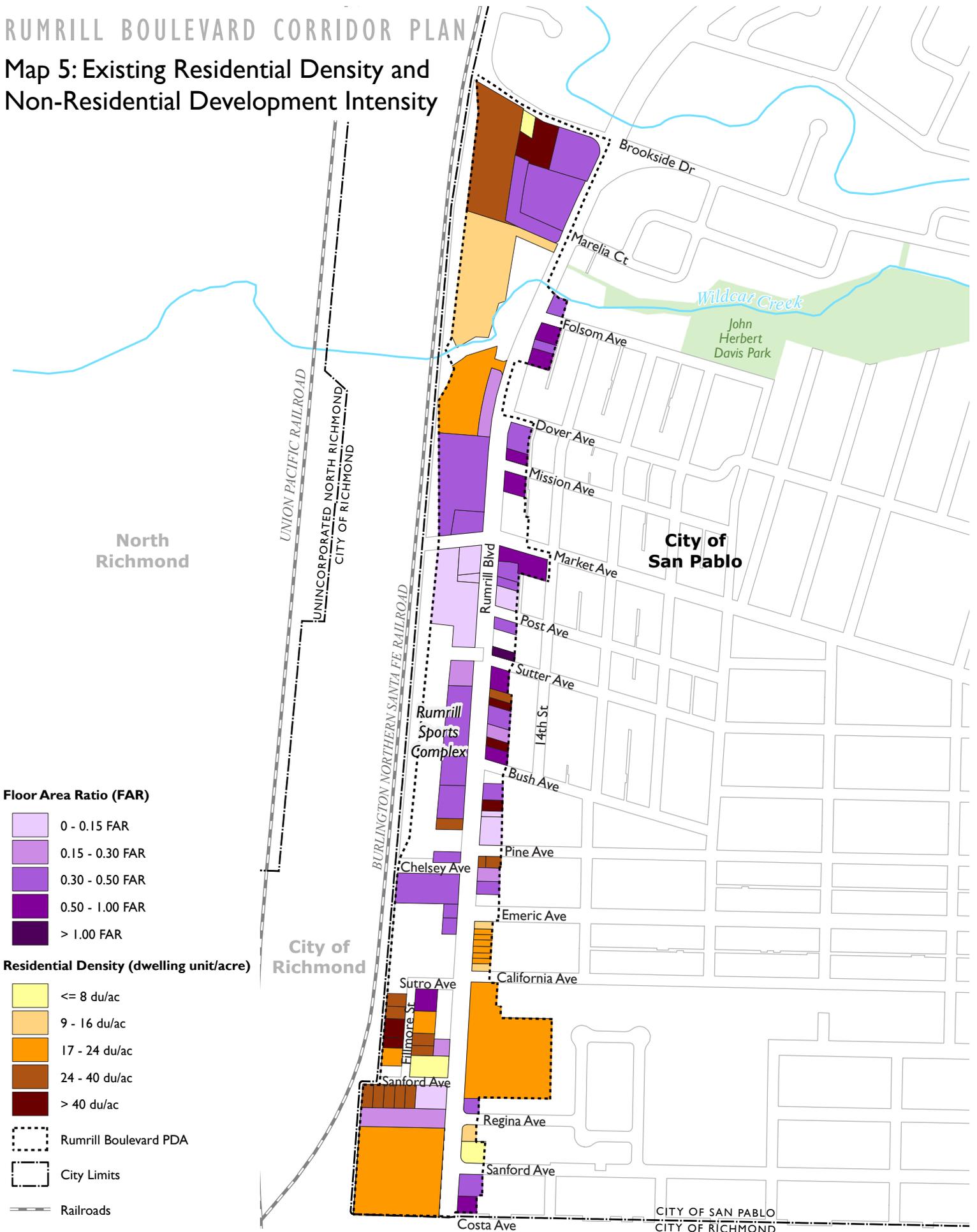
## **GENERAL PLAN LAND USE**

General Plan Land Use designations reflect the desired distribution of future land uses, rather than the actual land uses that exist on the ground. General Plan land use designations are represented in **Map 6** and described in **Table 2**. 2030 General Plan residential land use designations for the Rumrill PDA include Medium Density Residential (northwest and southeast corners of the PDA) and Low Density Residential (eastern side of Rumrill Boulevard). Commercial designations include Neighborhood Commercial, Regional Commercial, and Commercial Mixed Use. The Commercial Mixed Use designation can include residential if the FAR is at least 0.5. Industrial Mixed Use makes up a large portion of land uses south of Market Avenue on the western side of Rumrill Boulevard, and the remaining land use designations include Parks/Recreation and Public/Institutional. Sites that are currently vacant are zoned Public/Institutional and Industrial Mixed Use.

The 2030 General Plan envisions the expansion of light industrial employment-oriented uses in the southwestern part of the City along Rumrill Boulevard and designates parcels on the west side of Rumrill south of Market as Industrial Mixed Use, where light manufacturing, distribution, sales and services are permitted with ancillary commercial and office spaces. However, the majority of parcels with the Industrial Mixed Use designation do not currently have an existing industrial use; most are developed with mobile homes, multi-family residential or general commercial use. As part of the General Plan Update, there is an opportunity to re-evaluate the Industrial Mixed Use designation in this part of the City and explore other options that may better suit community needs and market demands. Another

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 5: Existing Residential Density and Non-Residential Development Intensity

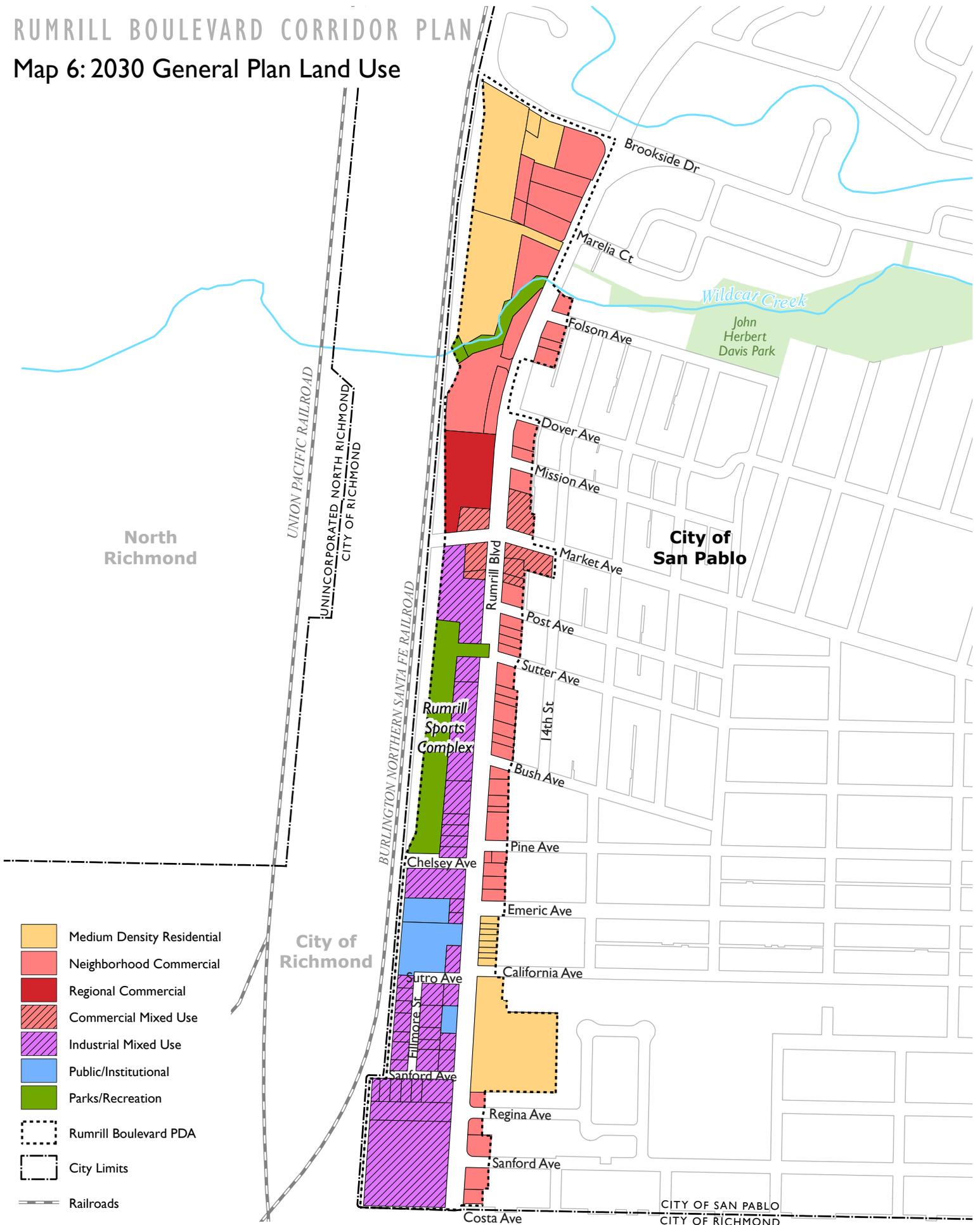


Map Date: 5/6/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 6: 2030 General Plan Land Use



- Medium Density Residential
- Neighborhood Commercial
- Regional Commercial
- Commercial Mixed Use
- Industrial Mixed Use
- Public/Institutional
- Parks/Recreation
- Rumrill Boulevard PDA
- City Limits
- Railroads



Map Date: 5/6/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

**Table 2: General Plan Land Use Designations in Rumrill PDA**

<i>General Plan Land Use</i>	<i>Description</i>	<i>Maximum Density</i>
<b>Residential</b>		
Low Density Residential	Single-family detached residential development. Minimum lot size is 5,000 sq ft.	Up to 12 units/acre
Medium Density Residential	Mix of housing types including small lot single family, attached single family and apartments, duplexes, triplexes, fourplexes, or townhomes. Minimum lot size is 7,000 sq ft.	12.1-24 units/acre
<b>Mixed Use</b>		
Commercial Mixed Use	Office, retail, commercial, and public uses. Typically two to three stories. Residential uses allowed only when commercial FAR is 0.50 or greater.	1.5 FAR, Up to 50 units/acre
<b>Commercial</b>		
Neighborhood Commercial	Small-scale commercial uses that primarily provide convenience, personal services, and social services. Designed to foster a pedestrian atmosphere along public streets. Residential not permitted.	1.0 FAR
Regional Commercial	Large-scale commercial development that services local and regional needs. Easily accessible by freeways and regional roadways, and contains a range of goods and services. Residential not permitted.	0.75 FAR
<b>Industrial</b>		
Industrial Mixed Use	Light manufacturing, distribution, sales, and services with ancillary commercial and office space. Retail not permitted.	0.60 FAR
<b>Public</b>		
Public/Institutional	Uses that serve a public purpose, including public/private schools, administrative offices, corporation yards, and public facilities such as hospital and medical centers, police stations, and fire stations.	N/A
Parks/Recreation	Improved and unimproved park facilities, including neighborhood, community, and regional parks; and recreational facilities that provide visual and open space and serve the outdoor recreational needs of the community.	N/A

Source: City of San Pablo General Plan, 2011.

category that should be re-examined is the Neighborhood Commercial category, which does not always reflect small-scale commercial opportunities, and also limits residential development potential.

## EXISTING ZONING

The Zoning Ordinance is the primary implementation tool for the General Plan and establishes permitted land uses and development standards for each land use category. As with the General Plan land use designations, zoning designations do not necessarily coincide with existing land uses and as-built development intensities. **Map 7** shows the zoning districts established in the Municipal Code for the Rumrill PDA, and **Table 3** describes the standards for each district. A PDA Overlay District (D2) applies to the entire PDA, which promotes higher density and pedestrian-oriented uses in proximity to transit, consistent with the Plan Bay Area’s Sustainable Community Strategy. For mixed use and integrated developments that include residential uses, requirements include minimum densities between 20-60 dwelling units/acre or FAR between 0.5-2.5. The overlay allows for building heights up to 60 feet.

**Table 3: Zoning Districts in the Rumrill PDA**

<i>Zoning District Name</i>	<i>Abbreviation</i>	<i>Min Parcel Area (sf)</i>	<i>Min. Setback (ft)</i>	<i>Max. Height (ft)</i>
Multifamily Residential	R-3	10,000	15	48
Neighborhood Commercial	NC	2,000	None	30
Regional Commercial	CR	10,000	None	50
Commercial Mixed Use	CMU	5,000	None	50
Industrial Mixed Use	IMU	None	None	65
Institutional	I	None	None	27

*Source: City of San Pablo Municipal Code*

## DEVELOPMENT PIPELINE PROJECTS

Currently, there is only one housing development project underway in the PDA at 1820 Rumrill Boulevard (approved in 2023) which is the site on **Map 8** located at the northeastern corner of Rumrill Boulevard and Market Avenue, a vacant City-owned site. As proposed, it would be 100 percent affordable, meaning all 45 apartment units would have rents that do not exceed 60 percent area median income (AMI).

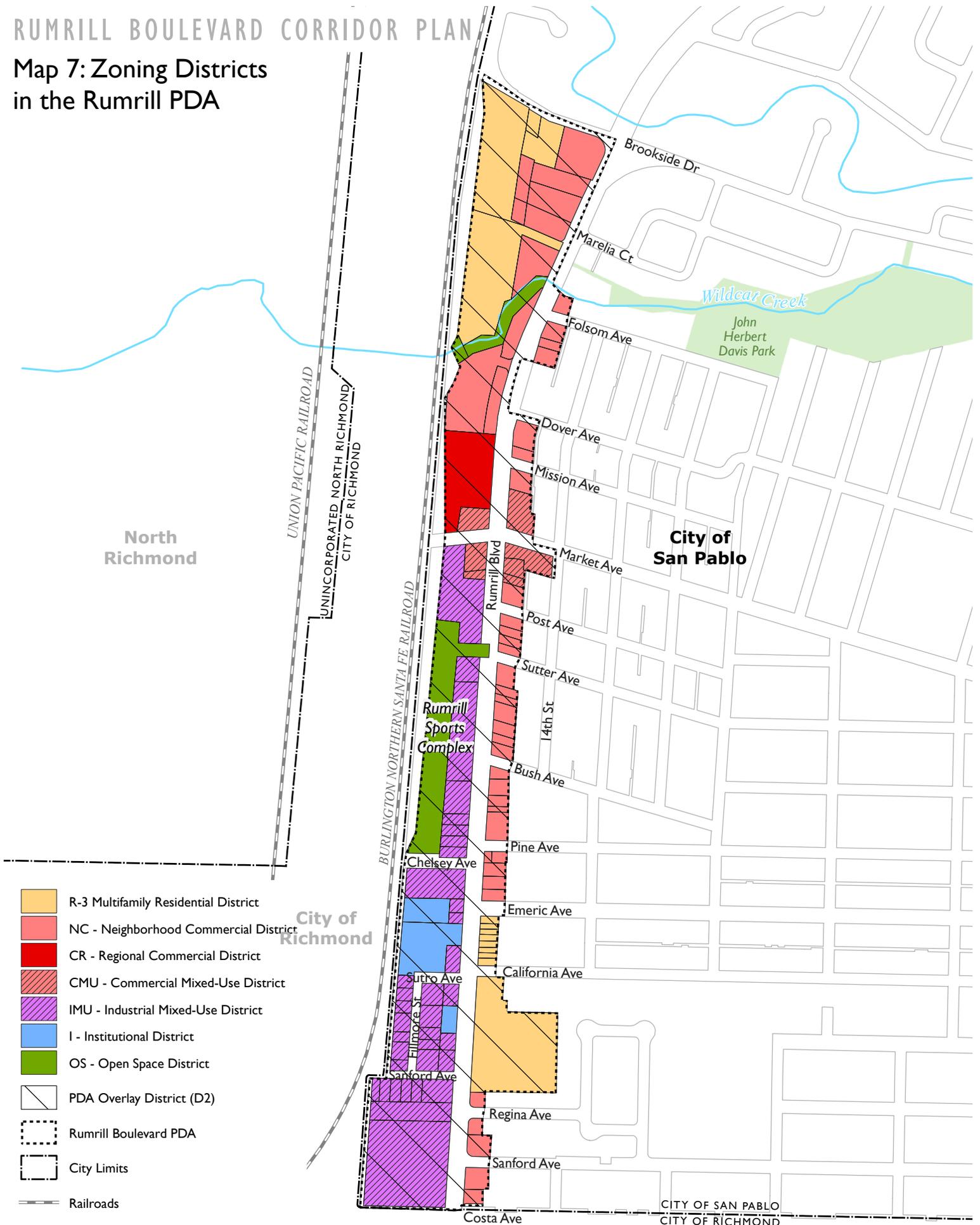
### Lot Size and Ownership Patterns

Large parcels and clusters of smaller parcels under common ownership generally represent the best opportunities for redevelopment. However, most of the PDA is parceled into smaller, individually owned lots, while most of the larger lots (generally, 2-4 acres each) may not

### Map 7 Zoning Districts in the Rumrill PDA

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 7: Zoning Districts in the Rumrill PDA



- R-3 Multifamily Residential District
- NC - Neighborhood Commercial District
- CR - Regional Commercial District
- CMU - Commercial Mixed-Use District
- IMU - Industrial Mixed-Use District
- I - Institutional District
- OS - Open Space District
- PDA Overlay District (D2)
- Rumrill Boulevard PDA
- City Limits
- Railroads

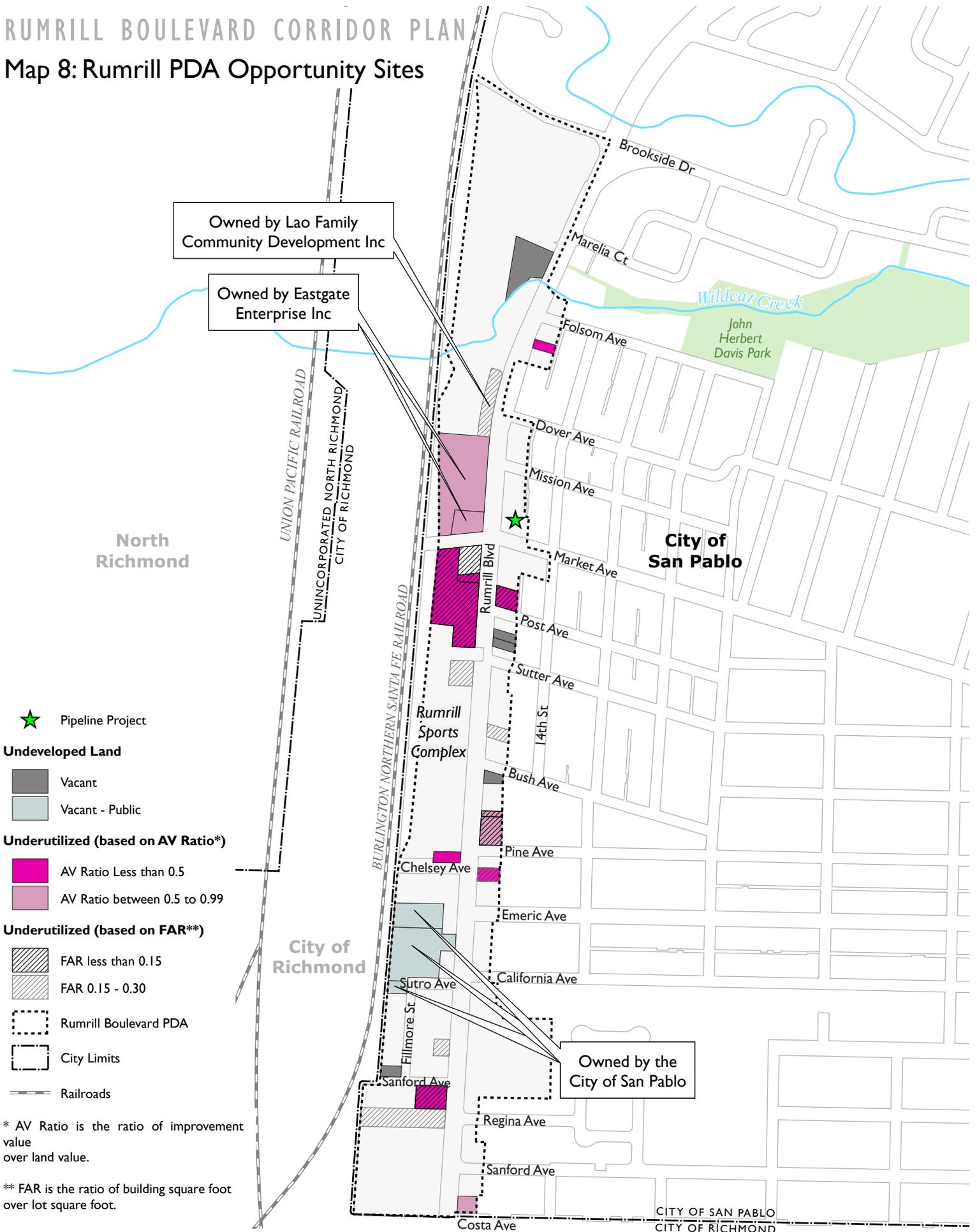


Map Date: 5/9/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 8: Rumrill PDA Opportunity Sites

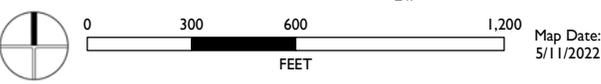


- ★ Pipeline Project
- Undeveloped Land**
  - Vacant
  - Vacant - Public
- Underutilized (based on AV Ratio\*)**
  - AV Ratio Less than 0.5
  - AV Ratio between 0.5 to 0.99

- Underutilized (based on FAR\*\*)**
  - FAR less than 0.15
  - FAR 0.15 - 0.30
- Rumrill Boulevard PDA
- City Limits
- Railroads

\* AV Ratio is the ratio of improvement value over land value.

\*\* FAR is the ratio of building square foot over lot square foot.



necessarily be options for redevelopment, such as the City-owned Rumrill Sports Complex, and the medium-to-high density residential sites owned by Rumrill Gardens CA LP (Rumrill Gardens Apartments), Andy Lin (Hacienda Mobile Home Park), and El Paseo Housing Investors (El Paseo Family Apartments). Otherwise, there are some clustered sites that offer redevelopment potential. These sites and ownerships are noted on **Map 8**. Eastgate Enterprise Inc owns Food Barn and the adjacent vacant lot at the northwestern corner of Rumrill Boulevard and Market Avenue, totaling 2.6 acres. Lao Family Community Development Inc/Lao Park Housing Cooperation owns three adjacent properties (1865, 1869 and 1883 Rumrill Boulevard) totaling 2.54 acres, which currently house multifamily apartments, a community development center, a grocery store, and a surface parking lot. There is one underutilized site noted on **Map 8** which corresponds to 1865 Rumrill Boulevard. A development proposal for a 45-unit affordable housing project on a vacant site at 1820 Rumrill Boulevard was approved in 2023. The City of San Pablo also owns three vacant parcels at 1411 Rumrill Boulevard, totaling 1.97 acres. Current plans are to potentially develop with a maintenance yard or electric vehicle charging facility, but the City could sell these parcels or pursue redevelopment through a public-private partnership.

## **OPPORTUNITY SITES**

Opportunity sites are vacant or underused properties that have the greatest potential for land use or intensity change over the planning horizon. Underused properties are those where the value of the land is worth more than the buildings and structures on it, giving the owner an incentive to redevelop with new uses that command higher rents or sale prices. Areas where vacant and underused properties are clustered present the best opportunities for redevelopment as they are locations that can accommodate significant physical change. The purpose of mapping opportunity sites is to understand where the greatest reuse or intensification possibilities exist, so that planning efforts can focus on these areas to establish the character and mix of uses the community prefers for each. Strategies to achieve that vision can then be incorporated into the Corridor Plan and General Plan.

Opportunity sites were identified by mapping vacant and underused land using data from the Contra Costa County Assessor. Underused land was determined by identifying parcels with a low assessed value ratio (AV ratio) and/or low floor area ratio (FAR). AV ratio is defined as the ratio of the value of existing permanent improvements (i.e., buildings) to the value of the land. Where this ratio is less than one, a parcel may be considered underutilized. In other words, the lower the value of permanent structures on a site relative to land value, the greater the propensity to change, especially if market conditions and zoning regulations allow higher development values to be realized. A ratio of less than 0.5 indicates even greater potential for redevelopment. Next, sites with low intensity existing uses were identified, as this provides another indication of potential for intensification in the future. Sites with FAR values of 0.3 or less were identified as having significant potential for redevelopment or expansion.

Sites with a low AV ratio, medium and low FAR, or both, along with vacant sites, are shown on **Map 8** as Opportunity Sites. These sites have been verified as potential opportunity sites based on windshield surveys, site visits, and input on development inquiries in the area from the City of San Pablo. Many sites are clustered together and concentrated in the southern and central parts of the PDA, particularly around the Market Avenue/Rumrill Boulevard intersection. Site locations taper off toward the northern part of the PDA. Most sites are redevelopment opportunities, but some are

vacant, most notably the City-owned cluster of three vacant parcels in the southern part of the PDA. As noted above, clusters of parcels under common ownership generally represent the best opportunities for redevelopment and these include the City-owned vacant lot cluster, the Eastgate Enterprise Inc parcels, and the Lao Family Community Development Inc parcel (which is adjacent to other parcels under the same ownership).

It is important to note that sites identified in this analysis as potential opportunity sites are simply development opportunities. These sites are likely to have greater propensity for change if the right set of land use designations and/or development incentives are provided. However, because development decisions will ultimately be made by the individual property owners, it is possible that some of these potential sites may not experience change over the next 20 years. Conversely, some sites not identified in this analysis may undergo redevelopment. This analysis is merely a tool to identify and quantify areas in San Pablo where future development is most likely to occur in the next 20 years. Possibilities for the future will be examined in further detail as part of the alternatives process for the Rumrill Boulevard PDA Plan.

## Transportation

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As it passes through the PDA, Rumrill Boulevard is a four-lane minor arterial with sidewalks on either side. South of Market Avenue there is on-street parking on either side of the road (with some exceptions), while north of Market Avenue there is a landscaped median and no on-street parking. Most major intersections along the corridor are controlled with traffic lights, while minor intersections typically have stop signs. Standard crosswalks (two parallel stripes) are located at most major intersections. There are few mature trees in the PDA and overall tree canopy is low, although new tree wells have recently been installed.

Completed in 2023, the entire corridor underwent a complete streets construction project, involving the installation of separated and protected Class IV bike lanes along the entire length; installation of safety improvements, including flashing beacons at crosswalks, improved lighting, ADA ramps, and median islands for crosswalks; enhanced pedestrian features including wider sidewalks, new trees and plants street greening, benches, and trash receptacles; improved storm drain infrastructure and bioswales; and road improvements including asphalt repair, slurry seal, and new traffic signal systems.

The Rumrill PDA is 1.8 miles west of Interstate 80, which provides regional connections to Vallejo and Sacramento to the north and northeast, Richmond, Berkeley, and Oakland to the south, and on to San Francisco to the southwest. The PDA is also approximately three miles northeast of Interstate 580, which provides connections to Marin and Sonoma Counties via the Richmond Bridge. There are no designated truck routes in the PDA, though, as noted in the 2015 Rumrill Boulevard/13<sup>th</sup> Street Complete Streets Study, truck volumes are high due to the industrial uses along the corridor, varying from 6 percent near Sanford Avenue to 15 percent near Pine Street.<sup>3</sup>

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<sup>3</sup> City of San Pablo; City of Richmond; Fehr & Peers et. al, Final Rumrill Boulevard/13<sup>th</sup> Street Final Complete Streets Study [Chapter 3: Existing Conditions], September 2015

## TRANSIT

As shown on **Map 9**, the Rumrill PDA is directly served by three Alameda-Contra Costa Transit District (AC Transit) bus routes: 71, 76, and 376. Route 71, which connects to El Cerrito Plaza and Richmond BART Stations, runs through the entire Rumrill PDA corridor, while Route 376, a late-night service which connects to the El Cerrito del Norte and Richmond BART Stations, runs along the corridor north of Market Avenue. Route 76, which has triple the ridership of the other routes, bisects the PDA along Market Avenue, connecting riders to El Cerrito del Norte BART Station. Route 70, which connects to the Richmond BART Station, has a stop two blocks south of the southern edge of the PDA.

To access the Richmond Ferry Terminal by transit, riders must transfer from Route 71 to Route 74, or walk 0.6 miles to 23<sup>rd</sup> Street to catch the 74 directly. The Richmond Ferry provides service to downtown San Francisco with varying intervals and times between 6:30 am and 9:00 pm on weekdays; and four trips on weekends: one in the morning, one mid-day, and two evening trips. Bus headways and ridership data are summarized in **Table 4**.

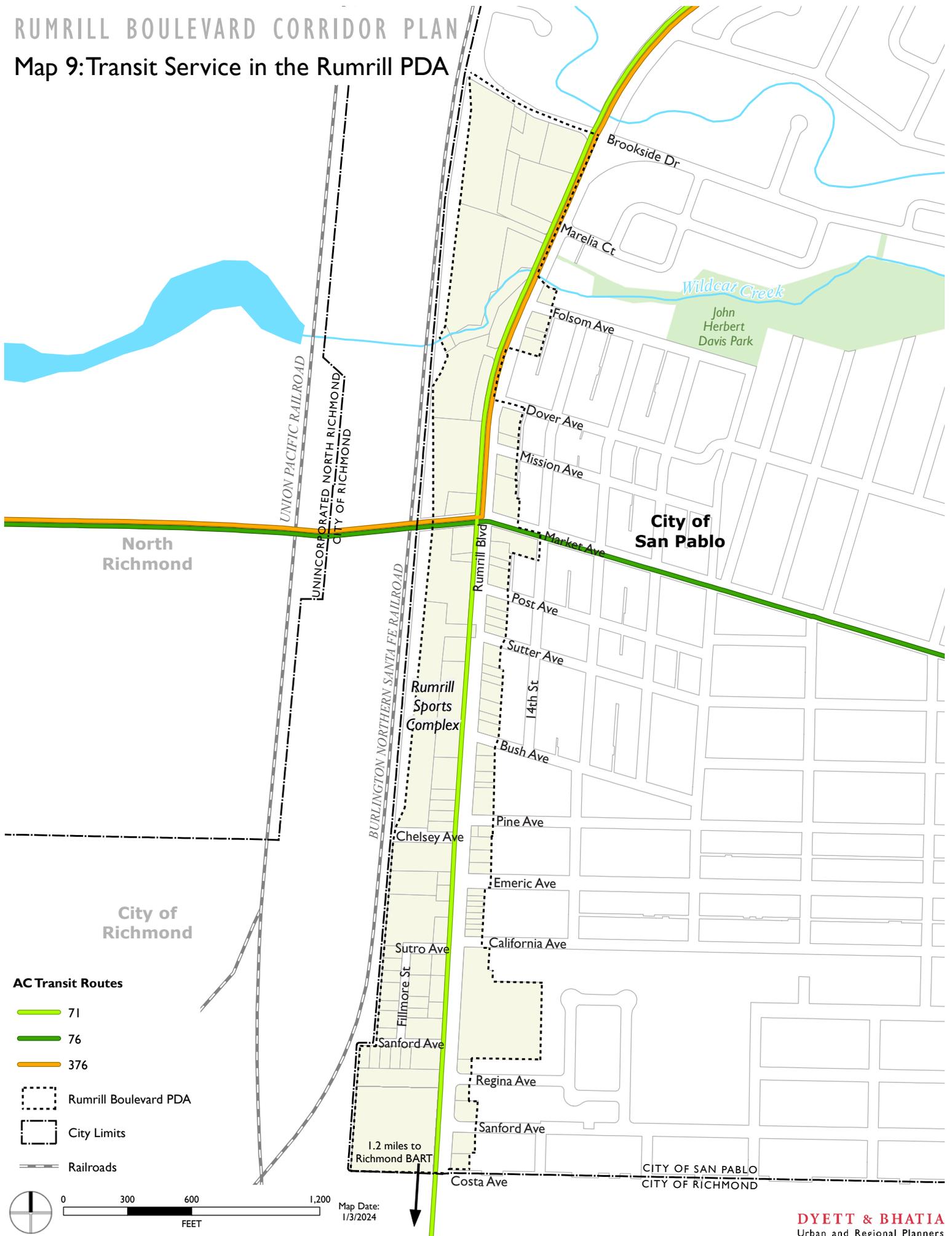
**Table 4: AC Transit Service Summary**

Line	Route	Weekday			Weekend		
		Hours	Headway	Avg. Daily Ridership	Hours	Headway	Avg. Daily Ridership
70	Richmond BART to Richmond Parkway Transit Center	6:35AM-9:06PM	10 minutes	956	6:36AM-9:06PM	10 minutes	458
71	Richmond Parkway Transit Center to El Cerrito Plaza BART	6:20AM-9:14PM	10 minutes	1,396	6:25AM-9:18PM	10 minutes	551
76	El Cerrito del Norte BART to Richmond Parkway Transit Center	5:17AM-8:15PM	30 minutes	2,524	6:17AM-8:14PM	30 minutes	1,477
376	El Cerrito del Norte BART to Pinole Ridge Shopping Center	8:23PM-3:18AM	30 minutes	268	8:22PM-3:17AM	30 minutes	281

Source: AC Transit Website, March 2022; AC Transit 2018 Ridership Report

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 9: Transit Service in the Rumrill PDA



### AC Transit Routes

- 71
- 76
- 376

Rumrill Boulevard PDA

City Limits

Railroads



Map Date:  
1/3/2024

BART provides rapid rail transit service to San Francisco as well as Contra Costa, Alameda, San Mateo, and Santa Clara counties from the Richmond BART/Amtrak station, located 1.2 miles to the south of the Rumrill PDA. BART operates in 15-minute intervals between 5:00 a.m. and midnight Monday through Friday; and 30-minute intervals on weekends between 6:00 a.m. to midnight on Saturdays and 8:00 a.m. to midnight on Sundays and major holidays. The Richmond BART station is also the connecting point for two California-based Amtrak routes. The Capitol Corridor, which serves Sacramento and Auburn to the east, and Oakland and San Jose to the south, operates 16 eastbound and 16 westbound trains on weekdays and 11 trains per direction on weekends. The San Joaquins, which serves the Central Valley corridor of Stockton, Fresno and Bakersfield, operates four trains per direction through the Richmond station on a daily basis. There are no private employer-sponsored shuttles that serve the PDA.

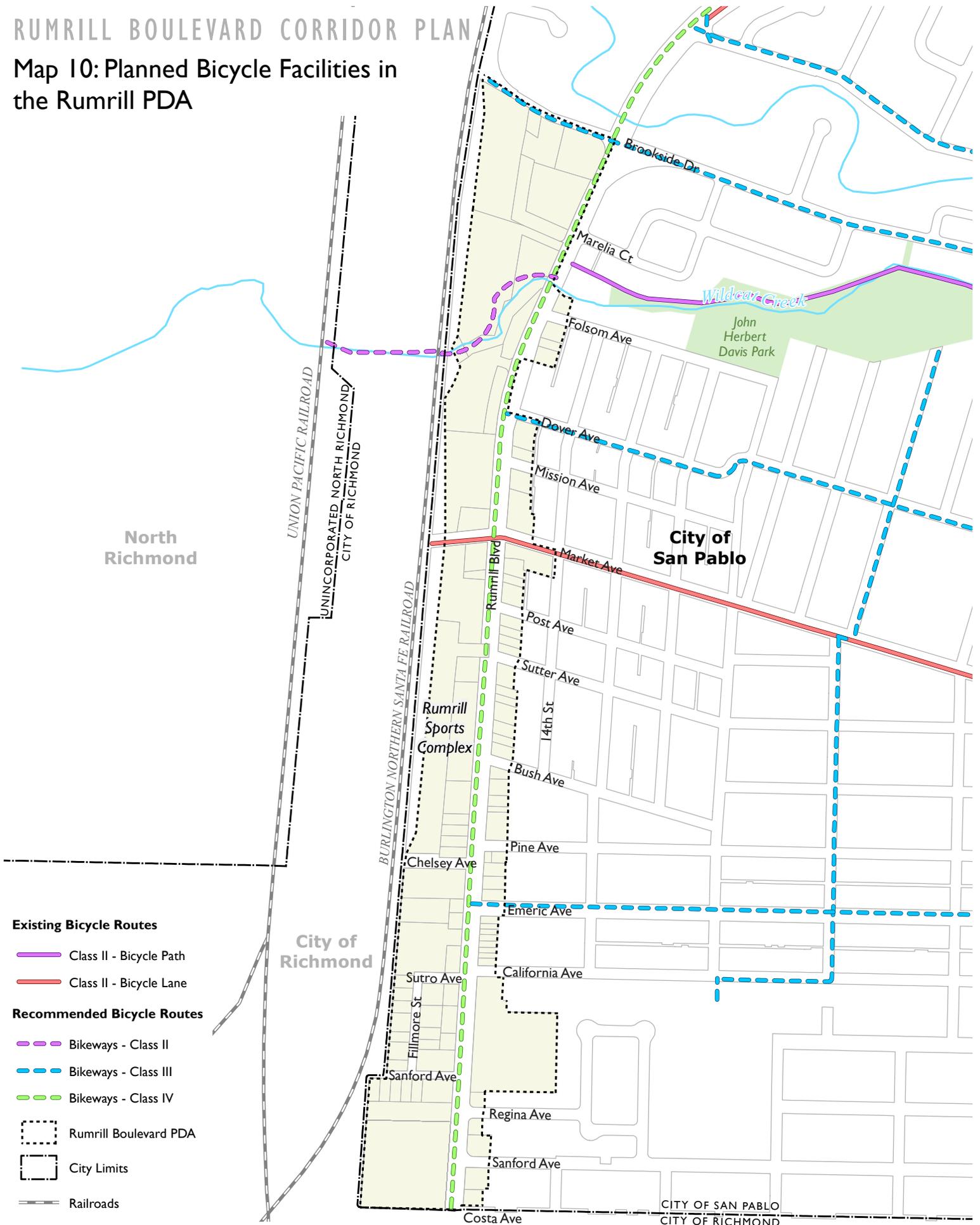
## **BICYCLE NETWORK**

Prior to the Complete Streets project, there were no existing bicycle facilities along Rumrill Boulevard in the PDA. Class IV facilities have now been provided along the entire length of the corridor. In addition, two existing facilities intersect with Rumrill Boulevard including Class II bike lanes on Market Avenue and a Class I shared use path along Wildcat Creek. The Class IV (separated) bike lanes for Rumrill Boulevard, will extend from Costa Avenue north to connect with the existing Class II (striped) bike lane on Rumrill Boulevard at Road 20 (**Map 10**). The planned bike lanes will also connect with the existing Class II (striped) bike lanes on Market Avenue and the existing and planned segments of the shared use path along Wildcat Creek. Please see **Table 5** for a description of bikeway types used in San Pablo. Pedestrian Network. There are no sidewalk gaps on Rumrill Boulevard in the PDA but, as noted in the 2015 Complete Streets Study, sidewalks are less than five feet wide for the majority of the PDA corridor, and exceed five feet only in select places, mostly on the eastern side of Rumrill Boulevard. There are intermittent, landscaped traffic buffers separating pedestrians from 35 mile-per-hour vehicle traffic, though many of the trees planted in these buffers have been removed for construction of the Complete Streets project. There are also stretches of sidewalk with no traffic buffer at all. As described in the 2017 Bicycle and Pedestrian Master Plan, some of the side streets in the southwestern part of the PDA have sidewalk gaps, including Chesley Avenue, Regina Street, Fillmore Street and Sanford Avenue.

The 2017 Bicycle and Pedestrian Master Plan surveyed community members on their feelings about pedestrian safety across the City, and a variety of spots along Rumrill Boulevard in the PDA were identified as places where crossings felt unsafe, lighting was inadequate, or cars drove too fast. Additionally, Google Streetview images from 2019 and 2021 show that there are very few high-visibility crosswalks (crosswalks that include longitudinal lines, such as “ladder style”) in the PDA. One high visibility crosswalk, accompanied by a flashing pedestrian beacon and pedestrian refuge island, exists where Wildcat Creek Trail intersects with Rumrill Boulevard. The recently completed Rumrill Boulevard Complete Streets project, undertaken to better balance roadway space across all modes, improve bicyclist and pedestrian safety, and increase sustainability and economic vitality throughout the PDA, addresses many of the pedestrian network issues identified in this section.

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 10: Planned Bicycle Facilities in the Rumrill PDA



- Existing Bicycle Routes**
- Class II - Bicycle Path
  - Class II - Bicycle Lane
- Recommended Bicycle Routes**
- - - Bikeways - Class II
  - - - Bikeways - Class III
  - - - Bikeways - Class IV
  - Rumrill Boulevard PDA
  - City Limits
  - Railroads



Map Date: 1/3/2024

SOURCE: City of San Pablo Bicycle and Pedestrian Master Plan, 2017; City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

**Table 5: Bikeway Classifications**

<i>Bikeway Type</i>	<i>Description</i>
Shared Use Paths (Class I)	Paved rights-of-way completely separated from streets; shared with pedestrians.
Bike Lanes (traditional) (Class II)	On-street bikeways that are delineated by painted pavement markings such as stripes and stencils.
Bicycle Routes (Class III)	Streets designated for bicycle travel and shared with motor vehicles.
Separated Bike Lanes (Class IV)	Space for bicyclists separated by parked cars, curbs, bollards, or planter boxes.

*Source: San Pablo Bicycle and Pedestrian Master Plan, 2017*

In addition to the installation of the planned separated bike lanes, improvements include:

- Bike racks.
- Flashing beacons at crosswalks, improved lighting, ADA ramps and median islands for crosswalks.
- Wider sidewalks, new trees and plants for street greening, benches, and trash enclosures.
- Improved storm drain infrastructure and bioswales to improve water quality and reduce flooding.
- Road improvements including asphalt repair, slurry seal, and new traffic signal systems.

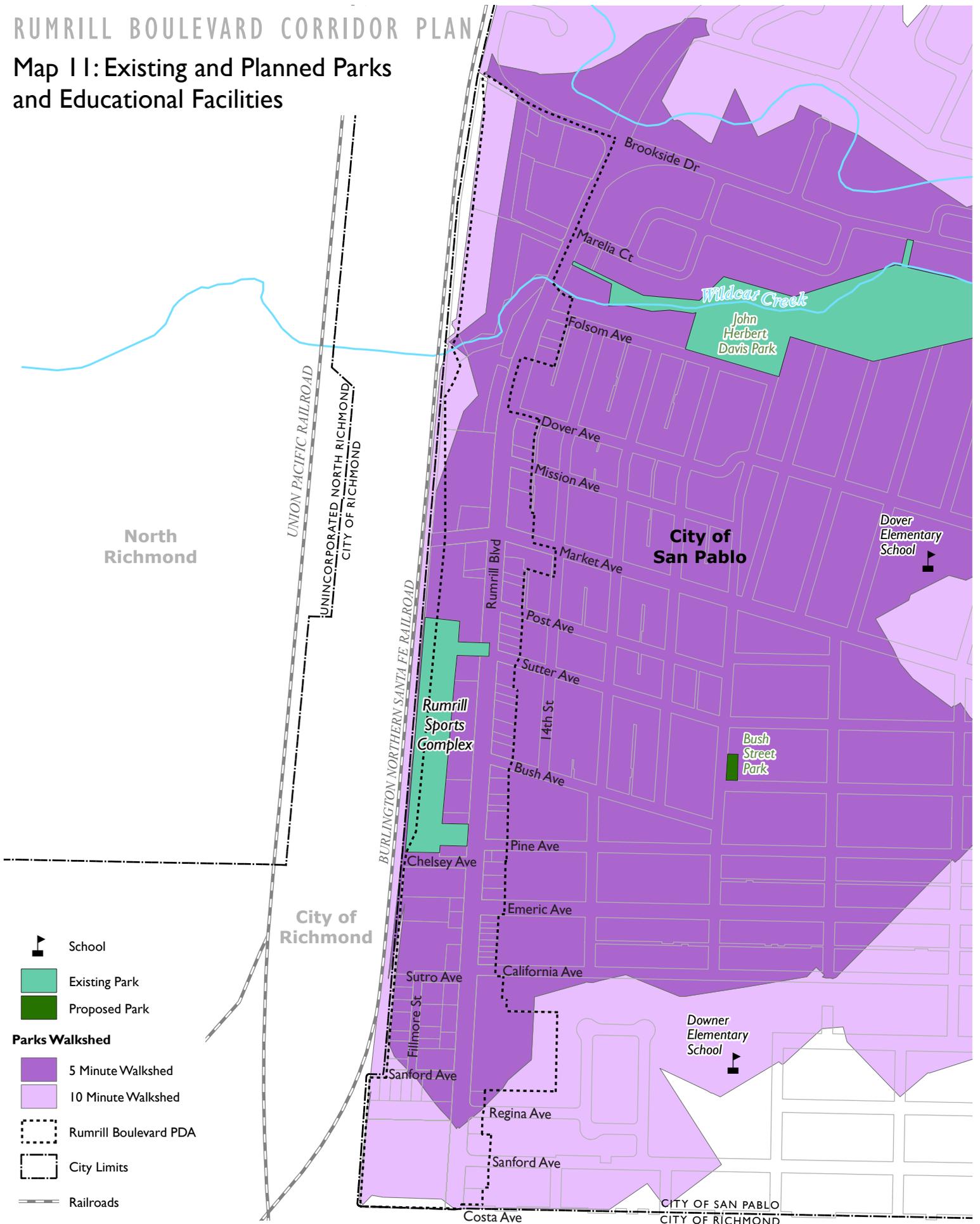
## Parks and Public Facilities

There is one public park located within the PDA, the 4.3-acre Rumrill Sports Complex, which provides a small playground and three turf soccer fields for children (**Map 11**). Additionally, there is one existing and one planned park within easy walking distance from the PDA. A shared use path connects Rumrill Boulevard to John Herbert Davis Park, which is only a 0.2-mile walk from the PDA boundary. This park provides 11.4 acres of parkland plus access to a Multipurpose Room and Senior Center with City-sponsored programming. There is also a planned and fully-funded pocket park (0.1 acres) to be built at 17th Street and Bush Avenue, a five-minute walk from the PDA. This nature-themed park will feature a playground, native plantings, and fitness equipment. There are no parks in adjacent Richmond and North Richmond within a five-minute walkshed, but the Shields-Reid Park and Community Center is one within a 10-minute walkshed. As shown on **Map 11**, the entire PDA falls into a five-

### **Map 11 Existing and Planned Parks and Educational Facilities**

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 11: Existing and Planned Parks and Educational Facilities



Map Date: 5/9/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

minute (or approximately 0.25 miles) parks walkshed, except for the northwestern and southern edges, which fall into a 10-minute walkshed. The planned segment of the Wildcat Creek Trail along with adjacent linear parkland, passes directly through the northern portion of the PDA, and would complete a trail gap connecting John Herbert Davis Park to the North Richmond Ballfield.

There are no schools within the PDA. The nearest elementary schools to the PDA are Dover Elementary School, which is within a half-mile walk east of the northern half of the PDA, and Downer Elementary School, which is within a half-mile walk to the east of the southern half of the PDA. The nearest police station is on San Pablo Avenue, 1.3 miles to the east of the PDA; the closest fire station is Station 70 at 1800 23<sup>rd</sup>, just one-half mile to the east along Market Street, and the nearest clinic/hospital is the West County Health Center on San Pablo Avenue at Vale Road, 1.5 miles to the east of the PDA.

## Historic Properties

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Forty-eight properties in the PDA were built over 45-50 years ago and therefore may be age-eligible for historic designation. **Map 12** shows the age range of properties in the PDA as well as buildings of historic significance. Age-eligible buildings (built prior to 1978) are generally concentrated in the center of the PDA. According to a records search at the Northwest Information Center (NWIC) of the California Historical Resources Information System, there is one building of historic significance located in the PDA at 1230 Sanford Avenue (**Map 12**).

## Environmental Justice and Public Health

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This section describes current conditions in the Rumrill PDA related to environmental justice and public health. A healthy community is achieved through the availability of high quality and affordable housing, low rates of disease, a healthy economy, a clean environment, access to recreation, proximity to healthy food and services, and many other factors.

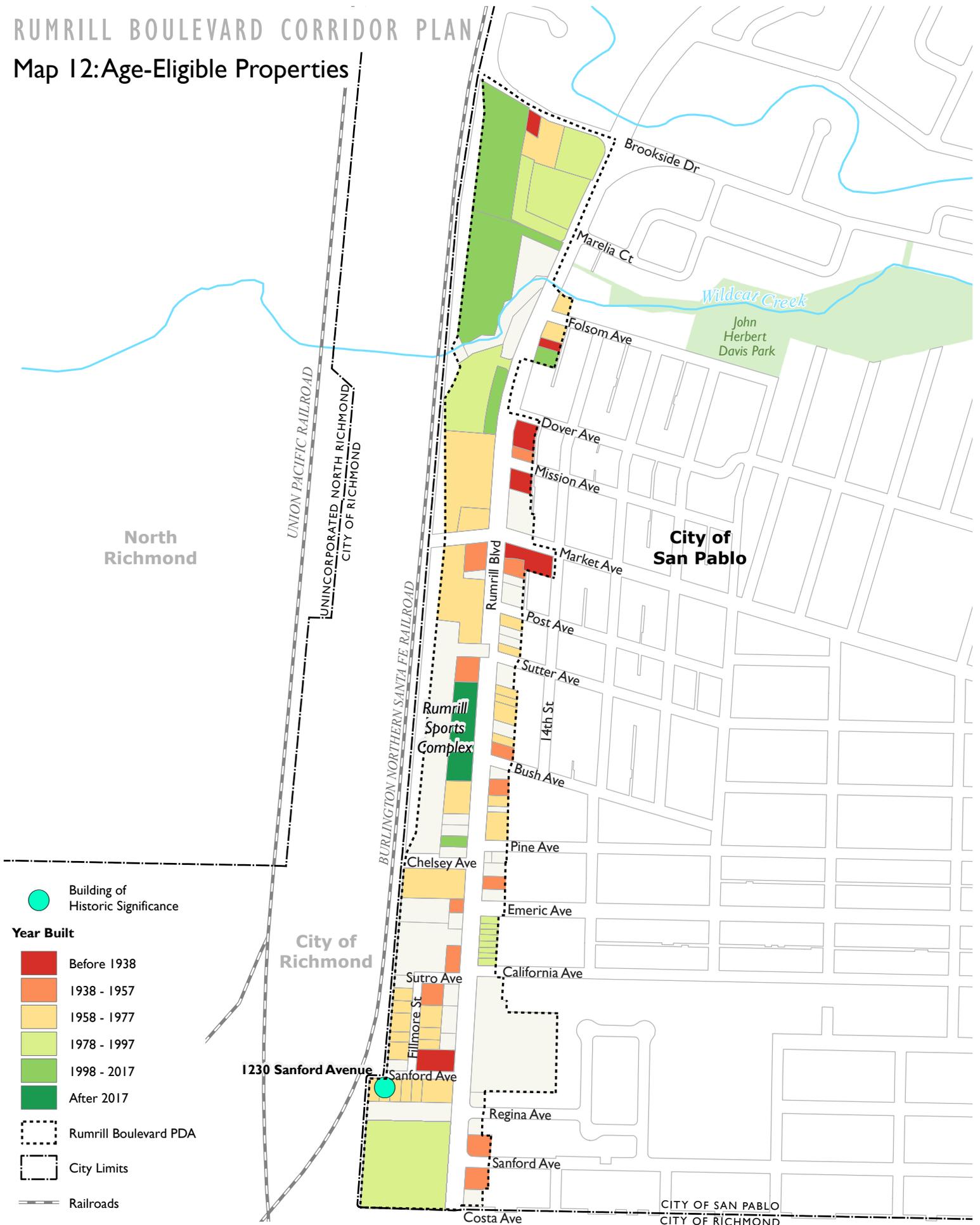
Socioeconomic factors that influence the health of those living in the PDA, such as poverty, housing cost burden, and lack of educational attainment, are discussed above. These social determinants of health can increase stress levels and/or make healthy living more difficult, which can increase sensitivity to pollution. There are a number of environmental health factors that particularly burden those living in the Rumrill PDA, as detailed below.

### DISADVANTAGED COMMUNITIES

California Senate Bill (SB) 1000 defines a disadvantaged community (DAC) as “an area identified by the California Environmental Protection Agency ... or an area that is a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation.” Low-income areas are defined as locations where household incomes are at or below 80 percent of the statewide median income, or below the threshold designated as low-income by the Department of Housing and Community Development’s list of State income limits.

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 12: Age-Eligible Properties

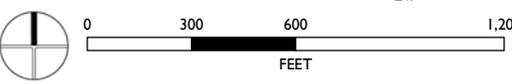


 Building of Historic Significance

**Year Built**

-  Before 1938
-  1938 - 1957
-  1958 - 1977
-  1978 - 1997
-  1998 - 2017
-  After 2017

-  Rumrill Boulevard PDA
-  City Limits
-  Railroads



Map Date: 5/11/2022

SOURCE: City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

CalEnviroScreen, described in the Methodology section of this report, is the primary screening method for identifying DACs. A DAC is a census tract that scores in the top 25th percentile of CalEnviroScreen's cumulative score when compared to census tracts statewide. CalEnviroScreen 3.0 was used to determine the location of official Disadvantaged Communities (DACs) within the planning area; the rest of the data in this section relies on CalEnviroScreen 4.0.

**Map 13** shows DACs, pollution burden, and health factors in the Rumrill PDA. Based on CalEnviroScreen 3.0 criteria, most of the PDA (two of three census tracts) was identified as a DAC, except for the southwest portion. However, only the northernmost of these two tracts ranks above the 75th percentile for overall pollution burden according to CalEnviroScreen 4.0 data, with the other tract ranking above the 70th percentile. The southwestern portion of the PDA, which falls into a different census tract, ranks above the 65th percentile for pollution burden.

High-poverty neighborhoods tend to have limited options for healthy food and safe physical activity, which in turn can increase stress levels and make populations more sensitive to the effects of pollution. Conditions in the PDA, however, do not reflect these factors. **Map 13** highlights two factors that influence healthy living: access to grocery stores and bicycle routes. The PDA is well-served by grocery stores, and while existing bicycle routes are currently limited and only intersect with the PDA, the Complete Streets project has expanded the bicycle network in the PDA.

## **POLLUTION EXPOSURE**

Pollution exposure occurs daily in virtually every community when people come into direct contact with air, food, water, and soil contaminants. These pollutants are often the result of incompatible land uses, polluting facilities, or other sources of exposure. Exposure to pollution can cause or worsen negative health outcomes and make people too sick to work, go to school or even go outside.

### **Air Quality and Related Health Conditions**

Air pollution sources are generally mobile, such as from vehicles, or stationary, such as from industrial facilities. In the greater Bay Area, air pollutants of concern include ozone and particulate matter (notably fine particulate matter, PM<sub>2.5</sub>) as the San Francisco Bay Area Air Basin exceeds federal and state permissible levels of these two pollutants.<sup>4</sup> Ground-level ozone is typically produced by auto or industrial emissions reacting with ultraviolet (UV) light, while PM<sub>2.5</sub> are very fine inhalable particles generated by fuel combustion. However, all PDA (and San Pablo) census tracts rank below the 50th percentile statewide for annual mean PM<sub>2.5</sub> concentrations and below the 10th percentile statewide for the amount of daily maximum eight-hour ozone concentration. Diesel particulate matter (DPM), a subset of

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<sup>4</sup> Bay Area Air Quality Management District, 2017. *2017 Clean Air Plan: Spare the Air, Cool the Climate*. <https://www.baaqmd.gov/plans-and-climate/air-quality-plans/current-plans>, accessed May 2022.

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 13: SB535 Disadvantaged Communities (CES 3.0), Pollution Burden, and Health Factors



 Disadvantaged Community

 Supermarket and Corner Grocery Store

 Rumrill Boulevard PDA

### Pollution Burden Percentile

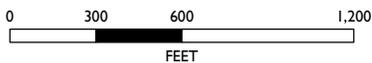
 Top 25%

 50% - 75%

 Existing Bike Route

 City Limits

 Railroads



Map Date:  
5/11/2022

SOURCE: CES, 2021; City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

PM2.5 produced specifically by diesel exhaust, is the pollutant of greatest concern in both San Pablo and the PDA. Residents and employees of the PDA are additionally impacted by the release of toxic pollutants from industrial activities. DPM is produced by exhaust from cars, trucks, buses, trains, ships, and other equipment with diesel engines. Exposure to DPM can lead to serious health conditions like asthma and respiratory illnesses and can worsen existing heart and lung disease, according to the California Office of Environmental Health Hazard Assessment (OEHHA). The entire PDA ranks above the 75th percentile for exposure to DPM. Likely DPM sources in the PDA are cars, trucks, and other traffic passing through the area. According to the 2015 Rumrill Boulevard/13th Street Complete Streets Study, truck volumes are high throughout the Rumrill corridor even though Rumrill Boulevard is not a designated truck route. The nearby Giant Road designated truck route plus the light to heavy industrial uses located on the west side of the corridor in between the two railroad lines likely contribute to truck volumes along the corridor.

Exposure to DPM can both produce and worsen respiratory and cardiac illnesses; this is of particular concern because the age-adjusted rates of emergency department visits for asthma and for heart attacks are high in the PDA compared to census tracts statewide. The entire PDA ranks above the 90<sup>th</sup> percentile for age-adjusted rates of emergency department visits for asthma. Most of the PDA is also affected by cardiovascular disease. The area north of Market Avenue ranks above the 75th percentile for cardiovascular disease, while the area south of Market Avenue (except for the southwest portion) ranks above the 70th percentile. This variation in cardiovascular disease across the PDA may be linked to variation in pollution exposure. Recalling **Map 13**, the area north of Market Avenue ranked above the 75th percentile for pollution burden, with the burden lessening towards the southwestern portion of the PDA.

Living near industrial facilities that emit toxic chemical releases into the air, either from production facilities or off-site incineration, can result in chronic exposure to contaminated air and acute exposure in the event of an accident at a facility. CalEnviroScreen 4.0 has mapped out toxic release-generating facilities in the U.S.<sup>5</sup> There are nine facilities in the neighboring City of Richmond, most notably the Chevron Refinery, which is two miles from the PDA and the biggest local polluter according to U.S. EPA data.<sup>6</sup> As such, the entire PDA ranks above the 75th percentile for exposure to releases from ongoing industrial activities, such as air pollutants released from a smokestack, as well as accidental releases.

In 2017, the California State Legislature passed Assembly Bill (AB) 617 to assist communities disproportionately impacted by pollution with air quality monitoring and air pollution reduction efforts. Richmond-San Pablo was one of the communities identified for a Community Air Monitoring Plan and Community Emissions Reduction Plan. This work is being led by the Bay Area Air Quality Management District in conjunction with local leaders and stakeholders, with input from the community.

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<sup>5</sup> <https://oehha.ca.gov/calenviroscreen/indicator/toxic-releases-facilities#:~:text=Why%20is%20this%20indicator%20included,are%20released%20during%20an%20accident.>

<sup>6</sup> <https://www.epa.gov/toxics-release-inventory-tri-program>

## Safety

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### HAZARDOUS MATERIALS

Hazardous chemicals, such as gasoline, diesel, solvents, and heavy metals, are often stored in containers on land or in underground storage tanks. Leaks from these containers and tanks can contaminate soil and pollute groundwater. Following a leak, the land and groundwater may take many years to clean up and resolve. People who live near contaminated groundwater may be exposed to chemicals moving from the soil into the air inside their homes or into drinking water, according to the California Office of Environmental Health Hazard Assessment OEHHA.

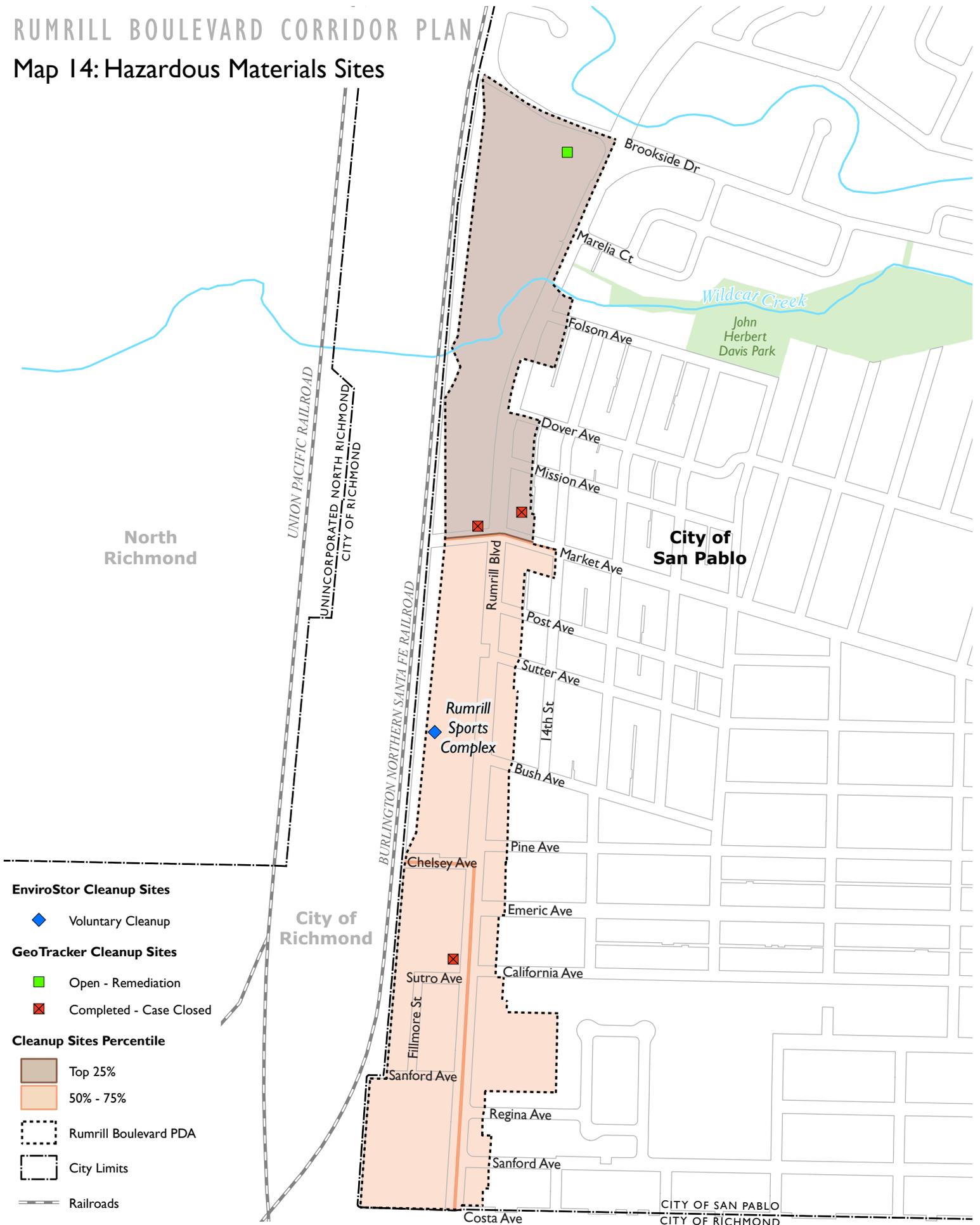
The California State Water Resource Control Board (SWRCB) maintains GeoTracker, a data management system that can be accessed by state boards, regional boards, and local agencies to acquire information regarding the location of underground storage tanks, leaking underground storage tanks, land disposal sites, as well as other areas that may require ground water cleanup. GeoTracker lists four locations within the PDA that have been identified as cleanup sites. Three of these sites have been remediated and are considered closed, while one remains open. The location of cleanup sites is shown on **Map 14**. The PDA south of Market Avenue ranks above the 50th percentile statewide for number of cleanup sites, while the PDA north of Market Avenue ranks in the top 25th percentile (**Map 14**).

At the active cleanup site near the intersection of Rumrill Boulevard and Brookside Drive, soil and groundwater beneath the site have been contaminated by tetrachloroethylene, also known as PCE or PERC, a contaminant from dry cleaning operations. Several environmental investigations have been conducted at the site since 2004. The investigation results indicate that the dissolved PCE plume has migrated off-site (to the west) beneath the adjacent apartment building. The site has remained open despite remediation efforts in 2011. As such, the property is under a covenant restricting development to industrial, commercial, or office space uses.

The California Department of Toxic Substances Control's EnviroStore database lists one additional voluntary cleanup site in the area at Rumrill Boulevard and Chesley Avenue, which is the site of a former railway maintenance facility that closed in the early 1980s. This site is located on the site of the Rumrill Sports Complex (**Map 14**). The soil was found to be contaminated with arsenic, lead, cadmium, pesticides, polychlorinated biphenyls, polynuclear aromatic hydrocarbons and diesel- and motor-oil range total petroleum hydrocarbons. Site remediation took place between September 2014 and June 2015, and the cleanup was certified in June 2017. A cap was installed to prevent residual contamination from leaching into underlying soil, and annual inspections are required. A land use covenant prohibits residences, schools, , day care centers and hospitals from being established on site.

# RUMRILL BOULEVARD CORRIDOR PLAN

## Map 14: Hazardous Materials Sites



Map Date:  
5/11/2022

SOURCE: EnviroStor, 2022; Geotracker, 2022; CES, 2021; City of San Pablo, 2021; Contra Costa County GIS, 2021; Dyett & Bhatia, 2021

## NATURAL HAZARDS

In terms of natural hazards, the PDA is primarily susceptible to seismic and flooding hazards. The PDA is in a seismically active region as the North Hayward fault is located approximately one and a half miles east of the PDA, and the San Andreas fault is about fifteen miles to the west.

There are a number of aftereffects that may occur in the event of an earthquake and the PDA is most susceptible to liquefaction. Liquefaction occurs when earthquake-induced ground shaking causes water-saturated, loosely packed sandy or silty materials to lose strength and stiffness. This can cause buildings to collapse, pipes to leak, and roads to buckle. Soil layers in areas where the groundwater table is near the surface have higher liquefaction potential than those in which the water table is located at greater depths. Because soils with liquefaction susceptibility often swell when wetted and shrink when dried, special measures are needed for the construction of tall buildings or basements, which can add to development costs and pose challenges for project feasibility.

As shown on **Map 15**, due to the presence of Wildcat Creek and its impact on the surrounding water table, the area of the PDA around the Creek has very high liquefaction susceptibility. South of Market Avenue, liquefaction susceptibility is moderate. Portions of the PDA are in the 100- and 500-year flood hazard areas, as delineated by the Federal Emergency Management Agency (FEMA). The 100-year flood zone refers to areas that will be inundated by the flood event having a one percent chance of being equaled or exceeded in any given year. The 500-year flood zone refers to areas that will be inundated by the flooding event having a 0.2 percent annual chance of occurring. As indicated on **Map 15**, the risk of flooding is highest surrounding Wildcat Creek, with the immediate area located in a 100-year flood zone.

The City of San Pablo Municipal Code has established regulations for building in flood hazard areas. In addition to permit approval by the floodplain administrator, construction in a flood hazard area requires anchoring the structure to prevent floating, using specific flood-resistant building materials, construction methods to prevent water pooling in electrical and other service equipment, and elevation of the structure, among other requirements.<sup>7</sup>

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<sup>7</sup> For more information on building in flood hazard areas, see

<https://www.codepublishing.com/CA/SanPablo/#!/SanPablo15/SanPablo1528.html#15.28.060>

# RUMRILL BOULEVARD CORRIDOR PLAN

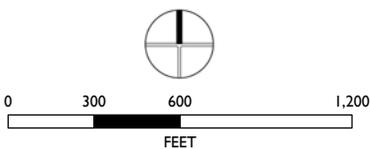
## Map 15: Natural Hazards Susceptibility



**FEMA Flood Hazard Zones**  
 100 year flood zone  
 500 year flood zone

**Liquefaction Susceptibility**  
 Very high  
 Moderate

Rumrill Boulevard PDA  
 City Limits  
 Railroads



## Key Findings and Considerations

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The following is a summary of key findings and implications for the Rumrill Boulevard Corridor Plan, General Plan and Housing Element Update project:

### *Demographics*

- Rumrill PDA residents tend to be younger than Contra Costa County residents, as are San Pablo residents on the whole; however, the PDA has a higher share of people ages 18 to 44 and a lower share of adolescents and children than does the City as a whole.
- There are fewer people living alone and fewer households with children in the PDA than in the City as a whole, but the share of non-family households is nearly six times greater in the PDA, which suggests a higher number of younger, unrelated adults living together in shared accommodation in the PDA than in the City as a whole. It also indicates a potential market for affordable studio and one-bedroom apartments as well as multi-bedroom units that can provide affordable shared accommodation as housing stock is increased in the area.
- An overwhelming majority - nearly 83 percent - of PDA residents identify as Latinx/Hispanic and a full 61 percent speak Spanish at home. These rates are substantially higher than in the City as a whole. This means that the PDA is a distinctly Latinx/Hispanic community within San Pablo, which is itself a majority-minority City.

### *Housing*

- There is a mix of housing types in and adjacent to the PDA today. The existing stock along the corridor is primarily apartment buildings and fourplexes, although there is a small subdivision of single-family homes organized around a central driveway and there is a large mobile home community at the southern end of the corridor. Single-family neighborhoods are immediately adjacent to the PDA to the east.
- A full 48 percent of the housing units in the PDA are subsidized by HUD or by low-income housing tax credits.
- There is a substantial rate of housing burden in the PDA, with 41 percent of households devoting more than 30 percent of their income to housing costs. One of the three census tracts in the PDA ranks in the top 25 percent most burdened in California. Nevertheless, the average rate of housing burden in the PDA is less than in San Pablo as a whole, due to its high percentage of subsidized housing.
- While the average home sales price in San Pablo is substantially below that in Contra Costa County as a whole and the annual rate of increase was half that seen in the County, home purchase prices are still far beyond the financial means of most residents in the PDA.

### *Employment and Economy*

- There are three times as many employed residents in the PDA as there are jobs. Employment in the PDA is primarily in the retail and service sectors. These jobs are generally filled by people living outside San Pablo, with nearly one third living more than 25 miles from the PDA.
- Most PDA residents are employed outside the PDA and they overwhelmingly commute to work alone in a car. They are primarily employed in the following sectors: healthcare and social assistance (16.8 percent), retail trade (11.9 percent), and accommodation and food services (11.2 percent). Jobs in these sectors can involve irregular work hours, which makes commute by transit less viable.
- Nearly one third of PDA residents have not completed high school and only seven percent have some college-level education or a degree. Levels of educational attainment are notably lower in the PDA than in the City as a whole or in the County as a whole, which indicates that proactive workforce development should be a particular focus of economic development activities on the corridor.

### *Land Use and Development*

- The corridor features an eclectic mix of existing land uses. While existing land use in the PDA is predominantly residential (nearly 77 percent), the corridor also contains San Pablo's only existing industrial uses. Commercial uses tend to be concentrated mid-corridor. There is relatively little vacant land – just eight parcels in total, four of which are under City ownership, including 1820 Rumrill where an affordable housing project (approved in 2023) and a cluster of three in the southern part of the PDA.
- Surrounding uses outside the San Pablo City Limits include the Burlington Northern Santa Fe Railroad tracks, BART's Richmond Rail Yard, and industrial uses in North Richmond. Together with industrial and service commercial uses along the corridor, these uses present the potential for land use conflicts with existing and future sensitive residential uses.
- As-built residential densities in the PDA are on par with those seen in other parts of San Pablo, which are typically between 17 and 24 dwelling units per acre (du/ac), although some newer multifamily development in the north of the PDA have densities approaching 40 du/ac.
- As-built floor area ratios (FAR) are typically well below 1.0 FAR, as evidenced by the fact that the vast majority of non-residential properties along the corridor contain low-slung single-story buildings and large surface parking areas. There are a number of properties with an existing FAR of less than 0.3 that represent potential redevelopment opportunities, particularly where the assessed value ratio is less than 0.5.
- At the intersection of Market Avenue and Rumrill Boulevard, there is a cluster of underused parcels with low as-built FAR and assessed valuation (A/V) ratios that

represents an important redevelopment opportunity. Located at the heart of the PDA, this intersection is a prominent gateway into the community. A high density residential development project is proposed on a City-owned parcel on the northeast corner of the intersection, which would provide up to 45 affordable apartment units, priced for households making less than 60 percent of the area median income.

- In general, parcel size in the PDA is small (particularly on the east side of Rumrill) and ownership patterns are fragmented, which poses challenges for infill development. However, there are several clusters of adjacent parcels under common ownership which offer greater potential for redevelopment. Through the planning process, the City should look to engage these owners in particular to explore redevelopment opportunities.
- There is also a cluster of vacant City-owned parcels set back from Rumrill Boulevard near Sutro Avenue in the south of the PDA that could potentially serve as a catalyst site were the City to pursue redevelopment through sale or a public-private partnership.
- A range of General Plan Land Uses provide for a mix of uses along the corridor and a PDA zoning overlay permits additional density, intensity and height to facilitate more intense development within the PDA. However, many existing land uses within the Industrial Mixed Use (IMU) designation are non-conforming. The IMU designation envisions light manufacturing, distribution, sales, and services with ancillary commercial and office space, but existing uses include mobile homes, multi-family residential or general commercial uses. This mismatch suggests the need to revisit the IMU designation. The City should also evaluate the Neighborhood Commercial sites in the PDA, as some of these properties are not well-suited to small-scale commercial and could more appropriately accommodate higher level commercial or mixed uses.
- A significant number of buildings in the PDA were built prior to 1977, which means they are over 45 years old and age-eligible for historic designation. Older buildings are generally concentrated in the center of the corridor. Prior to redevelopment, a survey may be required to determine historic significance, which can add to the cost of redevelopment.

### *Mobility and Transportation*

- The PDA has good transit access. Three AC Transit bus routes serve the area and provide connections to the Richmond and Del Norte BART stations as well as the Richmond Ferry Terminal. The Richmond BART station is about one mile south of the PDA and the Richmond Ferry Terminal is about three miles to the south.
- Existing bicycle facilities include a Class II striped bike lane on Market Avenue and a Class I shared use path along Wildcat Creek. Planned Class IV bicycle facilities on Rumrill Boulevard were installed as part of the recent Complete Streets project for the corridor, which also included the installation of high visibility crosswalks, lighting and landscaping which will improve safety for pedestrians, cyclists and other more vulnerable roadway users.

- There are no designated truck routes in the PDA; however, existing industrial uses in and adjacent to the PDA generate high volumes of truck traffic. Addressing the potential for roadway conflicts and pollution exposure will be an important planning consideration.

*Public Health, Safety, and Environmental Justice*

- The PDA features excellent healthy food access, with an array of small and mid-sized grocery stores catering to the cultural preferences of area residents.
- The PDA offers relatively easy access to park and recreational facilities. Nearly all of the PDA is within five minutes' walk of a park facility. The Rumrill Sports Complex is located at the heart of the PDA and John Herbert Davis Park is connected to the northern portion of the PDA by the riparian Wildcat Creek trail. Additionally, a new pocket park is planned at 17th Street and Bush Avenue just east of the PDA.
- Along the corridor today, there is very little green space and few trees; however, the Complete Streets project involved tree planting and landscaping. Landscaping and the creation of plazas and open spaces as part of new development along the corridor can also help address issues associated with urban heat, air quality, and noise pollution.
- Pollution burden is a pressing concern in the area. Rates of exposure to diesel particulate matter from trucks and toxic pollution from industrial activities, most notably the Chevron Refinery in Richmond, contribute to some of the highest rates of pollution exposure in California. Development of a local air monitoring plan and emission reduction plan pursuant to AB 617 is ongoing to address these issues.
- Properties in the northern part of the PDA, generally in the vicinity of Wildcat Creek, are subject to flooding and liquefaction hazards. Addressing these hazards will add cost to proposed developments in these areas and is potentially a limiting factor for redevelopment.
- There are relatively few known hazardous materials sites in the area, in spite of the extent of industrial activities. One site in the northern portion of the PDA is undergoing active remediation for contamination by PCE (tetrachloroethylene) from prior dry cleaning operations. Remediation on three other sites is complete. Overall, hazardous materials contamination does not appear to be a constraint to development or a substantial risk to public health in the area.



# APPENDIX 2

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MARKET CONDITIONS AND TRENDS REPORT

# DRAFT Market Conditions and Trends Report

Prepared for the City of San Pablo

July 1, 2022



# bae urban economics

July 1, 2022

Libby Tyler  
Director, Community Development  
1000 Gateway Avenue  
San Pablo, CA 94806

Dear Ms. Tyler:

As part of the Dyett and Bhatia team, BAE is pleased to submit our existing conditions report in support of the Rumrill Specific Plan. We look forward to reviewing to your comments and suggestions.

Sincerely,

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# EXECUTIVE SUMMARY

## Scope and Purpose of the Report

- BAE Urban Economics, Inc. (“BAE”) is a national urban economics and real estate consultancy based in Berkeley, California that has been engaged by the City of San Pablo (“City”) as part of the Dyett & Bhatia consultant team to prepare a market conditions and trends report to support the City’s Rumrill Boulevard Corridor Plan.
- The market conditions and trends report consists of a real estate analysis of the Rumrill Boulevard Corridor Plan area (“Plan Area”), focused primarily on industrial and ‘production, distribution, and repair’ (“PDR”) uses with brief discussions of office and retail uses. Given the limited industrial activity along the corridor, combined with the potential demand for residential and smaller-scale commercial uses, the report assesses potential future demand for industrial space and ways that the City can better support industrial users within the Plan Area. The purpose of the analysis is to identify the types of businesses that the City may be able to attract to the Plan Area and to identify the typical site and real estate requirements for these businesses.
- The report also presents an employment and industry profile for the Plan Area to identify existing industry concentrations, which can inform the City’s local economic development strategy. Finally, the report includes an analysis of housing affordability for workers in the Plan Area and discusses the importance of providing adequate, affordable housing to support economic activity.

## Plan Area Location and Parcel Characteristics

- The Rumrill Plan Area is characterized by a wide variety of existing low intensity residential and commercial uses on small sites.
- Smaller sites (less than an acre) are generally not attractive for medium- and large-scale industrial uses since small sites typically cannot provide sufficiently sized facilities and an adequate paved area for truck maneuvering, loading, and docking.
- The Plan Area does not provide the quick access to major freeways and highways that is preferred by traditional industrial businesses such as medium- and large-sized warehouses, logistics facilities, and medium to large-scale manufacturers.

- The Plan Area is what is considered an 'inside location' which means that it can serve the local community's needs for commercial space and small industrial businesses that seek more affordable space and do not require ready access to freeways and highways.
- While the Plan Area is bordered by a rail line, there are no access spurs into the Plan Area which limits the potential for rail-using businesses.
- Among the parcels designated for IMU, only one parcel is larger than an acre, but it is occupied by a mobile home park; only two of 34 parcels zoned IMU in the Plan Area have industrial improvements. Many other parcels have residential or service commercial uses.
- Adjacency and proximity of residential uses discourages industrial and warehouse tenants from leasing space due to concerns about traffic and noise impacts on nearby residents.

## **Market Conditions and Opportunities**

- Industrial real estate is in high demand throughout the Bay Area, primarily driven by the logistics and distribution industries. However, the Plan Area is not well positioned to capture demand from logistics and distribution firms due to its small parcel sizes, less convenient location, and proximity of residential uses.
- Due to the small site sizes in the Plan Area, combined with the fact that the majority of parcels already have some existing use, the future potential for industrial-related business is somewhat limited in the near future. However, rising industrial rents in the East Bay market may result in industrial tenants seeking more affordable space in smaller markets such as San Pablo and the Plan Area.
- The Plan Area may be desirable for a range of small-scale manufacturers and repair entities that can use standalone industrial spaces or ground-floor spaces within mixed-use developments. These include food and beverage manufacturers, apparel and accessories manufacturers, 'maker' businesses, art studios and workshops, and some limited advanced manufacturing, as well as automotive and electronic repair shops.
- Small-scale PDR and industrial users such as breweries, wineries, and coffee roasters, can help activate the area by providing ancillary retail uses while not impacting the neighborhood with negative elements such as pollution and transportation concerns.

- Businesses such as clothing and sewn product stores, craft jewelry and accessory stores, and body and health care stores can function in the ground-floor of mixed-used buildings or in close proximity to non-industrial users.
- Although the Plan Area is not a viable location for new Class A office development, limited Class B office uses with local serving professional service businesses may be feasible.
- Additional residential housing demand can be satisfied within Plan Area since residential uses are already among existing uses. New higher density housing can be permitted as a standalone use or paired with ground floor commercial uses in either a horizontal or vertical format.
- Revised land use and zoning designations in the Plan Area should consider how to limit or mitigate the impacts of new industrial/PDR on adjacent or nearby residents.
- New flex industrial nodes can be encouraged south of Market Street with parcel aggregation incentives.

## **Industry Profile and Housing Affordability**

- The Plan Area supports an active commercial sector comprised primarily of small and independently owned businesses. BAE identified 69 active establishments in the Plan Area with an estimated 217 workers.
- The industry and occupational mix for San Pablo residents reflects the labor force's orientation toward service and blue-collar jobs rather than "white collar" professional and other office occupations that are predominant elsewhere in the region.
- The local labor force also has lower educational attainment levels than the labor force in the East Bay Region. The lower level of educational attainment in the City suggests that residents can likely benefit from workforce development programs that improve and upgrade skills, offer re-skilling (e.g., new skills to transition from employment in a contracting sector to employment in an expanding sector), and provide building trades apprenticeships and other on-the-job training.
- Maintaining an inventory of housing that is affordable to workers is critical to retain and attract labor to support existing and new businesses in the Plan Area. The housing affordability analysis indicates a gap between the current pricing of homes, condos, and apartments and employee households. To expand its inventory of affordable housing, the City can consider utilizing publicly owned sites for new

affordable housing or density bonuses to developers of market-rate housing on privately owned parcels in exchange for higher levels of affordability.

## INTRODUCTION

In the City's current adopted General Plan, the Rumrill Boulevard Priority Development Area ("PDA") is envisioned as an employment district with a mix of manufacturing, light industrial, and production, distribution, and repair ("PDR") type uses; however, this designation has not resulted in significant new investment for these uses and the district has many underutilized parcels or parcels with non-industrial uses.

At the same time, there have been changes in State and local policy that together have prompted the City to review the Plan Area's existing general plan designation and zoning. Under the Association of Bay Area Government ("ABAG")'s most recent Regional Housing Needs Allocation Plan,<sup>1</sup> the City is obligated by State law to plan for significantly more new housing and it is presently updating its Housing Element. As part of the Housing Element Update process, the City is re-evaluating the existing land use designations in the Plan area to accommodate additional housing.<sup>2</sup>

This focused market study provides data and analysis to inform the City and its stakeholders about the type of businesses the City could potentially attract to the area under a potential residential and commercial mixed-use framework and what their needs are in terms of land, buildings, and workforce skills. Findings of this focused study will also provide direction for land use and circulation alternatives and content of the Corridor Plan.

---

<sup>1</sup> ABAG, Final Regional Housing Needs Allocation (RHNA) Plan: San Francisco Bay Area, 2023-2031.

<sup>2</sup> As part of the General Plan and Housing Element Update process, the City has identified several potential new locations for housing in the Plan Area, including in the southern portion of the Rumrill Boulevard corridor.

## PLAN AREA PROFILE

The Rumrill Boulevard Corridor Plan area (“Plan Area”) covers approximately 55 acres near the western limit of the City’s boundary and is comprised of 102 parcels.

As shown in Figure 1, the Plan Area is an elongated corridor from north to south along Rumrill Boulevard and is bordered by the City of Richmond directly to the west and south and the Contra Costa County unincorporated area known as North Richmond further to the west beyond a narrow strip of the City of Richmond. Rumrill Boulevard, which runs for approximately 0.95 miles between Costa Avenue and Brookside Drive, is an auto oriented commercial corridor with a wide mix of generally low intensity residential and commercial uses.

The Plan Area is approximately two miles north of the Richmond BART Station and is serviced by several AC Transit Bus Routes (No. 71, 76, and 376). The Plan Area can access Interstate 80 approximately two miles to the east via Brookside Drive and Market Street which connect to San Pablo Avenue, and Interstate 580 approximately four miles to the south and west via routes along Richmond Parkway/Pittsburg Avenue/Brookside Drive, Harbor Way S./Pennsylvania Avenue/13<sup>th</sup> Street, and Market Street/23<sup>rd</sup> Street.

**Figure 1: Rumrill Boulevard Corridor Plan Area**



**Figure 2: Rumrill Plan Area Location – Freeway Access**



Sources: Google Earth; BAE, 2022.

### **Surrounding Land Uses**

To the north, east, and southeast of the Plan Area, surrounding land uses are primarily low-density residential with some commercial uses along Market Avenue. Directly south of the Plan Area in the City of Richmond, BART operates a rail yard and maintenance facility. The west side of the Plan Area is bordered by north-south railroad tracks owned by BNSF and land to the west of the tracks is either vacant or in industrial, warehouse distribution, or outdoor storage use.

### **Implication of Location for Industrial and PDR Uses**

- The Plan Area does not provide the quick access to major freeways and highways that is preferred by traditional industrial businesses such as medium- and large-sized warehouses, logistics facilities, and medium to large-scale manufacturers.

- The Plan Area is what is considered an ‘inside location’ which means that it can serve the local community’s needs for commercial space and small industrial businesses that seek more affordable space and do not require ready access to freeways and highways.
- While the Plan Area is bordered by a rail line, there are no access spurs into the Plan Area which limits the potential for rail-using businesses.

## EXISTING ZONING AND LAND USE DESIGNATIONS

### Plan Bay Area 2040

The Plan Area is a PDA and was identified as an Employment Focus Area in Plan Bay Area 2040 that was adopted by ABAG and MTC in 2017. ABAG defines a PDA as an area with robust public transit connectivity that has been identified for more intense development and redevelopment under the Plan Bay Area 2040. ABAG notes that planning for more intense development in a PDA “promotes greater social equity for all by increasing access to housing, and economic and cultural opportunities, regardless of race or income.”

### General Plan

The City’s existing 2030 General Plan envisions the transformation of the southern portion of the Rumrill Boulevard corridor (from its intersection with Market Avenue) into an employment node with a mix of light manufacturing, distribution, sales, and service uses. The City’s current General Plan Land Use Map designates a large share of the Rumrill Boulevard PDA for use by industrial and service industries through the Industrial Mixed-Use (“IMU”) general plan and zoning designation. Despite this designation, the Plan Area has a fairly limited number of true industrial businesses and has experienced essentially no new industrial development since the adoption of the zoning map in 2018.

### Existing Zoning

As shown in Table 1, the IMU zone accounts for a relatively large share of the parcels and land acreage in the Plan Area. Roughly one-third of the parcels within the PDA have an IMU zoning designation. Based on the acreage, the IMU zone accounts for 27.8 percent of the total acreage within the Plan Area, or roughly 13.1 acres of the 47.1 total Plan Area acreage. Aside from the IMU zone, the Neighborhood Commercial (“NC”) zone and Multifamily Residential District (“R-3”) zone account for the majority of the remaining parcels within the Plan Area. The NC zone includes 41 parcels and 11.3 acres, while the R-3 zone accounts for 13 parcels and 11.6 acres.

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**Table 1: Parcels and Acreage by Zoning Code, Rumrill PDA**

Zoning District	Parcels		Acres	
	Count	Percent	Count	Percent
CMU - Commercial Mixed-Use District	7	6.9%	1.9	4.0%
CR - Regional Commercial District	1	1.0%	2.3	4.8%
I - Institutional District	3	2.9%	2.1	4.4%
IMU - Industrial Mixed-Use District	34	33.3%	13.1	27.8%
NC - Neighborhood Commercial District	41	40.2%	11.3	24.0%
OS - Open Space District	3	2.9%	4.9	10.5%
R-3 Multifamily Residential District	13	12.7%	11.6	24.6%
<b>Total Parcels (a)</b>	<b>102</b>	<b>100.0%</b>	<b>47.1</b>	<b>100%</b>

Note:

(a) Total excludes 17 parcels in the mobile home community in the IMU District in the southern portion of the PDA. These parcels do not have a listed site size and are instead aggregated together in a separate larger parcel within the PDA

Sources: City of San Pablo; Contra Costa County; BAE, 2022.

### IMU Parcel Characteristics

As seen below in Tables 2 through 4, the IMU parcels tend to be smaller sites with some level of existing improvements. The vast majority, or 85 percent, of sites are less than one-half of an acre. There are just four parcels that are larger than one-half of an acre, with one single parcel listed at more than two acres. The largest parcel consists of a 3.6-acre site that encompasses all of the Hacienda mobile home park in the southern portion of the PDA.

**Table 2: IMU Parcels by Acreage, Rumrill PDA**

IMU Parcel Size	Parcels	Percent
Less than 0.5 Acres	29	85.3%
0.5-1.0 Acres	2	5.9%
1.0-2.0 Acres	2	5.9%
2.0 Acres or More	1	2.9%
<b>Total IMU Sites</b>	<b>34</b>	<b>100.0%</b>

Sources: City of San Pablo; Contra Costa County; BAE, 2022.

The PDA contains a very limited number of vacant sites within the IMU zone. As seen in the table below, only three non-government owned sites, accounting for 0.4 acres, are currently vacant, with one other government-owned site that is also vacant. Of the sites with some existing development, the largest share of IMU parcels have residential uses on the sites, including manufactured homes, fourplexes, and apartments. A modest number of IMU sites, just six parcels, have a small-scale commercial store, while three sites have an auto-repair shop. Only two parcels are identified with true industrial uses, indicating that the area will require turnover of existing non-industrial uses and a significant amount of new development to support the businesses envisioned in the IMU zoning district.

**Table 3: IMU Parcels by Existing Use, Rumrill PDA**

IMU by Current Use	Parcels		Acres	
	Count	Percent	Count	Percent
Apartments, 5-12 units	2	5.9%	0.3	2.4%
Auto Repair	3	8.8%	0.6	4.6%
Churches	1	2.9%	0.2	1.4%
Commercial Stores (not supermarkets)	6	17.6%	3.7	28.0%
Fourplex	12	35.3%	1.5	11.8%
Government-owned, with or without improvements	1	2.9%	0.1	0.9%
Light Industrial	2	5.9%	2.0	15.6%
Motels, Hotels, Mobile Home Parks	1	2.9%	3.6	27.2%
Parks and Playgrounds	2	5.9%	0.3	2.1%
Single Family on other than single family land	1	2.9%	0.4	3.0%
Vacant Land	3	8.8%	0.4	2.8%
<b>Total IMU Sites</b>	<b>34</b>	<b>100%</b>	<b>13.1</b>	<b>100%</b>

Sources: City of San Pablo; Contra Costa County; BAE, 2022.

To estimate the potential for turnover and redevelopment of sites within the PDA, Table 4 below summarizes the existing Improvement-to-Land value ratio (I-L ratio), which compares the existing value of the improvements on each site to the land value of the site. Typically, sites with I-L ratio of less than 1.0 indicates underutilized or partially-developed sites. These sites offer the most likely opportunities for additional development or full redevelopment given the limited value of the existing improvements on the site. As seen below, five sites have I-L ratios of 0.0, which include vacant sites, publicly-owned sites, and churches. Although this accounts for roughly fifteen percent of all sites, the combined size of these parcels is quite limited, at just 0.6 acres. There are six sites (6.5 acres) that have I-L ratios less than 1.0, which may represent potential redevelopment opportunities. An additional 11 sites (2.4 acres) have I-L ratios between 1.0 and 2.0, while 12 sites (3.5 acres) have existing I-L ratios above 2.0, which are unlikely for near-term redevelopment.

**Table 4: IMU Parcels by Land-to-Improvement Value Ratio, Rumrill PDA**

Improvement-to-Land Value Ratio	Parcels	Acres
I-L Ratio is 0	5	0.6
I-L Ratio Less than 1.0	6	6.5
I-L Ratio 1.0-2.0	11	2.4
I-L Ratio Above 2.0	12	3.5
<b>Total IMU Sites</b>	<b>34</b>	<b>13.1</b>

Sources: City of San Pablo; Contra Costa County; BAE, 2022.

#### Implication of Parcel Characteristics on Industrial and PDR Uses

- Among the parcels designated for IMU, only one parcel is larger than an acre, but it is occupied by a mobile home park; only two of 34 parcels zoned IMU in the Plan Area have industrial improvements. Many other parcels have residential or service commercial uses.

- Smaller sites (less than an acre) are generally not attractive for medium- and large-scale industrial uses since small sites typically cannot provide sufficiently sized facilities and an area for truck loading and docking.
- Adjacency and proximity of residential uses discourages industrial and warehouse tenants from leasing space due to concerns about traffic and noise impacts on nearby residents.
- Since only about 28 percent of the Plan Area acreage is designated as IMU and few parcels are available for industrial and PDR uses, the City could consider consolidating regional, neighborhood, and IMU general plan and zoning designations into one new mixed use designation.
- Large scale industrial tenants reliant on time-sensitive deliveries or distribution operations would likely not view the Plan Area as an attractive location due to its small parcel sizes and poor freeway connectivity. The City’s economic development programs could focus on assisting and supporting small industrial and PDR businesses that serve the local market or are willing to accept the tradeoff between affordable space and less convenient access to freeways and highways.



Hacienda Mobile Home Park in the IMU zoning district.

## INDUSTRIAL TRENDS

Demand for industrial space will be influenced by the following general trends that shape tenant and end user preferences and demand for industrial space in the Plan Area.

### Revival of Manufacturing

While traditional manufacturing has declined over the past many decades with jobs having shifted to overseas locations, new global forces are stimulating a modest revival in manufacturing in the United States. Rising wages in developing economies, supply chain disruption (arising from COVID-19, wars, and natural disasters), theft of intellectual property abroad, same day deliveries, and lower energy costs in the U.S. are the primary drivers of the “re-shoring” of manufacturing jobs. While this trend is

at the early stages, research by the consultancy A.T. Kearney indicates that re-shoring has been concentrated in the electrical equipment, appliance and component manufacturing, chemical manufacturing, transportation equipment manufacturing, and apparel manufacturing. This trend impacts the broader East Bay industrial market and will likely have modest impact in the Plan Area where there is a lack of suitable parcels for medium- to large-scale industrial facilities. Reshoring will likely indirectly impact the Plan Area when smaller firms are priced out of other areas in the East Bay market and seek less expensive locations; this would be especially true for the PDR sector of the industrial market.

### **Location Criteria**

Industrial developers, end users, and tenants typically seek large parcels with desirable topography (e.g., flat and with minimum potential for flood or other hazards), access to major interstate freeways and connecting arterials that avoid residential uses, access to other transportation modes such as freight rail, airports, or water (depending on nature of industrial activity), and access to workforce.

### **Flex Space**

Flex space is typically developed at a low density (0.24 floor area ratio) to permit parking and truck movement. Office space comprises between 15 and 25 percent of total floor area with the remainder in high-bay configuration for warehouse, assembly, or R&D use. Flex space can accommodate a wide range of industrial sectors for businesses not requiring customized facilities.

### **Warehouse/Logistics Centers**

Logistics centers are a growing and evolving segment of the industrial sector that will continue to drive warehouse demand. With online retailers shifting to same-day deliveries and the proliferation of chain convenience stores, distributors are seeking smaller facilities (50,000 to 100,000 square feet compared to larger centers of up to one million square feet) at sites closer to major urban markets. The market for large facilities is also changing. Ceiling clear height requirements are moving from 20 to 25 feet to up to 80 to 100 feet. For all new or rehabilitated warehouse space, developers and tenants require highly energy efficient buildings in locations with excellent transportation connectivity.

### **Production, Distribution, and Repair (“PDR”)**

As the name suggests, PDR generally refers to any business that produces, distributes, or repairs goods. This broad definition includes the production of items such as apparel, jewelry furniture, medical devices, robotics and other advanced manufacturing; contract manufacturers of prototypes or electronic devices; food and beverage production; distribution of produce, flowers, or retail goods; and repair shops for furniture, private automobiles, or commercial fleets. The market for PDR space is comprised of demand from a variety of segments, including, but not limited to:

- Small scale, small-run/prototyping, and/or start-up manufacturers
- Hybrid manufacturers/retailers
- Food and beverage producers

- Wholesalers, utilities, and transportation
- Logistics and distribution, including last mile delivery
- Cannabis production and distribution
- Printing and publishing
- Arts and crafts manufacturers
- Audio, film, video, and other media
- Contractors, auto, and other repair services
- Businesses engaged in local repair, reuse, and/or recycling (i.e., the “circular economy”)<sup>3</sup>

These categories are not mutually exclusive.

## INDUSTRIAL REAL ESTATE MARKET CONDITIONS

The following section summarizes the existing conditions and historic trends within the industrial market in the Rumrill Boulevard PDA. Given the limited amount of industrial space within the Plan Area itself, the following section also summarizes conditions in the City of San Pablo and East Bay Region, which includes Alameda and Contra Costa County.

### Existing Inventory, New Deliveries, and Vacancy Trends

Industrial real estate can be broadly defined as all land and buildings which accommodate industrial activities including production, manufacturing, assembly, warehousing, research, storage, and distribution. The preferences of industrial tenants and users related to location, space configuration, and property features varies by subsectors. A market’s industrial space inventory consists of three categories of space (Class A, B, and C) which reflect different pricing based upon the condition of the building, quality of management, location, amenities, and functionality<sup>4</sup>.

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<sup>3</sup> “Circular economy” is a broad term that is used to refer to an alternative economic model of production and consumption that “reduces material use, redesigns materials to be less resource intensive, and recaptures ‘waste’ as a resource to manufacture new materials and products” (Environmental Protection Agency, 2021). See: <https://www.epa.gov/recyclingstrategy/what-circular-economy>

<sup>4</sup> The National Association of Office and Industrial Parks defines three classes of space that are almost universally utilized by commercial real estate brokerage firms and real estate information data providers:

- **Class A Building.** A classification used to describe a commercial building with rents in the top 30 to 40 percent of the marketplace. Class A buildings are well-located in major employment centers and typically have good transit, vehicular and pedestrian access. Additionally, they are located adjacent to or in proximity to a high number of retail establishments and business-oriented or fast casual restaurants. Building services are characterized by above-average upkeep and management.
- **Class B Building.** A classification used to describe a commercial building with rents that are based between those of Class A and Class C buildings. Class B buildings are in good to fair locations in major employment centers and have good to fair transit, vehicular and pedestrian access. They are located adjacent to or in proximity to a moderate number of retail establishments and business-oriented or fast casual restaurants. Building services are characterized by average upkeep and management.
- **Class C Building.** A classification used to describe a commercial building with rents in the bottom 10 to 20 percent of the marketplace. Class C buildings are in less-desirable locations relative to the needs of major tenant sectors in the marketplace. They can be older, neglected buildings in good locations or moderate-level buildings in poor locations, so

As seen below in Table 5, the Plan Area contains approximately 71,700 square feet of all classes of industrial space, which accounts for 13.7 percent of industrial space in the City of San Pablo. San Pablo itself has approximately 522,300 square feet of industrial space which accounts for 0.2 percent of the entire East Bay Area market, which is comprised of nearly 270.6 million square feet. For comparison purposes, San Pablo accounts for 1.1 percent of the East Bay Area population, suggesting San Pablo has a lower share of industrial space per capita relative to other East Bay cities. The Plan Area and City have seen their inventory grow slightly since 2000, but the 1,000 square feet increase in industrial space shown since 2020 in the Plan Area is due to the addition of a fenced lot which was categorized as industrial/flex by CoStar. The City has experienced a slight drop (12,300 square feet) in its inventory between 2000 and 2022. The East Bay inventory grew by nearly 15.9 million square feet in the same period.

Net absorption is one metric of market health, and it measures the net change in occupied space in a period of time, with positive net absorption indicating that there is demand for industrial space which brings down vacancies and fills new construction. According to CoStar, the Plan Area and San Pablo have absorbed approximately 8,000 and 50,600 square feet, respectively, of industrial space since 2010; since there was either no change (Plan Area) or a drop (San Pablo) in the industrial space inventory, this means that vacant space was leased. In fact, CoStar is showing that the Plan Area and City currently have no vacant industrial space available<sup>5</sup>.

**Table 5: Industrial Market Summary, Q1 2022**

<b>Industrial Summary</b>	<b>Rumrill PDA</b>	<b>City of San Pablo</b>	<b>East Bay Area Market</b>
<b>Total Inventory (sq. ft.), Q1 2022</b>	<b>71,686</b>	<b>522,276</b>	<b>270,584,521</b>
Vacancy Rate	0.0%	0.0%	4.8%
<b>Avg. Asking Rents</b>			
Avg. Asking Rent per sq. ft., Q1 2020	n.a.	\$0.72	\$1.21
Avg. Asking Rent per sq. ft., Q1 2022	n.a.	\$0.68	\$1.52
% Change, Q1 2020 - Q1 2022	n.a.	-5.6%	25.6%
<b>Net Absorption</b>			
Net Absorption (sq. ft.), Q1 2010 - Q1 2022	8,000	50,628	20,297,585
Net Absorption (sq. ft.), Q1 2020 - Q1 2022	1,000	12,403	7,114,930
<b>New Deliveries (sq. ft.), Q1 2020 - Q1 2022</b>	<b>1,000</b>	<b>1,000</b>	<b>7,683,362</b>
<b>Under Construction (sq. ft.), Q1 2022</b>	<b>0</b>	<b>0</b>	<b>4,996,748</b>

Sources: CoStar 2022; BAE, 2022.

transit, vehicular and pedestrian access may vary. Typically, fewer amenities and restaurants are found in or near these buildings, and they are usually of moderate to low quality. Building services are characterized by below-average upkeep and management.

<sup>5</sup> It should be noted that CoStar's accuracy is frequently lower for small geographic areas or small markets.

By comparison, the East Bay Area Market has absorbed roughly 20.3 million square feet since 2010, and roughly 7.1 million square feet between 2020 and 2022. Due to the significant positive absorption of industrial space in the region, the industrial vacancy rate has declined from roughly ten percent in 2010 to just 4.8 percent in 2022.

### Rental Rate Trends

Industrial rental rates in the City of San Pablo have remained relatively stable over the past 12 years, contrary to regional trends of increasing rental rates<sup>6</sup>. As seen below in Figure 3, industrial rents in San Pablo have fluctuated since 2010, though have generally landed between \$0.45 and \$0.70 monthly per square foot on a triple net basis<sup>7</sup>. Industrial rents reached a peak in the first quarter of 2020, at \$0.72 per square foot. Over the past two years, rents in San Pablo have declined, though still remain above the historic average rate.

By contrast, rents in the East Bay Area market have steadily increased since 2011, when rents were roughly in-line with rents in San Pablo. Since 2011, rents have nearly tripled in the East Bay, reaching \$1.52 per square foot at the end of the first quarter of 2022. This trend is primarily driven by increasing demand for large-scale distribution and logistics spaces, given the increasing consumer demand for delivery services.

**Figure 3: Industrial Rental Rate Trends, City of San Pablo and East Bay Area Region**



Sources: CoStar 2022; BAE, 2022.

<sup>6</sup> CoStar did not report rental rates for industrial properties in the Plan Area.

<sup>7</sup> Triple net rent means that the tenant pays for taxes, insurance, and utilities for their leased space in addition to a base rent.

### **Implication for Industrial and PDR Uses**

- Overall, San Pablo is not considered a major industrial market in the East Bay but it offers lower rents that are more affordable for small industrial and PDR businesses.
- New industrial development has not occurred due to relatively low rents and the lack of suitable parcels.
- Rising industrial rents in the East Bay market may result in industrial tenants seeking more affordable space in smaller markets such as San Pablo and the Plan Area.

## **INDUSTRIAL BUSINESS OPPORTUNITIES**

Industrial real estate is in high demand throughout the Bay Area, primarily driven by the logistics and distribution industries. Given that the Plan Area is not well positioned to capture demand from logistics due to its small parcel sizes, less convenient location, and proximity of residential uses, the following section summarizes the potential opportunities for the Plan Area to capture certain smaller-scale industrial users that align with the goals of the IMU zoning category and would provide economic opportunity to local residents.

### **Potential Industrial Business Types**

Based on the existing users and sites in the area, the Plan Area may be desirable for a range of small-scale manufacturers and repair entities that can use standalone industrial spaces or ground-floor spaces within mixed-use developments. These include food and beverage manufacturers, apparel and accessories manufacturers, 'maker' businesses, art studios and workshops, and some limited advanced manufacturing, as well as automotive and electronic repair shops.

These users are often searching for affordable spaces that do not require proximity to major transportation corridors. Similarly, these users, such as breweries, wineries, and coffee roasters, can help activate the area by providing ancillary retail uses while not impacting the neighborhood with negative elements such as pollution and transportation concerns.

Certain businesses in these categories can even function in the ground-floor of mixed-used buildings or in close proximity to other non-industrial users. These businesses typically include clothing and sewn product stores, craft jewelry and accessory stores, and body and health care stores. As discussed in more detail below, these types of businesses often are led by local entrepreneurial individuals or groups that do not currently have the capital or space to start a fully functioning business. As such, the Plan Area may be able to transform into a hub for fledgling apparel and craft jewelry manufacturing, food and beverage manufacturing, and recycling, reuse, and repair companies.

## **Industrial and PDR Requirements**

The majority of sites within the Plan Area are less than one-half acre, suggesting that any new industrial development will be relatively small in size, barring major site assemblage. Assuming a new one-story standalone industrial space delivers at 0.4 Floor Area Ratio (“FAR”), a one-half acre site could accommodate roughly 9,000 square feet of new industrial space. Given these size constraints, BAE recommends focusing on industrial businesses that can function out of smaller industrial spaces. This excludes warehousing, distribution, and logistics companies, but still includes several manufactures and repair companies discussed above.

Figure 4 on the following page presents specific space requirements associated with various business types that could be accommodated within the Plan Area and that align with the goals of the IMU zoning district. As can be seen below, users ranging from clothing and apparel manufacturers to wineries and breweries typically require between 1,000 and 5,000 square feet, with some larger operations requiring as much as 20,000 square feet.

These site size requirements align with the parcel sizes and potential development capacity of the Plan Area. Figure 4 below also summarizes additional needs of these specific business types, including building heights, utilities, and shipping/receiving needs. As seen below, the apparel manufacturing companies require limited utility capacity and specific space requirements like unique drainage or HVAC systems. By contrast, some of the food and beverage manufacturers require more power and water capacities, as well as unique drainage and HVAC systems. The City can use these space requirements to understand the potential to attract new industrial companies to the Plan Area and review its development standards to make sure that new industrial and PDR uses can be incorporated into mixed-use developments.

## **Industrial/PDR in Mixed-Use Projects with Residential**

Mixing industrial and PDR uses with residential uses raises project design, marketing, and operational issues that need to be addressed and overcome, including:

### **Hours of Operation**

A key issue for mixed residential and industrial/PDR uses is hours of operation. PDR tenants seek 24-hour access and use of their space to ensure flexibility in meeting customer requirements. Developers of residential units, on the other hand, seek to limit potential disturbances to tenants and prepare and record covenants, codes, and restrictions (CC&Rs) to set limits on PDR activities.

### **Noise, Smells, and Vibrations**

Noise, smells, and vibrations are the most common concerns of adjacent residents. Developer stakeholders indicated that satisfying the concerns of residents would come first since the residential use generates the largest stream of revenue. This is accomplished by restricting permitted hours of operation, noise, vibrations, and other operating features. If a proposed project is replacing existing PDR facilities without owner-imposed restrictions with a mixed-use new development with significant owner-imposed restrictions, the pool of eligible PDR tenants would likely be significantly reduced and not advance the City’s goals of maintaining a robust PDR sector.

**Parking and Loading**

PDR uses generate the need for employee parking and truck loading and unloading zones that do not conflict with residential parking and ride share pick-up and drop-off zones. The physical separation of the PDR parking and loading/unloading zones from the residential parking is preferred by PDR users as it increases the flexibility of delivery times and minimizes conflicts between residential tenants and PDR users. While a loading dock for larger trucks, such as a semi-trailer trucks expands the market for leasing PDR space generally, it makes less sense as part of a residential mixed-use project since users that typically rely upon semi-trailer truck deliveries will likely not find PDR space that is subject to limitations on business operations to be attractive.

**Entries, Elevators, and Vertical Penetrations**

In a mixed PDR/residential project, there is a need for separate entries and elevators (if more than one story of PDR), and vertical penetrations for PDR utility and venting systems to create marketable PDR space. However, these features reduce the overall yield of leasable square footage (both PDR and residential) and can increase development costs.

**Figure 4: Industrial/PDR Space Requirements by Business Type**

USE	APPAREL / SEWN / BODY PRODUCT/SMALL ACCESSORIES			FOOD AND BEVERAGE			
	Clothing/Apparel & Sewing Products	Craft Jewelry & Accessories / Print Shops	Body Products	Artisan Food Producers / Commercial Kitchens	Coffee Roasters / Chocolate Makers	Breweries	Urban Wineries
<b>SIZE REQUIREMENTS</b>	1000 - 5,000 sq. ft.	1000 - 2,500 sq. ft.	1000 - 5,000 sq. ft.	1000 - 3,000 sq. ft.	2,000 - 20,000 sq. ft.	5,000 - 20,000 sq. ft.	5,000 - 20,000 sq. ft.
<b>CLEAR HEIGHT</b>	12' to 20'	12' to 20'	12' to 20'	10' to 17'	15' to 25'	15' to 25'	17' to 30'
<b>POWER</b>	100A - 200A @ 120/240V 3P	100A - 200A @ 120/240V 3P	100A - 200A @ 120/240V 3P	200A - 800A @ 120/240V 3P	400A @ 120/240V 3P 400A @ 480V Preferred	400A @ 120/240V 3P 400A @ 480V Preferred	200A - 400A @ 120/240V 3P
<b>GAS</b>	1" (Heating)	1" (Heating)	1" (Heating)	2" (Cooking, HVAC)	12" Vertical Vent, Afterburner (Has to be Upblast)	2"	Not Needed
<b>VENTING</b>	Venting is equipment based	Venting is equipment based	Vertical Venting, May require Charcoal Filters / Scrubbers	Grease Hood Exhaust Vent 250 CFM/Lineal Foot of Hood, General Exhaust for Storage/Janitorial	Vertical Venting	No Special Need	No Special Need
<b>WATER</b>	1.5" Main Line Min. (Excluding Slop Sink)	1.5" Main Line Min. (Excluding Slop Sink)	1.5" Main Line Min. (Excluding Slop Sink)	1.5" - 2" Main Line	2" Main Line Min.	2" Main Line Min.	2" Main Line Min. with Water Filtration, Need Both Hot & Cold Water
<b>GREASE INTERCEPTOR</b>	N/A	N/A	N/A	Yes. Assume 1,500 Gal. Jensen Precast	?	Yes	?
<b>DRAIN/SEWER</b>	Typical Sink Drain	Typical Sink Drain	Typical Sink Drain Floor Drains on Occasion	6" Main - Floor Drains Throughout	Floor Drains Throughout	Floor Drains Throughout	Area Drains and Trench Drains
<b>NOISE</b>	Medium	Low/Medium	Low	Medium	Medium	Medium	Low
<b>HVAC</b>	Preferred, Not Required	Preferred, Not Required	Preferred, Not Required	Make Up Air 90% Hood Exhaust CFM	Climate Controlled	Climate Controlled	Climate Controlled
<b>SHIPPING/RECEIVING</b>	Roll Up Doors Preferred	Roll Up Doors Preferred	Roll Up Doors Preferred	Ground Deliveries with Gate Lift (No Dock Req'd.)	Grade Level Roll Up Doors	Grade Level Roll Up Doors	Grade Level Roll Up Doors
<b>ACCESSORY RETAIL</b>	Highly Preferred	Highly Preferred	Highly Preferred	Highly Preferred	Highly Preferred	Highly Preferred - with Restaurant	Highly Preferred
<b>EXAMPLE COMPANY</b>	Marine Layer	Julia Turner Jewelry	Earth Body Skin Care	Sinto Gourmet, Nana Joes Granola	Ritual Coffee, Dandelion Chocolate	Speakeasy, VooDoo	Bluxome Winery, Dogpatch Winery
							

Sources: SF Made; PlaceMade; BAE, 2022.

# OTHER COMMERCIAL USES

The existing general plan and zoning designations in the plan area permit other commercial uses such as retail and office. This section of the market conditions report presents high-level key data for the retail and office sectors.

## Retail

As shown in Table 6, the Plan Area has a retail space inventory of approximately 143,300 square feet which comprises just over 10.0 percent of the City’s total retail inventory. The City’s retail inventory of 1.4 million square feet accounts for 1.1 percent of the East Bay total in proportion to the City’s share of East Bay population. Retail vacancies are low city-wide, averaging 2.9 percent at the end of the first quarter 2022; no retail vacancies were reported in the Plan Area by CoStar, although this data point could be subject to error due to the small size of the Plan Area inventory.

**Table 6: Retail Market Summary, Q1 2022**

<b>Retail Summary</b>	<b>Rumill PDA</b>	<b>City of San Pablo</b>	<b>East Bay Area Market</b>
<b>Total Inventory (sq. ft.), Q1 2022</b>	<b>143,340</b>	<b>1,377,969</b>	<b>124,267,978</b>
Vacancy Rate	0.0%	2.9%	5.0%
<b>Avg. Asking NNN Rents</b>			
Avg. Asking NNN Rent per sq. ft., Q1 2020	n.a.	\$2.29	\$2.38
Avg. Asking NNN Rent per sq. ft., Q1 2022	n.a.	\$1.98	\$2.63
% Change, Q1 2020 - Q1 2022	n.a.	-13.5%	10.5%
<b>Net Absorption</b>			
Net Absorption (sq. ft.), Q1 2010 - Q1 2022	3,000	120,656	4,266,815
Net Absorption (sq. ft.), Q1 2020 - Q1 2022	0	13,661	(1,489,962)
<b>New Deliveries (sq. ft.), Q1 2020 - Q1 2022</b>	<b>0</b>	<b>0</b>	<b>461,832</b>
<b>Under Construction (sq. ft.), Q1 2022</b>	<b>0</b>	<b>0</b>	<b>209,957</b>

Sources: CoStar 2022; BAE, 2022.

Retail rental rate data were not available for the Plan Area and Figure 5 shows the trends in rental rates for the City of San Pablo against the broader East Bay retail market area. Rental rates in San Pablo generally tracked rates for the East Bay, but during the COVID-19 pandemic, rates fell more significantly in San Pablo (-13.5 percent) and have recovered more slowly. Current rental rates are \$2.00 monthly per square foot on a triple net basis as of the end of the first quarter 2022, compared to \$2.50 monthly per square foot in the East Bay market area. Given the low rental rates in the City, developers may find it economically infeasible to

provide new retail space, unless it is part of a mixed-use project where new retail space can benefit from construction efficiencies and, if necessary, economic cross-subsidies.

**Figure 5: Retail Rental Rate Trends, Q1 2010 to Q1 2022**



Sources: CoStar 2022; BAE, 2022.

### Office/R&D

As shown in Table 7, the Plan Area has an office space inventory of only approximately 3,900 square feet which comprises just one percent of the City's total office inventory. The City's office inventory accounts for a negligible percent of the East Bay office inventory. Office vacancies are low city-wide at just 1.0 percent at the end of the first quarter 2022. The City's vacancy rate is low in comparison to the East Bay which shows a vacancy rate of 10.7 percent, which likely reflects the City's smaller inventory and lower rents. No office vacancies in the Plan Area were reported by CoStar, but this data point could be subject to error due to the small size of the Plan Area inventory.

**Table 7: Office Market Summary, Q1 2022**

Office Summary	Rumrill PDA	City of San Pablo	East Bay Area Market
<b>Total Inventory (sq. ft.), Q1 2022</b>	<b>3,884</b>	<b>389,458</b>	<b>115,436,134</b>
Vacancy Rate	0.0%	1.0%	10.7%
<b>Avg. Asking Gross Rents</b>			
Avg. Asking Gross Rent per sq. ft., Q1 2020	n.a.	\$2.20	\$3.38
Avg. Asking Gross Rent per sq. ft., Q1 2022	n.a.	\$1.99	\$3.18
% Change, Q1 2020 - Q1 2022	n.a.	-9.5%	-5.9%
<b>Net Absorption</b>			
Net Absorption (sq. ft.), Q1 2010 - Q1 2022	0	67,741	1,811,188
Net Absorption (sq. ft.), Q1 2020 - Q1 2022	0	11,413	(3,924,162)
<b>New Deliveries (sq. ft.), Q1 2020 - Q1 2022</b>			
	<b>0</b>	<b>13,591</b>	<b>637,127</b>
<b>Under Construction (sq. ft.), Q1 2022</b>			
	<b>0</b>	<b>0</b>	<b>347,855</b>

Sources: CoStar 2022; BAE, 2022.

Except during the early recovery period from the Great Recession in 2010 and 2011, office rental rates in San Pablo have been consistently lower than the East Bay market from 2012 to the end of the first quarter 2022. The City's average office rental rate of \$1.99 monthly per square foot is too low to support new speculative development.

**Figure 6: Office Rental Rate Trends, Q1 2010 to Q1 2022**



Sources: CoStar 2022; BAE, 2022.

# EMPLOYMENT AND INDUSTRY PROFILE

The following section summarizes the existing businesses and employment by industry in the Rumrill Boulevard PDA and specifies existing major industry concentrations. In addition, this section provides a brief profile of the local labor force by industry, occupation, and educational attainment, as the profile of resident workers can provide guidance on potential businesses that might be attracted to the Plan Area. The analysis then includes a review of future employment trends to assess which industries are anticipated to contract and expand and identify any industries that could be prioritized in a local economic development strategy. Finally, this profile uses available income data to estimate rent or home purchase prices affordable to employees across the range of businesses in the area.

## Business Establishments and Workers by Industry

BAE developed a detailed inventory of existing active business establishments in the Plan Area using business license data provided by the City of San Pablo and supplemented with other private and public sources and a tour of the corridor. Appendix A provides the list of establishments identified along with detailed industry/activity and employment estimates for each business. Based on the analysis, the vast majority of the businesses in the Plan Area are small businesses with fewer than five workers. The largest employer, Five Star Cleaners, has an estimated 22 workers. East Bay Brass Foundry is the next largest employer with a total of 13 workers. There are just four business establishments in the Plan Area that are estimated to have more than 10 workers.

Table 8 summarizes existing businesses and employment into seven major categories, as grouped by BAE. BAE identified 69 active establishments in the Plan Area with an estimated 217 workers. Excluding religious institutions, for which employment was not estimated, the six remaining sectors show between 20 and 47 workers. Table 8 shows the distributions of establishments and workers for each of the categories. Following these figures is a discussion regarding household income estimates for the workers employed in the Plan Area. Further discussion of each of the categories follows that general discussion of incomes.

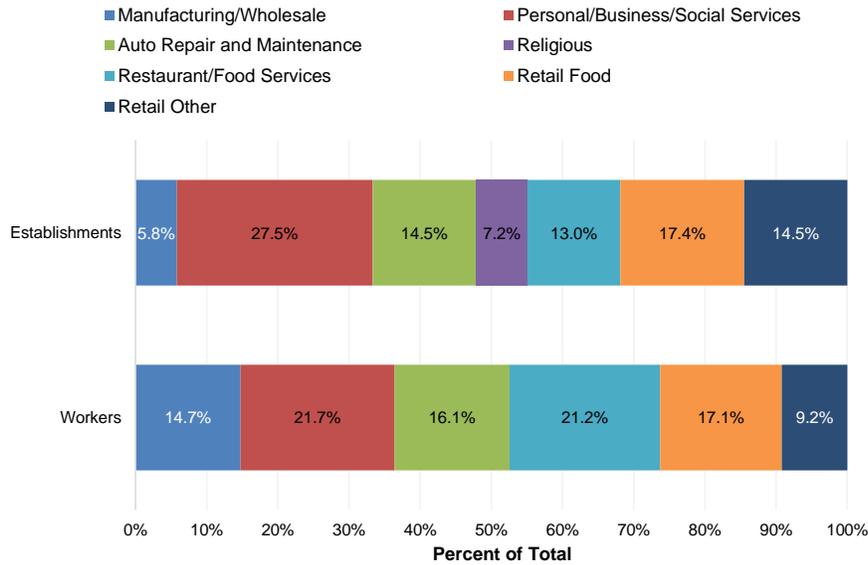
**Table 8: Existing Businesses in the Plan Area by Major Category**

Type of Establishment	Establishments		Workers	
	Number	Percent	Number	Percent
Auto Repair and Maintenance	10	14.5%	35	16.1%
Manufacturing/Wholesale	4	5.8%	32	14.7%
Personal/Business/Social Services	19	27.5%	47	21.7%
Religious	5	7.2%		
Restaurant/Food Services	9	13.0%	46	21.2%
Retail Food	12	17.4%	37	17.1%
Retail Other	10	14.5%	20	9.2%
	69	100%	217	100%

Note:  
BAE estimates, based on the sources as cited. BAE estimated the total workers at each establishment using information from Esri Business Analyst and other public online sources. For a full listing of establishments located, see Appendix A. Excludes residential properties including apartments and the mobile home park. No workers assumed for religious establishments.

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

**Figure 7: Establishments and Employment by Major Category**



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.

## Workforce by Household Income

Household income is a key measure of the workforce; for the Rumrill Plan Area, it can provide insight into the types and location of housing affordable to those workers, in a region with high housing costs.

In order to estimate the household income of Plan Area workers, detailed data from the U.S. Census American Community Survey (ACS) Public Use Microdata Sample (PUMS) has been applied to the Plan Area's workers. Due in part to the need to maintain confidentiality and in part to ensure statistical reliability, PUMS data is only available for larger specially defined regions (Public Use Microdata Areas, or PUMAS) with a population of 100,000 or more persons. The dataset consists of actual individual and household responses to the American Community Survey, with responses edited to preserve the privacy of the respondents. While information on the specific demographics of those employed in the Plan Area is not available from the ACS, a proxy profile of those workers can be developed using PUMS data. The underlying assumption is that for the specific industries represented by the businesses in the Plan Area, the labor force profile for those same industries across the PUMA that covers the Rumrill Plan Area,<sup>8</sup> along with much of west Contra Costa County can provide a reasonable proxy to estimate the household income characteristics of the workers in the Plan Area, since labor markets function at a regional level (e.g., wages are going to be similar across the region as businesses compete for workers). Census PUMS data provides a more detailed look at workers by industry than the published data which provides only 14 major industry categories; the PUMS microdata classifies workers into more than 250 industry categories, roughly approximating four-digit NAICS codes. This has allowed BAE to group establishments and workers into clusters suitable for analysis of the Plan Area businesses and workers.

Regional worker household income characteristics for these major categories are then applied to this distribution to estimate household incomes and occupational mix for the Plan Area workforce. Table 9 provides the percent income distribution by industry in the region for those industries with workers in the Plan Area. Table 10 applies that distribution to the estimated number of workers by industry in the Plan Area.

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<sup>8</sup> See Appendix B for a map of this Public Use Microdata Area.

**Table 9: Percent Household Income Distribution for Working Persons in the Plan Area by Major Category**

Industry	Estimated 2020 Household Income						Median HH
	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Auto Repair and Maintenance	6.2%	5.1%	28.4%	12.0%	36.9%	11.4%	\$97,200
Manufacturing/Wholesale	1.7%	10.4%	20.6%	18.6%	26.6%	22.0%	\$92,600
Personal/Business/Social Services	6.3%	15.4%	17.1%	17.4%	21.7%	22.1%	\$79,000
Restaurant/Food Services	3.7%	16.8%	24.8%	16.8%	23.0%	15.0%	\$83,900
Retail Food	6.1%	13.8%	17.2%	16.9%	21.8%	24.1%	\$98,500
Retail Other	4.3%	23.0%	23.4%	14.6%	20.7%	14.0%	\$72,800

Notes:

Based on a cross tabulation of Public Use Microdata Samples (PUMS) from the 2016-2020 American Community Survey. Household income distribution for workers by specified industries is based on the Contra Costa County (Far Southwest)--Richmond (Southwest) & San Pablo Cities Public Use Microdata Area (PUMA), as defined by the U.S. Census. Includes City of San Pablo, City of Richmond south of San Pablo, North Richmond, and some surrounding unincorporated areas. See Appendix B.

Sources: Census, American Community Survey Public-Use Microdata Sample (PUMS) 2016-2020; BAE, 2022.

**Table 10: Estimated 2020 Household Income Distribution for Working Persons in the Plan Area by Major Industry Category**

Industry	Number of Jobs	Estimated Household Income					
		Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
Auto Repair and Maintenance	35	2.18	1.79	9.94	4.19	12.92	3.99
Manufacturing/Wholesale	32	0.56	3.34	6.59	5.95	8.52	7.04
Personal/Business/Social Services	47	2.95	7.22	8.03	8.18	10.22	10.41
Restaurant/Food Services	46	1.69	7.71	11.40	7.73	10.60	6.88
Retail Food	37	2.27	5.09	6.38	6.26	8.07	8.93
Retail Other	20	0.87	4.61	4.67	2.93	4.13	2.79
<b>Total Workers</b>	<b>217</b>	<b>10.52</b>	<b>29.75</b>	<b>47.00</b>	<b>35.23</b>	<b>54.45</b>	<b>40.05</b>
as percent of total workers		4.9%	13.7%	21.7%	16.2%	25.1%	18.5%

Notes:

Based on a cross tabulation of Public Use Microdata Samples (PUMS) from the 2016-2020 American Community Survey. Household income distribution for workers by specified industries is based on the Contra Costa County (Far Southwest)--Richmond (Southwest) & San Pablo Cities Public Use Microdata Area (PUMA), as defined by the U.S. Census. Includes City of San Pablo, City of Richmond south of San Pablo, North Richmond, and some surrounding unincorporated areas. See Appendix B.

Sources: Census, American Community Survey Public-Use Microdata Sample (PUMS) 2016-2020; BAE, 2022.

As shown in Table 10, for the industries in the Rumrill Plan Area and the income ranges shown, the largest proportion (approximately one-fourth) of the 200+ workers is in the \$100,000 to \$149,999 annual household income category.<sup>9</sup> The smallest group of workers by income category is the 4.9 percent for those with annual household incomes below

<sup>9</sup> It is important to note that this is the total household income for those workers, not just the earnings of the specific workers. Most workers live in households with more than a single worker, and some households have income that is not from direct worker earnings.

\$25,000; these may be households with a single-part time worker or a worker who did not work for the entire 12 months prior to their response to the American Community Survey. The remaining workers are spread across the range of annual household incomes from \$25,000 to \$150,000+. It should be noted that while the income distribution varies by category, each category shows workers in categories with lower incomes that could make obtaining affordable housing in San Pablo and nearby areas challenging.

### **Industry Detail for Plan Area Workforce**

The Plan Area supports an active commercial sector comprised primarily of small and independently owned businesses. Following is further discussion of the Plan Area businesses in each of the major categories.

#### **Auto Repair and Maintenance**

There are ten existing auto repair and maintenance establishments scattered along the corridor with an estimated 35 employees in the Plan Area. These are largely small independent businesses; eight of the ten have fewer than four workers. Caliber Collision, the largest, was formerly San Pablo Auto Body, but is now part of a large national chain of shops, with 1,400 reported locations.<sup>10</sup> Other businesses include tire shops, an auto detailer, collision repair garages, a specialty exhaust shop, and general repair facilities. The workers have estimated annual household incomes across the full range of incomes, but with a lower proportion of workers above \$150,000 and a notably higher proportion with incomes in the \$100,000 to \$149,999 range than the Plan Area overall. The median 2020 household income for this category is estimated at \$97,200.

#### **Manufacturing/Wholesale**

This category consists of locations dedicated primarily to manufacturing or the wholesale distribution of goods. Of the major categories as classified, this category consisted of the fewest establishments (four), but the highest average number of workers. Rudy's Commercial Refrigeration, while perhaps not the largest employer in the Plan Area, utilizes several structures, including one of the largest non-retail buildings in the PDA; this building may also be the most recently constructed building in the Plan Area, indicating a continuing commitment to the area. East Bay Brass Foundry is engaged in the manufacture of trophies, and Navarro Iron Works fabricates metal security products such as bars for windows and doors. Rubenstein Plumbing Supply is a regional supplier of plumbing and heating supplies, with four locations in the Bay Area. Workers in this category have somewhat higher household incomes than for the Plan Area overall, with a median of \$92,600, with a lower proportion of workers in the three lowest categories, and a higher proportion in the three highest categories. Sixty percent of the workers are estimated to have household incomes of \$75,000 or more.

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<sup>10</sup> <https://www.caliber.com/>, accessed June 6, 2022.

**Personal/Business/Social Services**

This category is a very broad grouping of 19 service-related establishments with an estimated 47 employees, including services ranging from hair salons and tax preparation, laundry and dry-cleaning services, landscaping, moving and storage, a mobile welding service, to a branch office of an Oakland-based social service agency serving Southeast Asian refugees and their families. With the exception of a commercial dry-cleaning service which may be the largest employer in the Plan Area, all the businesses are estimated to have fewer than five employees. The range of household incomes for the workers in this category are similar to the overall mix of area workers (as shown above in Table 9) with a slightly greater proportion with household incomes estimated to be \$150,000 or higher. The median annual 2020 household income is relatively low at \$79,000.

**Religious Facilities**

Although they are not considered business establishments, five religious institutions occupy several commercial properties in the corridor. With the exception of the Renewed Hope church, which has a dedicated facility here and another location in Richmond, these are all small storefront churches. For the purposes of the analysis here, no employment onsite has been assumed.

**Restaurant/Food Services**

Establishments in this category prepare food and beverages for customers for immediate on-premises and off-premises consumption. BAE located nine operating restaurant and food service businesses in the Plan Area, consisting of restaurants and food trucks, with an estimated 46 workers associated with these businesses. The number of workers ranged from one to 11 per business. Based on data derived from the PUMS analysis, the household incomes of workers in this category tend to be lower overall than for the overall set of businesses in the Plan Area (see Table 9 and Table 10 above) with a median household income of \$83,900.

**Retail Food**

Retail Food establishments are businesses whose principal purpose is to provide grocery items (i.e., food and beverages) for sale to the general public. In the Plan Area, these range in size from several small markets up to the Food Barn supermarket. Some of the markets share their space with independently operated meat counters (carnicerias) and other independent businesses. BAE inventoried 12 businesses in this category, with from one to eight workers, for a total of 37 workers in the category. Based on the PUMS analysis, the workers in this category are estimated to have relatively high household incomes, with a median 2020 household income of \$98,500.

**Retail Other**

This category covers the remainder of the retail businesses in the Plan Area, that are engaged primarily in the sale of items other than food or beverages to the general public. There are ten

small businesses, with from one to five estimated employees. These establishments specialize in a variety of goods, including gas, party supplies, used building materials and other secondhand items, and craft items. Workers in this category tend to have lower household incomes, with the lowest estimated median household income (\$72,800) among the categories of businesses and with over half of the workers in households with incomes between \$25,000 and \$75,000.

### **Local Labor Force**

Labor availability is an important factor in assessing the potential for future economic activity in the Plan Area. The following section describes some of the key characteristics of working residents for San Pablo city, a Census-defined area of southwest Contra Costa County, and the East Bay Region, defined as Alameda and Contra Costa County combined.

#### **Employed Residents by Industry**

Overall, the labor force in San Pablo shows a “blue collar” and service-related orientation. As shown in Table 11, San Pablo has high concentrations of workers in construction, wholesale, transportation/warehousing/utilities, accommodation & food services, and other services (except public administration) in comparison with the East Bay Region. These sectors are associated with industrial and commercial land uses. The City has relatively low concentrations of workers in manufacturing, information, finance and real estate, and professional and related service–related jobs. The mix of industry employment for the Public Use Microdata Area (PUMA) that contains San Pablo and much of Richmond is similar to San Pablo, but somewhat more like the region with respect to industry percent share of total employed residents.

#### **Employed Residents by Occupation**

As shown in Table 12, the occupational mix of San Pablo’s employed residents also reflects the labor force’s orientation toward service and blue-collar jobs rather than “white collar” professional and other office occupations that are predominant elsewhere in the region. Relative to the region, the city’s labor force has high proportions of service occupations, natural resources, construction, & maintenance occupations, and production, transportation, & material moving occupations, and low proportions of management, business, & financial occupations, computer, engineering, & science occupations, education, legal, community service, arts, & media occupations, and healthcare-related occupations. As with the workers by industry, the PUMA shows an occupational makeup similar to San Pablo but somewhat more like the East Bay Region overall.

**Table 11: Employed Residents by Industry, 2016-2020**

Industry	San Pablo		PUMA (a)		East Bay Region (b)	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, forestry, fishing & hunting, & mining	129	0.9%	472	0.8%	6,368	0.4%
Construction	1,886	13.2%	6,665	10.9%	86,472	6.0%
Manufacturing	541	3.8%	3,159	5.1%	123,220	8.6%
Wholesale trade	490	3.4%	1,400	2.3%	33,425	2.3%
Retail trade	1,863	13.0%	6,451	10.5%	133,520	9.3%
Transportation & warehousing, & utilities	1,144	8.0%	4,493	7.3%	75,418	5.3%
Information	152	1.1%	1,094	1.8%	45,637	3.2%
Finance & insurance, & real estate, & rental & leasing	392	2.7%	2,135	3.5%	97,401	6.8%
Professional, scientific, & management, & administrative, & waste management services	1,397	9.8%	8,096	13.2%	270,341	18.9%
Educational services	1,099	7.7%	5,546	9.0%	130,946	9.1%
Health care & social assistance	1,699	11.9%	7,367	12.0%	184,825	12.9%
Arts, entertainment, & recreation	205	1.4%	1,418	2.3%	31,238	2.2%
Accommodation & food services	1,715	12.0%	6,514	10.6%	90,695	6.3%
Other services, except public administration	1,053	7.4%	4,302	7.0%	68,633	4.8%
Public administration	548	3.8%	2,315	3.8%	53,597	3.7%
<b>Total</b>	<b>14,313</b>	<b>100.0%</b>	<b>61,427</b>	<b>100.0%</b>	<b>1,431,736</b>	<b>100.0%</b>

(a) This is the Contra Costa County (Far Southwest)--Richmond (Southwest) & San Pablo Cities Public Use Microdata Area (PUMA, as defined by the U.S. Census. Includes City of San Pablo, City of Richmond south of San Pablo, North Richmond, and some surrounding unincorporated areas. See Appendix B for a map of the PUMA.

(b) The East Bay Region consists of Alameda and Contra Costa Counties.

Source: U.S. Census American Community Survey, 2016-2020 Five-Year Sample Data, Table C24030; BAE, 2022.

**Table 12: Employed Residents by Occupation**

Occupation	San Pablo		PUMA (a)		East Bay Region (b)	
	Number	Percent	Number	Percent	Number	Percent
Management, business, & financial occupations	1,170	8.2%	7,010	11.4%	284,881	19.9%
Computer, engineering, & science occupations	343	2.4%	2,496	4.1%	172,794	12.1%
Education, legal, community service, arts, & media occupations	912	6.4%	6,022	9.8%	174,081	12.2%
Healthcare practitioners & technical occupations	396	2.8%	1,505	2.5%	71,425	5.0%
Service occupations	4,169	29.1%	16,569	27.0%	227,168	15.9%
Sales & office occupations	2,611	18.2%	11,177	18.2%	272,809	19.1%
Natural resources, construction, & maintenance occupations	2,227	15.6%	8,004	13.0%	94,450	6.6%
Production, transportation, & material moving occupations	2,485	17.4%	8,644	14.1%	134,128	9.4%
<b>Total</b>	<b>14,313</b>	<b>100.0%</b>	<b>61,427</b>	<b>100.0%</b>	<b>1,431,736</b>	<b>100.0%</b>

(a) This is the Contra Costa County (Far Southwest)--Richmond (Southwest) & San Pablo Cities Public Use Microdata Area (PUMA, as defined by the U.S. Census. Includes City of San Pablo, City of Richmond south of San Pablo, North Richmond, and some surrounding unincorporated areas. See Appendix B for a map of the PUMA.

(b) The East Bay Region consists of Alameda and Contra Costa Counties.

Source: U.S. Census American Community Survey, 2016-2020 Five-Year Sample Data, Table S2401; BAE, 2022.

### Resident Educational Attainment

The local labor force also has lower educational attainment levels than the East Bay Region. Of particular note is the limited number of persons with bachelor's degrees or higher; only 14.7 percent of San Pablo and 23.7 percent of PUMA residents have this level of education, in contrast to 46.5 percent of region residents (see Table 13). However, over one-fifth of city residents have attended college but not obtained any kind of degree, indicating that local residents, for whatever reason, attend college but fail to complete at a rate similar to the PUMA and the region overall. The lower level of educational attainment in the City indicates a pool of residents who can benefit from workforce development programs that improve and upgrade skills, offer re-skilling (e.g., new skills to transition from employment in a contracting sector to employment in an expanding sector), and provide building trades apprenticeships and other on-the-job training.

**Table 13: Resident Educational Attainment, Population Age 25+**

	City of San Pablo		PUMA (a)		East Bay Region (b)	
	Number	Percent	Number	Percent	Number	Percent
Less than 9th Grade	3,667	18.8%	13,738	16.9%	110,264	5.6%
9th to 12th Grade, No Diploma	1,979	10.1%	8,298	10.2%	102,300	5.2%
High School Graduate (incl. Equivalency)	5,252	26.9%	18,450	22.7%	337,986	17.1%
Some College, No Degree	4,254	21.8%	15,810	19.4%	363,795	18.4%
Associate Degree	1,514	7.7%	5,807	7.1%	143,240	7.2%
Bachelor's Degree	2,244	11.5%	12,646	15.5%	545,257	27.6%
Graduate/Professional Degree	632	3.2%	6,681	8.2%	374,714	18.9%
<b>Total Population Age 25+</b>	<b>19,542</b>	<b>100.0%</b>	<b>81,430</b>	<b>100.0%</b>	<b>1,977,556</b>	<b>100.0%</b>
<b>Population Age 25+ High School Graduate (incl. Equivalency) or Higher (%)</b>		<b>71.1%</b>		<b>72.9%</b>		<b>89.3%</b>
<b>Population 25+ with Bachelor's Degree or Higher (%)</b>		<b>14.7%</b>		<b>23.7%</b>		<b>46.5%</b>

(a) This is the Contra Costa County (Far Southwest)--Richmond (Southwest) & San Pablo Cities Public Use Microdata Area (PUMA), as defined by the U.S. Census. Includes City of San Pablo, City of Richmond south of San Pablo, North Richmond, and some surrounding unincorporated areas. See Appendix B for a map of the PUMA.  
 (b) The East Bay Region consists of Alameda and Contra Costa Counties.

Source: U.S. Census American Community Survey, 2016-2020 Five-Year Sample Data, Table S1501; BAE, 2022.

### Industry and Occupational Employment Projections

The California Employment Development Department (EDD) produces local industry and occupational employment projections for the East Bay Region. These employment projections provide an estimate of projected changes in industry and occupational employment over time resulting from industry growth, technological change, and other structural changes and factors.<sup>11</sup> The sectors shaded in blue signify the top four industry subsectors that are

<sup>11</sup> CA EDD provides the following disclaimer regarding the effects of the COVID-19 pandemic on the agency's employment projections for the 2018-2028 period: "The 2018-2028 employment projections do not include impacts of the COVID-19 pandemic and response efforts. Employment projections are developed using models

prevalent in the Plan Area. Of the four subsectors, two are projected to grow significantly (Food and Beverage Stores at +9.8 percent and Food Services and Drinking Places at +13.5 percent) and two are projected to contract slightly (Repair and Maintenance at -3.5 percent and Personal and Laundry Services at -2.3 percent). This suggests that the City's economic development programs should continue to focus on supporting existing and new food and beverage businesses since it is a strength of the Plan Area and can also attract new businesses in other growing sectors including but not limited to health care, manufacturing, and construction.

**Table 14: East Bay Region Industry Employment Projections, 2018-2028 (a)**

<b>Rumrill PDA Top 4 Industry Subsector</b>				
<b>Industry Sector</b>	<b>2018</b>	<b>2028</b>	<b>2018-2028 Change</b>	
			<b>Number</b>	<b>Percent</b>
Mining and Logging	200	200	0	0.0%
Total Farm	1,300	1,400	100	7.7%
Construction	74,900	80,300	5,400	7.2%
Manufacturing	100,400	108,100	7,700	7.7%
Wholesale Trade	47,500	49,100	1,600	3.4%
Retail Trade	114,400	114,100	-300	-0.3%
Food and Beverage Stores	25,500	28,000	2,500	9.8%
Transportation, Warehousing, and Utilities	41,900	46,100	4,200	10.0%
Information	27,800	30,200	2,400	8.6%
Financial Activities	55,000	57,700	2,700	4.9%
Professional and Business Services	189,300	206,900	17,600	9.3%
Educational Services (Private)	23,400	27,200	3,800	16.2%
Health Care and Social Assistance	170,800	203,200	32,400	19.0%
Arts, Entertainment, and Recreation	18,000	19,000	1,000	5.6%
Accommodation and Food Services	99,700	111,900	12,200	12.2%
Food Services and Drinking Places	91,200	103,500	12,300	13.5%
Other Services	41,000	41,800	800	2.0%
Repair and Maintenance	11,500	11,100	-400	-3.5%
Personal and Laundry Services	12,900	12,600	-300	-2.3%
Religious, Grantmaking, Civic, and Similar Orgs	16,600	18,100	1,500	9.0%
Government	174,700	179,600	4,900	2.8%
<b>Total (b)</b>	<b>1,180,400</b>	<b>1,276,800</b>	<b>96,400</b>	<b>8.2%</b>

Notes:

(a) The East Bay Region consists of Alameda and Contra Costa Counties.

(b) Excludes 814-Private Household Workers. Industry detail may not add up to totals due to independent rounding and suppression.

Sources: Employment Development Department, Labor Market Information Division, 2018-2028 Long-term Occupational Employment Projections; BAE, 2022.

based on historical data, which in this set of projections cover the period through 2018; all input data therefore precede the pandemic. Employment projections are long-term projections intended to capture structural change in the economy, not cyclical fluctuations. As such, they are not intended to capture the impacts of the recession that began in February 2020. However, besides the immediate recessionary impacts, the pandemic may cause new structural changes to the economy. Subsequent employment projections will incorporate new information on economic structural changes as it becomes available."

Table 15 shows the projected job openings, median hourly wage, and median annual wage by major occupational title as well as the educational attainment level required for an entry level position. These projected openings generally require a high school diploma or equivalent or no formal educational credential.

**Table 15: Top 10 Occupations by Projected Total Openings, 2018-2028, East Bay Region (a)**

<b>Occupational Title</b>	<b>Total Projected Openings</b>	<b>Median Hourly Wage (b)</b>	<b>Median Annual Wage (b)</b>	<b>Entry Level Education Needed</b>
Personal Care Aides	76,660	(c)	(c)	High school diploma or equivalent
Cashiers	52,180	\$14.90	\$31,000	No formal educational credential
Food Preparation and Serving Workers	51,730	(c)	(c)	No formal educational credential
Retail Salespersons	40,180	\$15.28	\$31,781	No formal educational credential
Laborers & Freight, Stock & Material Movers	38,020	\$18.43	\$38,324	No formal educational credential
Waiters and Waitresses	37,950	\$14.52	\$30,213	No formal educational credential
Office Clerks, General	28,700	\$20.93	\$43,533	High school diploma or equivalent
Assemblers and Fabricators	27,160	(c)	(c)	High school diploma or equivalent
Stock Clerks and Order Fillers	22,960	(c)	(c)	High school diploma or equivalent
Janitors and Cleaners	20,490	\$19.29	\$40,137	No formal educational credential

Notes:

(a) The East Bay Region consists of Alameda and Contra Costa Counties.

(b) Wage data is from the first quarter of 2020 and does not include self-employed or unpaid family workers.

Sources: Employment Development Department, Labor Market Information Division, 2018-2028 Long-term Occupational Employment Projections; BAE, 2022.

**Housing Affordability**

BAE quantified the typical rents and home purchase prices that would be affordable to Rumrill PDA workers based on household income levels for PUMA workers in the same specified industries, as discussed above. The household income distribution is shown above in Table 10, as estimated based on Public Use Microdata Sample (PUMS) data from the 2016-2020 American Community Survey, showing that Plan Area workers have estimated annual household incomes across a broad range; over 80 percent have incomes greater than or equal to \$50,000. Given this distribution, BAE estimated the affordable home sale prices and affordable rents for four representative household income levels (\$50,000, \$75,000, \$100,000, and \$150,000). This range of household incomes would capture most of the workers in the Rumrill PDA.

**Affordable Home Sale Prices**

Table 16 and Table 17 identify the maximum affordable sale prices for single-family and condominium units purchased with mortgages backed by the Federal Housing Administration (FHA), by income level. The data generally indicate that most for-sale housing in the area is likely out of reach of most worker households. For a household with an annual household income of \$100,000, the maximum single family home price is \$352,622 while the maximum

condominium sale price is \$307,193. The maximum affordable home price for a household with an annual income of \$150,000 is \$537,971 for a single-family home and \$492,542 for a condominium unit. BAE reviewed Redfin data for 276 single family homes and 41 condominiums recently sold in San Pablo within the past year and determined that most single-family homes in San Pablo would be considered unaffordable to households with annual incomes below \$150,000. Of the 276 single family homes that were sold, roughly 24 percent sold at a price that would be considered affordable to a household with an annual income of \$150,000 (see Table 18). Less than three percent sold at a price below the maximum affordable sale price for a household with an annual income of \$100,000, indicating that most single-family homes would be unaffordable to these households without resulting in an excessive housing cost burden. Similarly, most recently sold condominium units had sale prices that were higher than the maximum affordable condominium sale price for a household with an annual income of \$100,000 (\$307,193). Approximately 80 percent of the condominium units that were sold in San Pablo within the past year had sale prices below \$492,542, or the maximum affordable condominium sale price for a household with an annual income of \$150,000, indicating that most households with annual incomes of \$150,000 can likely afford to purchase a condominium unit in San Pablo.

**Table 16: Affordable Single-Family Home Sale Prices with FHA Mortgage**

	Rumrill Blvd PDA Worker Household Income			
	\$50,000	\$75,000	\$100,000	\$150,000
<b>Max. Monthly Housing Budget (a)</b>	<b>\$1,292</b>	<b>\$1,938</b>	<b>\$2,583</b>	<b>\$3,875</b>
<b>Monthly Payments</b>	<b>\$1,292</b>	<b>\$1,938</b>	<b>\$2,583</b>	<b>\$3,875</b>
Principal and Interest	\$892	\$1,386	\$1,879	\$2,867
Homeowners Insurance	\$125	\$125	\$125	\$125
Property Taxes	\$160	\$249	\$338	\$516
Mortgage Insurance	\$114	\$178	\$241	\$368
<b>One-Time Payments</b>	<b>\$8,687</b>	<b>\$13,495</b>	<b>\$18,297</b>	<b>\$27,914</b>
Down Payment	\$5,860	\$9,103	\$12,342	\$18,829
Upfront Mortgage Insurance	\$2,827	\$4,392	\$5,955	\$9,085
<b>Maximum Affordable SF Home Price</b>	<b>\$167,416</b>	<b>\$260,091</b>	<b>\$352,622</b>	<b>\$537,971</b>
<i>% of Rumrill PDA Workers with Higher Household Incomes</i>	<i>81%</i>	<i>60%</i>	<i>44%</i>	<i>18%</i>
<b>Assumptions</b>				
% of income for housing costs	31% of gross annual household income (a)			
Down payment (b)	3.50% of home value			
Annual interest rate (c)	5.25% fixed			
Loan term	30 years			
Upfront mortgage insurance (d)	1.75% of loan amount			
Annual mortgage insurance (e)	0.85% of loan amount			
Annual homeowners insurance (f)	\$1,500 of coverage amount			
Annual property tax rate (g)	1.15% of home value			

Notes:

- (a) These figures are 31% of gross monthly household income, the maximum amount that a household can spend on housing expenses based on FHA requirements.
- (b) Minimum down payment required for an FHA loan.
- (c) The average weekly rate for a 30-year fixed rate mortgage for the week ending 5/19/2022 per Freddie Mac.
- (d) The standard upfront mortgage insurance premium required for FHA loans.
- (e) The standard mortgage insurance premium requirement for FHA loans for homes selling for less than \$625,500 with a loan-to-value ratio greater than 95 percent.
- (f) Homeowners insurance estimates are based on an average quoted insurance premium provided by the California Department of Insurance for a single family home in Contra Costa County (Richmond).
- (g) The typical annual composite property tax rate per the Contra Costa County Auditor-Controller.

Sources: Federal Housing Administration, 2022; Freddie Mac, 2022; California Department of Insurance; Contra Costa County Auditor-Controller's Office; BAE, 2022.

**Table 17: Affordable Condominium Sale Prices with FHA Mortgage**

	Rumrill Blvd PDA Worker Household Income			
	\$50,000	\$75,000	\$100,000	\$150,000
<b>Max. Monthly Housing Budget (a)</b>	<b>\$1,292</b>	<b>\$1,938</b>	<b>\$2,583</b>	<b>\$3,875</b>
<b>Monthly Payments</b>	<b>\$1,292</b>	<b>\$1,938</b>	<b>\$2,583</b>	<b>\$3,875</b>
Principal and Interest	\$650	\$1,144	\$1,637	\$2,625
Homeowners Insurance	\$42	\$42	\$42	\$42
Property Taxes	\$117	\$206	\$294	\$472
Mortgage Insurance	\$83	\$147	\$210	\$337
Homeowners' Association Fees	\$400	\$400	\$400	\$400
<b>One-Time Payments</b>	<b>\$6,330</b>	<b>\$11,138</b>	<b>\$15,939</b>	<b>\$25,557</b>
Down Payment	\$4,270	\$7,513	\$10,752	\$17,239
Upfront Mortgage Insurance	\$2,060	\$3,625	\$5,188	\$8,318
<b>Max. Affordable Condominium Price</b>	<b>\$121,988</b>	<b>\$214,662</b>	<b>\$307,193</b>	<b>\$492,542</b>
<i>% of Rumrill PDA Workers with Higher Household Incomes</i>	<i>81%</i>	<i>60%</i>	<i>44%</i>	<i>18%</i>
<b>Assumptions</b>				
% of income for housing costs	31% of gross annual household income			
Down payment (b)	3.50% of home value			
Annual interest rate (c)	5.25% fixed			
Loan term	30 years			
Upfront mortgage insurance (d)	1.75% of loan amount			
Annual mortgage insurance (e)	0.85% of mortgage			
Annual homeowners insurance (f)	\$500			
Annual property tax rate (g)	1.15% of home value			
Homeowners' Association Fees (h)	\$400 monthly			

**Notes:**

- (a) These figures are 31% of gross monthly household income, the maximum amount that a household can spend on housing expenses based on FHA requirements.
- (b) Minimum down payment required for an FHA loan.
- (c) The average weekly rate for a 30-year fixed rate mortgage for the week ending 5/19/2022 per Freddie Mac.
- (d) The standard upfront mortgage insurance premium required for FHA loans.
- (e) The standard mortgage insurance premium requirement for FHA loans for homes selling for less than \$625,500 with a loan-to-value ratio greater than 95 percent.
- (f) Homeowners insurance estimates are based on an average quoted insurance premium provided by the California Department of Insurance for a condominium in Contra Costa County (Richmond).
- (g) The typical annual composite property tax rate per the Contra Costa County Auditor-Controller.
- (h) Based on an average of quoted HOA fees for condominiums/townhomes sold in San Pablo and Richmond since December 2021 per Redfin.

Sources: Federal Housing Administration, 2022; Freddie Mac, 2022; California Department of Insurance; Contra Costa County Auditor-Controller's Office; Redfin; BAE, 2022.

**Table 18: Home Sale Price Distribution, San Pablo, June 2021-May 2022**

<b>Single Family Homes</b>		
<b>Sale Price Range</b>	<b>Total</b>	<b>% of Total</b>
Less than \$350,000	6	2.2%
\$350,000-\$499,999	33	12.0%
\$500,000-\$649,999	99	35.9%
\$650,000-\$799,999	108	39.1%
\$800,000 or More	30	10.9%
<b>Total</b>	<b>276</b>	<b>100.0%</b>
<i>Less than \$260,091 (max for \$75,000 HH income)</i>	2	0.7%
<i>Less than \$352,622 (max for \$100,000 HH income)</i>	8	2.9%
<i>Less than \$537,971 (max for \$150,000 HH income)</i>	67	24.3%
<b>Condominiums</b>		
<b>Sale Price Range</b>	<b>Total</b>	<b>% of Total</b>
Less than \$200,000	3	7.3%
\$200,000-\$299,999	8	19.5%
\$300,000-\$399,999	11	26.8%
\$400,000-\$499,999	13	31.7%
\$500,000-\$599,999	6	14.6%
\$650,000 or More	0	0.0%
<b>Total</b>	<b>41</b>	<b>100.0%</b>
<i>Less than \$214,662 (max for \$75,000 HH income)</i>	3	7%
<i>Less than \$307,193 (max for \$100,000 HH income)</i>	11	27%
<i>Less than \$492,542 (max for \$150,000 HH income)</i>	33	80%

Sources: Redfin; BAE, 2022.

### **Affordable Rents**

Table 19 reports the maximum rental rates that would be considered affordable to households at each income level. According to this data, a household with an annual income equal to \$50,000 can afford to pay a maximum of \$1,158 to \$1,206 per month in rent and utilities, depending on the overall size of the unit. A household earning \$75,000 can afford to pay a maximum of \$1,783 to \$1,831 per month in rent and utilities. Based on listings for available rental units in May 2022, the average asking rent for a one-bedroom unit in San Pablo is \$1,995 per month, which would be considered unaffordable to a household with an annual income of \$75,000. Asking rents for available two-bedroom units in May 2022 ranged from \$2,275 to \$2,800 per month, indicating that a household with an annual income of \$100,000 may have difficulty finding an affordable two-bedroom unit. The asking rents for three-bedroom units as of May 2022 were \$4,050 to \$5,000 per month, which is well out of reach for even a household earning \$150,000 annually.

**Table 19: Maximum Affordable Monthly Rents**

	Rumrill Blvd PDA Worker Household Income			
	\$50,000	\$75,000	\$100,000	\$150,000
<b>Max. Monthly Housing Budget (a)</b>	<b>\$1,250</b>	<b>\$1,875</b>	<b>\$2,500</b>	<b>\$3,750</b>
<b>Max. Affordable Monthly Rent</b>				
Studio	\$1,206	\$1,831	\$2,456	\$3,706
1 bedroom	\$1,197	\$1,822	\$2,447	\$3,697
2 bedroom	\$1,177	\$1,802	\$2,427	\$3,677
3 bedroom	\$1,158	\$1,783	\$2,408	\$3,658
<b>Assumptions</b>				
Monthly Utility Costs (b)				
Studio	\$44			
1 bedroom	\$53			
2 bedroom	\$73			
3 bedroom	\$92			

Notes:

(a) These figures are 30% of gross monthly household income, the maximum amount that a household can spend on housing expenses without being considered cost-burdened.

(b) Housing Authority of the County of Contra Costa 2022 allowances for tenant-furnished utilities and other services for a multifamily unit that uses gas cooking, heating, and water heating, as well as electricity for lights and appliances. The allowance is based on the number of bedrooms in the unit.

Sources: Housing Authority of the County of Contra Costa; BAE, 2022.

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## SUPPORTING INDUSTRIAL AND COMMERCIAL USES THE PLAN AREA

Due to the small site sizes in the Plan Area, combined with the fact that the majority of parcels have some existing use, the future potential for industrial-related business is somewhat limited in the near future. However, the City may be able to take specific steps to support future industrial and commercial growth in the Plan Area focused on selected nodes. These steps could include:

- **Site Aggregation** – The biggest limiting factor in the Plan Area is the small site sizes. To address this, the City may be able to acquire sites for future aggregation. In fact, the City already owns several parcels within the Plan Area, some of which do not currently have an IMU zoning. The City should assess opportunities to acquire parcels near existing publicly-owned sites to support a larger industrial development within the Plan Area. The City could also consider granting a density bonus, fee reductions, or other incentives in return for a developer aggregating parcels.
- **Use of Publicly-Owned Sites as Catalyst Projects** – The City may also be able to help catalyze development of housing and/or employment generating uses along the corridor by leveraging their existing publicly-owned sites. While the City only owns one site zoned for IMU, there are also a series of other publicly-owned parcels intended for institutional uses that may represent opportunities for industrial development. The City could provide reduced-cost land to a developer willing to take on a new industrial development, and therefore subsidize the delivery of new industrial space within the Plan Area.
- **Leverage of Public Funds** – The City and/or its partners such as the San Pablo Economic Development Corporation may contribute public funds to support industrial development or businesses in the Plan Area. These include federal and state economic development funds, as well as local funds such as business loans, construction loans, and fee waivers. All of these subsidies can support business expansion or the development of industrial space and help catalyze new industrial growth within the Plan Area.
- **Zoning Code Revision** – Based on BAE’s reading of the permitted uses in zoning code, the IMU zoning code allows a variety of industrial, office, and retail uses. This suggests that development within the IMU zoning district is likely to align with the highest and best use, which is unlikely to be industrial development, due to the economic challenges of building industrial development. However, there may be market potential for a mix of PDR, locally-serving office, and neighborhood retail uses in the Plan Area. The City could consider consolidating its IMU, regional commercial, and neighborhood commercial into one comprehensive zoning district that is flexible to accommodate a variety of commercial

uses along with residential uses. Development standards should address the compatibility issues discussed above.

- **Workforce Training Partnerships** – A skilled workforce is required to support both existing and new industrial and PDR uses in the Plan Area. The City has existing partnerships with the Workforce Development Board Contra Costa County and the San Pablo Economic Development Corporation that support workforce development programming and the City is host to Contra Costa College, the west campus of the Contra Costa Community College District. Economic mobility for the Plan Area’s and City’s residents can be enhanced with skill development programming in the building trades, food and beverage production, auto, appliance, and electronics repair, and manufacturing. Programs focused on opportunity youth (e.g. young residents with low educational attainment and/or limited work experience) can raise the earnings of younger workers and help ameliorate the current regional labor shortage. Expanded state funding of a variety of labor and workforce development programming has been adopted in the 2022-2023 state budget and these new funds present an opportunity to strengthen and expand workforce development programs in San Pablo.
- **Affordable Housing.** To retain and attract labor to support existing and new businesses in the Plan Area, maintaining an inventory of housing that is affordable to workers is critical. The housing affordability analysis indicates a gap between the current pricing of homes, condos, and apartments and employee households. To expand its inventory of affordable housing, the City can consider utilizing publicly owned sites for new affordable housing using traditional Federal and state funding sources as well as density bonuses to developers of market-rate housing on privately owned parcels in exchange for higher levels of affordability.

## APPENDIX A: BUSINESS ESTABLISHMENTS AND ESTIMATED WORKERS IN RUMRILL PDA

Name	Address	NAICS	Category	Workers
Cerna's Tires and Repair	1291 Rumrill Blvd	441320	Auto Repair and Maintenance	3
Berto Auto Spa	1200 Rumrill Blvd	811192	Auto Repair and Maintenance	8
Najar's Custom Exhaust	1454 Rumrill Blvd	811121	Auto Repair and Maintenance	3
Arciniega's Auto Repair	1503 Rumrill Blvd	811111	Auto Repair and Maintenance	2
Pancho's Auto Repair	1620 Rumrill Blvd	811111	Auto Repair and Maintenance	2
Colima Auto Repair	1752 Rumrill Blvd	811111	Auto Repair and Maintenance	3
Luis Autosound	1852 Rumrill Blvd	811118	Auto Repair and Maintenance	1
CCS Auto Body	1868 Rumrill Blvd	811121	Auto Repair and Maintenance	2
Caliber Collision	2031 Rumrill Blvd	811121	Auto Repair and Maintenance	9
J&M Auto Repair	2145 Rumrill Blvd	811111	Auto Repair and Maintenance	2
<b>Total Auto Repair and Maintenance</b>				<b>35</b>
Rubenstein Plumbing Supply	1157 Rumrill Blvd	423720	Manufacturing/Wholesale	5
East Bay Brass Foundry Inc	1200 Chesley Ave	331110	Manufacturing/Wholesale	13
Navarro Iron Works	1317 Rumrill Blvd	332323	Manufacturing/Wholesale	4
Rudy's Commercial Refrigeration	1860 Rumrill Blvd	333415	Manufacturing/Wholesale	10
<b>Total Manufacturing/Wholesale</b>				<b>32</b>
Bay Area Moving and Storage	2025 Rumrill Blvd #1	48411	Personal/Business/Social Services	3
Golden State Taxes and Notary	1835 Rumrill Blvd	541213	Personal/Business/Social Services	1
Lao Family	1865 Rumrill Blvd	624190	Personal/Business/Social Services	4
Lao Family	1968 Rumrill Blvd	624190	Personal/Business/Social Services	na
C.M.B Mobile Welding Repair	1852 Rumrill Blvd	811310	Personal/Business/Social Services	1
Yvonne's	1524 Rumrill Blvd	811490	Personal/Business/Social Services	1
Miky's Wash House	1441 Rumrill Blvd	812310	Personal/Business/Social Services	na
P.S. Friendly Cleaners	1817 Rumrill Blvd	812310	Personal/Business/Social Services	2
Five Star Cleaners	2145 Rumrill Blvd	812320	Personal/Business/Social Services	22
Tony's Maintenance and Landscaping	1153 Rumrill Blvd #73	561730	Personal/Business/Social Services	1
Rossy's Barber and Beauty	1732 Rumrill Blvd	812112	Personal/Business/Social Services	3
Las Camelinias Beauty Salon	1758 Rumrill Blvd	812112	Personal/Business/Social Services	1
Pham/ Lupitas Station Men	1829 Rumrill Blvd	812112	Personal/Business/Social Services	1
Lupitas's Beauty Salon	1829 Rumrill Blvd	812112	Personal/Business/Social Services	3
Kathy Beauty Salon and Barber	2145 Rumrill Blvd	812112	Personal/Business/Social Services	1
Aloba Sf Inc	1732 Rumrill Blvd	517312	Personal/Business/Social Services	1
Dolex Dolair Express, Inc	1754 Rumrill BLvd	522390	Personal/Business/Social Services	1
AG Auto Registration Services	1526 Rumrill	561990	Personal/Business/Social Services	1
D.F. Boxing Club	1839 Rumrill Blvd	713940	Personal/Business/Social Services	na
<b>Total Personal/Business/Social Services</b>				<b>47</b>
Iglesia Profetica Espiritu de dios	1732 Rumrill Blvd	813110	Religious	na
Renewed Hope Church	1327 Rumrill	813110	Religious	na
Family Church of God in Christ	1452 Rumrill	813110	Religious	na
Iglesia Evangelica Eben-Ezer	1472 Rumrill	813110	Religious	na
Iglesia Cristiana Dios Con Nostotros	1830-1840 Rumrill	813110	Religious	na
<b>Total Religious</b>				<b>na</b>
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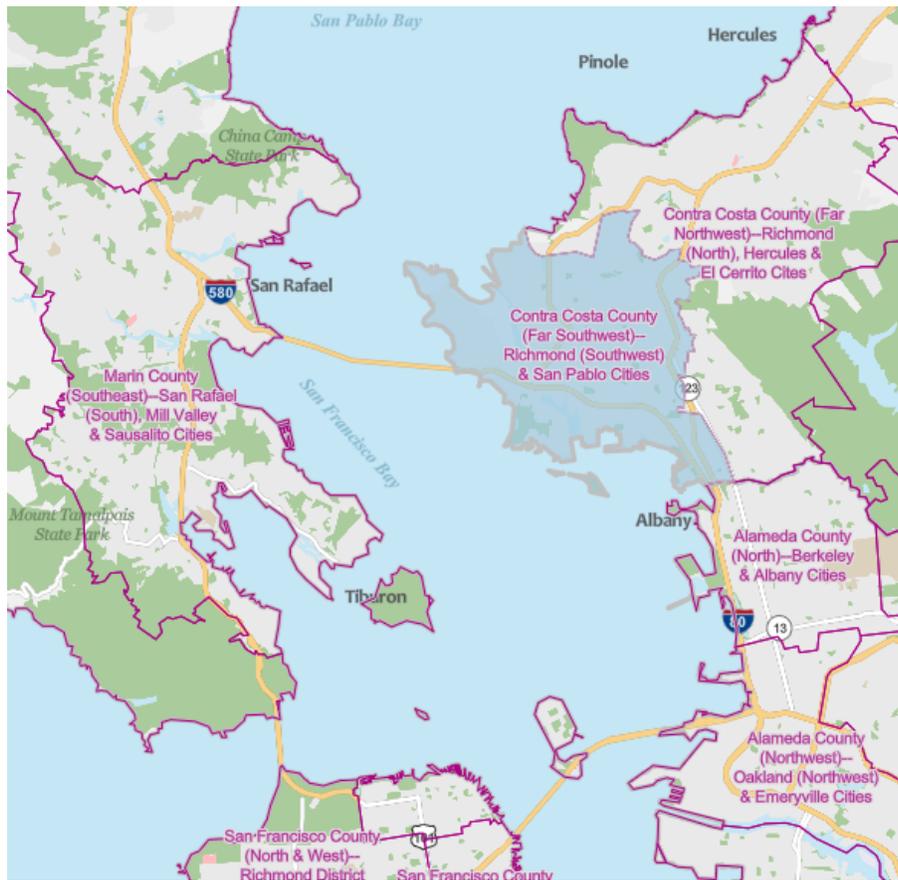
Appendix A, continued

Name	Address	NAICS	Category	Workers
R & R's Café	1260 Rumrill Blvd	722511	Restaurant/Food Services	11
Plaza Garibaldi 1	1537 Rumrill Blvd	722330	Restaurant/Food Services	1
Los Compadres Taqueria	1742 Rumrill Blvd	722511	Restaurant/Food Services	5
Restaurante Rosita	1762 Rumrill Blvd	722513	Restaurant/Food Services	11
Los Grullenses food truck	1777 Rumrill Blvd	722511	Restaurant/Food Services	2
Los Grullenses #2	1789 Rumrill Blvd	722511	Restaurant/Food Services	2
Tortas Y Jugos Los Chilangos	1801 Rumrill Blvd	722511	Restaurant/Food Services	8
Tacos El Amigo	1942 Rumrill Blvd	722513	Restaurant/Food Services	1
Pollos Asados Don Rafa	1835 Rumrill Blvd	722511	Restaurant/Food Services	5
<b>Total Restaurant/Food Services</b>				<b>46</b>
Carniceria La Esmeralda	1300 Market Ave	445210	Retail Food	6
La Fina Meat Market	1160 Rumrill Blvd	445210	Retail Food	2
Super Carniceria La Mejor	1634 Rumrill Blvd	445210	Retail Food	2
Green Valley Foods	2025 Rumrill Blvd #3	44529	Retail Food	1
Rumrill food and Liquor	1441 Rumrill Blvd	445310	Retail Food	3
Farmers Market	1160 Rumrill Blvd	445110	Retail Food	1
El Porvenir Produce	1537 Rumrill Blvd	445110	Retail Food	3
Mi Ranchito Market #1	1634 Rumrill Blvd	445110	Retail Food	3
Evergreen Market	1300 Market Ave	445110	Retail Food	5
Luangnamtha Market	1865 Rumrill Blvd	445110	Retail Food	2
Food Barn	1835 Rumrill Blvd	445120	Retail Food	8
La Esperanza Express	1852 Rumrill Blvd	445120	Retail Food	1
<b>Total Retail Food</b>				<b>37</b>
Top Gas	1522 Rumrill Blvd	447190	Retail Other	3
Leon Western Wear	1835 Rumrill Blvd	448140	Retail Other	1
Joyeria El Alacran	1537 Rumrill Blvd	448310	Retail Other	1
Variedades Guadalajara	1777 Rumrill Blvd	452319	Retail Other	na
This and That Building Supply	1701 Rumrill Blvd	453310	Retail Other	3
Paulo's Thrift store	1752 Rumrill Blvd	453310	Retail Other	1
Lucky Energy House	1542 Rumrill Blvd	453220	Retail Other	1
La Raza Party Supplies	1600 Rumrill Blvd	453220	Retail Other	5
Spacetell LLC	1835 Rumrill Blvd	517312	Retail Other	4
Angel Lopez	1835 Rumrill Blvd	45399	Retail Other	1
<b>Total Retail Other</b>				<b>20</b>
<b>Grand Total</b>				<b>217</b>

Note:  
BAE estimates. Detailed industry and employment data were not available for the Plan Area. BAE estimated the total employees at each business establishment using information from Esri Business Analyst and other public online sources.

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

## APPENDIX B: MAP OF CONTRA COSTA COUNTY (FAR SOUTHWEST)–RICHMOND (SOUTHWEST) & SAN PABLO CITIES PUBLIC USE MICRODATA AREA (PUMA)



# APPENDIX 3

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## CORRIDOR PLAN ALTERNATIVES



Attachment A

# FUTURE CONCEPTS

## Rumrill Corridor Plan

September 19, 2024

**DYETT & BHATIA**  
Urban and Regional Planners



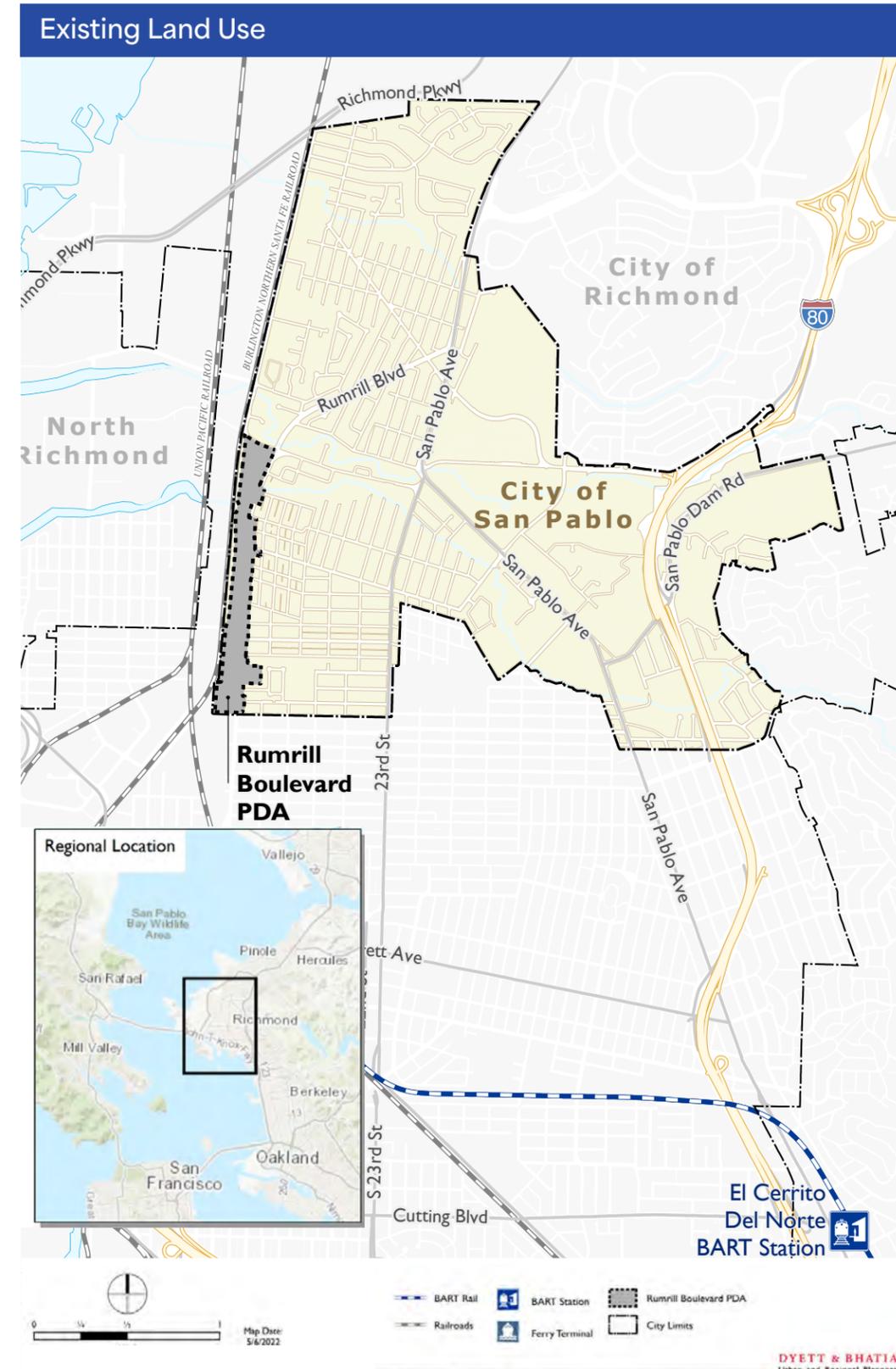
# RUMRILL CORRIDOR PLAN - INTRODUCTION

With a grant from the Association of Bay Area Governments (ABAG), the City of San Pablo is preparing a Corridor Plan for a segment of Rumrill Boulevard that extends from Brookside to Costa Avenue at the southwestern City limit. This segment of the corridor is designated as a Priority Development Area (PDA), currently identified as an Employment Focus Area in Plan Bay Area 2050 and projected to see 22 new households and 194 jobs added by 2040. A predominantly Latinx area, major existing uses along the corridor include industrial yards, the Rumrill Sports Park, an older mobile home park, and the Rumrill Garden Apartments, together with a variety of auto-related uses, grocery stores, churches, restaurants, commercial services, and several underused and abandoned properties. While a Complete Streets Study for the corridor was completed in 2015 and related improvements were constructed in 2023, the corridor has never been studied as a whole with a view to establishing a coherent vision, land use and development strategy, or plan for revitalization.

The Rumrill Corridor Plan represents an opportunity to plan holistically for the area and develop a strategy that will lead to improved environmental conditions, economic opportunities, and housing development sites. Key objectives established for the project include:

- Integrating new housing into the corridor to meet community needs;
- Supporting existing businesses and attracting new ones to the corridor to expand job opportunities for local residents;
- Greening the corridor to moderate summer heat, improve air quality, and provide comfortable outdoor gathering spaces; and
- Improving neighborhood quality of life.

Early phase work included pop up outreach and a community-wide survey to establish priorities and preferences for the future of the Rumrill Corridor and preparation of a background report to document existing conditions and opportunities related to land use, development, employment, transportation, parks, public services, and environmental conditions. Building on the early phase work, this document outlines three alternatives for the Rumrill Corridor Plan that represent potential future concepts for the community to consider. In August and September 2024, community members are invited to share their feedback on these alternatives and help shape the content of the Rumrill Corridor Plan. Community feedback will be presented to the San Pablo Planning Commission in the autumn of 2024.



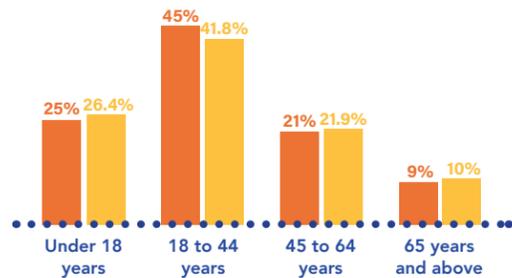
# RUMRILL CORRIDOR PLAN - ALTERNATIVES

Reflecting the priorities and preferences identified through prior outreach activities, these alternatives represent different options for land use and economic development in the Rumrill Corridor Priority Development Area (Rumrill PDA). The alternatives focus on locations where change is foreseeable over the next 10-15 years and they seek to capitalize on current trends and opportunities. The alternatives will be the focus of the next phase of community outreach, including property owner meetings, pop up outreach in the PDA, a community workshop, and web and social media engagement. The objective is to build consensus around a preferred set of strategies to incorporate into the Rumrill Corridor Plan, which will ultimately combine various features from two or more of the alternatives.

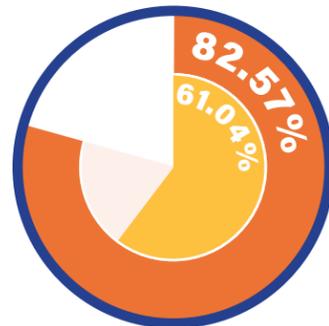
## Key Considerations

- Rumrill PDA residents tend to be younger than the citywide average, with a higher share of PDA residents aged 18-44 and a lower share of families with children.
- There is a substantial rate of housing burden, with over 40 percent of PDA residents paying more than 30 percent of their income on housing, and a higher number of younger, unrelated adults living together in shared accommodation in the PDA than in the City as a whole, which suggests the need for studio apartments, live/work units, and other housing types that offer affordable options for young, single people.
- While housing affordability is an important priority, a full 48 percent of existing units in the PDA are subsidized. As such, promoting the construction of market rate housing should also be a focus of the Plan so as to avoid an over concentration of affordable units.
- Educational attainment levels are low, with only one third of PDA residents having completed high school and less than 7 percent of residents having some college education. Further, most residents are employed outside the PDA and they overwhelmingly commute to work alone in a car. Strategies to create jobs within the PDA and align workforce skills with the new jobs will help advance objectives related to economic development, sustainability, and quality of life.
- The Rumrill Sports Complex, which features three soccer fields, is a major attraction within the PDA. Parking supply and eating and dining options are limited for visitors to the Complex though. There is a need for a comprehensive parking management strategy not only for event days but also for residential parking along the corridor, especially in view of the fact that so many current residents commute to work by car and have off-peak shift work jobs that make use of transit infeasible.

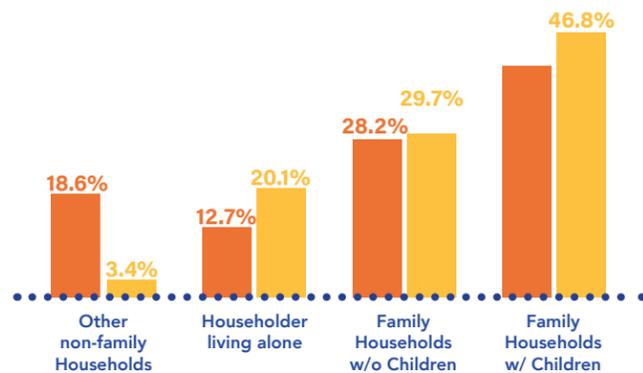
**Age Demographics in Rumrill PDA versus City of San Pablo**



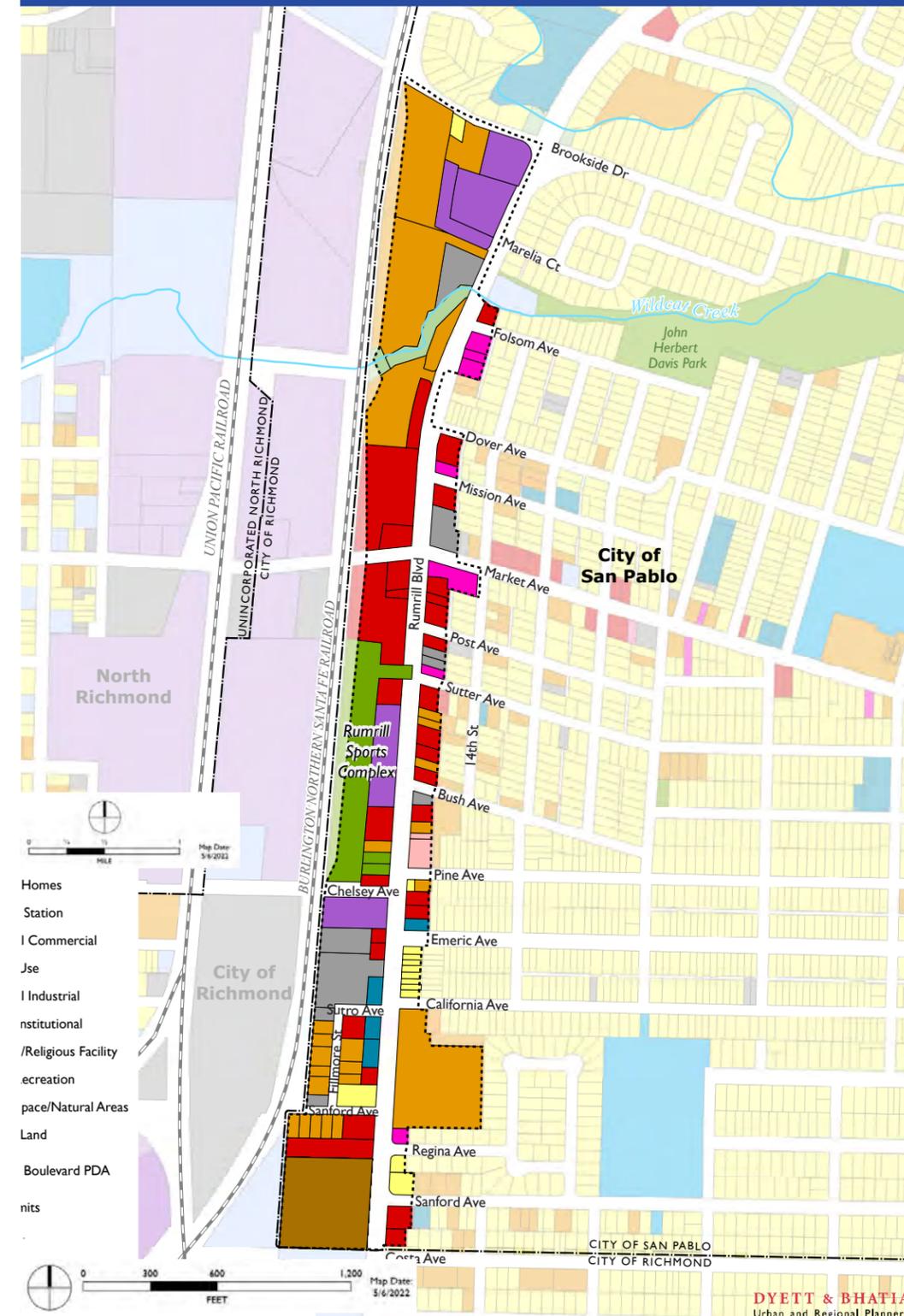
**Hispanic Population in Rumrill PDA versus City of San Pablo**



**Household Structure in Rumrill PDA versus City of San Pablo**



## Existing Land Use



- In 2023, the City finished construction of the Rumrill Boulevard Complete Streets Project, which involved installation of protected bicycle lanes along the length of the corridor as well as high visibility crosswalks, lighting, landscaping, and trees.
- The PDA has good transit access, with direct connections to the Richmond and Del Norte BART stations as well as the Richmond Ferry Terminal. The area has no direct connections to the regional roadway network, although Market Avenue and Brookside provide indirect connections to the Richmond Parkway -an important regional thoroughfare- west of the PDA.
- The PDA has an active commercial sector comprised primarily of small and independently owned businesses in the following sectors: restaurant and food services; person and business services; auto repair and maintenance; manufacturing and wholesale. A full 85 percent of businesses in the corridor are locally-owned.
- While larger scale industrial and regional commercial uses are not viable in the PDA given land use and access characteristics, the Rumrill PDA presents opportunities for smaller commercial uses and industrial businesses seeking affordable spaces that do not require regional access. The Plan should seek to build on the nucleus of production, distribution, and repair-oriented businesses active in the PDA today, which include auto repair, apparel manufacturing, and food production.
- A cluster of underused properties at the prominent intersection of Market and Rumrill presents an important development opportunity at the heart of the PDA. Parcel size is relatively large on the west side of the intersection and ownership is less fragmented than elsewhere in the PDA. Market Avenue also connects through the City of Richmond, making this intersection a gateway to San Pablo. An affordable apartment complex is planned for construction on the northeast corner of this intersection. Land use and zoning standards should seek to incentivize high intensity development and gateway design at this location. AC Transit runs bus routes along both Market and Rumrill, presenting opportunities for transit-oriented development that reduces the need for private automobiles.
- Three adjacent City-owned parcels set back from Rumrill Boulevard near Sutro Avenue in the south of the PDA could

potentially serve as a catalyst site. Redevelopment of these parcels would need to be done in a manner consistent with the Surplus Lands Act, which requires that least 80 percent of the area be used for the development of housing with 40 percent of the units affordable to lower income households.

- A citywide survey of San Pablo residents found strong support for high density housing along the corridor, with 100 percent of respondents indicating support for new apartments and townhomes within the PDA. The City's adopted 2023-31 Housing Element envisions up to 354 new housing units in the Rumrill PDA by 2031. The Housing Element inventory has a healthy buffer at all income levels to ensure the City can navigate the "no net loss" provisions of State law in the event that sites develop at eyelids below those assumed in the Housing Element.

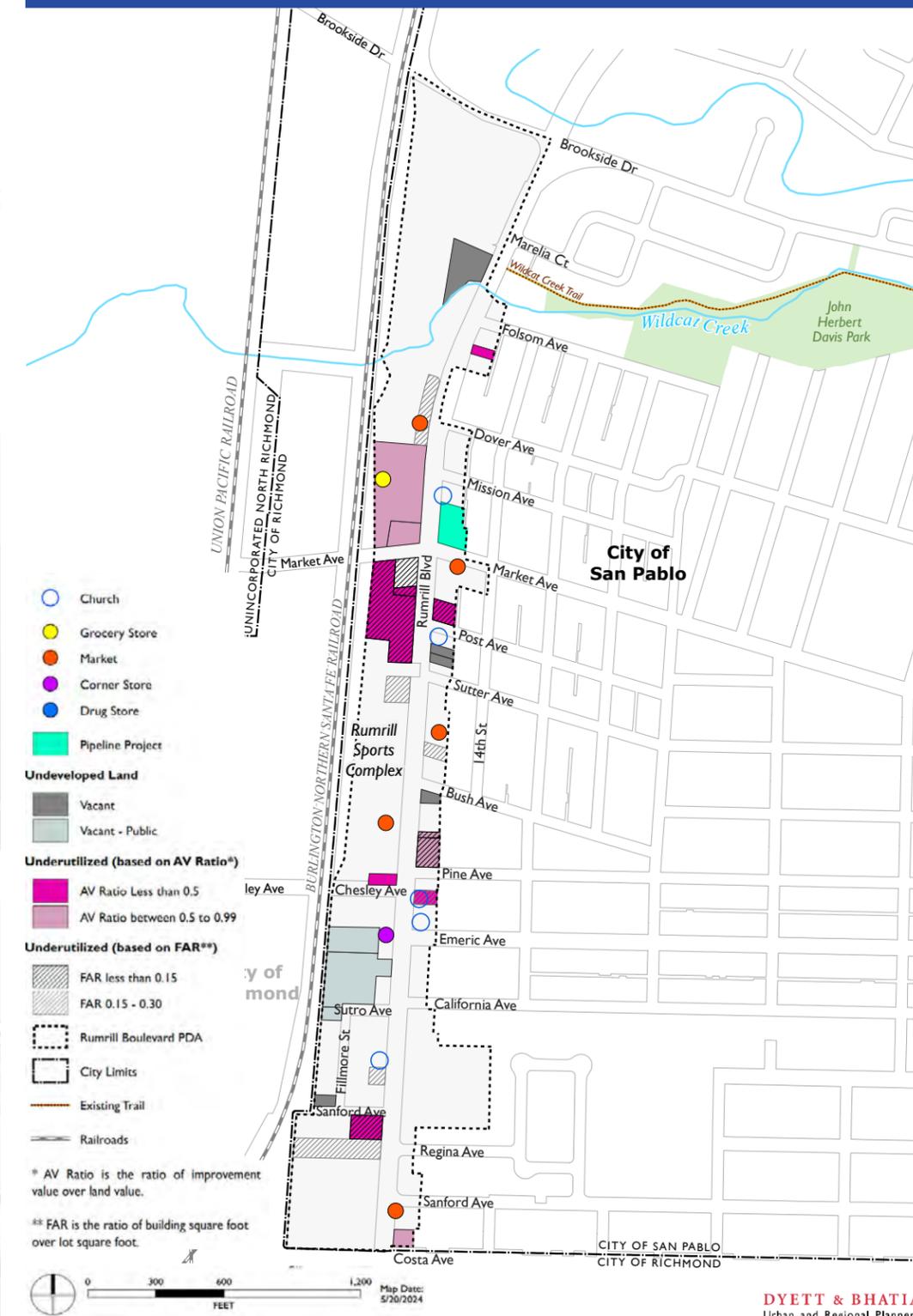


Local Food Vendor on S/W corner of Market St. and Rumrill Blvd



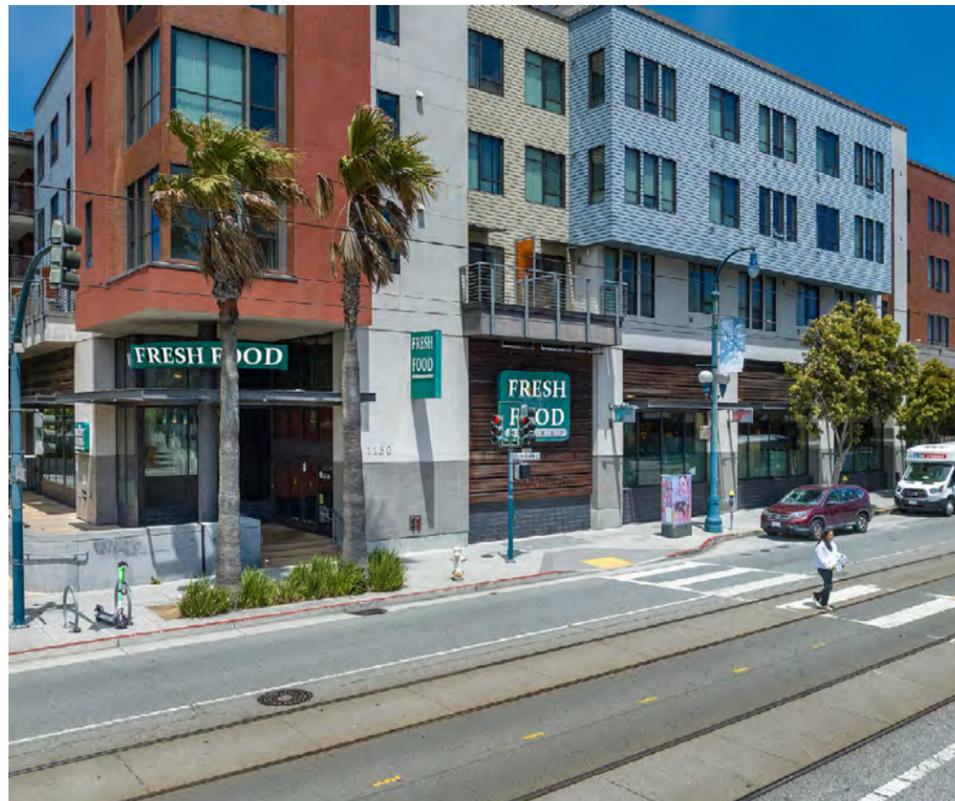
One of many locally-owned food stores in Rumrill PDA

## Key Considerations



# Alternative A: Housing Focus

Community outreach has indicated that increasing the range of housing opportunities in the Rumrill PDA is a priority for local residents. A citywide survey conducted in 2022 found strong support for new apartments, townhomes, and 4-plexes throughout the area, and subsequent outreach has confirmed this. The Housing Focus alternative responds to identified needs and priorities with a focus on new housing for the corridor. The emphasis is on promoting a mixed income housing on vacant and underused sites throughout the PDA. Overall, this alternative would result in more housing on more sites than envisioned in the Housing Element and help set the City up for the next Housing Element cycle.

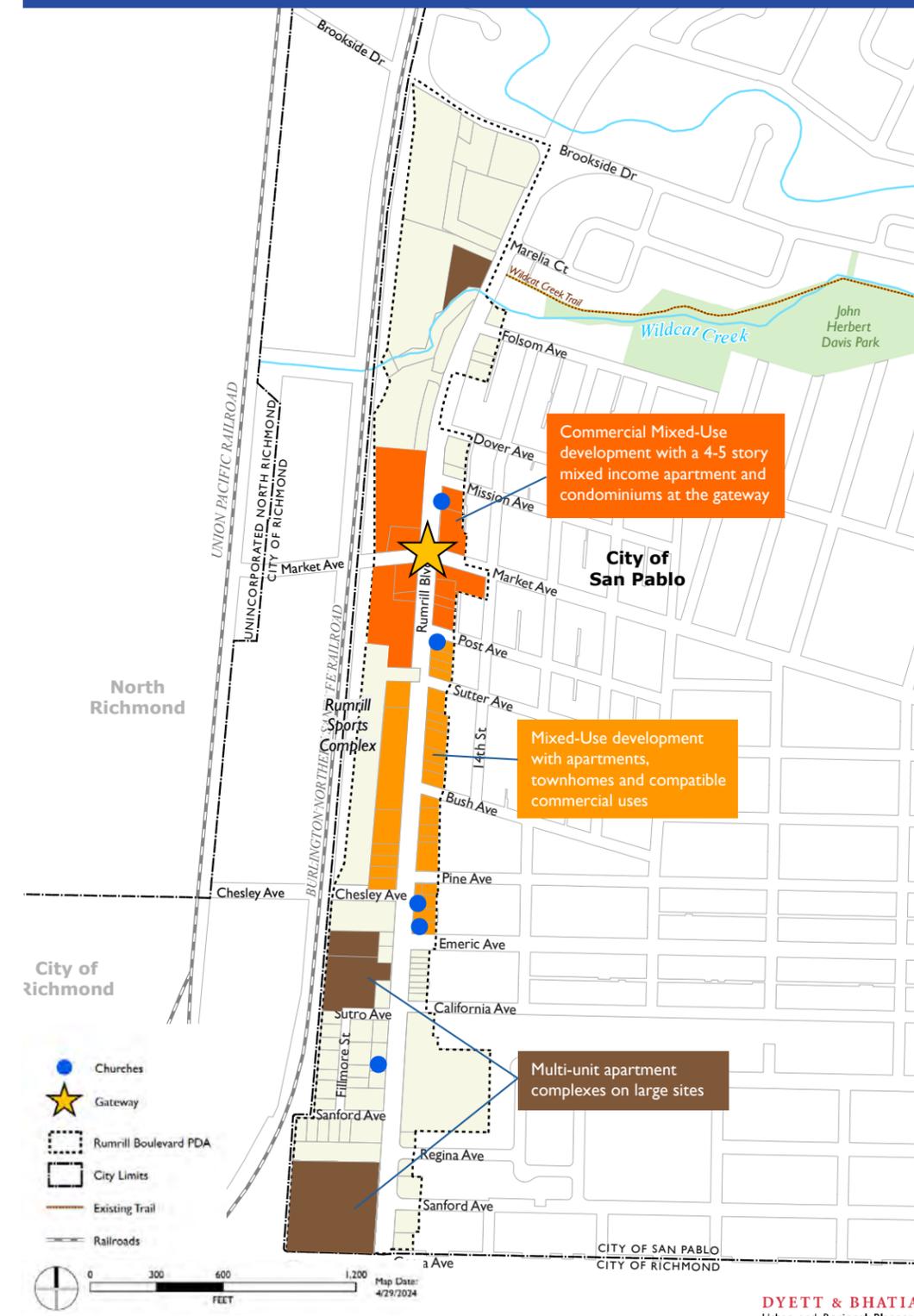


Mixed use development with ground floor retail and apartments above.

## Key aspects

- The highest density and intensity of development would be focused at the Rumrill/Market gateway intersection, where taller buildings, distinctive architecture, branding and signage will help build the visual presence of this gateway into San Pablo. A mix of commercial and residential development in 4 to 5 story buildings is envisioned. Importantly, the existing supermarket at the northwest corner would remain and the site would be redeveloped to add housing.
- Land use and zoning for three larger sites - including a cluster of three adjacent parcels owned by the City - would incentivize development of high density multifamily housing, with a particular focus on studio and 1-bedroom units to address the needs of current residents. Such housing could also provide opportunities for students at Contra Costa College, located about 1.5 miles to the northeast of the PDA.
- On the smaller parcels that line both sides of the central part of the corridor, land use and zoning would promote redevelopment with a focus on mixed use and high-density residential development. Mixed use could involve multiple uses on the same parcel or a variety of uses within site distance of one another. A variety of housing types is envisioned, including apartments, townhomes, live/work units, and shopkeeper housing.
- Faith-based community housing could be developed through collaborations with the five churches in the PDA. Some of the church properties such as Iglesia Christiana Dios Con Nosotros Church and Renewed Hope Church have areas of surface parking that could be redeveloped, while others are adjacent to vacant and underused parcels that present opportunities. Program 1-H of the City's adopted Housing Element calls for zoning amendments to incentivize this affordable housing on properties owned by churches, synagogues, and mosques in San Pablo.

## Housing Focus Alternative



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# Alternative B: Maker Mixed Use Focus

The existing employment profile of the PDA includes a higher share of business activities related to production and repair. Notably, of a total of 69 businesses in the PDA, there are 21 businesses in the restaurant and food services sector and 14 businesses involved in repair, maintenance, and manufacturing. The Maker Mixed Use Alternative seeks to focus on growing existing businesses in the area and attract new ones in related sectors, while also integrating compatible new housing.



Live/work housing – Apartments for business owners above their stores

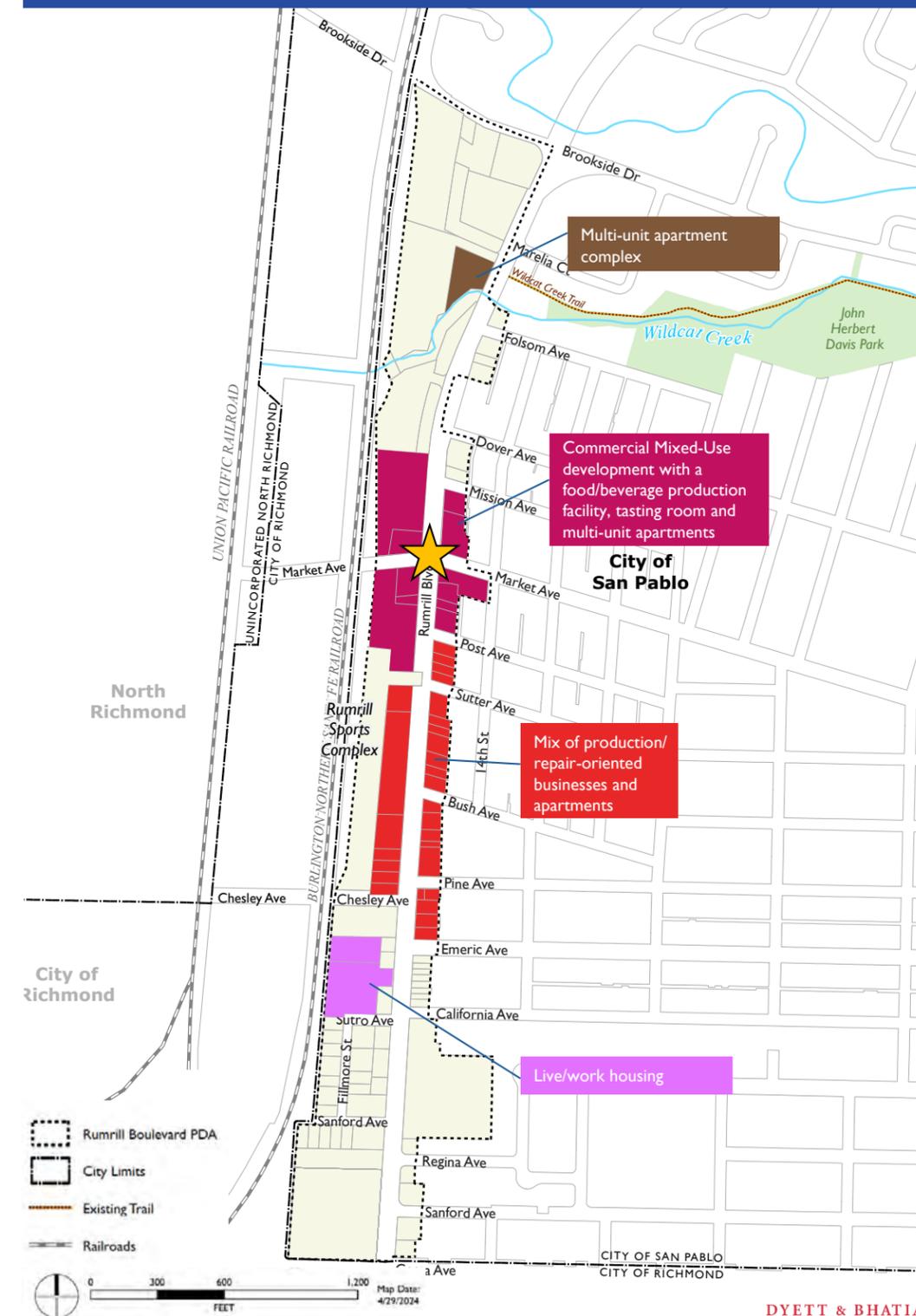


Mare Island Brewing Company – Brewery and tap room

## Key aspects

- Attract a production facility with a gift shop or tasting room to one of the larger gateway sites. Such facilities typically need between 5,000 and 20,000 square feet of space, which could be accommodated on the larger sites on Market Avenue west of Rumrill.
- Land use and zoning standards would integrate new commercial and multiunit residential housing at the gateway as well, focusing the highest density and intensity of use at this location to build visual presence and create a focal point along the corridor.
- Mid-corridor, land use and zoning would promote a mix of production/repair-oriented businesses and apartments, reflective of existing uses in this part of the PDA. Live/work units and multi-unit workforce housing would be integrated on some vacant and underused sites, with standards to mitigate noise and land use compatibility issues.
- The three adjacent City-owned vacant parcels at Sutro Avenue, south of the Sports Complex would be developed with live/work housing to provide opportunities for home-based businesses and creative entrepreneurs. The development could include space for workforce development training and services provided by San Pablo Economic Development Corporation (EDC) to support local businesses owners and their employees.

## Maker Mixed Use Focus Alternative



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Urban and Regional Planners



# Alternative C: Food and Culture Focus

Anchored by the Rumrill Sports Complex, popular food trucks, and a host of restaurants and food retailers, the Rumrill PDA is a distinct and vibrant district within San Pablo. This Alternative seeks to build on this character, making the PDA a destination for “food and fun” while nurturing new local businesses and providing housing opportunities for residents and employees.



Mitote Food Park in Santa Rosa has live music, a mezcal bar and a line-up of food trucks with specialties from Yucatan to Baja.

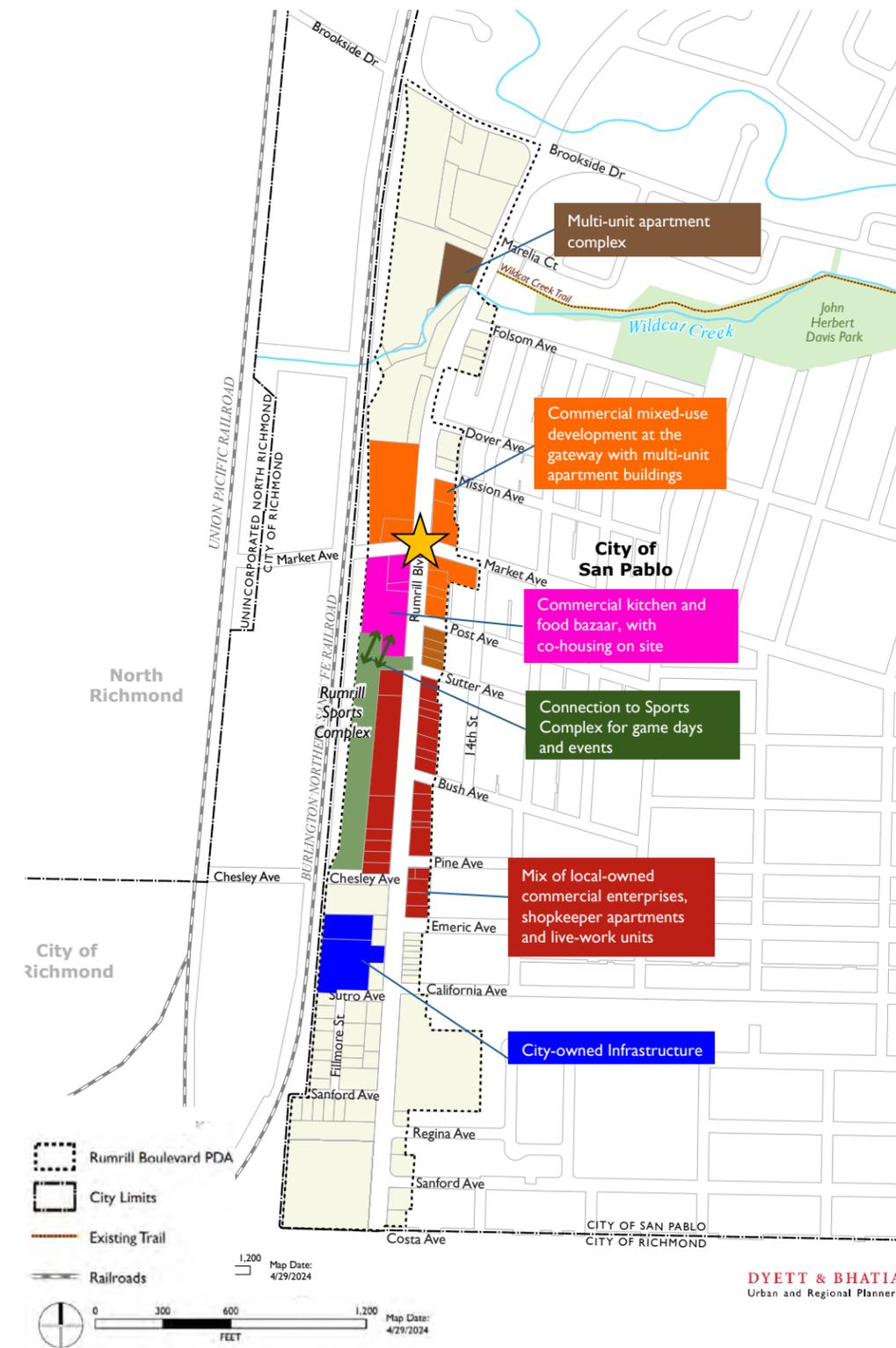


Swan's Market Co-housing (Oakland) offers rental and for sale units.

## Key aspects

- One of the larger gateway sites could accommodate a food truck park with a variety of local food vendors and a commercial kitchen, offering a fully equipped prep kitchen rented out for shared use. This code-compliant community kitchen would serve as an incubator for small businesses, fully stocked with the equipment to save business owners start up and maintenance investment costs. If located adjacent to the Rumrill Sports Complex, a retractable fence/gate could be installed to allow easy access for hungry patrons on game days.
- Gateway sites could also accommodate housing with new rental and for sale housing opportunities that are more affordable than conventional housing developments. Examples could include co-housing or community land trusts. Co-housing communities offer independent living and private housing organized around shared spaces like kitchen and dining areas, laundry facilities, and recreational spaces. Under a co-op structure, there would be opportunities for local residents to own shares of units within the co-housing community, supported by the City-sponsored first-time homebuyer program (SPLASH). Community land trusts are local non-profit groups that own and operate housing in order to make sure it remains affordable and available to local residents over the long term. As with the other alternatives, land use and zoning standards for the gateway area would integrate new commercial and multiunit residential housing, focusing the highest density and intensity of use at this location to build visual presence and create a focal point along the corridor. The existing supermarket at the northwest corner would remain and the site would be redeveloped to add housing.
- The three adjacent City-owned vacant parcels at Sutro Avenue, south of the Sports Complex would be developed with public parking facilities to accommodate overflow parking on game days. These facilities could also provide parking for new multi-unit housing projects on the corridor through shared parking agreements. Public EV charging facilities would be provided to help provide a revenue stream.
- Mid-corridor, land use and zoning would promote a mix of local-owned commercial enterprises and shop keeper apartments and live-work units.
- Land use and zoning for two larger sites would incentivize development of high density multifamily housing, with a particular focus on studio and 1-bedroom units to address the needs of current residents.

## Food and Culture Alternative



# STRATEGIES COMMON TO ALL ALTERNATIVES

Recognizing community priorities for the area, the following strategies will be central to the Rumrill Corridor Plan regardless of which alternatives concepts the community decides to move forward with:

- Corridor Beautification: Facade improvements, tree planting, and rubbish removal will all be central to the Plan. The intent is to create an inviting gateway into San Pablo and an attractive, livable neighborhood for area residents.
- Anti-Displacement Strategies: Many residents of the Plan area pay a high share of their monthly income on housing. To ensure that people who live in the area can stay in the area as new development happens, the Plan will incorporate anti-displacement strategies, which could include local hiring strategies, rental assistance, property rehabilitation incentives, and/or tenant rights protections.
- 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 Economic Development Corporation (EDC).

**SHARE YOUR THOUGHTS AND TELL US WHAT YOU THINK!**

Mel Mackson, Assistant Planner

City of San Pablo

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**DYETT & BHATIA**  
Urban and Regional Planners

# APPENDIX 4

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## COMMUNITY OUTREACH REPORT

# M E M O R A N D U M

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To: Libby Tyler, Sandra Castaneda Marquez, and Mel Mackson, City of San Pablo  
From: Andrew Hill and Tishya Rao, Dyett & Bhatia  
Re: Meeting Summary - Rumrill Corridor Plan Block Party and Community Meeting  
Date: August 30, 2024

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Dear Libby, Sandy, and Mel:

The City hosted a block party and community meeting on August 24, 2024 to introduce the Rumrill Corridor Plan project to the community and to solicit feedback on potential strategies to incorporate into the public review draft corridor plan. This memo provides a recap of the event and a summary of community input received.

## TIME AND LOCATION

Date/time: Saturday, August 24, 2024, 11am to 2pm  
Location: Los Compadres Parking Lot, 1742 Rumrill Blvd., San Pablo CA 94806

## MEETING SUMMARY

Reflecting the priorities and preferences identified through prior outreach activities, three alternatives were developed, representing different options for land use and economic development in the Rumrill Corridor. At the August 24 event, community members were invited to share their feedback on these alternatives and share their thoughts on which options and strategies to include in the Draft Corridor Plan.

The event was held in an open house format with five stations set up around the venue, including a sign in station, a kids' activity table, and one station on each alternative. Community members were able to drop in at any time between 11:00am and 2:00pm and visit the stations in any order interacting with City staff and consultant team members. Each station had bilingual display posters conveying information and "post it" notes for people to use to make comments. All participants also received a trifold comment card that they could use to share their input in English or Spanish. After visiting all stations, participants enjoyed a hot lunch courtesy of the City.



# M E M O R A N D U M

In total, 41 community members attended the outreach workshop, and 30 trifold comment cards were collected by the end of the event. A summary of community input for each of the three alternatives is provided below together with copies of the comment cards and post it notes filled out by participants.

Overall, there are four key findings derived from the results:

- Participants expressed enthusiasm for the strategies proposed across all three alternatives, indicating that they provide unique solutions that address community needs in the area. Of the three alternatives, the Maker Mixed Use Focus (Alternative B) was ranked highest with a score of 4.1 out of 5; this was followed by the Food and Culture Focus (Alternative C) with a score of 4. There was a consensus that the Rumrill Corridor Plan should provide a combination of new and affordable housing, along with opportunities for work and recreation in the area.
- Support for new housing, particularly affordable housing types was a common theme of community comments. 21 of 30 of respondents who submitted trifold comment cards were strongly in favor of having more housing options, expressing support for mixed-income mixed use developments (10 votes), smaller units, and live/work housing (9 votes). However, many respondents indicated that new housing needs to be accompanied by strategies to reduce displacement of local residents and to address ongoing/ future issues with parking and traffic congestion in the area. Several respondents expressed support for having a parking space or structure with EV charging on City-owned sites.
- Overall, participants supported the addition of small-scale production spaces, live/work housing, and food-related businesses that would promote local entrepreneurship and help create jobs for San Pablo residents. However, participants emphasized that this should not displace existing local businesses such as locally owned/operated “mom & pop” restaurants and grocery stores.
- There was also strong interest in strategies to integrate more amenities and services that would help build community bonds and providing activities for children and youth. This includes more public parks, a youth center, daycare services, and shared maker spaces. In total, 16 participants cited this as a priority for the plan.

# M E M O R A N D U M

## **SUMMARY OF COMMUNITY INPUT**

The following provides a description of the activity at each station and presents a summary of community feedback received. A photo of the poster and a transcription of comments provided by participants on post it notes follows each summary. Copies of the individual trifold comment cards filled out by participants are included in Appendix A.

### **Stations 1 and 2: Sign In and Kids' Activity table**

Participants were first greeted at the Welcome station, where they signed in and received a bilingual trifold comment card to be used at other stations. An additional handout illustrating existing conditions of parcels at the Market/Rumrill intersection and City-owned sites near Sutro Avenue was also provided for more context. Posters with background information about the Rumrill Corridor Plan and the neighborhood were displayed to provide context and participants were to leave a pin on a map of San Pablo to indicate where they live. There were participants from neighborhoods throughout San Pablo, although majority (7 of the 10 residents who interacted with the map) lived in and around the Rumrill PDA area. Copies of the display posters from this station are included in Appendix B.

A supervised kids' station - equipped with coloring books, drawing chalk and snacks - was also set up for children attending the event. This enabled parents and/or individuals to comfortably visit and provide feedback at each consecutive station.

### **Station 3: Housing Focus (Alternative A)**

The Housing Focus alternative envisions new housing added along the corridor to meet the needs of local residents and help address affordability. This includes high density (4-to-5 stories) mixed use development on underutilized/ vacant parcels at the Market/Rumrill Intersection; a mix of businesses, small low-rise apartments, and townhomes between Sutter Avenue and Emeric Avenue; affordable apartments on City-owned sites, and an apartment complex with outdoor open space to the north of Folsom Avenue. Overall, this alternative would result in more housing on more sites than envisioned in the Housing Element and help set the City up for the next Housing Element cycle.

The level of support indicated was the most varied for this alternative, ranging from “completely in favor” to “somewhat against” the concept. On average, participants scored support for this alternative 3.1 out of 5. Those in favor supported the need for a variety of housing options for residents, specifically for larger families and unrelated individuals currently living together because of cost. Participants who were less supportive also agreed on the need for new housing, but would be in favor of the concept only if issues about traffic congestion/ lack of parking, displacement of residents (specifically the mobile home park) and local business, and the affordability of the proposed housing types was adequately addressed.

# M E M O R A N D U M

## *Key Takeaways*

- **Market/Rumrill Intersection “Gateway” Sites.** The most popular option for the Gateway Sites was high density (4-to-5 stories) mixed use developments, with 10 respondents supporting the concept. However, participants expressed a preference that commercial spaces within these should be prioritized for local businesses; others were concerned that spaces may remain vacant due to unaffordable rental prices, as seen in neighboring cities like Oakland and Richmond.
- **City-owned site.** Six respondents (of whom four work or attend school in and around the Rumrill area) were in favor of utilizing the City-owned sites for affordable housing, particularly with low-income and moderate-income housing options and smaller (studio and 1 bedroom) units. Participants wanted to know how projects would be made affordable (for example lower construction costs, supporting policies, and design solutions).
- **Displacement of local residents and businesses.** One of the biggest concerns amongst participants was the risk of displacement of existing residents in the Rumrill neighborhood, specifically the mobile home park located south of Regina Avenue. Participants agreed that the park should be preserved and upgraded, or residents should be prioritized if new housing developments are proposed on site. In addition, they also emphasized the need to retain existing grocery stores, “mom and pop” restaurants, and other businesses in the area as housing is added.
- **“Unhoused” Population and Undocumented Workers.** Three participants during the workshop indicated that the Rumrill area could present an opportunity to provide permanent housing solutions for San Pablo’s “unhoused” population, which could be integrated as part of the proposed affordable apartments and townhomes strategy. One participant also suggested there are undocumented workers in the city who are currently living in overcrowded housing conditions and could benefit from increased access to smaller apartment units (studio and 1 bedroom) in the area.
- **Traffic/Parking.** A majority of participants highlighted traffic congestion and lack of parking in the area as issues of concern that could be exacerbated with additional housing construction, and raised questions about what solutions would be in place to meet existing and future demand (for example, parking structures, underground parking provided as part of housing, etc.). Furthermore, many participants noted that the newly added bike lanes on Rumrill are being used as for vehicle parking.
- **Amenities.** Participants also wanted to see supportive amenities in new housing such as laundromats, shared green or community spaces that are currently lacking in the area. Eight respondents also highlighted the need for child-based services like daycare.
- **Age and Gender.** Younger respondents aged between 25 to 34 years were more strongly in favor of this alternative, advocating for the need of more affordable housing in San Pablo and the Rumrill area; older residents (45 years and above) were in favor but expressed a stronger concern for increased traffic congestion and parking issues because of new construction. Affordable housing solutions for larger households were more popular amongst female respondents who expressed concerns for growing families.

# 3

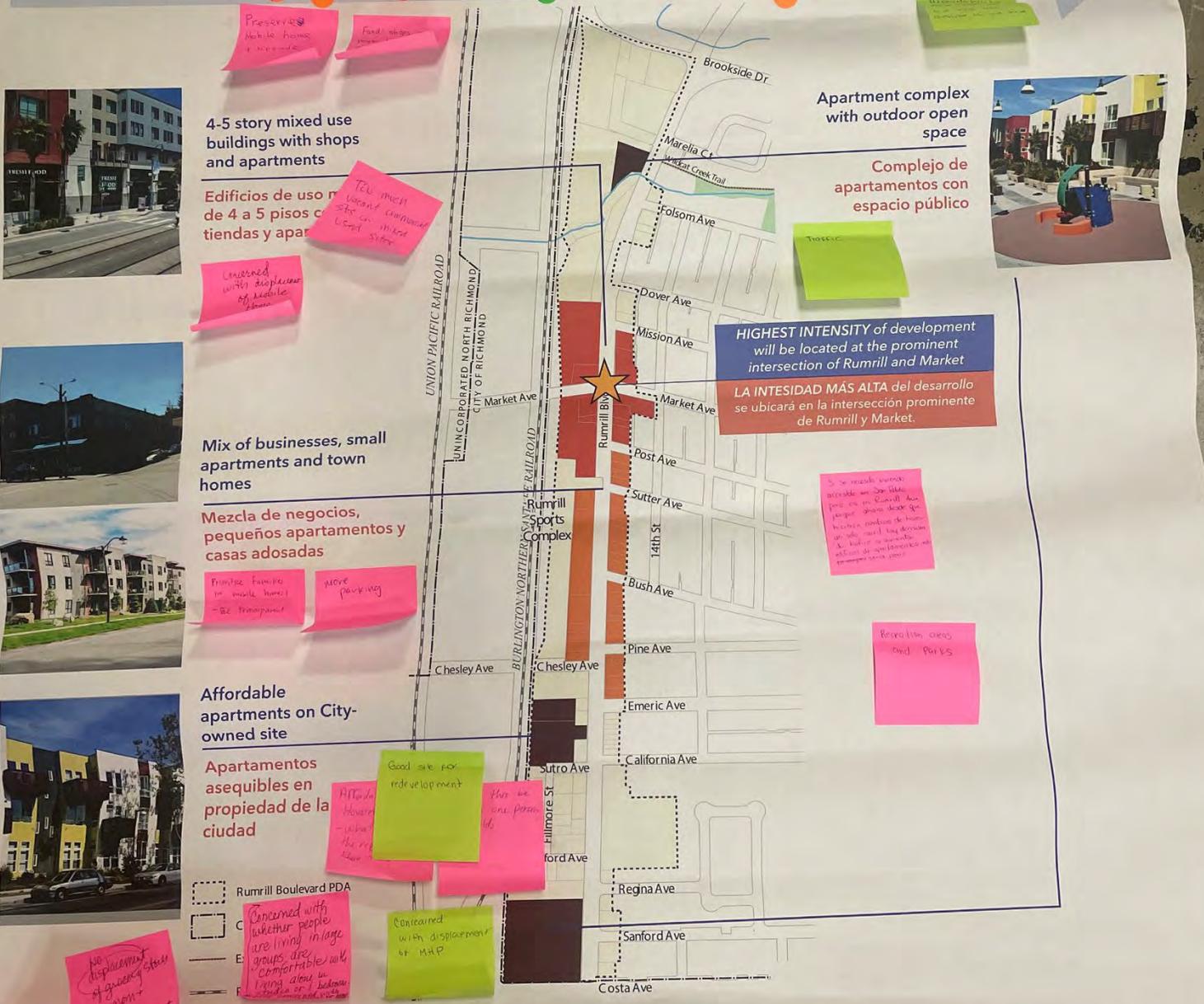
## ALTERNATIVE A: HOUSING FOCUS ALTERNATIVA A: ENFOQUE EN VIVIENDA

The Housing Focus alternative responds to identified needs and priorities with a focus on new housing for the corridor. The emphasis is on promoting a mixed income housing on vacant and underused sites throughout the corridor. Overall, this alternative would result in more housing on more sites than envisioned in the Housing Element and help set the City up for the next Housing Element cycle.

La alternativa de Enfoque de Vivienda responde a las necesidades y prioridades identificadas con un enfoque en nuevas viviendas para el corredor. El énfasis está en promover viviendas de ingresos mixtos en sitios desocupados y subutilizados a lo largo del corredor. En general, esta alternativa daría como resultado más viviendas en más sitios de los previstos en el Elemento de Vivienda y ayudaría a preparar a la Ciudad para el próximo ciclo del Elemento de Vivienda.

PLACE A STICKER on the scales below to indicate your level of support.  
PONGA UNA PEGATINA en las escalas de abajo para indicar su nivel de apoyo.

- 1. Not at all/  
Nada
- 2. Somewhat/  
Un poco
- 3. Neutral/  
Neutral
- 4. Strongly/  
Fuertemente
- 5. Completely/  
Completamente



Preserve Mobile Homes & Apartments

4-5 story mixed use buildings with shops and apartments

Edificios de uso mixto de 4 a 5 pisos con tiendas y apartamentos

Concerned with displacement of mobile homes

Too much vacant commercial sites mixed local sites

Mix of businesses, small apartments and town homes

Mezcla de negocios, pequeños apartamentos y casas adosadas

Priority families in mobile homes - see transportation

Affordable apartments on City-owned site

Apartmentos asequibles en propiedad de la ciudad

Concerned with displacement of mobile homes

Concerned with displacement of RHP

Apartment complex with outdoor open space

Complejo de apartamentos con espacio público

HIGHEST INTENSITY of development will be located at the prominent intersection of Rumrill and Market

LA INTESIDAD MÁS ALTA del desarrollo se ubicará en la intersección prominente de Rumrill y Market.

So the mobile homes are able to stay there until they are replaced with new housing

Recreation areas and parks

Good site for redevelopment

More parking

Concerned with displacement of RHP

No displacement of grocery stores or more restaurants

No displacement of RHP



# M E M O R A N D U M

## Station 3 Comments: Housing Focus (Alternative A)

---

No displacement! Do not displace mobile homes

---

No not displace any of the mom and pop restaurant businesses!

---

No displacement of grocery stores and mom and pop restaurants

---

Concerned with whether people are living in large groups are comfortable with living alone in studio or 1 bedroom. Also concerned with housing for homeless

---

Concerned with displacement of Mobile Home Park

---

[apartments on city site] would this be open to one person households?

---

Affordable housing – what would be the requirements to obtain this?

---

[apartments on city site] good site for redevelopment

---

More parking

---

[mix of apartments and business] Prioritize families in mobile homes! Be transparent on “affordable housing”. What kind of businesses?

---

Concerned with displacement of mobile home and upgrade

---

Too much vacant commercial sites in mixed use sites

---

Si se necesita Vivienda accesible en San Pablo pero no en Rumrill Ave porque ahora desde que hicieron cambios de hacer un solo carril hay demasia de trafico y aumentar edificios de apartamentos esto seria peor. // *Yes, affordable housing is needed in San Pablo but not on Rumrill Ave because now since they made changes to make one lane there is too much traffic and increasing apartment buildings this would be worse.*

---

Make sure people who live here can continue to live here

---

Traffic

---

Affordability is a concern.

---

# M E M O R A N D U M

## Station 4: Maker Mixed Use Focus (Alternative B)

The Maker Mixed Use Alternative seeks to build on the existing employment profile of the Rumrill Corridor relating to production and repair. It would focus on growing existing businesses in the area and attract new ones in related sectors, while also integrating compatible new housing. Key strategies include a production facility with a gift shop or tasting room at the Market/Rumrill Intersection, live/work apartments for local business owners on City-owned sites, spaces for small-scale manufacturing and repair-oriented businesses between Sutter Avenue and Emeric Avenue, and affordable apartments with a workforce development center.

The alternative received a ranking score of 4.1 out of 5, with participants generally offering positive feedback on the concept. They consistently agreed that it would help build local industry and promote more vibrant manufacturing uses and were in support of the proposed live/work developments, which would enable residents to live close to their workplace and support small-scale local businesses. Some respondents indicated that an increase in manufacturing spaces and retail businesses would require a supplemental strategy in place to address ongoing and future traffic congestion and parking issues in the area.

- **Market/Rumrill Intersection “Gateway” Sites.** Ten of 31 comment card respondents expressed an opinion about a production facility at the Market/Rumrill Intersection. Six respondents were in support of a manufacturing space with a retail sales point which could bring new business to the city. Four favored shared uses that were more economically feasible such as a large-scale kitchen or a maker space, which would also promote economic/community development over “for-profit” results.
- **City-owned Sites.** Nine of 16 respondents (with majority working in the Rumrill area) who filled the “City-owned Sites” comment card survey voted in favor of live/work housing, making it the most popular concept for City-owned sites. Participants believed this would be a good solution to meeting housing need, while enabling residents to be self-sufficient. Participants emphasized the need for affordability of new live/work homes and would like to see rental options along with opportunities for ownership. Participants felt live/work homes should be for local workers and artisans, not just business owners.
- **Small-scale Production.** Some participants would like to see a variety of small-scale production businesses and fewer auto-related businesses in the area.
- **Resources for young people.** In addition to a workforce development center, four participants proposed spaces for youth, such as a youth center or a mentorship space. This would help in fostering a bigger/ general sense of community.
- **Traffic/ Parking and Transit Connectivity.** Like other alternatives, there was a consensus that the concept should also integrate a traffic management and parking strategy for the Rumrill Corridor to accommodate an increase in residents and visitors if more shops, production facilities, and other uses are proposed. Two participants also highlighted the need for better transit connectivity to the area, which could assist in parking demand and improve commercial visibility because of increased foot traffic.
- **Age and Gender.** There were no noticeable differences in responses based on age and gender of respondents.



# M E M O R A N D U M

## Station 4 Comments: Maker Mixed Use Focus (Alternative B)

---

Love this approach for city owned property + affordable live/workspaces for local workers + artisans (NOT just local business owners)

---

Center the youth – areas for youth such as mentorship space

---

Something similar to cobiz. A share space to rent at affordable price to run a business.

---

Vivienda con oportunidad de tener un negocio. // *Housing with the opportunity to have a business.*

---

Youth space/ business community hub

---

Love the live/work idea

- Less inclined to more auto businesses
  - New apartment complex
- 

Production facility with gift shop or tasting room

---

[manufacturing] Helps with economic dev and will help bring more vibrant and active uses

---

EDC advertise local businesses, better food barn, farmers market, etc...

---

Blend of affordable live/work units for local craftspeople, creates space for economic development & local industry! KEY to support community.

---

How many stories for live-work? What density? RCS project took away parking. Like the brewery idea

---

More youth spaces would help foster a bigger/general sense of community

---

Not keen on auto focus

- Would live/work be owner-occupied?
  - Don't see SP as \*\_\_ place
  - Support apartments
-

# M E M O R A N D U M

## Station 5: Food and Culture Focus (Alternative C)

Alternative C, the Food and Culture Focus, seeks to build on existing elements in the Rumrill Corridor Area such as the Rumrill Sports Park, food trucks, and a host of restaurants and food retailers to make the area a destination for “food and fun.” The concept proposed a food truck park with seating, lights and music; a commercial kitchen where business owners can rent cooking/prep space affordably; and a parking lot or structure with EV charging stations on the City owned property. Live/work housing options and co-housing with shared facilities to offer more affordable rents and sales prices are also envisioned.

Most participants were “strongly in favor” of the concept, which received an average ranking of 4 out of 5. They agreed that it was the most successful in building on San Pablo’s existing culture and the neighborhood’s most valued spaces like the Rumrill Sports Park; it was also noted that there is a need for more community spaces in Rumrill, specifically for children and youth. Participants could also envision how the strategies would create a vibrant corridor, enabling new economic opportunities while increasing visibility for existing food businesses in the area.

### *Key Takeaways:*

- **Market/Rumrill Intersection “Gateway” Sites.** Visitors to this station were most enthusiastic about the idea of a food truck park on the Rumrill Corridor. Input on trifold comments cards indicates that it was not as popular a use for the gateway sites as mixed use development with apartments above shops or a commercial kitchen. Some participants wanted to make sure a food truck park was not just an occasional use, but that it would be open on a daily basis to help create a community gather spot. One commenter suggested an ice cream shop/vendor as part of the concept.
- **City-owned sites.** With ongoing parking and traffic issues along the Rumrill Corridor, participants supported parking with EV charging stations on the City-owned site, with five trifold commenters expressing support.
- **Other recreation opportunities.** Four participants suggested adding amenities and activities for youth as part of this alternative, including parklets, skating grounds, bowling, painting and karaoke. Some highlighted the need for limiting or amortizing liquor stores in the area.
- **Housing Solutions.** 17 of 30 comment card respondents were in favor of the proposed housing solutions (for example, live/work housing and apartment complexes with open space) but emphasized affordability, like other alternatives.
- **Road Safety.** Two respondents highlighted the need for additional road safety measures in place for pedestrians, with regards to traffic congestion and speeding in the area.
- **Age and Gender.** While respondents across all age groups supported food-related services in the area, younger respondents aged between 25 to 44 years were more likely to be in support of the food truck park, while older respondents supported of a more traditional “brick and mortar” public market. There was no difference in responses between male and female respondents.

# 5

## ALTERNATIVE C: FOOD AND CULTURE FOCUS ALTERNATIVA C: ENFOQUE EN COMIDA Y CULTURA

Anchored by the Rumrill Sports Complex, popular food trucks, and a host of restaurants and food retailers, the Rumrill corridor is a distinct and vibrant district within San Pablo. This Alternative seeks to build on this character, making the corridor a destination for "food and fun" while nurturing new local businesses and providing housing opportunities for residents and employees.

El corredor Rumrill es un distrito distinto y vibrante dentro de San Pablo, conectado por el complejo deportivo Rumrill, populares camiones de comida y una gran cantidad de restaurantes. Esta Alternativa busca aprovechar de este carácter, haciendo del corredor un destino para "comida y diversión" mientras fomenta nuevos negocios locales y brinda oportunidades de vivienda para residentes y empleados.

PLACE A STICKER on the scales below to indicate your level of support.  
PONGA UNA PEGATINA en las escalas de abajo para indicar su nivel de apoyo.

1. Not at all/  
Nada

2. Somewhat/  
Un poco

3. Neutral/  
Neutral

4. Strongly/  
Fuertemente

5. Completely/  
Completamente



Apartment complex with outdoor open space  
Complejo de apartamentos con espacio público

Esto parece solucionar que resque el problema de edificios que son los edificios que tienen con la ciudad si solo tienen que tener que mantener los edificios y eso que no tienen edificios de calidad pero me imagino que me da el

Prioritize low income families

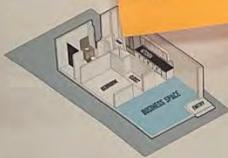
Keep everyone together  
Food truck



Food truck park  
Parque de camión comida

I think more youth focused spaces could be really beneficial for the city kids

More business can be a FOOD business



Live/work apartments for local business owners



Vivienda para vivir/trabajar en propiedad de la ciudad



- Rumrill Boulevard PDA
- City Limits
- Existing Trail
- Railroads



Visitas al estacionamiento Masas viviendas Mas parques y diversiones como parques botanico, kayak

Housing with shared facilities to offer more affordable rents and sales prices



Viviendas con instalaciones compartidas para ofrecer alquileres y precios de venta más asequibles

HIGHEST INTENSITY of development will be located at the prominent intersection of Rumrill and Market  
LA INTENSIDAD MÁS ALTA del desarrollo se ubicará en la intersección prominente de Rumrill y Market.

parking really affordable housing teen and youth centers + training + entertainment

parking on red site

Estacionamiento para eventos y carga de vehículos eléctricos en un sitio propiedad de la ciudad



Yes! parking is a challenge. We need more local EV parking and charging.

Partial EV charging + parking @ City + Affordable housing? (some bike to electric bike city site to park) PM 4/29/24

# M E M O R A N D U M

## Station 5: Food and Culture Focus (Alternative C)

---

[live/work] This would provide a good option for small business owners to set up in their homes and make an income that is more accessible

---

[food truck] I think more youth focused spaces could be really beneficial for city residents

---

[food truck] a home business can be a food business

---

Keep everyone together – food truck

---

[food truck] community spaces are needed! Prioritize low income families

---

[apartments] Creo primero tendrian que mejorar el problema de trafico, ahara con los cambios que hicieron con la Rumrill St solor hicieron que fuero una Avenida con mucho trafico y creo que si hacen edificios de apartamentos no me imagina.// *I think they would have to improve the traffic problem, now with the changes they made with Rumrill Street, they only made it an avenue with a lot of traffic and I think that if they build apartment buildings, I can't image how it would get.*

---

Apartamentos con espacios publicos// *Apartments with public spaces*

---

Apartment complex or some sort of housing opportunities

---

## **Appendix A: Trifold Comment Card Feedback**

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San Pablo Rumrill Outreach Workshop

Trifold Results

Sr. No.	A. Housing Focus			B. Maker Mixed Use Focus			C. Food and Culture Focus			Gateway Sites Preference				City-owned Properties			Age	Gender	Do you ___ in San Pablo?	ZipCode
	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	Apartments above shops	Production facility with gift shop/ tasting room	Food Truck Park	Commercial Kitchen	Affordable Apartments	Event Parking and EV Charging	Live/Work Housing				
1	Tener la oportunidad de tener mi negocio en casa// <i>Having the opportunity to have my business at my house</i>	Departamento mas asequibles// <i>More affordable apartments</i>	I would want to add more parks/ public spaces	Tener mas tiendas para que haya oportunidad de trabajo. <i>Having more stores so there is more opportunity for jobs/work</i>			Que aiga de portamentos para personas de bajos recursos// <i>That there is apartments for low income people</i>	se necesitan mas espacios para la comunidad// <i>There is more space needed for the community</i>	I would add more stores around apartments	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
2	Casas de bajos recursos; mixed use// <i>Homes for low income people, mixed use</i>	no	añadiet mas trabajos// <i>Add more jobs</i>						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
3				Me agrada la idea de naupres oportunidades de trabajo para la gente, facilitaria a las personas que producen y propios productos y en su mismo inmueble.// <i>I like the idea of more opportunities for work/jobs for people, especially for those who produce and sell from their own property</i>	Costos elevados en renta y utilizacion de inmuebles su construccion// <i>High costs in rent and use of real estate and construction</i>	mayor seguridad po la zona y mas parjeadero// <i>Greater security in the area and more parking</i>			<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	35-44	Female	Work; Attend School; Own a home	94806	
4				Me gustan los comercios y la posiilidad de muchas personas emphendiledoras hacer realidad sus sueños// <i>I like shops and the possibility of many enthusiastic people making their dreams come true.</i>	no todo esta perfecto // no everything is perfect	si estacionamientos en la calle muchos comercios no tienen muchos clientes por el estaciona michto// <i>Need parking on the street, lots of businesses don't have clientele because of parking</i>			<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35-44	Male	Attend school; Own a home	94806	
5	bibienda y recreacional (food and marketplace)// <i>Food and marketplace</i>	consolidar negocios// <i>Consolidate businesses</i>	housing with business closer, low income daycare, more laundries.				too many street businesses causing traffic problems.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
6	Usos mixtos con tiendas accesibles// <i>Mixed uses with accessible stores</i>	Mas casas para bajos recursos// <i>More low-income houses</i>	Entremiento parques, laundromats - I live on 612 Thomas near Masonic// <i>Entertainment, parks, laundromats. - Entertainment parks, laundromats - I live on 612 Thomas near Masonic</i>	Mas apartamentos de bajos recursos// <i>More low-income houses</i>	NA	NA			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					

San Pablo Rumrill Outreach Workshop

Trifold Results

Sr. No.	A. Housing Focus			B. Maker Mixed Use Focus			C. Food and Culture Focus			Gateway Sites Preference				City-owned Properties			Age	Gender	Do you ___ in San Pablo?	ZipCode
	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	What do you like about this alternative?	Is there anything you would change?	Is there anything you would add?	Apartments above shops	Production facility with gift shop/ tasting room	Food Truck Park	Commercial Kitchen	Affordable Apartments	Event Parking and EV Charging	Live/Work Housing				
7	Me gusto mucho la idea de hacer vivienda accesible en nuestra ciudad porque ahora los rentas estan muy allas// <i>I really liked the idea of making affordable housing in our city because now the rents are very high.</i>	El sitio donde quieren hacer los apartamentos. La Rumrill tendria mucho potencial para vivienda per el trafico seria peor primero deberian pensar como mejorar ese problema antes de pensar en hacer crecer la poblacion en esta area// <i>The place where they want to build the apartments. Rumrill would have a lot of potential for housing but traffic would be worse. They should first think about how to improve that problem before thinking about growing the population in this area.</i>			muy buena idea en otra area de la ciudad porque no me imagino como seria el trafico con comercios y muchos mas apartamentos esto seria terrible.// <i>Very good idea in another area of the city because I can't imagine what the traffic would be like with shops and many more apartments, this would be terrible.</i>	solo me imagino si hubiera un desastre natural a uno emergencia como hariamos para salir de agui.// <i>I can only imagine if there were a natural disaster or an emergency, how we would get out of here.</i>	me gusta mucho la idea de tener areas especificas para esto u cerca de casa// <i>I really like the idea of having specific areas for this close to home.</i>		que pongan estos euentas en areas que sea de facil acceso pero sobretodo sea areas segura y que tengan estacionamiento o se facil de estacionarse// <i>They place these stores in areas that are easy to access but above all, they are safe areas and that have parking or are easy to park.</i>	En la esguina de micasa en Rumrill y 20th st, dos fines de semana se ponen causitos de comdia que esta genial, pero no hay donde estacionarse y area que aunque es un buen lugar de uenta ese es un problema porque puede ser hasta peligroso.// <i>In the corner of my house on Rumrill and 20th st, on the weekends they have food trucks which is great, but there is no place to park and although it is a good shopping spot that is a problem because it can even be dangerous.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
8	me gusta la idea obtener vivienda para bajos recursos y tener negocios para seguir.// <i>I like the idea of low-income housing and having businesses to continue.</i>	pensar en poner mas estacionamientos para todos nosotros para mejoramiento de todos los de la comunidad.// <i>Think about providing more parking for all of us for the betterment of everyone in the community.</i>	ayuda para todos los de la comunidad es bueno ueneficio para todos asi sea comercial.// <i>Help for everyone in the community is good and beneficial for everyone, even if it is commercial.</i>	me gusta mas siembre y cuando llevemos los serucios a los de la comunidad y poner mas aherna tiuas para los jovenes// <i>I like it better when we bring services to those in the community and provide more resources for young people.</i>		mas estacionamiento y viviendas para todos que los trabajas sean locales.// <i>more parking and housing for everyone who works locally</i>	me encanta la idea de vivienda para poder vivir y trabajar para la comunidad.// <i>I love the idea of housing to be able to live and work for the community</i>		tal vez que viviera mas ayuday asistencia de partidos de futbol, boliche patinaje para los jovenes.// <i>Maybe more help would come, attendance at soccer games, bowling, skating for young people.</i>	que pusieran mas parqueo para tener menos trafico.// <i>that they put more parking to have less traffic</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
9	me gusta pero que no fueran complejos de apartamento tan grandes ya y conel cambio de la calle ya hay demasiado trafico y esto traeria mucho mas.// <i>I like it but they weren't such big apartment complexes already and with the change in the street there is already too much traffic and this would bring much more</i>	si que sean complejos mas pequenos y porsupuesto que sear asequibles para las personas de bajos o medianos ingresos.// <i>Yes, they should be smaller complexes and of course they should be affordable for low or moderate income people.</i>		me gusta que pueda haber megocios con la oportunidad de vivienda a ellos mismos.// <i>I like that there can be business with the housing opportunity for themselves</i>	igual que presen en los pequenos negoros o las empresas nuevas ylas rentas de los locales sean asequibles.// just as they operate in small businesses or new companies and the rents of the premises are affordable.	me gusta porque creo que es una mexcla de vivienda con negocios.// <i>I like it because I think it is a mix of housing and business</i>		si que esta bien que se haga una mezcla de vivienda y negocios pero siempre pensando en que sean asequibles tanto para inquilinos y empresas de pequenos y medianos ingresos.// <i>Yes, it is good to have a mix of housing and businesses but always thinking about making them affordable for both tenants and small and medium income companies.</i>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	45-54	Female	work; rent a home	94806

San Pablo Rumrill Outreach Workshop

Trifold Results

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10	me gusta que combienen vivienda acecible para bajos recursos y negocios en la porte uadbajo// I like that they combine affordable housing for low-income people and businesses	me gustaria ver estacionconciento sudterraneo para mantener mejores condiciones en el trafico que hay en estos momentos// I would like to see underground parking to maintain better conditions in the traffic that exists at the moment	si una pistade patinoje o boliche para nuestra juventud diverciones accebibles para la comunidad.// If a skating rink or bowling alley for our youth is accessible entertainment for the community.	el desarrollo me gusta siempre y cuando lleven mas negocios de como mantener, y gastor dinero en la ciudad.// I like the development as long as they have more business to maintain, and spend money in the city.	poner mas diverccones como boliche, pista de patinge, para nuestra juventud// provide more entertainment such as bowling alley, skating rink, for our youth	si mas vivienda accuble y estacionamiento para evitar trafico, que los contratos de construccion sean locales y se monterger locales// Yes, more housing and parking to avoid traffic, that the construction contracts be local and that they stay local.	mas vivienda accesible y estacionamiento para evitos trafico y negocios con dri febrero diverciones como pistade patingoje voliche.// more accessible housing and parking to avoid traffic and businesses with entertainment such as skating and volleyball courts.	menos negocios que vendor licor y cigarnollos mos control en esto// less business that sell liquor and cigarettes, more control in this	me gustaria ver pista de patinoje voliche careoki para la juventades// I would like to see a skating rink, bowling, karaoke for the youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
11	Mas vivienda a mejor precio// More housing at a better price	minorar el trafico// reduce traffic	Mas vigilancia policial// More police surveillance	mas informacion para la gente que vivimos aqui// more information for the people who live here			mas workshops para jovenes y mujenes// more workshops for young people and women			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45-54	female	rent a home	94806
12	de exotica gente plum una dinamica de crecimiento// Exotic people lead to growth dynamics	preferencia para gustar...// preference to like		comercio y vivienda hace buen synergia y aguada a con coemiendo// Commerce and housing make good synergy	apoyo a emprendedeora// support for entrepreneurs	oportunidad para querer djeen...?	hacer fu un esprecar de esparamiento	dabor qe amientar la cultura y...?//What about promoting culture and...?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
13	que todos podremos tener una vivienda solo para nuestra familia y que la podremos taner a menor costo// that we could all have a home just for our family and that we can have it at a lower cost	me parece buena la idea asi como esta// I think the idea is good as it is.	que agreguen mas parqueaderas// to add more parking spaces	si me parece buy bien producir local// I think it's good to produce locally	esta bien asi// It's fine like this		lo que mas me gusta es que abra mas ingresos y nuestra ciudad crecera mas economica mente// What I like most is that it opens up more income and our city will grow more economically.	me gusta mucho la idea// I really like the idea	creo asi esta bien// I think that's fine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	35-44	female	own a home	94806
14	I think this will alleviate the most pressing need for most people's situation	It could incorporate more shared community spaces & greenery	It needs to accommodate the parking needs of the residents and more public transit could help with the dependence on cars	It plays to the strengths of the businesses already here	I think it is too dependent on manufacturing businesses be successful. A brewery is not a bad idea, but if it struggles to take off, then what happens to the space?	Planning for the future. As Evs become more commonplace a lot of these auto shops may struggle. San Pablo could lead the way in re-training.	There are lots of industrious people selling food out of their own garage Lets encourage and support these cooks!	The food truck park sounds like an empty parking lot half the time. I think it could be more of a multi-use community space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25-44	female	own a home	94806
15	a community space that centers our needs like an accessible community space for youth	I would NOT have businesses here that are not local. Focus on fixing Davis Park.	A community hub for local families and youth	A potential opportunity to have business	NO breweries, stop focusing on the profit	more youth focused spaces	this CENTERS community! Yes from me	Make space built that is accessible	space for youth, opportunity for families and students to learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

San Pablo Rumrill Outreach Workshop

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16	Affordable housing that people can really afford	we need activity centers for our PRESENT residents. Entertainment for youth, training programs, apprenticeship programs run with labor unions located here or easily accessible by public transit. More sports facilities needed	Do not encourage more liquor stores. We need businesses that are good for our present residents, working class families, youth. Businesses that hire local residents or will train.														65+	female	work; own a home	94806
17	mas viviendas	limpiar mas la ciudad																		
18	much needed, both sides in residential areas	gateway - no shops, often remain vacant. Housing should be priority, allowing sites to go vacant is a waste	pet friendly, intergenerational and more than two bedrooms	reduced transportation w/ mixed use, encourages local spending	should remain focused on housing, other uses should be minimal	only for city owned site. Gateway should be residential	Micro-businesses, women-centric work	Reduce burden on business owners, simplify process to sell + reduce cost	Require health+safety certificates, verify taxes & all applicable business permits								35-44	female	work	94804
19	housing is needed however the shopping departments have to be affordable for local businesses	more affordable housing	dog-friendly areas. Nearby exercise centers	housing is needed however the shopping departments have to be affordable for local businesses	exercise or outdoor centers that are within walking distance of high population housing.		access to minority-owned businesses	centers where vendors can create public food markets									35-44	male	work	94804
20	best one given the housing needs in San Pablo	add mixed uses and live/work	higher density with parking under	great for economic dev and adding vibrant/active uses to the city	higher density	add housing or more live/work	most sensitive to existing uses and focus on the culture that's there	more housing	housing								35-44	female	rent a home	94806
21	should be a combo of all 3 affordable housing, focus on housing - particularly on city owned property	Push for more affordable housing on high density and med density projects (private) to distribute affordable units	Production facilities for local craftspeople/makers. Commercial zone focus (mixed use) on supporting local economy	focus on creating space for local makers to build businesses here, in San Pablo.	Focus on SHARED RESOURCES - bldg, space, kitchens, production spaces, to make building local businesses economically feasible. Shared resources & infrastructure	Ensure live/work spaces have affordable housing!	I like the idea of having food trucks, public space for local markets, artisans. Perhaps shared commercial space with public plaza - shared kitchen + equipment to support vendors, food stands, etc.	DEFINITELY dedicate 75% > of the city owned property to AFFORDABLE HOUSING NOT EV parking/charging. Would make the site bleak + we need affordable housing options for workers/makers to create a vibrant corridor for living-work-social/public zones.	Incubator for local artisans. Public market, work (kitchen space), would allow for brewery and wine makers. Farmers market, local music, etc. Community market and public space for events (also opportunities for makers to sell their goods, foods, etc)								35-44	female	work; own a home	94805
22	I think housing is one of, if not the most important issue facing our community. I support this focus completely and would love to see housing be developed	I would love the focus to be on affordable housing		I really love the idea of focusing on live/work apartments for local business owners. I think this will be extremely beneficial to local residents. I also strongly support the creation of an apartment complex w/ outdoor open space.	I feel like resources would be better used by supporting housing (apartment complex). And I couldn't be more in support of live/work apartments for local business owners.		I'm in support of a food truck park. I see a lot of food trucks parked all over the city, it would be nice if there was somewhere we could all go and have all the options in one location. I think food truck owners would love this and it would generate a lot of business. Housing with shared facilities is also a great use of funds. I support the creation of an apartment complex.	I only support the food truck park, live/work apartments, housing with shared facilities, and the apartment complex w/ outdoor open space									25-34	female	work	94803
23	parking	parking	more parking														45-54	female	work	94805
24	I do like the more intense commercial/residential use along Market's intersection	I don't like the idea of having more crowded housing because it will add to the exacerbation of population density issues	Please add the brewery with the mixed use commercial alternative	I like the idea of having a local brewery because there isn't a local option for a brewery in San Pablo. If there was food or a restaurant that would be great.	The apartment area seems too crowded and too close to the railroad. Parking would be an issue	I would add more gift shop type businesses for increased window shopping and support of small businesses	I like the work/live apartments and the public parking lot	I don't like the food truck park because they would cause a lot of litter and leaking oil. I would prefer something more permanent for various shops	I would add more space for small businesses								45-54	female	own a home	94806

San Pablo Rumrill Outreach Workshop

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25	provides additional needed housing	focus on mex use w/ housing on upper floors + businesses on ground floor		With a variety of use there will be more use of bike + pedestrian traffic making more inviting	less manufacturing + repair		will encourage more pedestrian + bike use of new infrastructure	coffee shops + parklet		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
26	Small apartments that are really affordable. Something like student housing in Berkeley	Taller apartment [buildmap?]		Some original ideas	no liquor store - should be a limit on them	we need housing - we could increase the [?] of the [buildmap?]	Food and culture make SP more interesting! There is a very rich, diverse culture in SP that people can be proud of.	discourage liquor stores	trees + vegetation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
27	More housing = more people = more businesses		would like to see Rumrill Sports Park - open to public - not necessarily field but the rest of the park				We need to focus our long term business in this area and bring in businesses that complement not compete	more permanent businesses not food trucks except for short term celebration	would love an ice cream store	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	65+	female	own a home	94806
28	I don't really like this idea without considering a huge issue Rumrill has and that's parking		more maintenance workers	I do like this idea		I would add a large venue for parties to bring people into our city			move maintenance workers to maintain Rumrill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	25-34	male	work; own a home	94806	
29	I think this is a great idea for providing housing for those who are already on Rumrill	Just to be sure to include single person households	adding community rooms to the apartments	I like that it's a sort of maker space opportunity	Include something similar to cobiz share space to have opportunities to start a small biz	adding maybe resources to help small businesses on the job training opportunities	focus on community opportunities	no	adding opportunities for jobs and on-the-job training	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25-34	female	work; attend school	94801	
30	I like that it will provide affordable housing	adding more child friendly activities		I love this! Providing the opportunity for folks to be self sufficient	maybe think about a share working space like cobiz	working spaces and child friendly activities	keeping the San Pablo culture	thinking about current businesses and not displacing them	Add opportunities for folks to start their small business	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25-34	female	attend school	94801	
										10	6	5	3	6	5	9				

**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Tener la oportunidad de tener mi negocio en casa.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

departamento mas asequibles.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

I would want to add more Parks / Public places

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Tener mas tiendas para que haya oportunidad de trabajo.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

que aiga de portamentos para personas de bajos recursos.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

se necesitan mas tener espacios para la comunidad

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

I would add more stores around apartments.

**Comparing the alternatives, which idea do you prefer for these sites?**  
**Comparando las alternativas, ¿qué idea prefieres para estos sitios?**

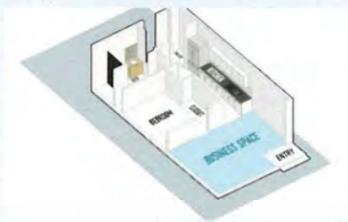
**Gateway Sites**  
**Sitios de la entrada**

- Apartments above shops / Apartamentos encima de tiendas
- Production facility with gift shop/tasting room / Instalaciones de producción con tienda de regalos/sala de degustación
- Food truck park / Parque de camiones de comida
- Commercial kitchen / Cocina commercial



**City-owned properties**  
**Propiedades de la ciudad**

- Affordable apartments / Apartamentos asequibles
- Event parking and EV charging / Estacionamiento para eventos y carga de vehículos eléctricos
- Live/work housing / Vivienda para vivir/trabajar



**Tell us about yourself!**  
**¡Cuéntanos sobre ti!**

**What is your age?**  
**¿Cuál es tu edad?**

- Under 18 / Menor de 18 años
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older / 65 años o más

**What gender do you identify as?**  
**¿Con qué género te identificas?**

- Female / Mujer
- Male / Hombre
- Non-binary / No binario
- Prefer not to say / Prefiero no decir

**Do you \_\_\_\_\_ in San Pablo? Check all that apply.**

**¿Usted \_\_\_\_\_ en San Pablo? Marque todo lo que corresponda.**

- Work / Trabaja
- Attend school / Atiende a la escuela
- Rent a home / Aquila una casa
- Own a home / Es propietario de una vivienda

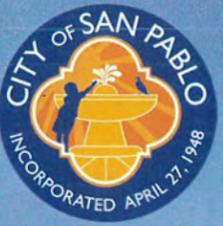
**What is your zip code?**  
**¿Cuál es tu código postal?**

*Thank you! Your feedback will be presented to the San Pablo Planning Commission this fall.*  
**¡Gracias! Sus comentarios se presentarán a la Comisión de Planificación de San Pablo este otoño.**

Rumrill Corridor Plan

**Block Party and Community Meeting**

August 24, 2024

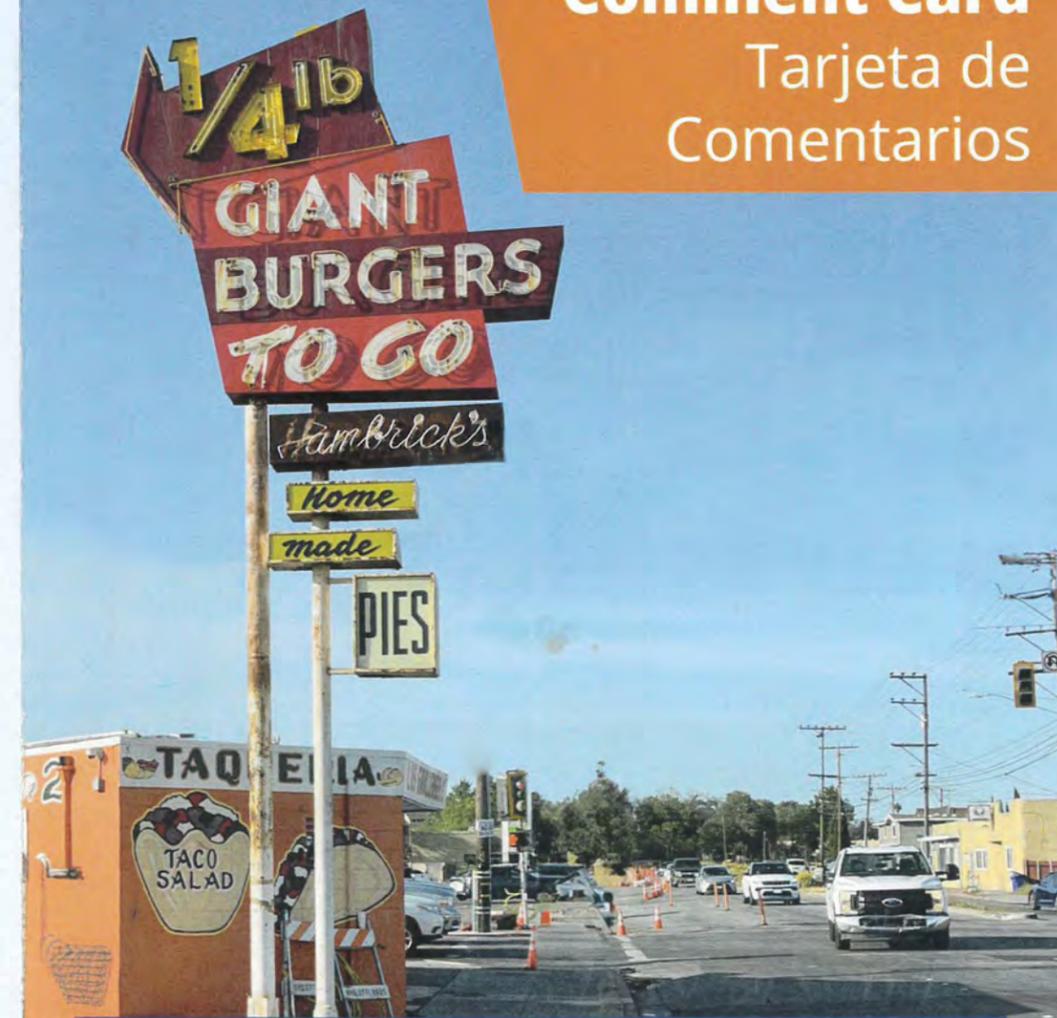


Plan del corredor Rumrill

**Fiesta de cuadra y reunión comunitaria**

24 de agosto de 2024

**Comment Card**  
**Tarjeta de Comentarios**



**Welcome! / ¡Bienvenidos!**  
 Visit each station to learn about different ideas for the future of the Rumrill Corridor and share your thoughts on this worksheet. Then turn in your worksheet and enjoy lunch. *Visite cada estación para aprender de las diferentes ideas para el futuro del Corredor Rumrill. Comparte sus pensamientos en este documento. Luego entregue su documento y disfrute del almuerzo.*

**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

- Casas de bajos recursos  
- Mixed-use

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

- NO

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

- Añadir mas trabajos.

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

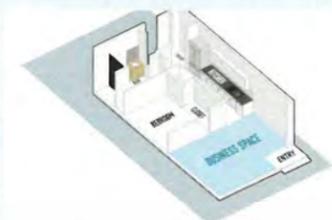
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Rumrill Corridor Plan

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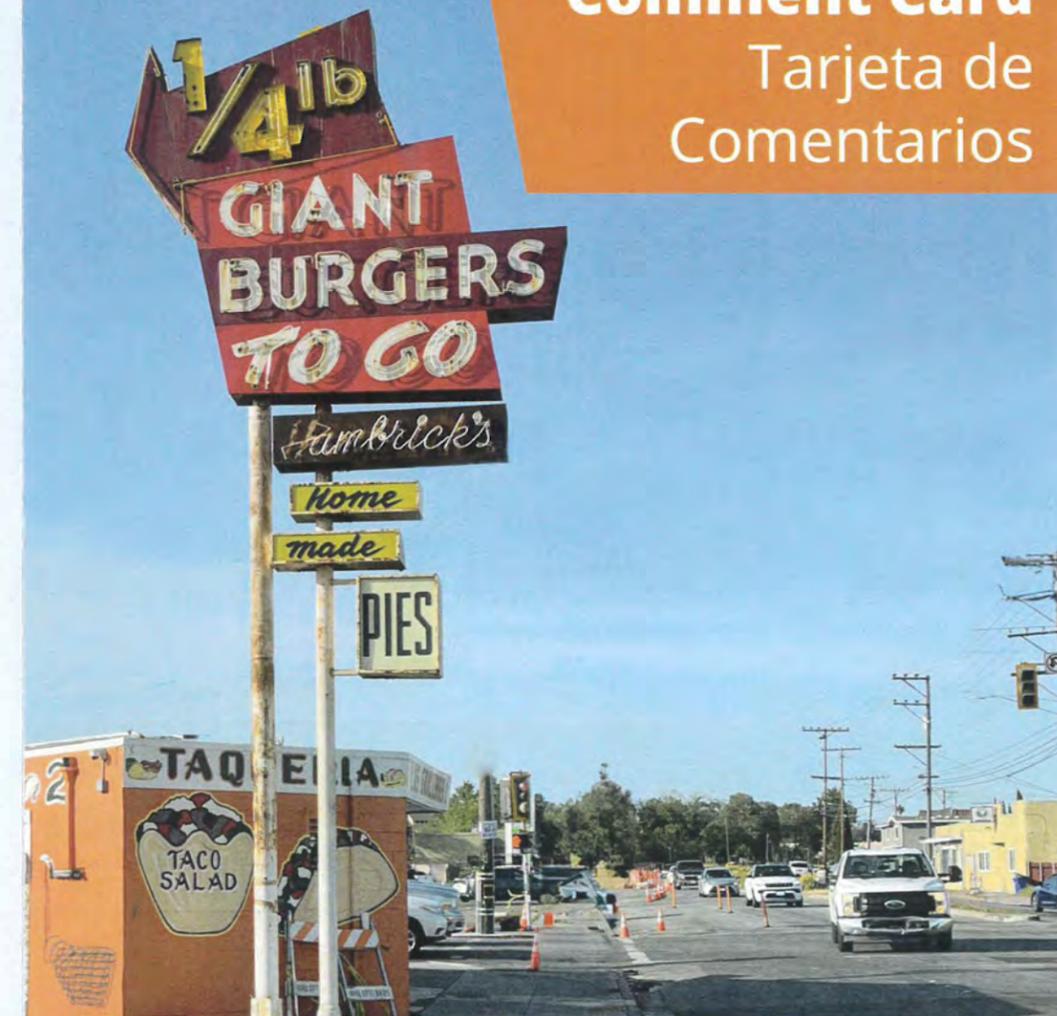
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**Fiesta de cuadra y reunión comunitaria**

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**Viviendas**

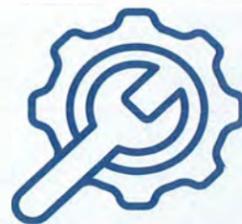


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¿Qué te gusta de esta alternativa?

Is there anything you would change?  
¿Hay algo que cambiarías?

Is there anything you would add?  
¿Hay algo que añadirías?

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

ME AGRADA LA IDEA DE MAYORES OPORTUNIDADES DE TRABAJO PARA LA GENTE, FACILITARIA A LAS PERSONAS QUE PRODUCEN Y PUELEN TENER LA VENTA SUS PROPIOS PRODUCTOS Y EN SU MISMO INMUEBLE.

Is there anything you would change?  
¿Hay algo que cambiarías?

• COSTOS ELEVADOS EN RENTA Y UTILIZACION DE INMUEBES SIN CONSTRUCCION

Is there anything you would add?  
¿Hay algo que añadirías?

Mayor seguridad por la zona y mas parking.

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

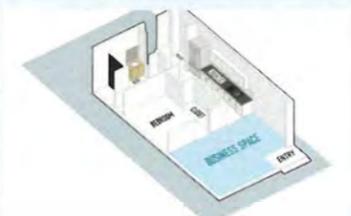
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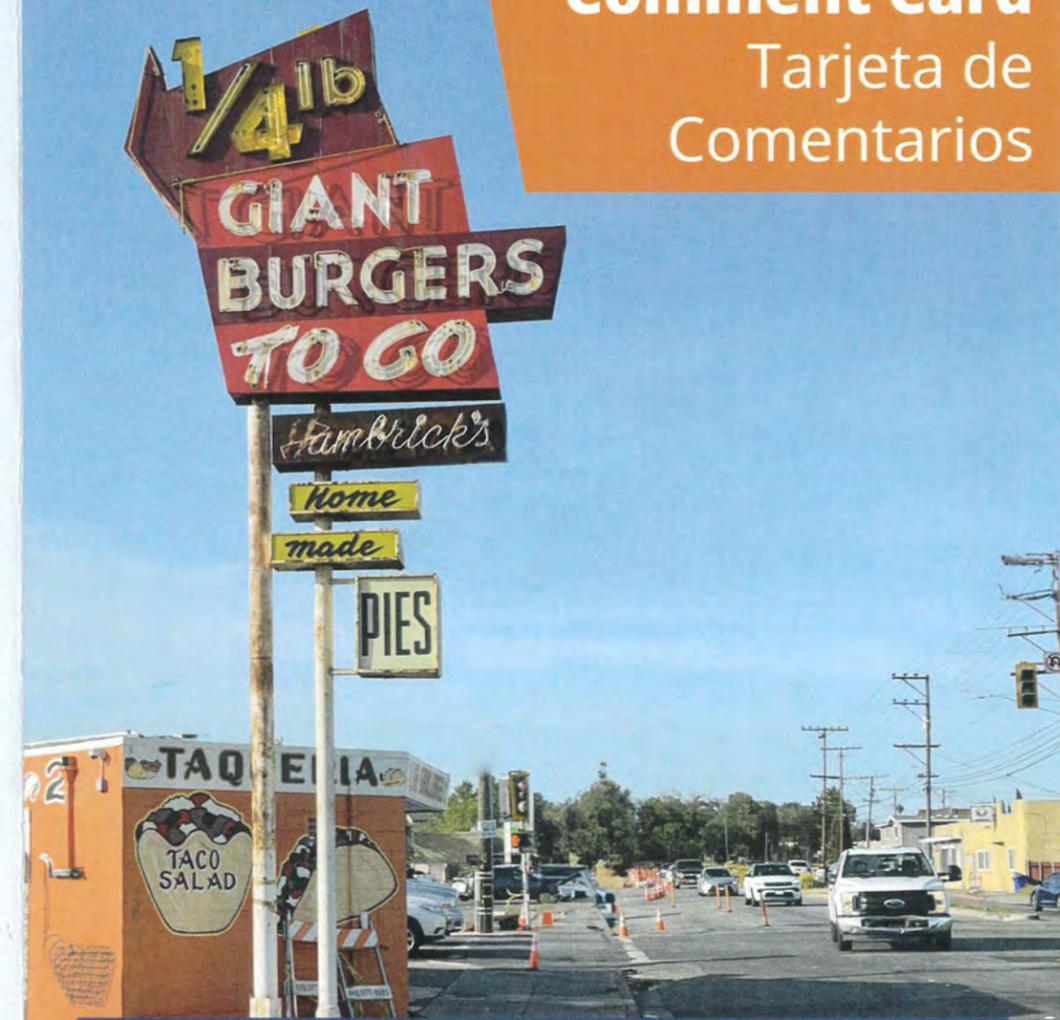
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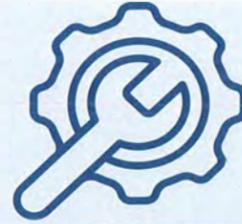


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**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

ME GOSTAN LOS COMERCIOS  
Y LA POSIBILIDAD DE MUCHAS  
PERSONAS EMPRENDEDORAS HAGAN  
REALIDAD SUS SUEÑOS

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

No todo esta Perfecto

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Si Estacionamientos En la  
Calle Muchos comercios no tienen  
Muchos clientes por el  
estacionamiento

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
**Comida y Cultura**



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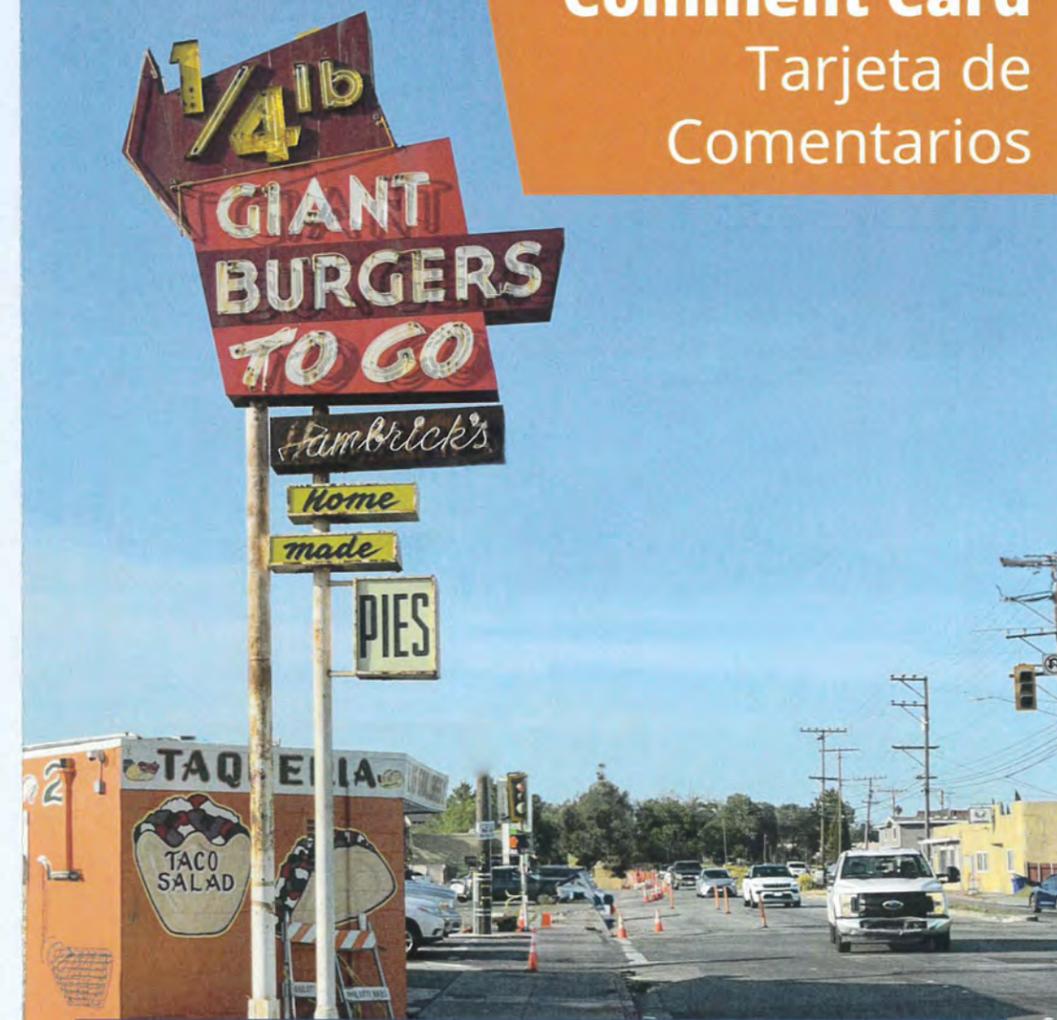


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Bibienda -y Recreacional  
Food marketPlace

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Consolidar negocios

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Housing w/ businesses  
closer low income  
daycare, laundries more

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



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**¿Qué te gusta de esta alternativa?**

**Is there anything you would change?**  
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**Is there anything you would add?**  
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**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

too many businesses, <sup>street</sup>  
causing traffic  
problems

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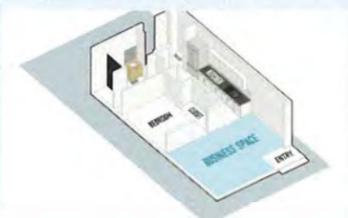
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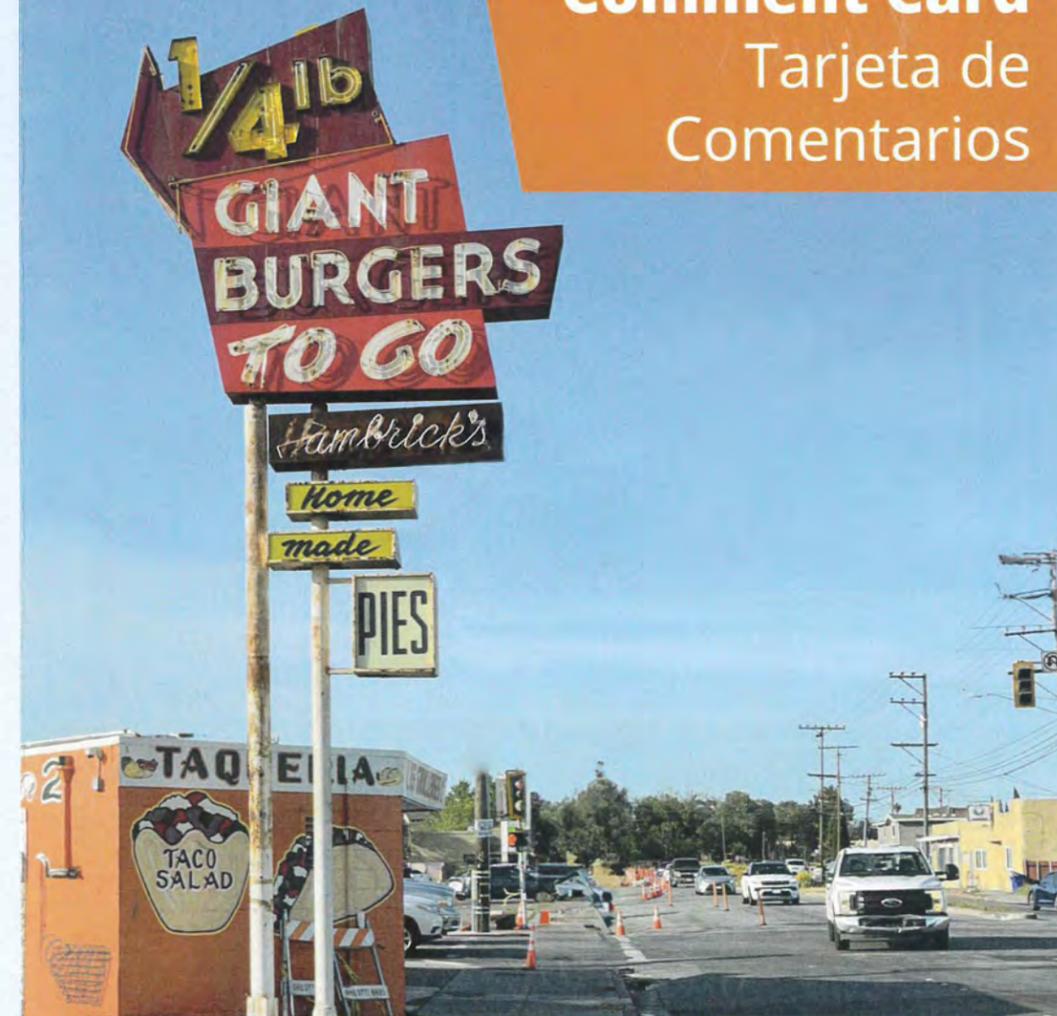
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

usos mixtos con tiendas  
accesibles

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

mas casas para bajos  
recursos

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Entretención, parques  
Laundromats - I live on 612 Thomas  
near Masonic

**B. Maker Mixed  
Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

más apartamentos de bajos recursos

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

N/A

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

N/A

**C. Food and Culture  
Focus**  
**Enfoque en**  
**Comida y Cultura**



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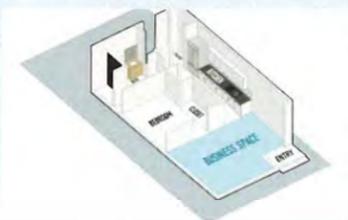
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## A. Housing Focus

### Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta mucho la idea de hacer vivienda accesible en nuestra ciudad porque ahora los ventas están muy altas

Is there anything you would change?  
¿Hay algo que cambiarías?

El sitio donde quieren hacer los apartamentos. La Runvill tendría mucho potencial para vivienda pero el tráfico sería peor primero deberían pensar como mejorar ese problema antes de pensar en hacer crecer la población en esta área.

Is there anything you would add?  
¿Hay algo que añadirías?

## B. Maker Mixed Use Focus

### Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Buenísima idea.

Is there anything you would change?  
¿Hay algo que cambiarías?

Muy buena idea en otra área de la ciudad porque no me imagino como sería el tráfico con comercios y muchos mas apartamentos esto sería terrible

Is there anything you would add?  
¿Hay algo que añadirías?

Solo me imagino si hubiera un desastre natural o una emergencia como haríamos para salir de aquí.

## C. Food and Culture Focus

### Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta mucho la idea de tener áreas específicas para esto. y cerca de casa porque ~~así~~

Is there anything you would change?  
¿Hay algo que cambiarías?

Que pongan estos eventos en áreas que sea de fácil acceso pero sobre todo sea áreas segura y que tengan estacionamiento o se fácil de estacionarse.

Is there anything you would add?  
¿Hay algo que añadirías?

En la esquina de mirasa en Runvill y 20<sup>mb</sup> los fines de semana se ponen ~~gat~~ carritos de comida que está genial, pero no hay donde estacionarse y creo que aunque es un buen lugar de venta etc es un problema porque puede ser hasta peligroso

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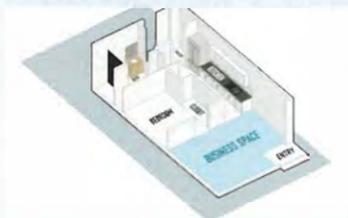
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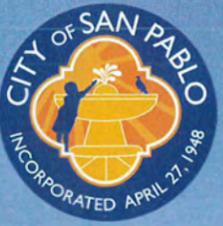
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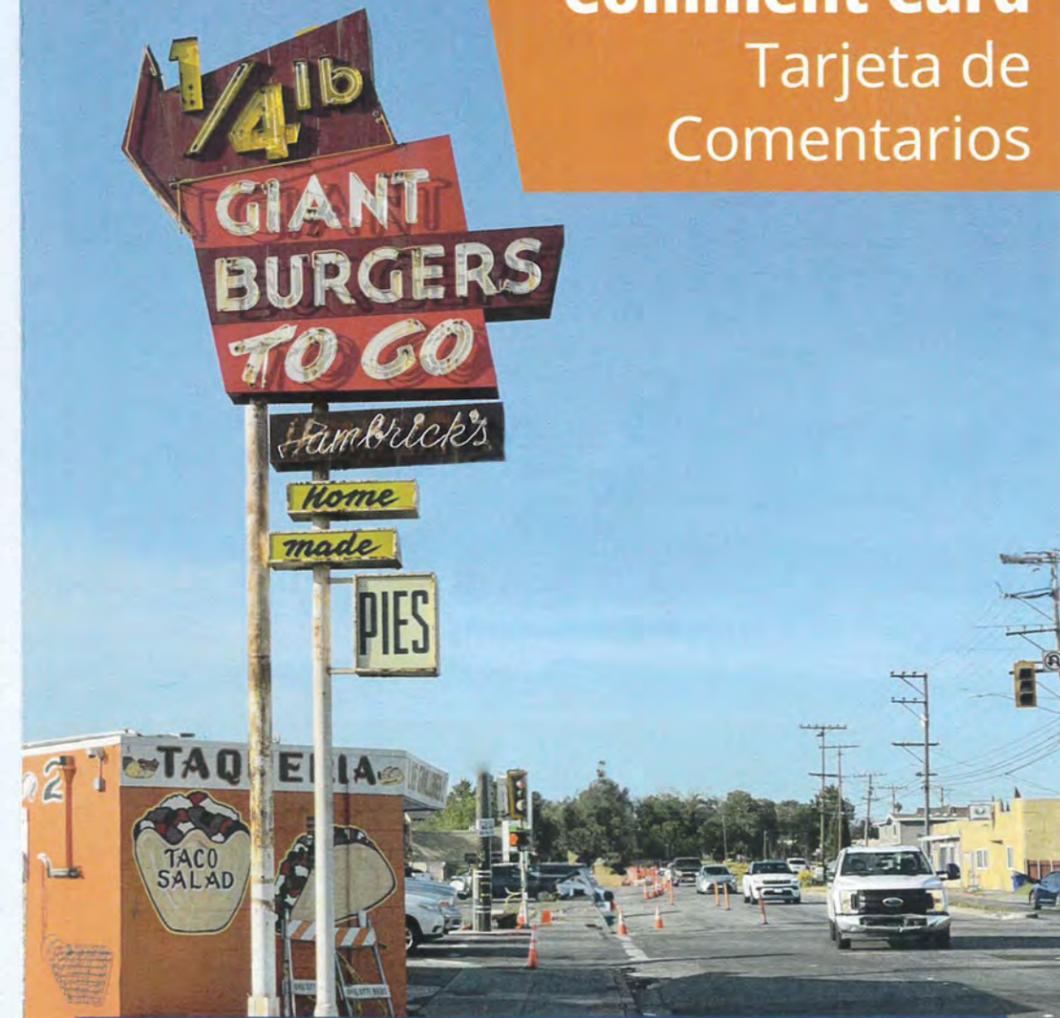


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## A. Housing Focus Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

ME GUSTA LA IDEA DE OBTENER VIVIENDA PARA BAJOS RECURSOS Y TENER NEGOSIOS PARA SEGUIR.

Is there anything you would change?  
¿Hay algo que cambiarías?

PENSAR EN PONER MAS ESTACIONAMIENTOS PARA TODOS NOSOTROS PARA MEJORAMIENTO DE TODOS LOS DE LA COMUNIDAD.

Is there anything you would add?  
¿Hay algo que añadirías?

AYUDA PARA TODOS LOS DE LA COMUNIDAD ES BUENO BENEFICIO PARA TODOS ASI SEA COMERCIAL.

## B. Maker Mixed Use Focus Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

ME GUSTA MAS SIEMPRE Y CUANDO LLEVEMOS LOS SERVICIOS A LOS DE LA COMUNIDAD Y PONER MAS ALTERNATIVAS PARA LOS JOVENES

Is there anything you would change?  
¿Hay algo que cambiarías?

CAMBARIAMOS QUE PUSIERAS PUSIERAN MAS COSAS PARA LOS JOVENES.

Is there anything you would add?  
¿Hay algo que añadirías?

MAS ESTACIONAMIENTO Y VIVIENDAS PARA TODOS QUE LOS TRABAJOS SEAN LOCALES

## C. Food and Culture Focus Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

ME ENCANTA LA IDEA DE VIVIENDA PARA PODER VIVIR Y TRABAJAR PARA LA COMUNIDAD

Is there anything you would change?  
¿Hay algo que cambiarías?

TAL VEZ QUE UVIERA MAS AYUDA Y ASISTENCIA DE PARTIDOS DE FUTBOL, BOLICHE PATINAJE PARA LOS JOVENES

Is there anything you would add?  
¿Hay algo que añadirías?

QUE PUSIERAN MAS PARQUES PARA TENER MENOS TRAFICO

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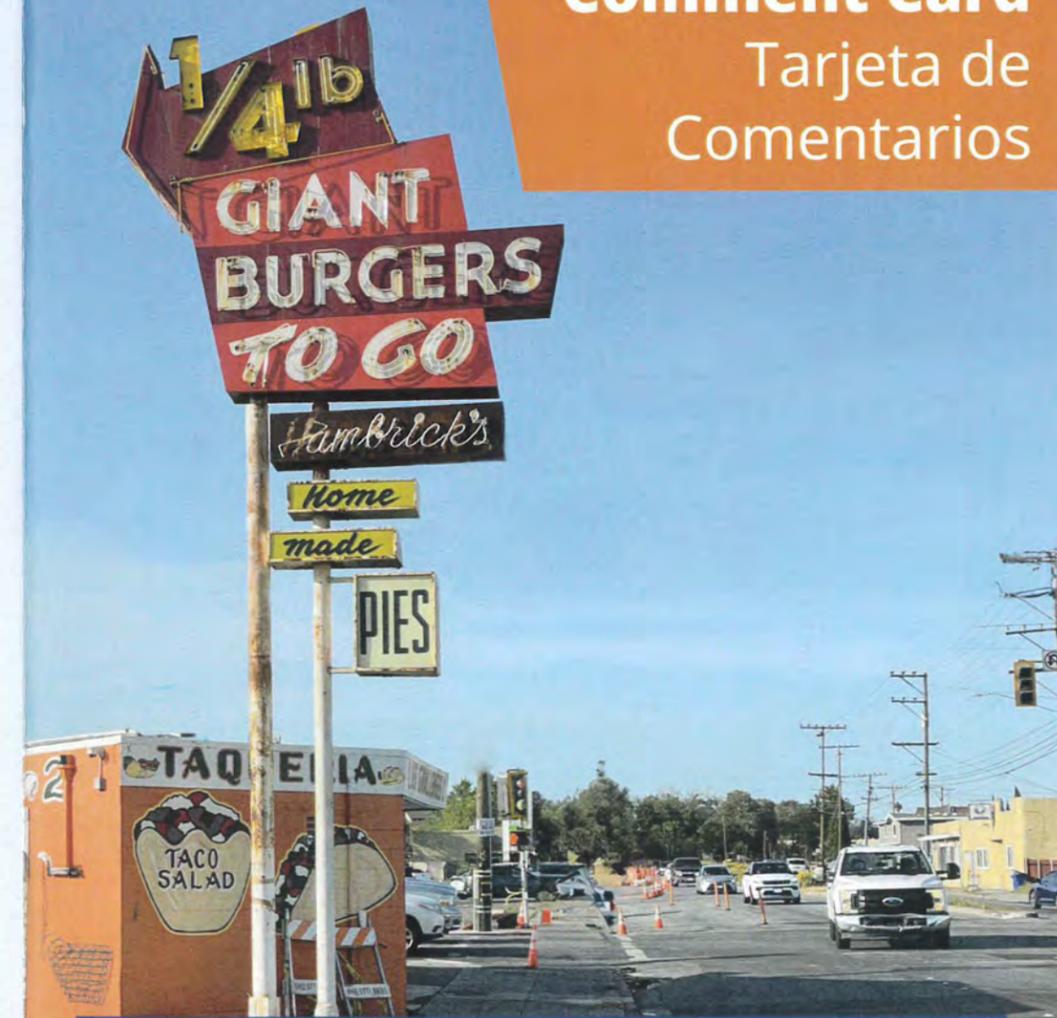


Plan del corredor Rumrill

**Fiesta de cuadra y reunión comunitaria**

24 de agosto de 2024

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## A. Housing Focus Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta pero que no fueran complejos de apartamento tan grandes ya q con el cambio de la calle ya hay demasiado tráfico y esto traería mucho más.

Is there anything you would change?  
¿Hay algo que cambiarías?

Si que sean complejos más pequeños y por supuesto que sean asequibles para las personas de bajos o medianos ingresos.

Is there anything you would add?  
¿Hay algo que añadirías?

## B. Maker Mixed Use Focus Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta que pueda haber negocios con la oportunidad de vivienda a ellos mismos.

Is there anything you would change?  
¿Hay algo que cambiarías?

Igual que preñen en los pequeños negocios o las empresas nuevas y las rentas de los locales sean asequibles.

Is there anything you would add?  
¿Hay algo que añadirías?

## C. Food and Culture Focus Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta por q creo que es una mezcla de vivienda con negocios. ~~pero~~

Is there anything you would change?  
¿Hay algo que cambiarías?

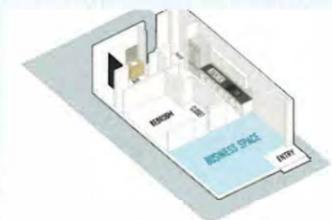
Si que está bien que se haga una mezcla de vivienda y negocios pero siempre pensando en que sean asequibles tanto para inquilinos y empresas de pequeños y medianos ingresos.

Is there anything you would add?  
¿Hay algo que añadirías?

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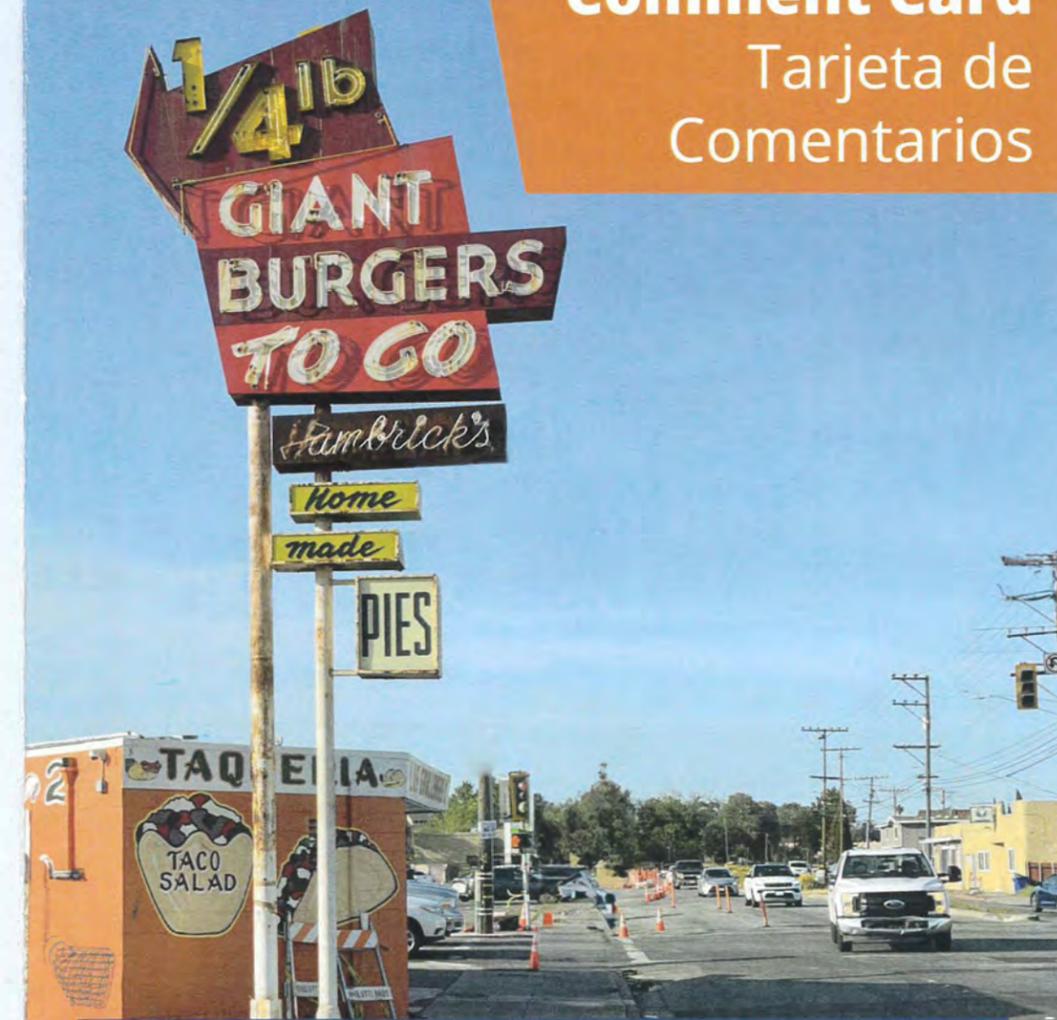


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## A. Housing Focus Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Me gusta que combinen vivienda accesible para bajos recursos y negocios en la parte urbana.

Is there anything you would change?  
¿Hay algo que cambiarías?

Me gustaría ver estacionamiento subterráneo para mantener mejores condiciones en el tráfico que hay en estos momentos.

Is there anything you would add?  
¿Hay algo que añadirías?

Si una pista de patinaje o boliche para nuestra juventud. diversiones accesibles para la comunidad.

## B. Maker Mixed Use Focus Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

el desarrollo me gusta siempre y cuando lleven mas negocios de como mantener y gastar dinero en la ciudad.

Is there anything you would change?  
¿Hay algo que cambiarías?

poner mas diversiones como boliche, pista de patinaje para nuestra juventud.

Is there anything you would add?  
¿Hay algo que añadirías?

Si mas vivienda accesible y estacionamiento. para evitar trafico, que los contratos de construccion sean locales y se mantengan locales.

## C. Food and Culture Focus Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Mas vivienda accesible y estacionamiento para evitar trafico y negocios con infracciones como pista de patinaje.

Is there anything you would change?  
¿Hay algo que cambiarías?

Menos negocios que venden licor y cigarrillos mas control en esto.

Is there anything you would add?  
¿Hay algo que añadirías?

Me gustaría ver Pista de patinaje. Voliche Careoki para la juventud.

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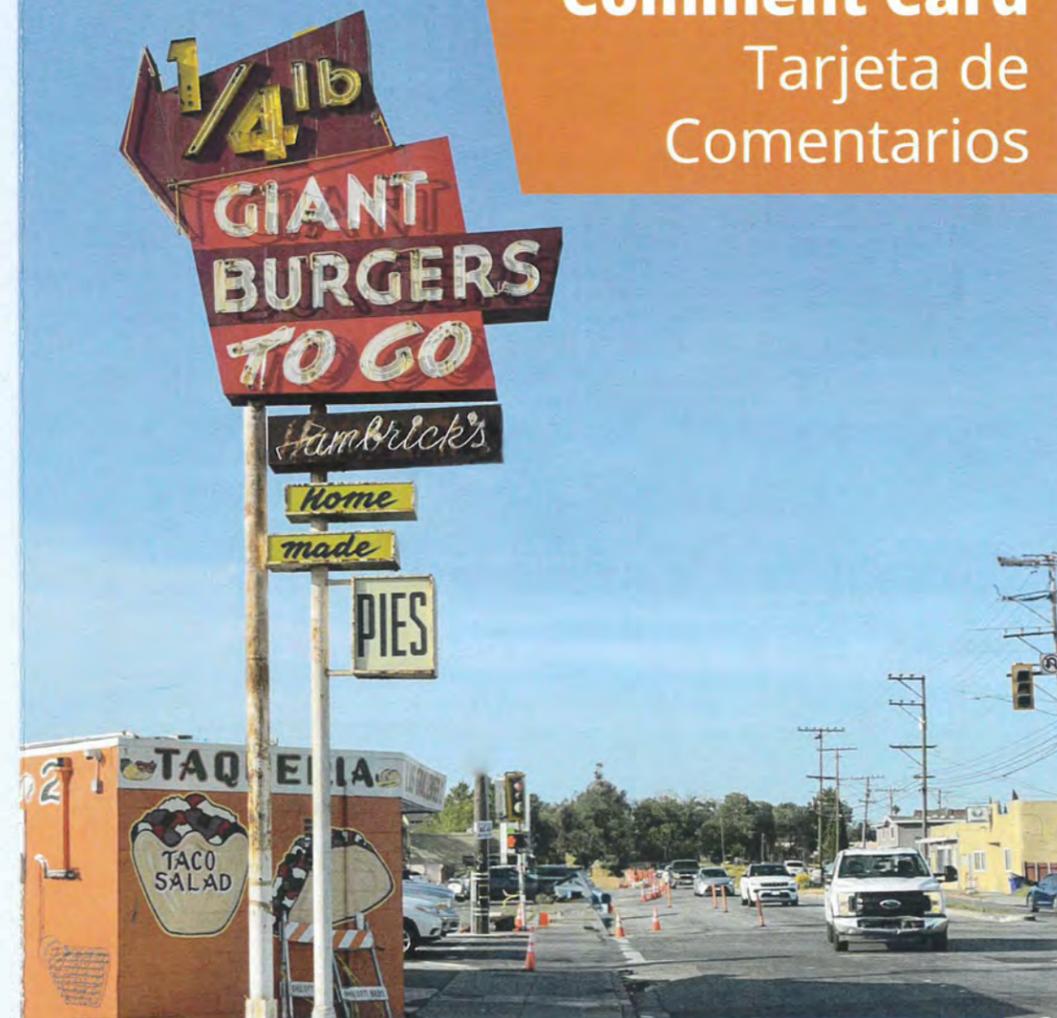


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Mas vivienda a mejor  
Precio

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Minorar el Tráfico

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Mas vigilancia  
Policia.

**B. Maker Mixed  
Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Mas información  
Para la gente  
que vivimos aqui

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**C. Food and Culture  
Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Mas workshaps  
para juvenes y  
mujeres

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

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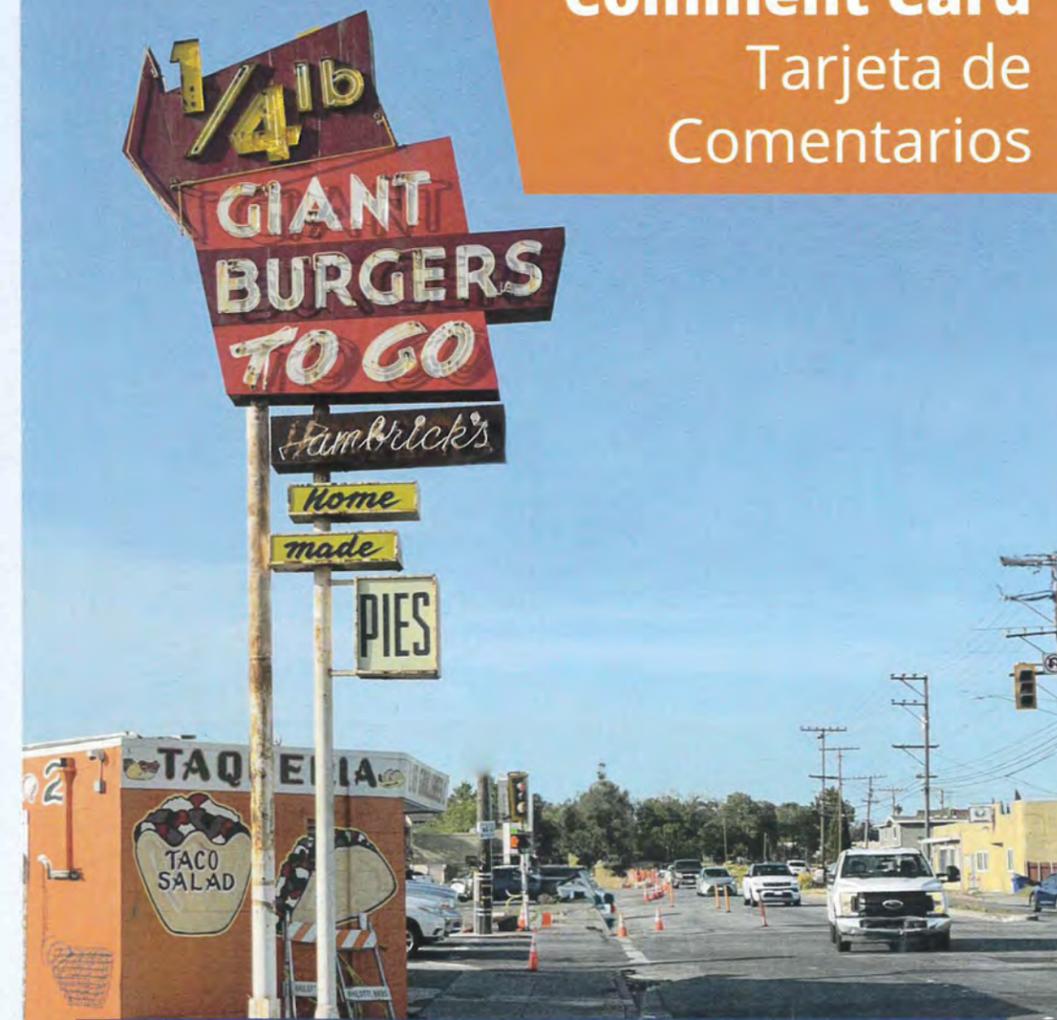
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**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

De esta gente por una  
dinámica de crecimiento

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Refuerzo por parte  
de los actores locales  
y más com.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Comercio y creación  
hace buena sinergia y  
ayuda a un crecimiento  
rápido

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Apoyo a emprendedores

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Oportunidad  
por parte de los  
actores

**C. Food and Culture**  
**Focus**  
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**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

hacer parte de  
de emprendedores.

**Is there anything you would change?**  
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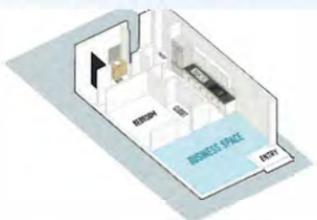
Podría ser unida  
la cultura y  
trabajo artesanal.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

que todos podremos  
tener una vivienda  
solo para nuestra familia  
y que la podremos tener a  
mejor costo.

Is there anything you would change?  
¿Hay algo que cambiarías?

Me parece buena la idea  
así como esta.

Is there anything you would add?  
¿Hay algo que añadirías?

que agreguen más  
parqueadas

**B. Maker Mixed  
Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

si me parece muy <sup>bien</sup> producir  
local

Is there anything you would change?  
¿Hay algo que cambiarías?

Esta bien  
así

Is there anything you would add?  
¿Hay algo que añadirías?

**C. Food and Culture  
Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

lo que más me gusta es que  
abra más ingresos y nuestra  
ciudad crezca más económica  
ment

Is there anything you would change?  
¿Hay algo que cambiarías?

me gusta mucho la idea

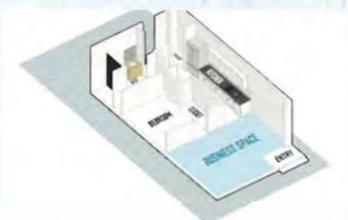
Is there anything you would add?  
¿Hay algo que añadirías?

creo así está bien

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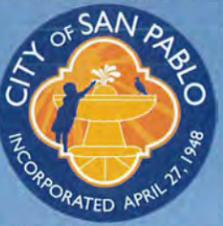
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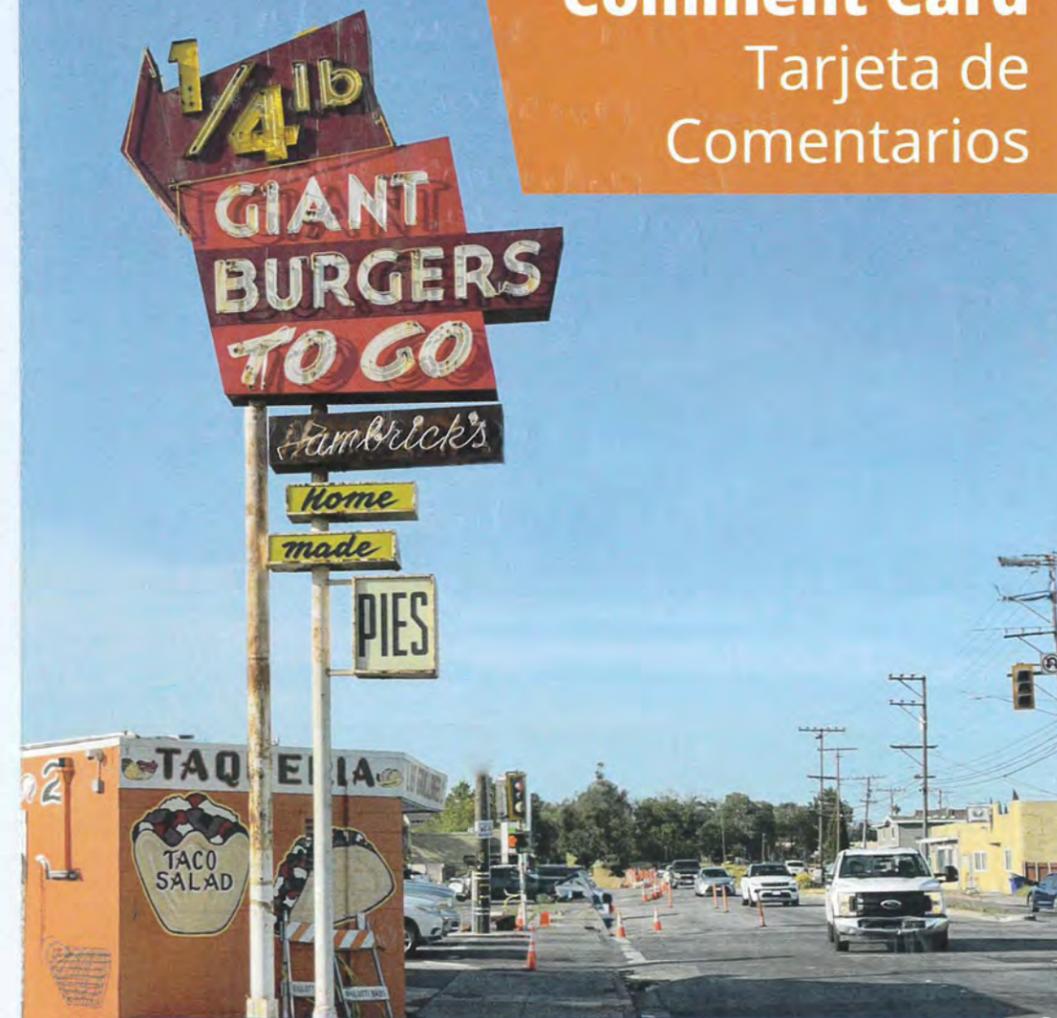


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## A. Housing Focus Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

I think this will alleviate the most pressing need for most people's situation

Is there anything you would change?  
¿Hay algo que cambiarías?

It could incorporate more Shared Community spaces & Greenery

Is there anything you would add?  
¿Hay algo que añadirías?

It needs to accommodate the parking needs of the residents and more public transit could help with the dependence on cars

## B. Maker Mixed Use Focus Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

It plays to the strengths of the businesses already here.

Is there anything you would change?  
¿Hay algo que cambiarías?

I think it is too dependent on manufacturing businesses be successful. A brewery is not a bad idea, but if it struggles to take off, then what happens to the space?

Is there anything you would add?  
¿Hay algo que añadirías?

Planning for the future. As EVs become more commonplace a lot of these auto shops may struggle. San Pablo could lead the way in re-training.

## C. Food and Culture Focus Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

There are lots of industrious people selling food out of their own garage. Let's encourage and support those cooks!

Is there anything you would change?  
¿Hay algo que cambiarías?

The food truck park sounds like an empty parking lot half the time. I think it could be more of a multi-use community space

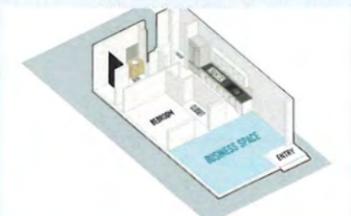
Is there anything you would add?  
¿Hay algo que añadirías?

I like the business space plan for homes, but I don't think that should be for white collar businesses. The new businesses here are food and the business space should support that

**Comparing the alternatives, which idea do you prefer for these sites?**  
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**City-owned properties**  
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Rumrill Corridor Plan

**Block Party and Community Meeting**

August 24, 2024

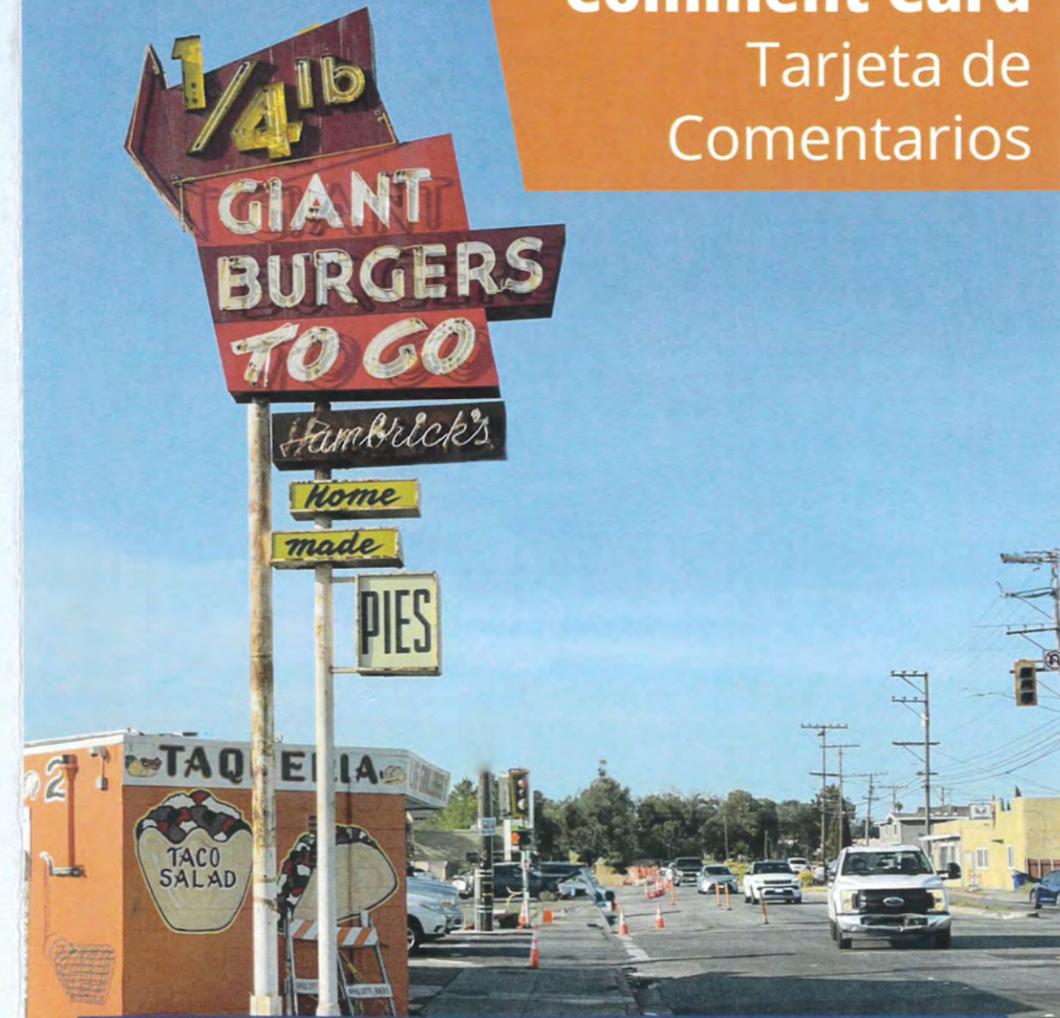


Plan del corredor Rumrill

**Fiesta de cuadra y reunión comunitaria**

24 de agosto de 2024

**Comment Card**  
**Tarjeta de Comentarios**



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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

- a community space that centers on needs like an accessible community space for youth

Is there anything you would change?  
¿Hay algo que cambiarías?

- I would not have businesses here that are not want - Focus on fixing Davis Park

Is there anything you would add?  
¿Hay algo que añadirías?

- A community hub for local families and youth

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

- A potential opportunity to have business

Is there anything you would change?  
¿Hay algo que cambiarías?

- NO businesses, stop focusing on the profit

Is there anything you would add?  
¿Hay algo que añadirías?

more youth focused spaces

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

- This center community! Yes from me

Is there anything you would change?  
¿Hay algo que cambiarías?

- make space built that is accessible

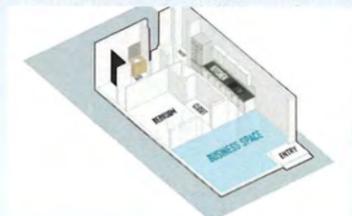
Is there anything you would add?  
¿Hay algo que añadirías?

- space for youth  
- opportunity for families and students to have

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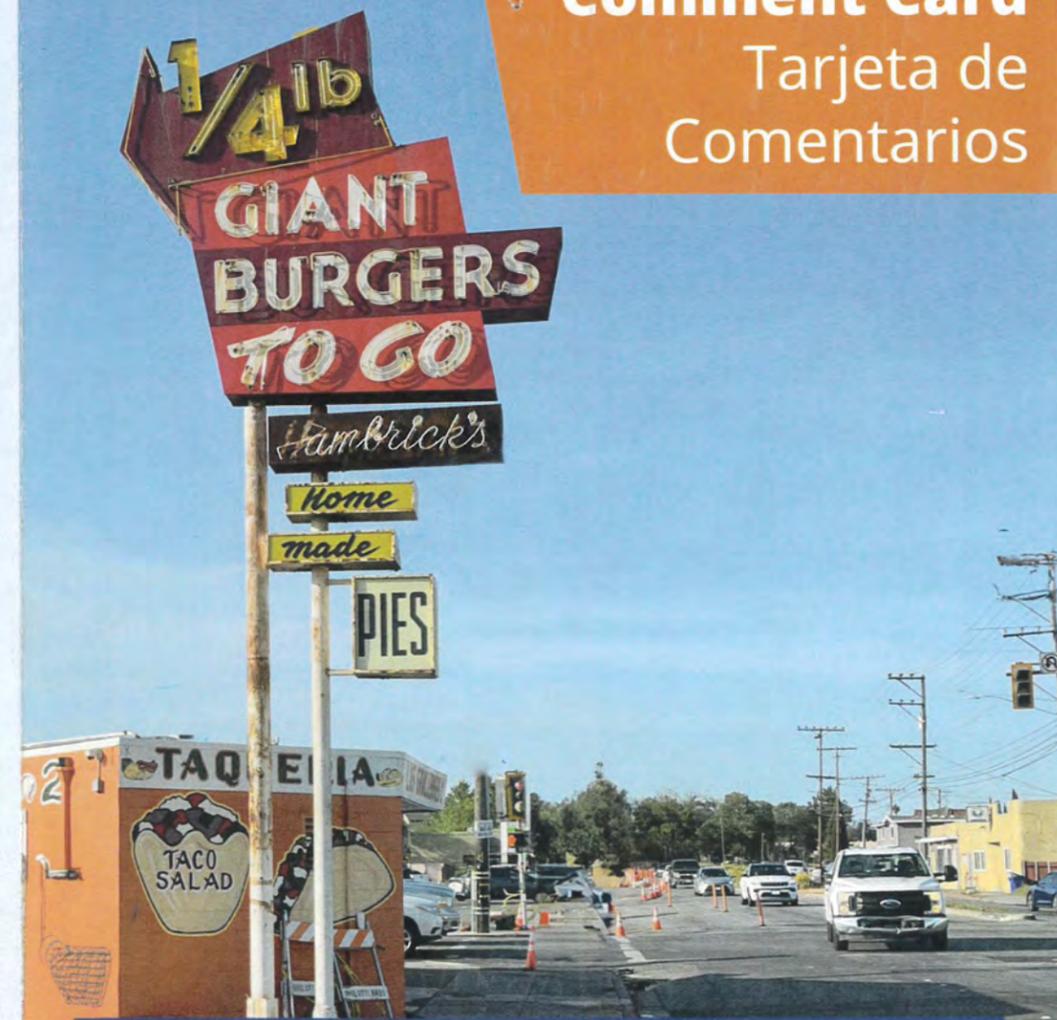
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Affordable housing  
that people can really afford.

Is there anything you would change?  
¿Hay algo que cambiarías?

We need activity centers for  
our present residents. Enter-  
tainment for youth, training  
programs- apprenticeship programs  
run with labor unions located  
here or <sup>easy</sup> accessible for public transit  
more sports facilities needed!

Is there anything you would add?  
¿Hay algo que añadirías?

Do not encourage more liquor stores.  
We need businesses that are  
good for our present residents,  
working class families, youth.  
Businesses that hire local  
residents or will train.

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Is there anything you would change?  
¿Hay algo que cambiarías?

Is there anything you would add?  
¿Hay algo que añadirías?

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Is there anything you would change?  
¿Hay algo que cambiarías?

A brewery is not needed or  
in line with culture or  
class makeup of our city.

Is there anything you would add?  
¿Hay algo que añadirías?

No need to build more  
parks until the park  
maintenance staff is  
more people than 2  
people! Too much  
garbage everywhere.

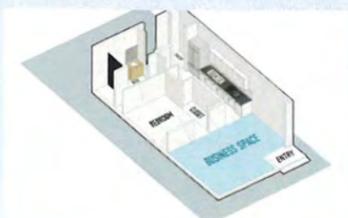
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next to sports center



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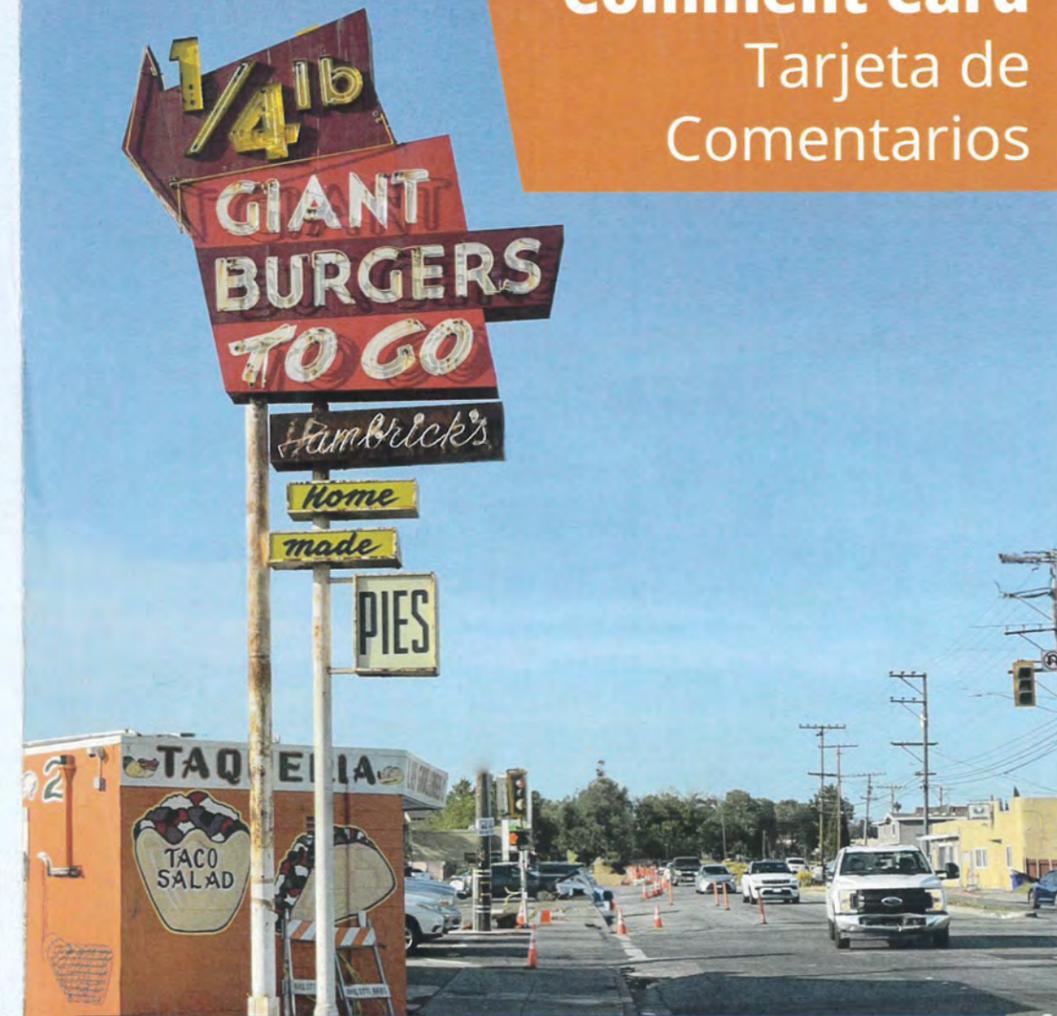
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Mas Viviendas

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Limpia mas la ciudad

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**B. Maker Mixed**  
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**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
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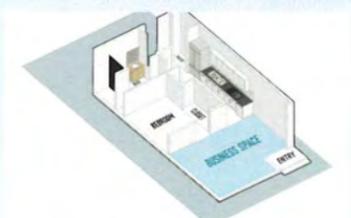
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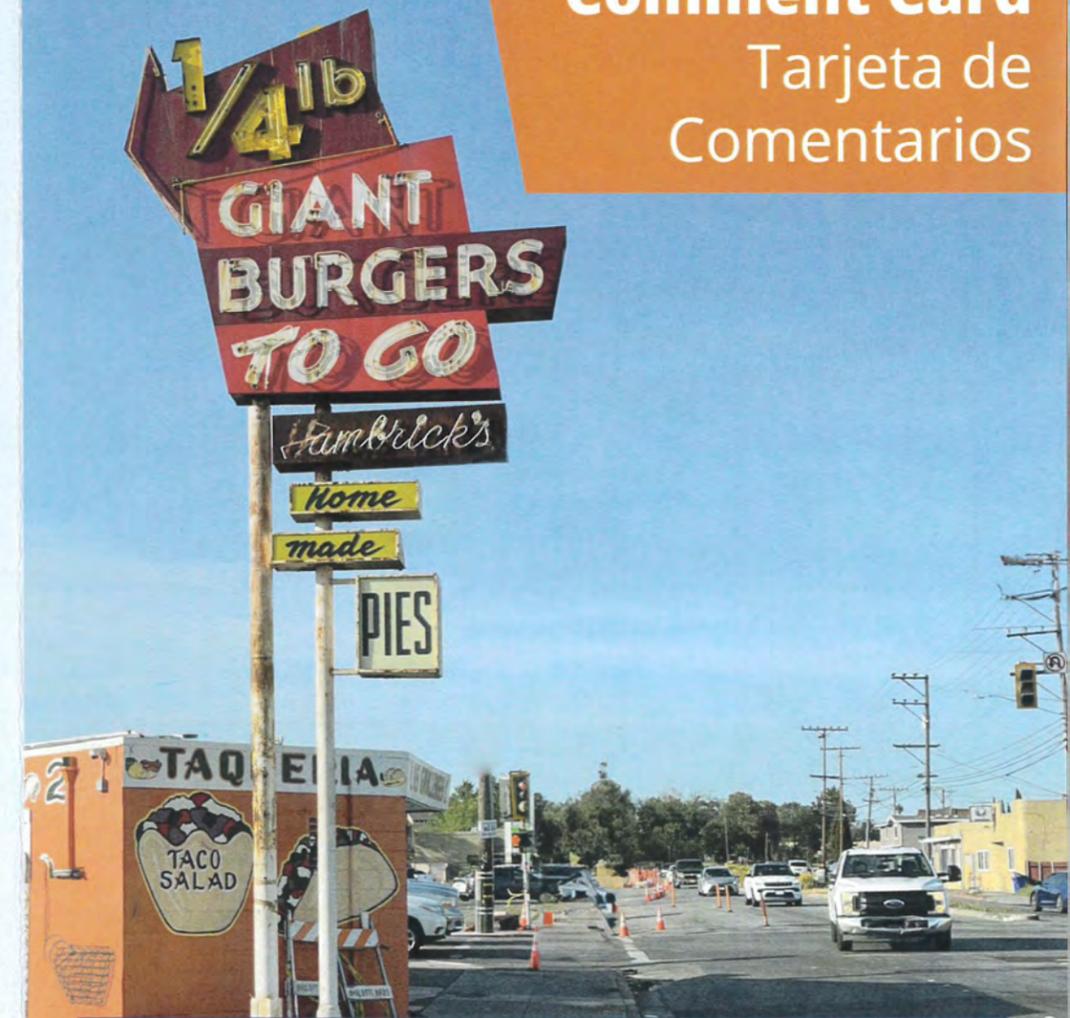
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**Enfoque en**  
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What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Much needed, both sites in residential areas

Is there anything you would change?  
¿Hay algo que cambiarías?

Gateway ~~Site~~ - no shops, often remain vacant. Housing should be priority, allowing sites to go vacant is a waste.

Is there anything you would add?  
¿Hay algo que añadirías?

Pet friendly, intergenerational and more than 2 bedrooms.

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Reduced transportation w/ mixed use, encourages local spending.

Is there anything you would change?  
¿Hay algo que cambiarías?

Should remain focused on housing, other uses should be minimal.

Is there anything you would add?  
¿Hay algo que añadirías?

Only for city owned site. Gateway should be residential

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Addressing micro-businesses, women-centric work.

Is there anything you would change?  
¿Hay algo que cambiarías?

Reduce burden on business owners, simplify process to sell + reduce costs.

Is there anything you would add?  
¿Hay algo que añadirías?

Require health + safety certificates, ~~taxes~~ verify taxes & all applicable business permits

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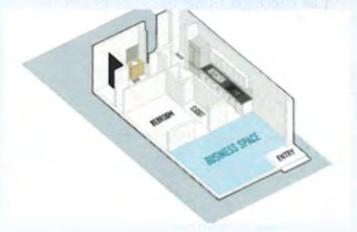
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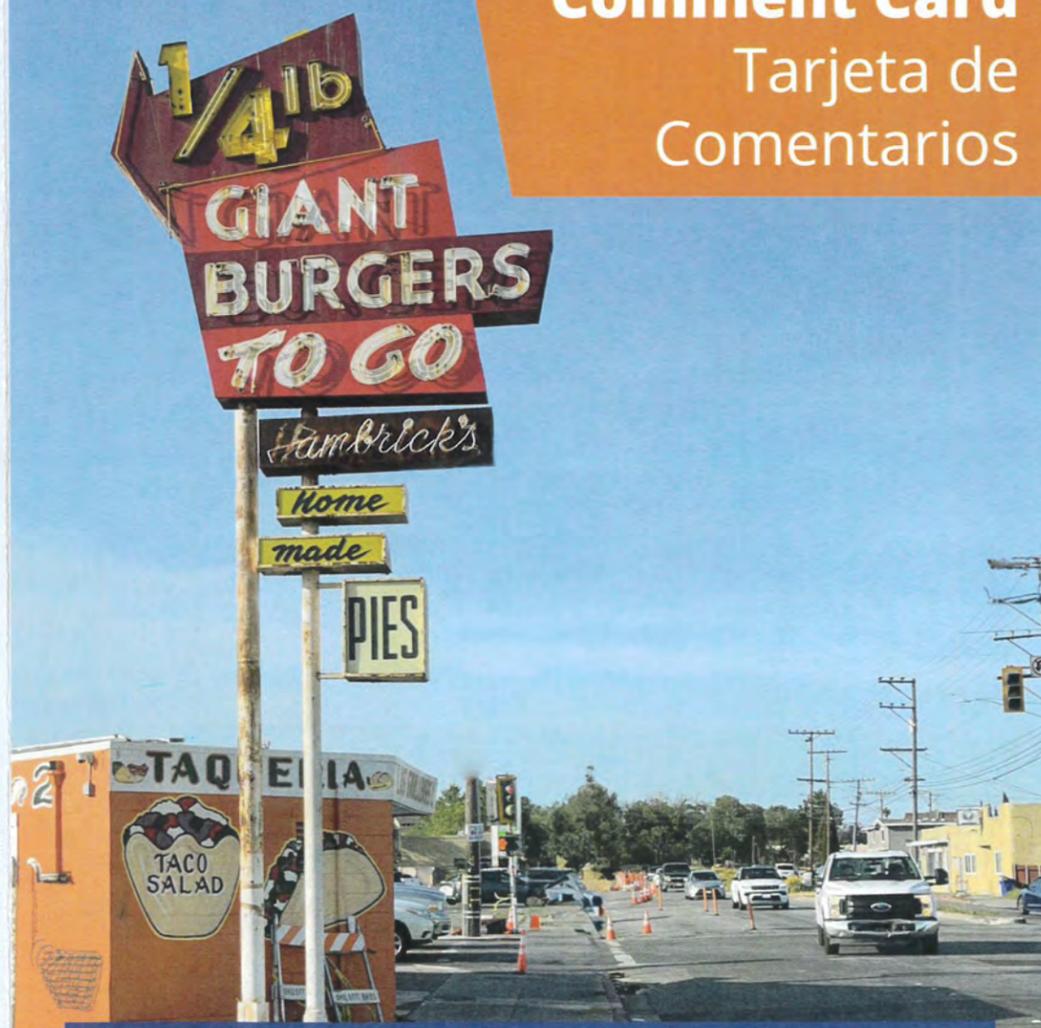


August 24, 2024

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**A. Housing Focus**  
**Enfoque en**  
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What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Housing is needed however the shopping departments have to be affordable for local businesses.

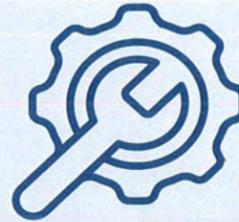
Is there anything you would change?  
¿Hay algo que cambiarías?

More affordable housing.

Is there anything you would add?  
¿Hay algo que añadirías?

• Dog-friendly areas.  
• Near-by exercise centers

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

..

Is there anything you would change?  
¿Hay algo que cambiarías?

Exercise or outdoor centers that are within walking distance of high population housing.

Is there anything you would add?  
¿Hay algo que añadirías?

-

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Access to minority-owned businesses.

Is there anything you would change?  
¿Hay algo que cambiarías?

Centers where vendors can create public food markets.

Is there anything you would add?  
¿Hay algo que añadirías?

-

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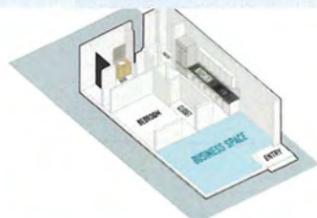
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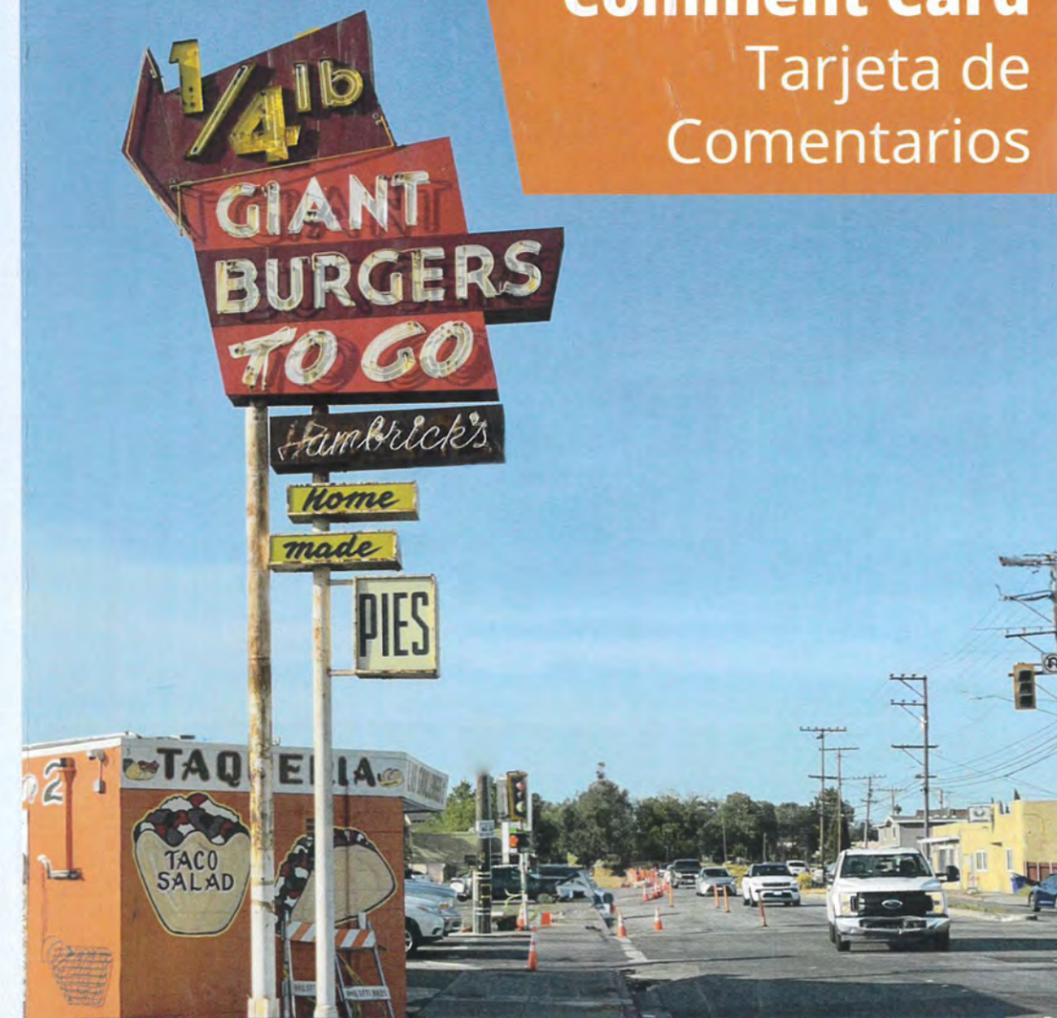


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Best one given the housing needs in San Pablo.

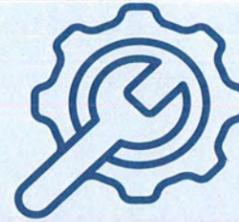
**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

add mixed uses and live/work

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

higher density with parking under

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

great for economic dev and adding vibrant/active uses to the city.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

higher density

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

add housing or more live work

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

most sensitive to existing uses and focus on the culture that's there.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

more housing

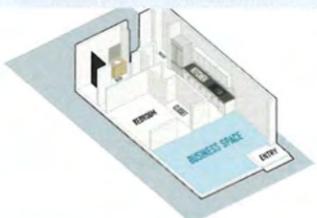
**Is there anything you would add?**  
**¿Hay algo que añadirías?**

housing

**Comparing the alternatives, which idea do you prefer for these sites?**  
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**Sitios de la entrada**

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**City-owned properties**  
**Propiedades de la ciudad**

- Affordable apartments / Apartamentos asequibles
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94806

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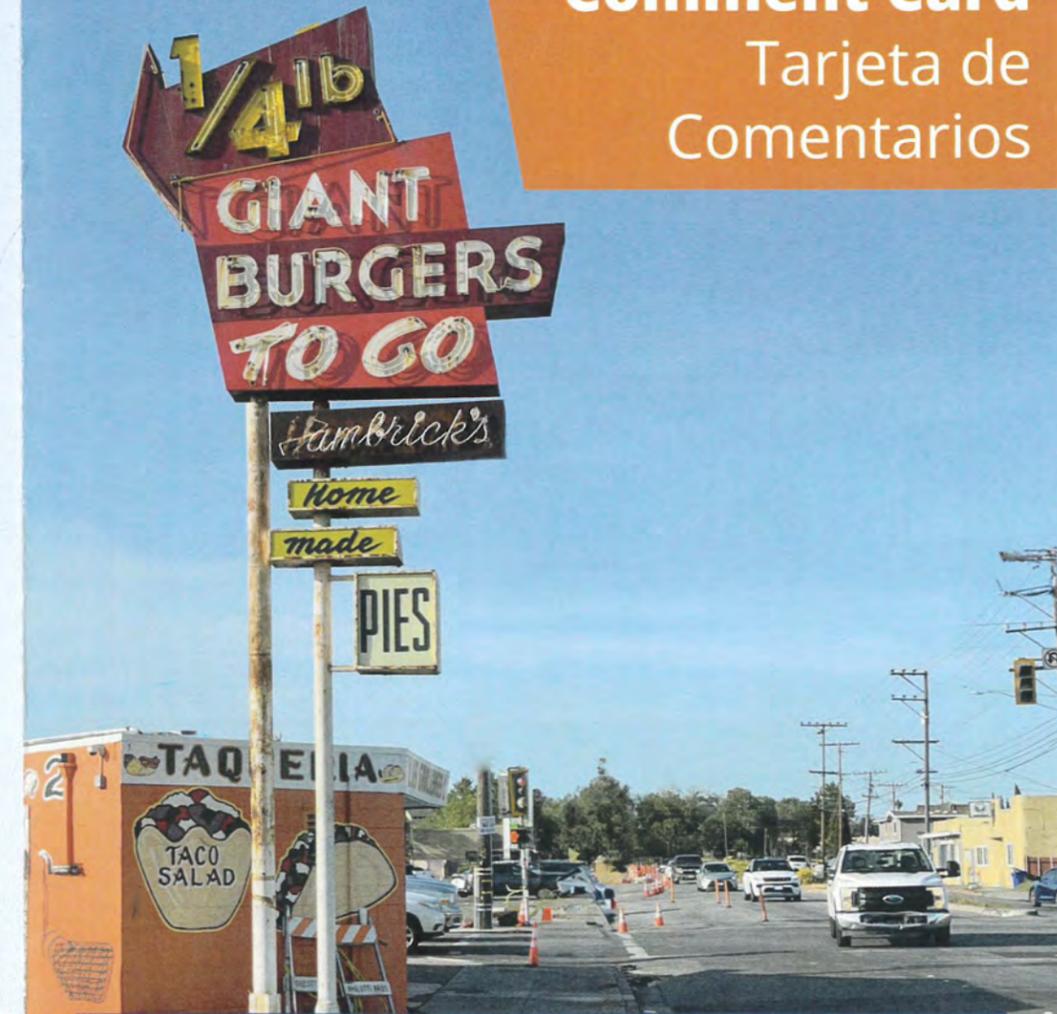
Plan del corredor Rumrill

**Fiesta de cuadra y reunión comunitaria**

24 de agosto de 2024



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## A. Housing Focus Enfoque en Viviendas



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

should be combo of all 3 affordable housing  
focus on housing - particularly on city  
owned property.

Is there anything you would change?  
¿Hay algo que cambiarías?

push for more affordable housing on  
high density & med. density projects  
(private). to distribute affordable units

Is there anything you would add?  
¿Hay algo que añadirías?

- production facilities for local craftspeople/makers  
- commercial zone focus (mixed use)  
on supporting local economy

## B. Maker Mixed Use Focus Enfoque en Fabricante de Uso Mixto



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

focus on creating space for local makers  
to build businesses here, in San Pedro  
de Atacama

Is there anything you would change?  
¿Hay algo que cambiarías?

focus on shared resources - bldgs, space,  
kitchens, production spaces  
to make building local business economically  
feasible.  
shared resources & infrastructure

Is there anything you would add?  
¿Hay algo que añadirías?

Ensure live/work spaces have  
affordable housing!

## C. Food and Culture Focus Enfoque en Comida y Cultura



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

I like the idea of having food trucks,  
public space for local markets, artisans.  
→ PERHAPS shared commercial space  
with public program - shared kitchen &  
equipment to support vendors, food stands, etc.  
incubator for

Is there anything you would change?  
¿Hay algo que cambiarías?

DEFINITELY dedicate 75% > of city  
owned property to AFFORDABLE HOUSING  
NOT EV parking/charging. Would make the  
site break & we need affordable housing  
options for workers/makers to create  
a vibrant corridor for living-work-social/public  
zones.

Is there anything you would add?  
¿Hay algo que añadirías?

+ incubator for local artisans.  
public market, work (kitchen space), would  
allow for brewery & wine makers.  
Farmers market, local music, etc.  
community market & public space  
for events (also opportunities for makers  
to sell their goods, food, svcs, etc)

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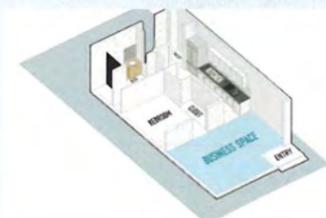
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WHY CAN'T SHOPS BE PRODUCTION COMMERCIAL KITCHEN SHOPS  
 open space for food trucks outdoor pizza freely off shops

**City-owned properties**  
**Propiedades de la ciudad**

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combined w/

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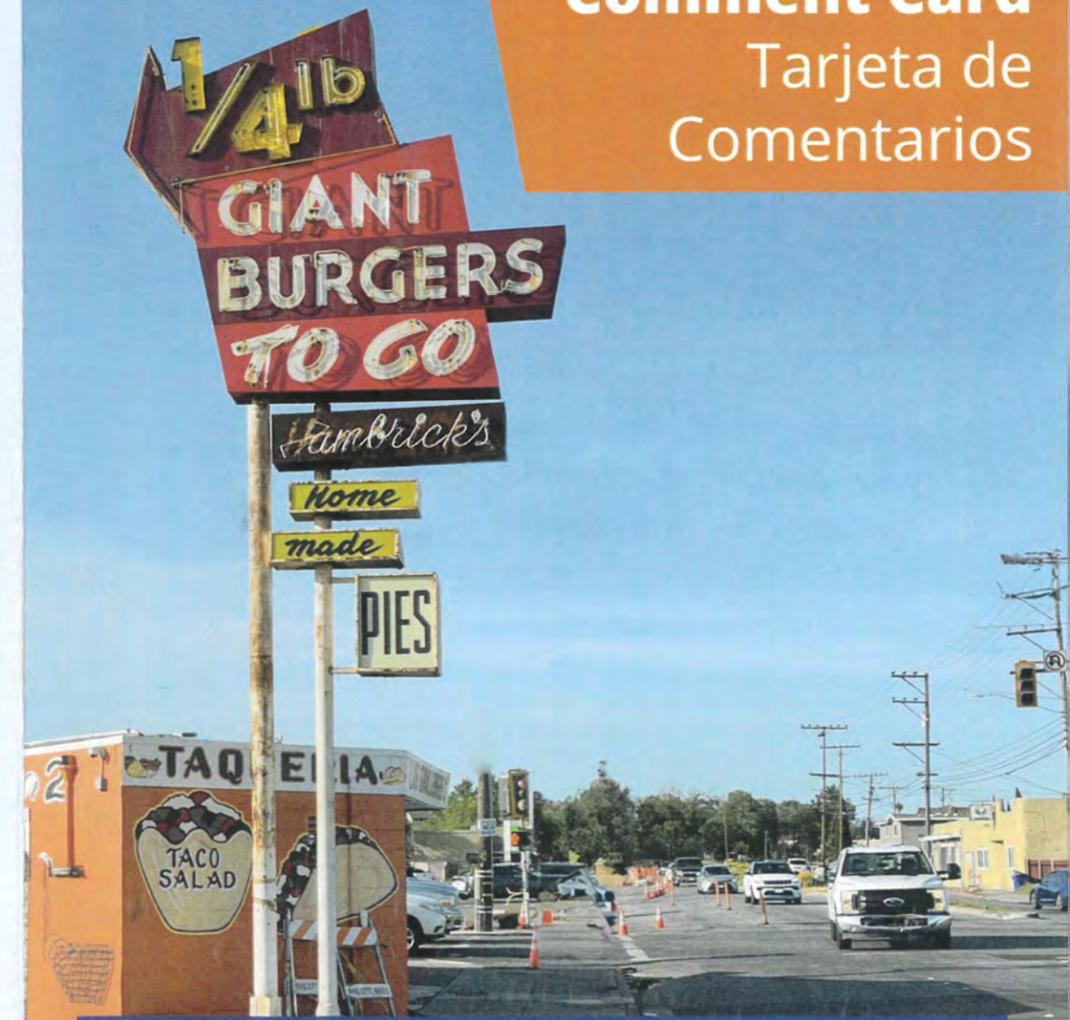


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I think housing is one of, if not the most important issue facing our community. I support this focus completely and would love to see housing be developed.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

I would love the focus to be on affordable housing.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Blank box for additional input.

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I really love the idea of focusing on Live/work apartments for local business owners. I think this will be extremely beneficial to local residents. I also strongly support the creation of an Apartment complex w/outdoor open space.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

I feel live resources would be better used by supporting housing (Apartment complex). And I couldn't be more in support of Live/work apartments for local business owners.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Blank box for additional input.

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I'm in support of the Food Truck Park. I see a lot of food trucks parked all over the city, it could be nice if there was somewhere we could go and have all the options in one location. I think food truck owners would love this and it would generate a lot of business. Housing with shared facilities is also a great use of funds. I support the creation of an Apartment complex.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

I only support the Food Truck Park, <sup>live/work</sup> ~~and~~ apartments, housing with shared facilities, and the apartment complex w/outdoor open space.

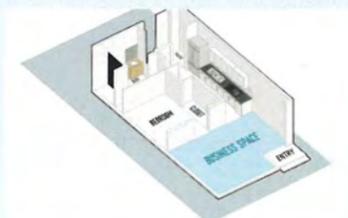
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**¿Hay algo que añadirías?**

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94803

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Rumrill Corridor Plan

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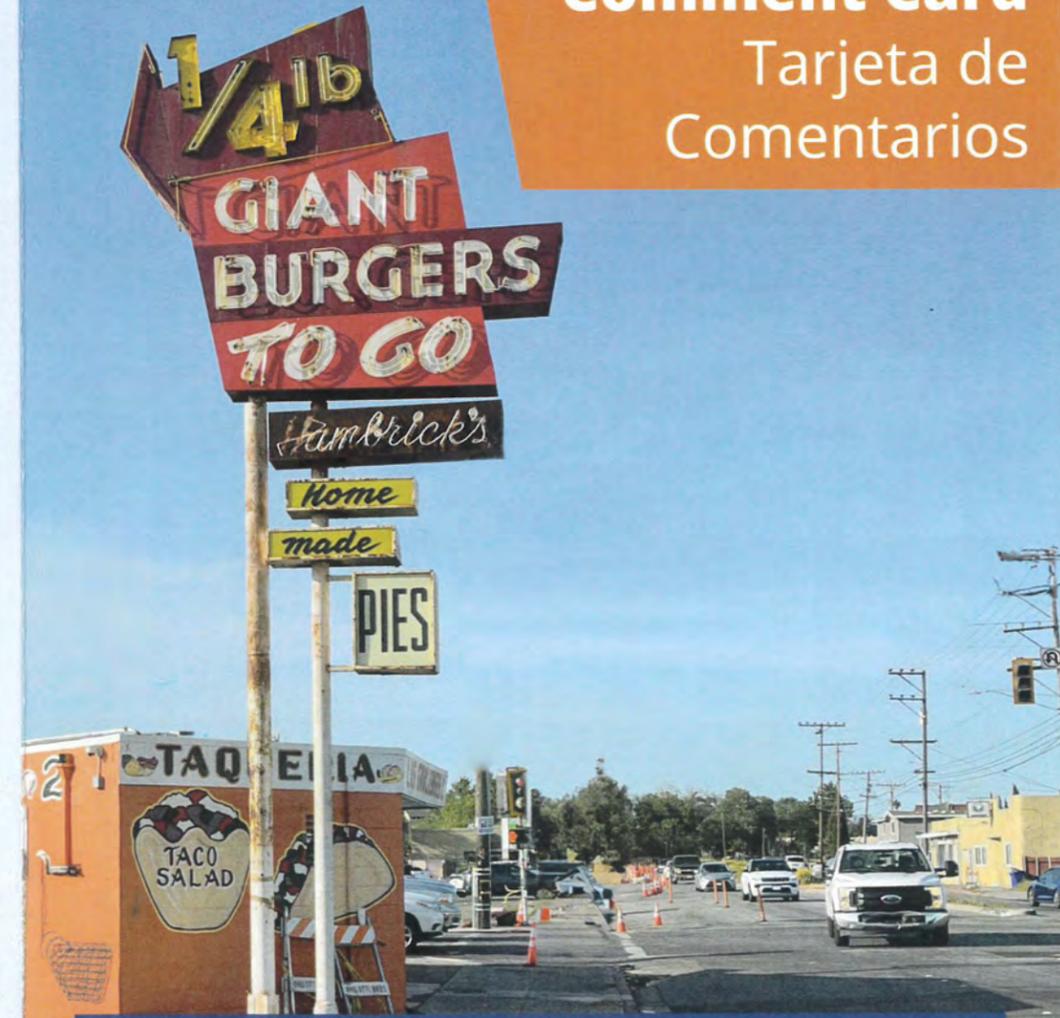


Plan del corredor Rumrill

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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

more parking

Is there anything you would change?  
¿Hay algo que cambiarías?

parking

Is there anything you would add?  
¿Hay algo que añadirías?

more parking

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Is there anything you would change?  
¿Hay algo que cambiarías?

Is there anything you would add?  
¿Hay algo que añadirías?

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

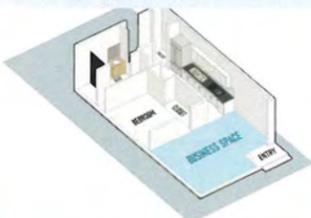
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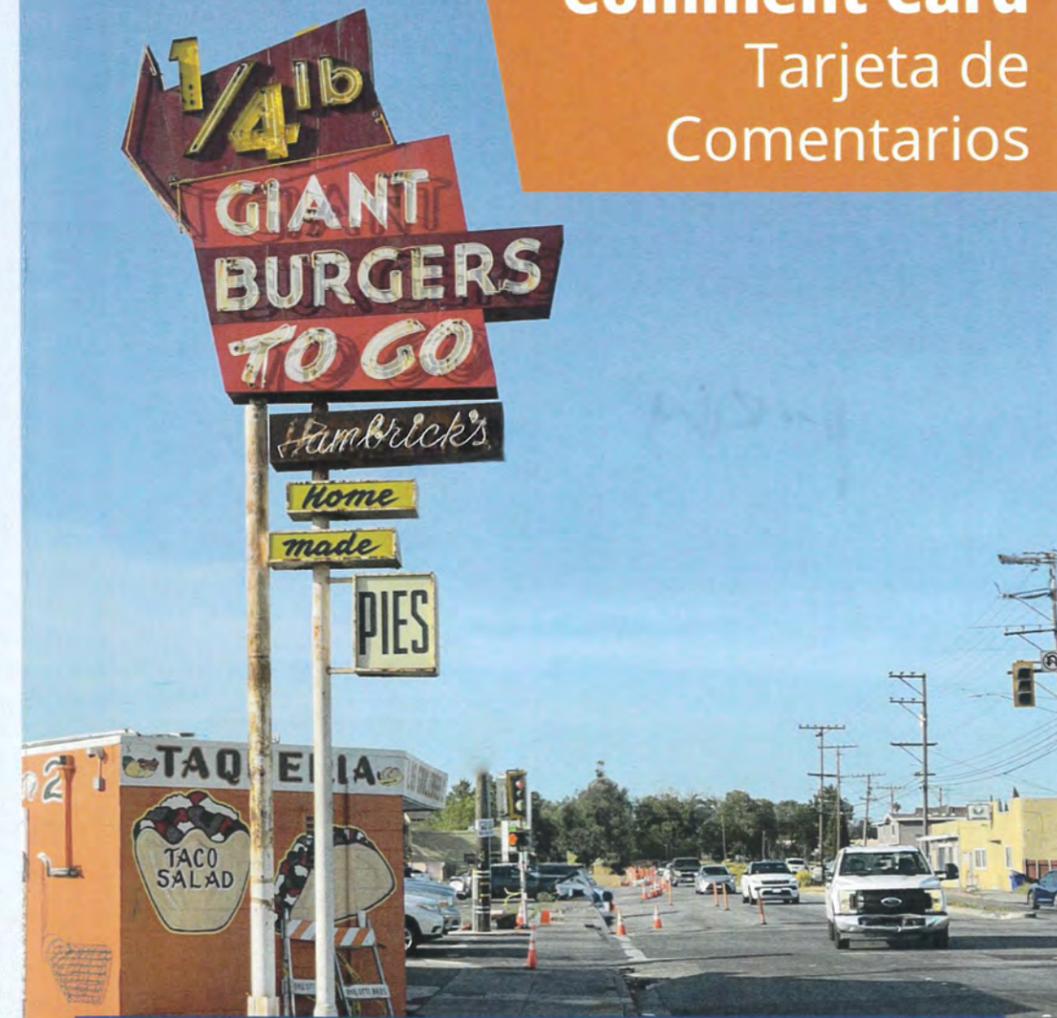
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I do like the more intense commercial/residential use along market's intersection.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

I don't like the idea of having more crowded housing because it will add to exacerbation of population density issues.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Please add the brewery with the mixed use commercial alternative.

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I like the idea of having a local brewery because there isn't a local option for a brewery in San Pablo. If there was food or a restaurant that would be great

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

The apartment area seems too crowded and too close to the railroad. Parking would be an issue.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

I would add more gift shop type businesses for increased window shopping and support of small businesses.

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I like the work/live apartments and the public parking lot.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

I don't like the food truck park because they would cause a lot of litter and leaking oil. I would prefer something more permanent for various shops.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

I would add more space for small businesses

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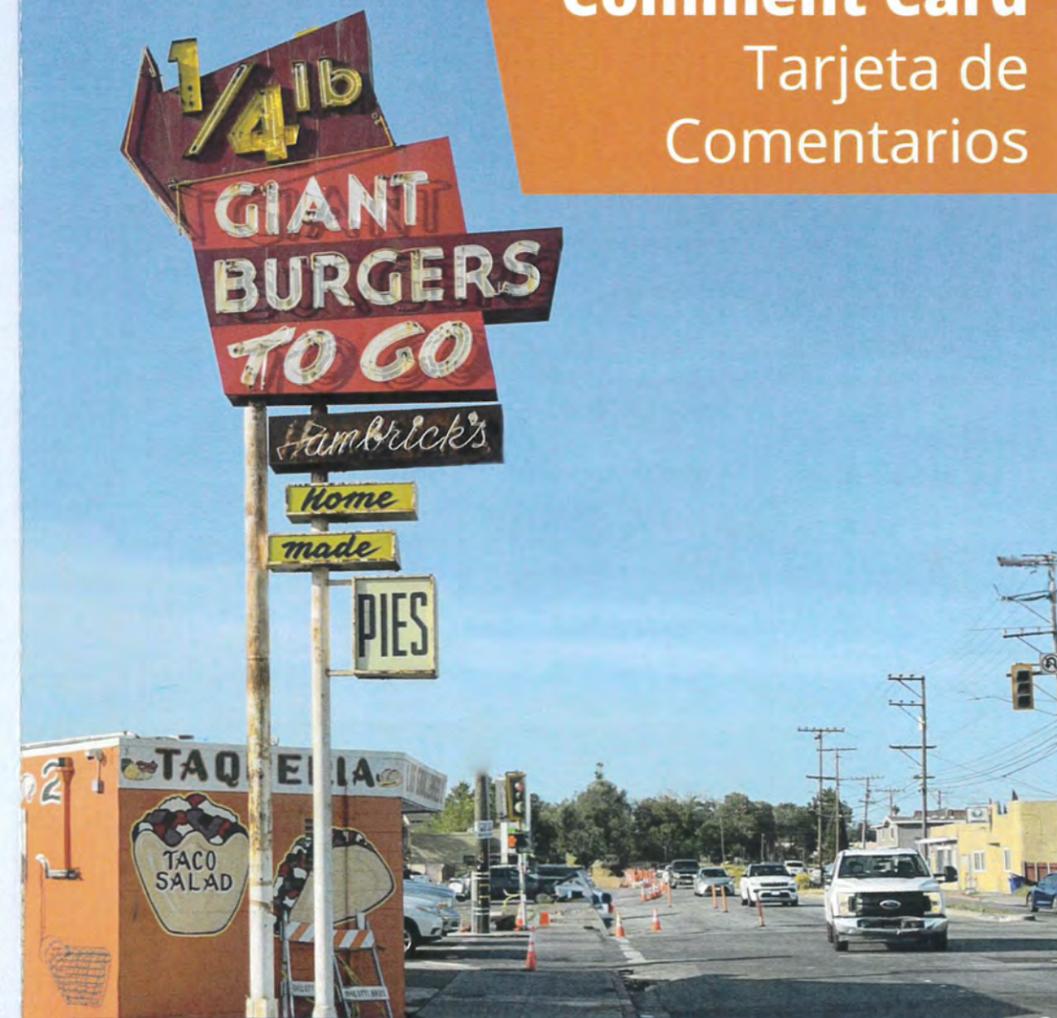


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Provides additional needed housing

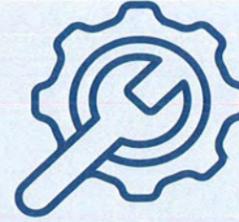
**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Focus on mix use w/ housing on upper floors & business on ground floor.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

No

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

With a variety of use there will be more use of bike & pedestrian traffic making ~~the~~ more inviting.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Less manufacturing & repair.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

No

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Will encourage more pedestrian & bike use of new infrastructure

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Coffee shops & parklet

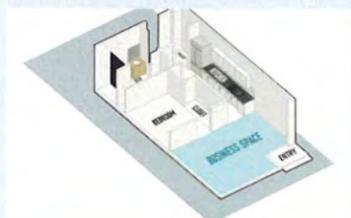
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**¿Hay algo que añadirías?**

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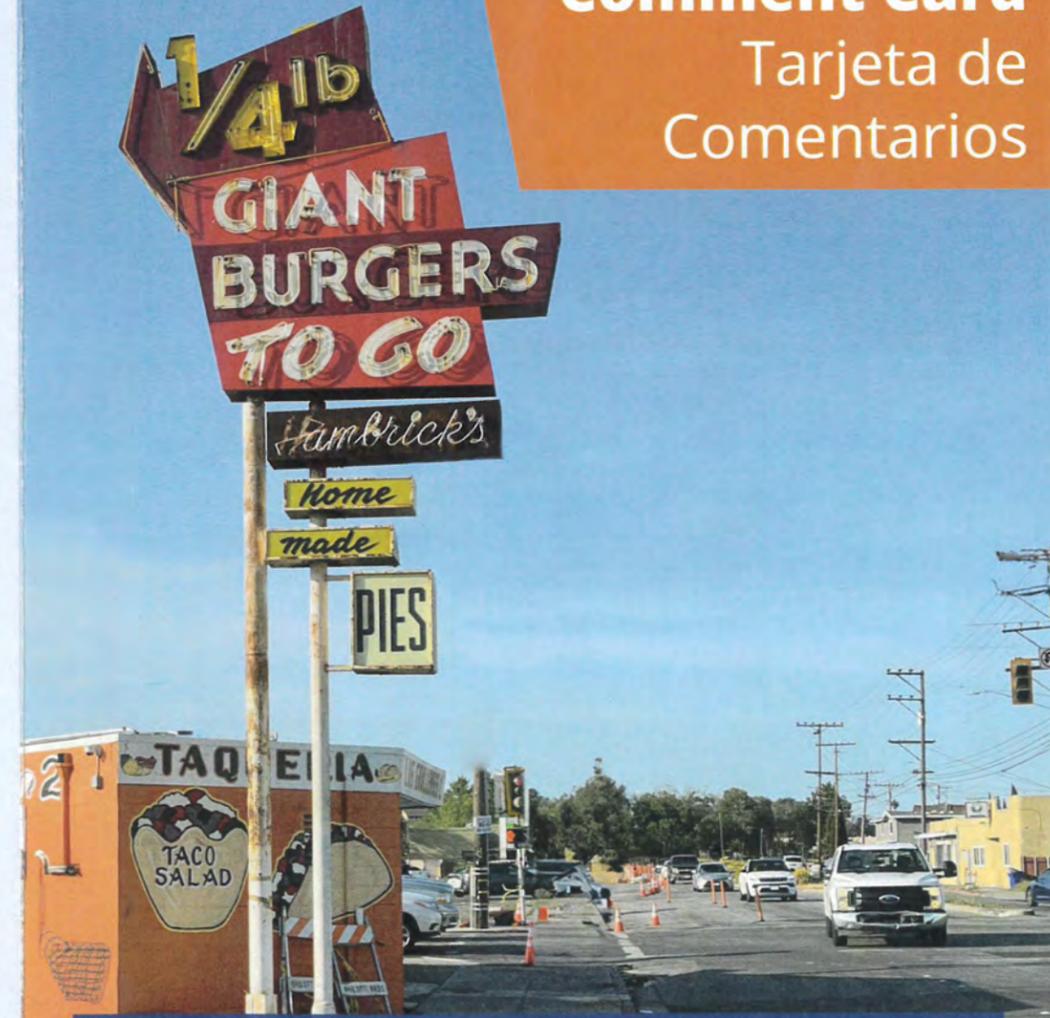
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Small apartments  
that are really affordable  
Something like the student  
housing in Berkeley

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

taller apartment  
buildings

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**B. Maker Mixed  
Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

some original ideas

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

No liquor stores -  
Should be a limit on them

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

We need housing - we could  
increase the height of  
the buildings

**C. Food and Culture  
Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

food & culture make sp  
more interesting! There is  
a very rich, diverse culture  
in SP that people can be  
proud of.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

discourage liquor stores

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

trees + vegetation

**Comparing the alternatives, which idea do you prefer for these sites?**  
**Comparando las alternativas, ¿qué idea prefieres para estos sitios?**

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**City-owned properties**  
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- Affordable apartments / Apartamentos asequibles
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- Live/work housing / Vivienda para vivir/trabajar



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Rumrill Corridor Plan

**Block Party and Community Meeting**

August 24, 2024

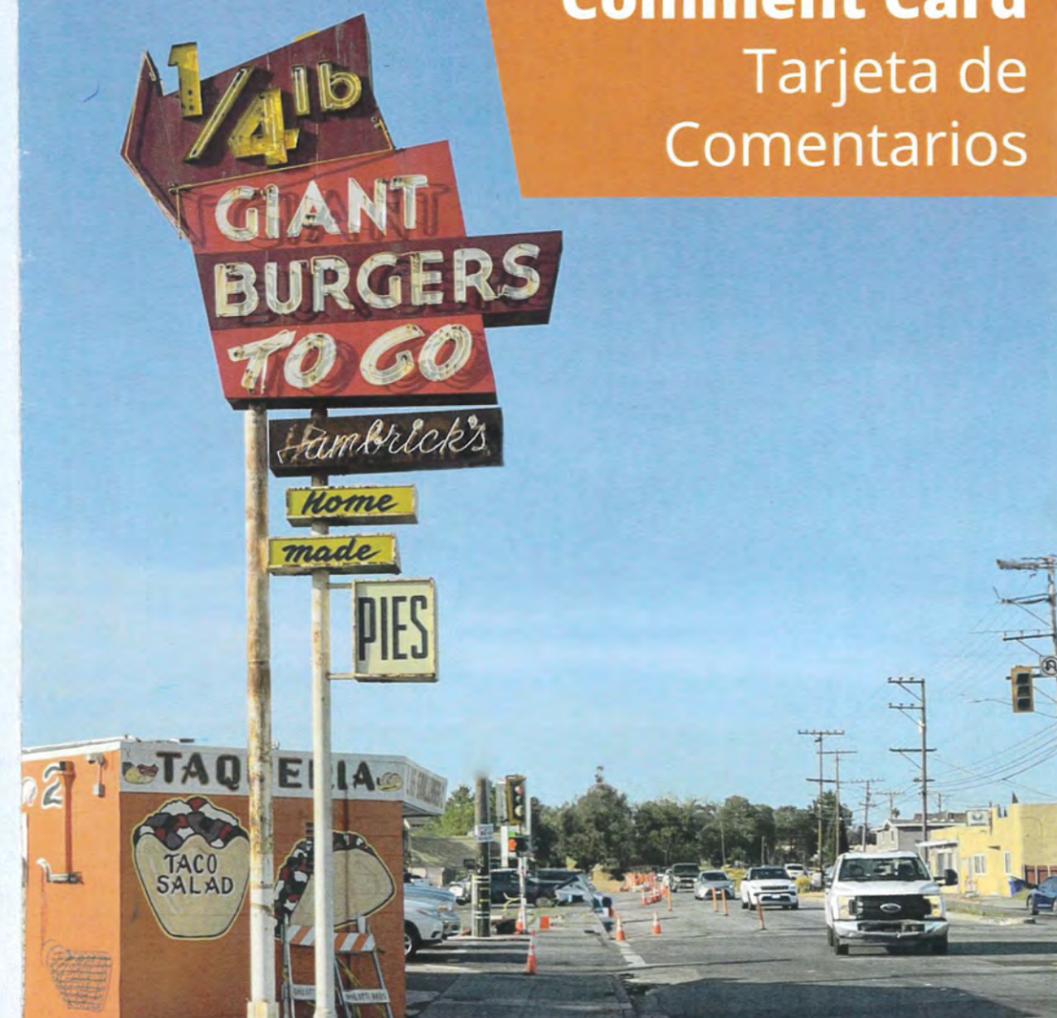
Plan del corredor Rumrill

**Fiesta de cuadra y reunión comunitaria**

24 de agosto de 2024



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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

More housing = more people =  
more businesses

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Would like to see  
Rumrill Sports Park —  
open to public - not necessarily  
field but the rest of the park

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

We need to focus our  
long term businesses in  
this area and bring in businesses  
that complement not compete.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

More permanent businesses  
not food trucks except  
for short term celebration

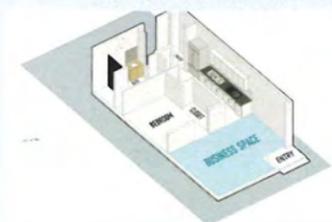
**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Would love an  
ice cream store

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94806

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Rumrill Corridor Plan

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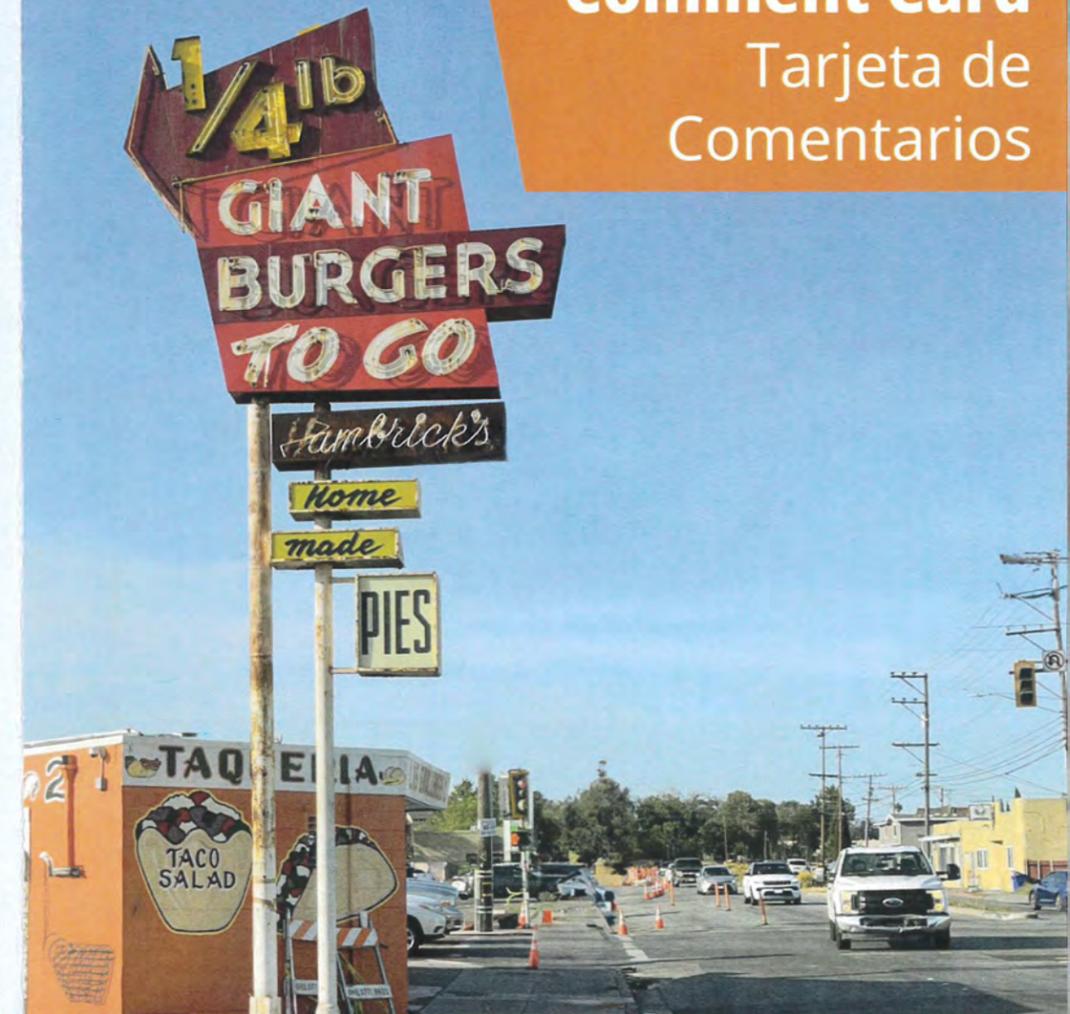
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

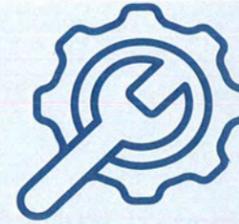
I don't really like this idea  
with out considering a huge  
issue Pennell has and that's  
parking.

Is there anything you would change?  
¿Hay algo que cambiarías?

Is there anything you would add?  
¿Hay algo que añadirías?

➤  
more maintenance workers.

**B. Maker Mixed**  
**Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

I do like this idea.

Is there anything you would change?  
¿Hay algo que cambiarías?

Is there anything you would add?  
¿Hay algo que añadirías?

I would add a large venue  
for parties to bring in more people  
to our city.

**C. Food and Culture**  
**Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

This is a great idea!

Is there anything you would change?  
¿Hay algo que cambiarías?

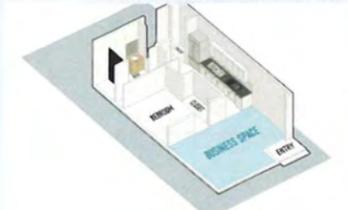
Is there anything you would add?  
¿Hay algo que añadirías?

Move maintenance workers  
to maintain Pennell.

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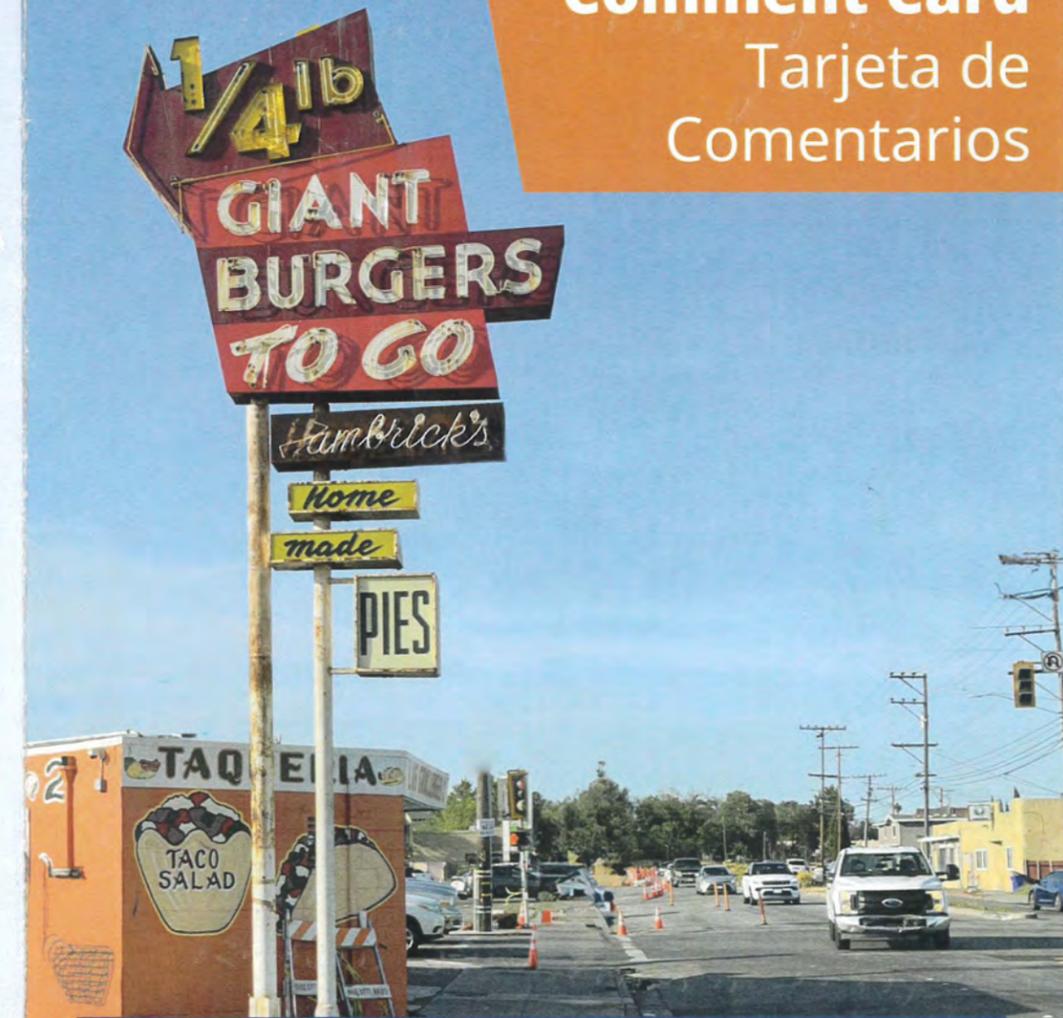
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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I think this a great idea providing housing for those who are already on rumrill

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Just to be sure to include single person house holds

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Adding community rooms to the apartments

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

I like that its a sort of maker space opportunities.

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

Include something similar to cobiz ~~share~~ share space to have opportunities to start a small buiz.

**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Adding maybe resources to help small businesses. On the job training opportunities

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



**What do you like about this alternative?**  
**¿Qué te gusta de esta alternativa?**

Focus on community opportunities

**Is there anything you would change?**  
**¿Hay algo que cambiarías?**

NO

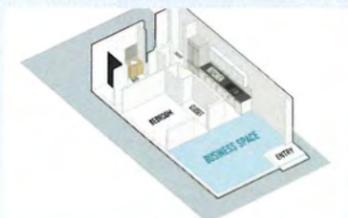
**Is there anything you would add?**  
**¿Hay algo que añadirías?**

Adding opportunities for jobs and on-the-job training

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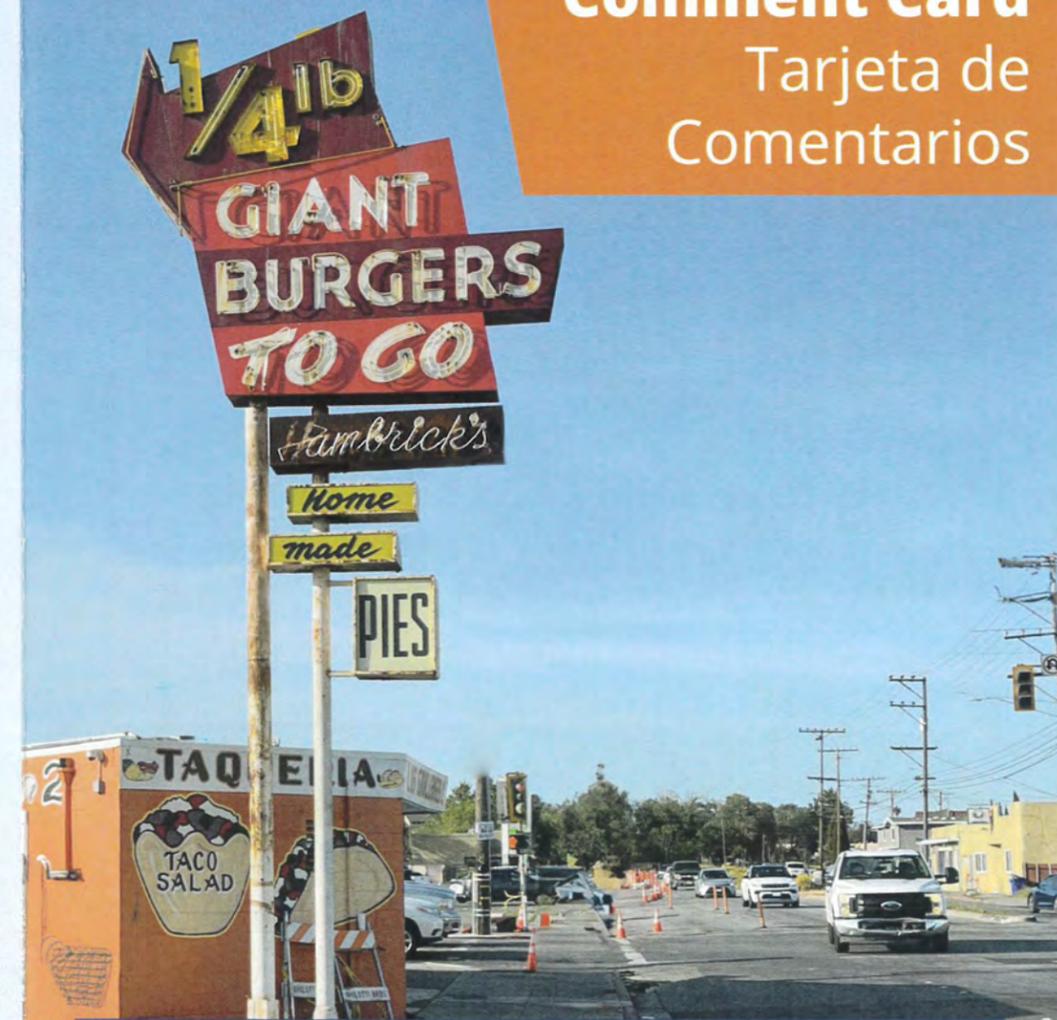


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**A. Housing Focus**  
**Enfoque en**  
**Viviendas**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

I like that it will provide affordable housing

Is there anything you would change?  
¿Hay algo que cambiarías?

Adding more child friendly activities

Is there anything you would add?  
¿Hay algo que añadirías?

N/A

**B. Maker Mixed Use Focus**  
**Enfoque en**  
**Fabricante de**  
**Uso Mixto**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

I Love this! providing the opportunity for folks to be self sufficient

Is there anything you would change?  
¿Hay algo que cambiarías?

Maybe think about a share working space like cobiz.

Is there anything you would add?  
¿Hay algo que añadirías?

Working spaces and child friendly activities.

**C. Food and Culture Focus**  
**Enfoque en**  
**Comida y Cultura**



What do you like about this alternative?  
¿Qué te gusta de esta alternativa?

Keeping the san pablo culture

Is there anything you would change?  
¿Hay algo que cambiarías?

Thinking about current businesses and not displacing them

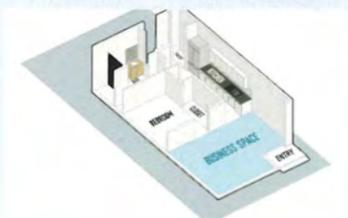
Is there anything you would add?  
¿Hay algo que añadirías?

Add opportunities for folks to start there small business

**Comparing the alternatives, which idea do you prefer for these sites?**  
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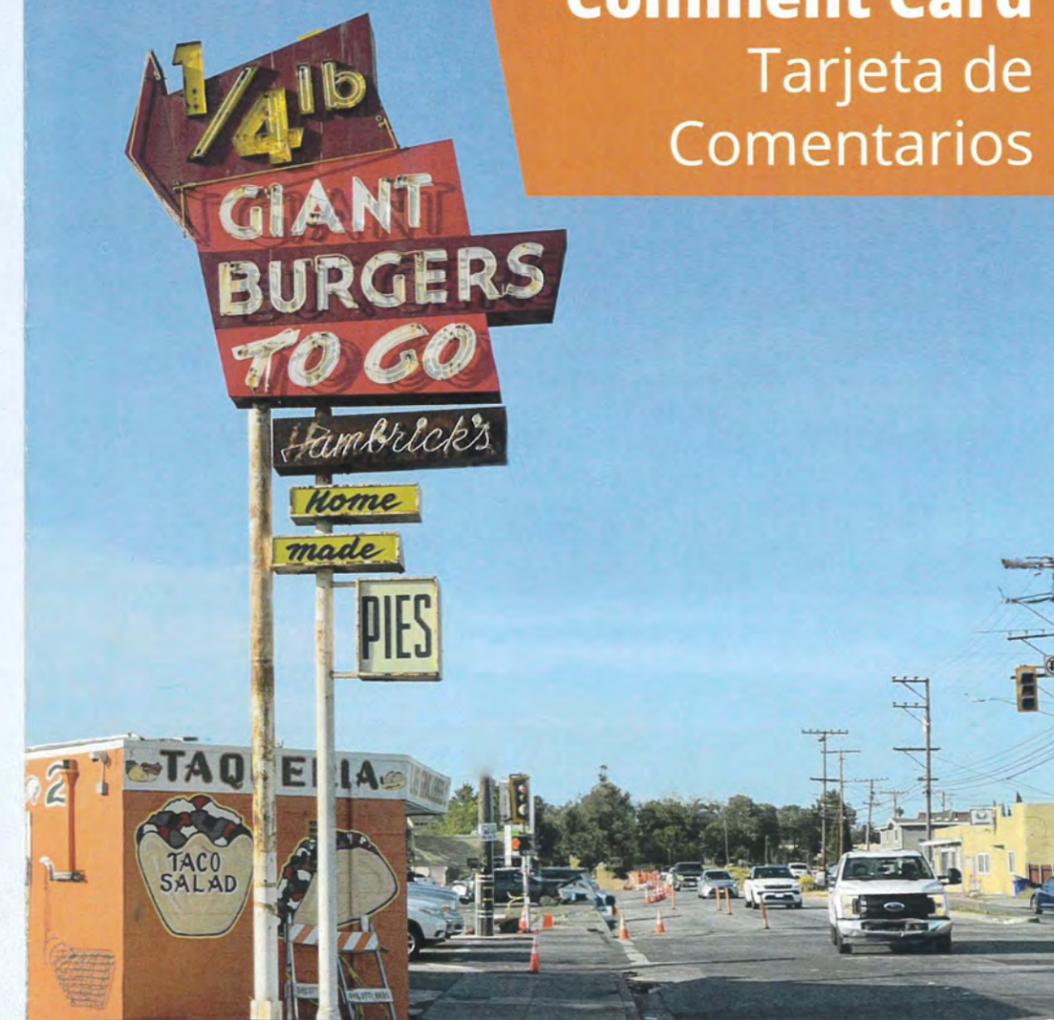
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Great Ideals

Good Work

Keep it up

## **Appendix B: Other Workshop Boards**

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# 1A

## WHAT IS THE RUMRILL CORRIDOR PLAN? ¿QUÉ ES EL PLAN DEL CORREDOR RUMRILL?

With a grant from the Association of Bay Area Governments (ABAG), the City of San Pablo is preparing a Corridor Plan for Rumrill Boulevard from Brookside to Costa Avenue.

The City has designated this corridor segment as a Priority Development Area (PDA) and streetscape improvements were constructed in 2023, but the corridor has never been the focus of a coordinated planning effort. So, the City is inviting the community to help define a vision for the future of the Rumrill Corridor and a plan to make it happen.

### KEY PROJECT OBJECTIVES INCLUDE:

- Adding new housing into the corridor to meet community needs;
- Supporting existing businesses and attracting new ones to the corridor to expand job opportunities for local residents;
- Greening the corridor to moderate summer heat, improve air quality, and provide comfortable outdoor gathering spaces; and
- Improving neighborhood quality of life.

The three stations here today present different ideas for the future of the Rumrill Corridor. Please visit each station and share your thoughts. Your feedback will be presented to the San Pablo Planning Commission this fall and the City Council will consider adoption of the Plan in early 2025.

### PROJECT TIMELINE / CRONOGRAMA DEL PROYECTO:

Issues / Opportunities  
(Spring 2024)  
Problemas/Oportunidades  
(Primavera 2024)

Alternatives Exploration  
(Summer 2024)  
Exploración de alternativas  
(Verano 2024)

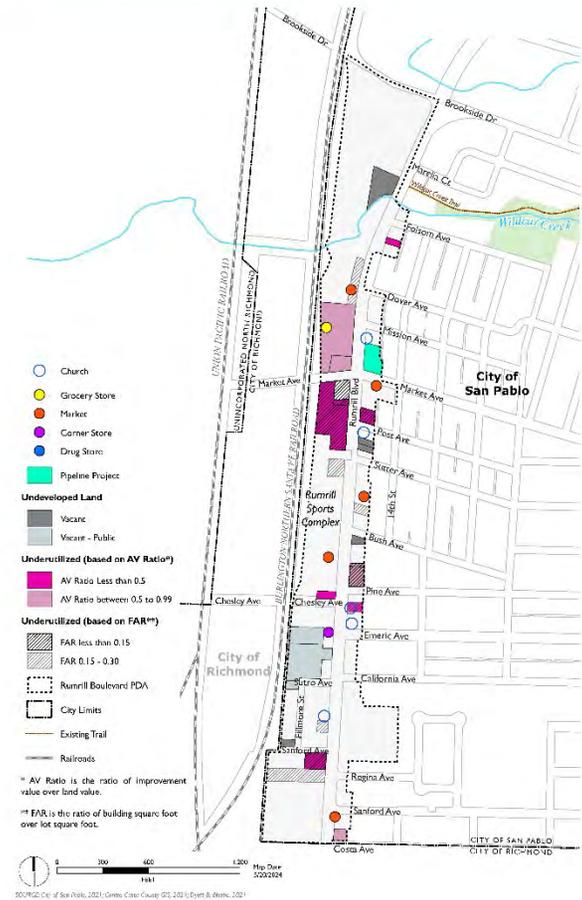
Draft Corridor Plan  
(Fall 2024)  
Borrador del plan del  
corredor (Otoño 2024)

La Ciudad de San Pablo está preparando un Plan de Corredor para Rumrill Boulevard desde Brookside hasta Costa Avenue con una subvención de la Asociación de Gobiernos del Área de la Bahía (ABAG). La Ciudad ha designado este segmento del corredor como Área de Desarrollo Prioritario (PDA). Se construyeron mejoras del paisaje urbano en 2023, pero el corredor nunca ha sido el foco de un esfuerzo de planificación coordinado. Por eso, la Ciudad está invitando a la comunidad a ayudar a definir una visión para el futuro del Corredor Rumrill y un plan para hacerlo realidad.

### LOS OBJETIVOS DEL PROYECTO INCLUYEN:

- Agregar nuevas viviendas al corredor para satisfacer las necesidades de la comunidad;
- Apoyar a los negocios existentes y atraer nuevos negocios al corredor para ampliar las oportunidades laborales para los residentes locales;
- Incorporar vegetación a lo largo del corredor para moderar el calor del verano, mejorar la calidad del aire y proporcionar cómodos espacios de reunión al aire libre; y
- Mejorar la calidad de vida del vecindario.

Las tres estaciones aquí hoy presentan diferentes ideas para el futuro del Corredor Rumrill. Visite cada estación y comparta sus pensamientos. Sus comentarios se presentarán a la Comisión de Planificación de San Pablo este otoño y el Concejo Municipal considerará la adopción del Plan a principios de 2025.



To learn more about the Rumrill Corridor Plan and ways to get involved, please visit: <https://www.sanpabloca.gov/2863/Rumrill-Corridor-Plan>  
Para obtener más información sobre el Plan del Corredor Rumrill y las formas de participar, visite: <https://www.sanpabloca.gov/2863/Rumrill-Corridor-Plan>



RUMRILL CORRIDOR PLAN  
PLAN DEL CORREDOR RUMRILL



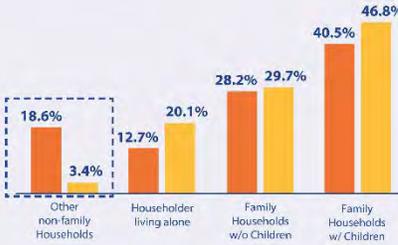
# 1B

## RUMRILL NEIGHBORHOOD FACTS DATOS DEL VECINDARIO DE RUMRILL

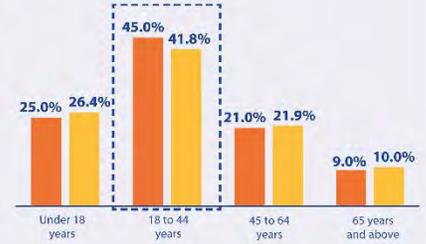
### PEOPLE



More than 40% of residents are overpaying for housing  
 Más del 40% de los residentes pagan de más por la vivienda



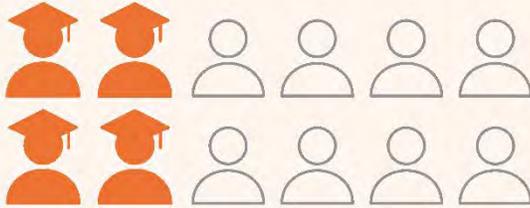
Higher share of unrelated people living together because of high housing costs  
 Muchas personas que no están relacionadas viven juntas debido al alto costo de la vivienda.



Residents tend to be younger than in the rest of the city  
 Los residentes del Corredor Rumrill son más jóvenes que en el resto de la ciudad

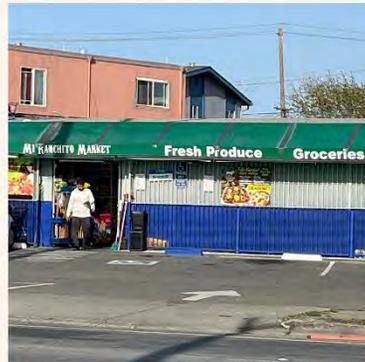
### JOBS AND BUSINESSES

Only 1/3 of PDA residents having completed high school and less than 7 percent of residents having some college education.



# 33%

Only 1/3 of residents finished high school so a focus on job training is important  
 Sólo 1/3 de los residentes terminaron la escuela secundaria, por eso la capacitación laboral es importante



Corridor features a range of locally-owned businesses in the following sectors: restaurant and food services; person and business services; auto repair and maintenance  
 Corridor presenta una variedad de empresas de propiedad local en los siguientes sectores: restaurantes y servicios de alimentación; servicios personales y empresariales; reparación y mantenimiento de automóviles



Opportunity to attract small scale manufacturing businesses seeking affordable spaces  
 Oportunidad para atraer empresas manufactureras de pequeña escala que buscan espacios asequibles.

### CONTEXT



The Rumrill Sports Complex is a major attraction, but parking is limited on game days  
 El complejo deportivo Rumrill es una atracción importante, pero el estacionamiento es limitado los días de juego



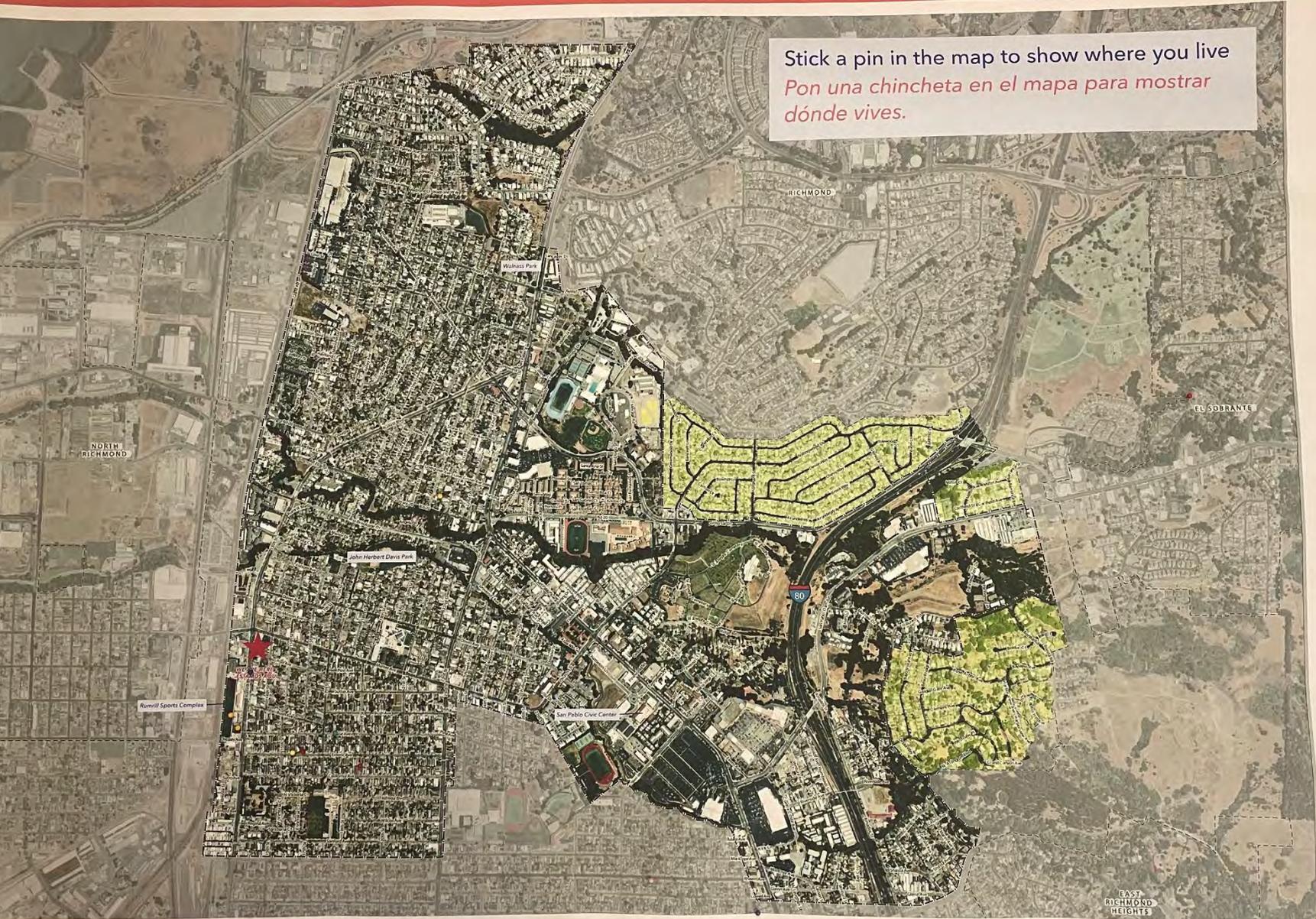
There are some underused properties at the Rumrill/Market intersection that present opportunities for redevelopment with uses to serve community needs  
 Hay algunas propiedades subutilizadas en la intersección Rumrill/Market que presentan oportunidades de reurbanización con usos para satisfacer las necesidades de la comunidad.



The City has property on the corridor that may not be needed in the future and could be redeveloped with other uses to serve the community  
 La Ciudad tiene propiedades en el corredor que tal vez no seari necesarias en el futuro y podrían reconstruirse con otros usos para servir a la comunidad.

# WHERE DO YOU LIVE? ¿DONDE VIVE?

Stick a pin in the map to show where you live  
*Pon una chincheta en el mapa para mostrar  
dónde vives.*



RUMRILL CORRIDOR PLAN  
PLAN DEL CORREDOR RUMRILL



# 3

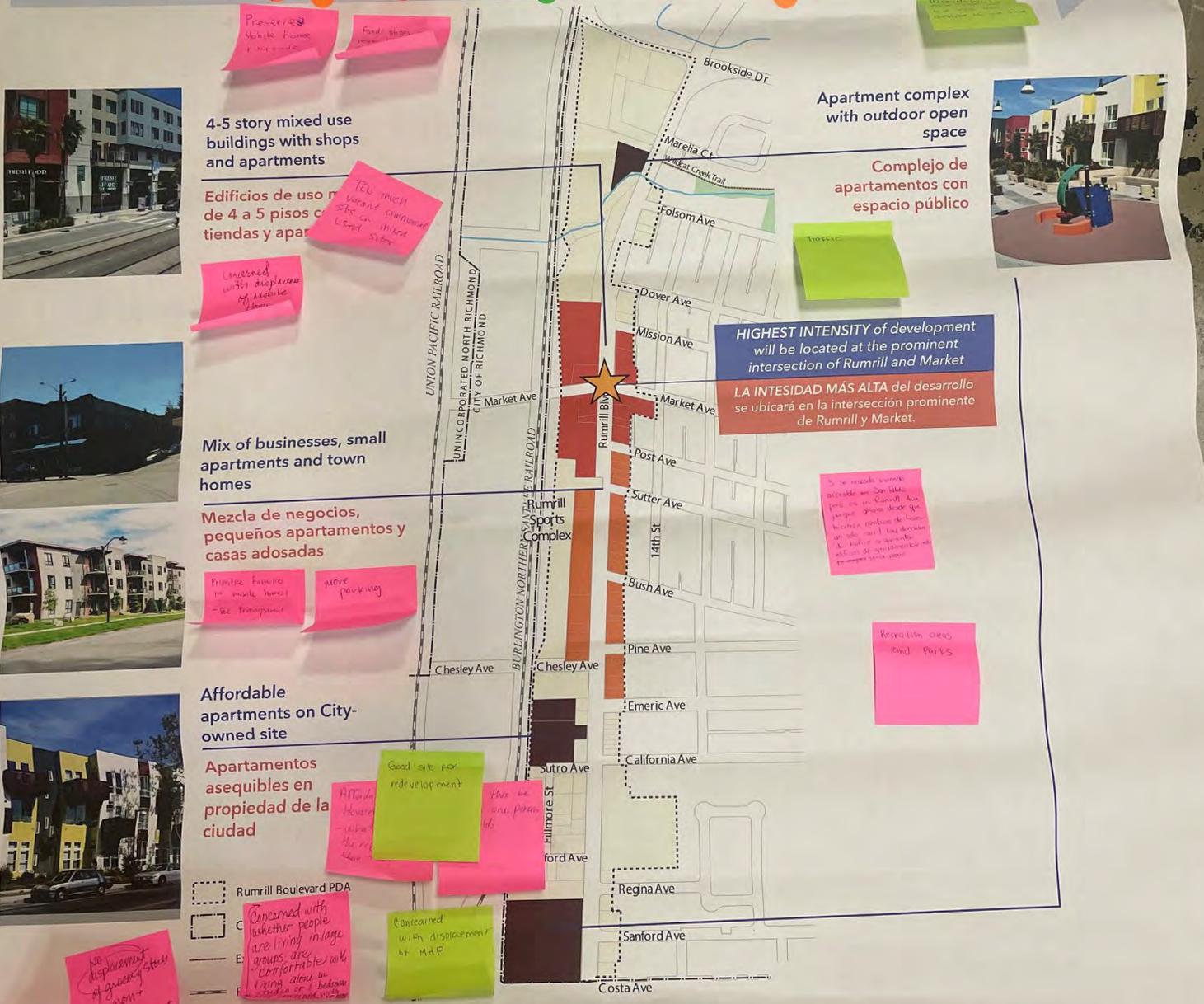
## ALTERNATIVE A: HOUSING FOCUS ALTERNATIVA A: ENFOQUE EN VIVIENDA

The Housing Focus alternative responds to identified needs and priorities with a focus on new housing for the corridor. The emphasis is on promoting a mixed income housing on vacant and underused sites throughout the corridor. Overall, this alternative would result in more housing on more sites than envisioned in the Housing Element and help set the City up for the next Housing Element cycle.

La alternativa de Enfoque de Vivienda responde a las necesidades y prioridades identificadas con un enfoque en nuevas viviendas para el corredor. El énfasis está en promover viviendas de ingresos mixtos en sitios desocupados y subutilizados a lo largo del corredor. En general, esta alternativa daría como resultado más viviendas en más sitios de los previstos en el Elemento de Vivienda y ayudaría a preparar a la Ciudad para el próximo ciclo del Elemento de Vivienda.

PLACE A STICKER on the scales below to indicate your level of support.  
PONGA UNA PEGATINA en las escalas de abajo para indicar su nivel de apoyo.

- 1. Not at all/  
Nada
- 2. Somewhat/  
Un poco
- 3. Neutral/  
Neutral
- 4. Strongly/  
Fuertemente
- 5. Completely/  
Completamente



Preserve Mobile Homes & Apartments

4-5 story mixed use buildings with shops and apartments

Edificios de uso mixto de 4 a 5 pisos con tiendas y apartamentos

Concerned with displacement of mobile homes

Mix of businesses, small apartments and town homes

Mezcla de negocios, pequeños apartamentos y casas adosadas

Affordable apartments on City-owned site

Apartment complex with outdoor open space

Complejo de apartamentos con espacio público

HIGHEST INTENSITY of development will be located at the prominent intersection of Rumrill and Market

LA INTESIDAD MÁS ALTA del desarrollo se ubicará en la intersección prominente de Rumrill y Market.

Concerned with displacement of mobile homes

Concerned with displacement of RHP

Concerned with displacement of RHP

Good site for redevelopment

Affordable housing - within the corridor

More parking

More parking

Recreation areas and parks



# 4

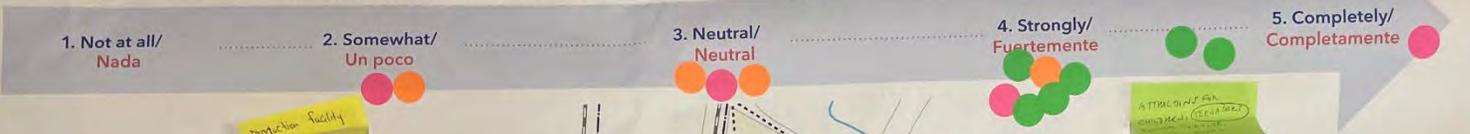
## ALTERNATIVE B: MAKER MIXED USE FOCUS

## ALTERNATIVA B: ENFOQUE DE USO MIXTO DEL FABRICANTE

The existing employment profile of the corridor includes a higher share of business activities related to production and repair. The Maker Mixed Use Alternative seeks to focus on growing existing businesses in the area and attract new ones in related sectors, while also integrating compatible new housing.

El perfil de empleo existente en el corredor incluye una mayor proporción de actividades comerciales relacionadas con la producción y reparación. La alternativa de uso Mixto Maker busca centrarse en hacer crecer los negocios existentes en el área y atraer otros nuevos en sectores relacionados, al mismo tiempo que integra nuevas viviendas compatibles.

PLACE A STICKER on the scales below to indicate your level of support.  
 PONGA UNA PEGATINA en las escalas de abajo para indicar su nivel de apoyo.



Production facility with gift shop or tasting room  
 Instalaciones de producción con tienda de regalos o sala de degustación.



Apartment complex with outdoor open space  
 Complejo de apartamentos con espacio público

Not been on site before

How many stories for live/work? what density? how many units? what parking? etc. etc. etc.

HIGHEST INTENSITY of development will be located at the prominent intersection of Rumrill and Market  
 LA INTENSIDAD MÁS ALTA del desarrollo se ubicará en la intersección prominente de Rumrill y Market.



North Richmond  
 - Youth Center / space / community Hub



Live/work apartments for local business owners



Vivir y trabajar en la ciudad  
 Use this approach for city owned property. Attachable live/work space for local business owners & makers (NOT FOR BUILT UP BUILDINGS)



Center the North Richmond area as a maker & entrepreneurship space

Manufacturing/repair oriented businesses  
 Empresas orientadas a la fabricación/reparación



more 'bank's Paces would help - fasten cal by 50% - general public comment

EDC advantage - fasten cal by 50% - FARMER'S MARKET, ETC...

Helps with economic dev. and will help bring vibrant and active uses

# 5

## ALTERNATIVE C: FOOD AND CULTURE FOCUS ALTERNATIVA C: ENFOQUE EN COMIDA Y CULTURA

Anchored by the Rumrill Sports Complex, popular food trucks, and a host of restaurants and food retailers, the Rumrill corridor is a distinct and vibrant district within San Pablo. This Alternative seeks to build on this character, making the corridor a destination for "food and fun" while nurturing new local businesses and providing housing opportunities for residents and employees.

El corredor Rumrill es un distrito distinto y vibrante dentro de San Pablo, conectado por el complejo deportivo Rumrill, populares camiones de comida y una gran cantidad de restaurantes. Esta Alternativa busca aprovechar de este carácter, haciendo del corredor un destino para "comida y diversión" mientras fomenta nuevos negocios locales y brinda oportunidades de vivienda para residentes y empleados.

PLACE A STICKER on the scales below to indicate your level of support.  
PONGA UNA PEGATINA en las escalas de abajo para indicar su nivel de apoyo.

1. Not at all/  
Nada

2. Somewhat/  
Un poco

3. Neutral/  
Neutral

4. Strongly/  
Fuertemente

5. Completely/  
Completamente



Apartment complex with outdoor open space  
Complejo de apartamentos con espacio público

Esto parece solucionar que resque el problema de hacer un uso con los recursos que tenemos con la ciudad. Si solo hicieramos algo que ya tenemos como un espacio público y eso que ya tienen edificios de alquiler que ya están ahí, entonces no me imagino.

prioritize low income families

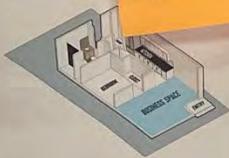


Food truck park  
Parque de camión comida

Keep everyone together  
Food truck

I think more youth focused spaces could be really beneficial for the city & residents

a home business can be a FOOD business



Live/work apartments for local business owners



Vivienda para vivir/trabajar en propiedad de la ciudad



- Rumrill Boulevard PDA
- City Limits
- Existing Trail
- Railroads



Visitas al estacionamiento. Menos licencias. Menos pagos y Diversiones como patinaje, bicicleta, kayak...

Housing with shared facilities to offer more affordable rents and sales prices



Viviendas con instalaciones compartidas para ofrecer alquileres y precios de venta más asequibles

HIGHEST INTENSITY of development will be located at the prominent intersection of Rumrill and Market  
LA INTENSIDAD MÁS ALTA del desarrollo se ubicará en la intersección prominente de Rumrill y Market.

parking really affordable housing teen and youth centers + training + entertainment

Estacionamiento para eventos y carga de vehículos eléctricos en un sitio propiedad de la ciudad



Yes! parking is a challenge. We need more local EV parking and charging.

Partial EV charging + parking @ City + Affordable housing? (some bike to electric bike city site to park) PM 4/29/24 4:00pm

# M E M O R A N D U M

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To: Libby Tyler, Sandra Castaneda Marquez, and Mel Mackson, City of San Pablo  
From: Andrew Hill and Tishya Rao, Dyett & Bhatia  
Re: Rumrill Alternatives Instagram Survey – Results Summary  
Date: October 8, 2024

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Dear Libby, Sandy, and Mel:

The Rumrill Alternatives Instagram Survey was conducted from August 21 to September 20, 2024 as part of the City's community engagement strategy to reach residents of the Rumrill Corridor Plan Area. The intent was to creatively engage residents who may not otherwise participate in the process, raise awareness in the community, and provide additional opportunities (alongside the Rumrill Corridor Plan Block Party/Workshop) for input on the content of the Rumrill Corridor Plan. This memo provides a recap of the purpose and method used for the survey and a summary of the results received.

## **PURPOSE AND METHOD**

There is a high share of young, Spanish speakers living in the Rumrill PDA. Many likely have shift work jobs outside of San Pablo and may not have time or inclination to attend a community meeting or fill out an online survey. To target this demographic and give them a voice in the process and content of the plan, the Rumrill Alternatives Instagram Survey was designed with the following objectives:

1. Engage with young residents of the community who may not have time to participate in conventional outreach activities and provide meaningful opportunities for them to participate in the process.
2. Create fun, engaging visually-oriented surveys that can be completed quickly and conveniently based on a flexible schedule.
3. Raise awareness of the Rumrill Corridor Plan and its relevance to residents.

## **Methodology**

The Instagram Survey used the existing City's and Police Department (SPPD)'s Instagram accounts that already have a substantial follower base (6,611 followers combined) to introduce key aspects of the Rumrill Alternatives and solicit feedback on which concepts to incorporate into the public review Draft Corridor Plan. There were four primary topics covered through the survey:

- Reel 1: What's your priority for Rumrill: housing, jobs, or food and entertainment?
- Reel 2: Is live/work housing a solution for Rumrill?
- Reel 3: What is the best option for the City-owned site: affordable apartments, a parking garage, or live/work housing?

# MEMORANDUM

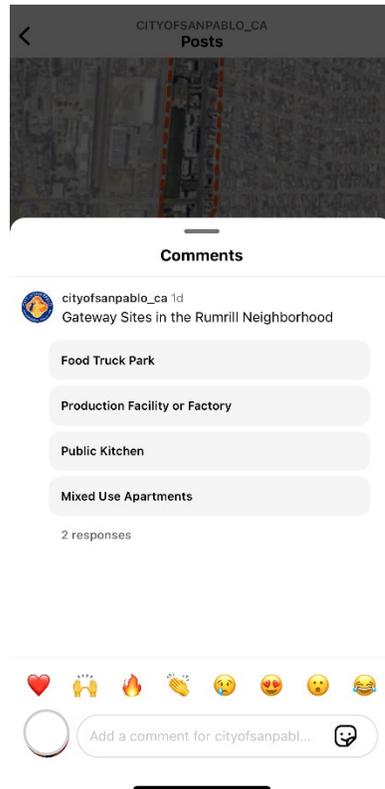
- Reel 4: What would you like to see at the Market and Rumrill Intersection: apartments with a workforce development center, a food truck park, commercial kitchen, or mixed use apartments?

Reel polls were developed as short video clips in English and Spanish, each with a multiple-choice survey question. They were posted in two formats:

- **Instagram Story:** The reel video was posted as an Instagram story overlaid with an interactive poll, which remained visible for 24 hours.
- **Instagram Post:** Every Wednesday, account managers posted the reel video to the City’s and Police Department’s profile, which remained open for one week. The interactive poll was included as part of the comment section associated with the post; participants were also encouraged to share their thoughts by leaving a comment on the City’s account.



Instagram Story



Instagram Post



Poll Results

# M E M O R A N D U M

## SUMMARY OF POLL RESULTS

Approximately 32 percent (108 of 345 total responses) of the responses were received in Spanish and 68 percent (237 of 345 total responses) in English. Priorities and preferences are summarized in aggregate below, with notes on where differences are discernible based on language of response. Other demographic details were not collected for Instagram survey responses so parsing by age, ethnicity, or neighborhood of residence is not possible.

Summaries of each individual poll are also provided on subsequent pages, with notes highlighting where results differed from input collected at the block party event.

The following observations can be made from a review of the results of all four reel polls:

- Making the Rumrill corridor a destination for recreation and entertainment was the top choice among Instagram survey respondents, and a food truck park was the highest ranked use among options for desired uses at the gateway, receiving more support than residential mixed use, a community kitchen, and a production facility. Notably, Spanish language respondents favored a food truck park at the gateway even more than English language respondents (54 percent vs 49 percent).
- Survey respondents indicated strong support for additional housing on the corridor, with 68.4 percent of respondents indicating they think live/work housing is a good option throughout the corridor and 54.5 percent respondents favoring affordable apartments and townhomes on the City-owned property. Interestingly, English language respondents supported housing more strongly than Spanish language respondents. For example, 79 percent of English language respondents supported live/work housing throughout the corridor as compared to 50 percent of Spanish language respondents, and 59 percent of English language respondents preferred affordable housing on the City-owned sites as compared to 42 percent of Spanish language respondents.
- Survey respondents do not consider job creation along the corridor as high a priority as entertainment or housing. Overall, only 27 percent of respondents ranked local job creation as the top priority for the corridor and a production facility or community kitchen that can serve as a catalyst for small businesses were also ranked lower than other options for the gateway sites. However, Spanish language respondents tended to place a slightly higher priority on job creation than English language respondents. For example, 30 percent of Spanish language respondents ranked job creation as the top priority for the corridor compared to 26 percent of English language respondents.
- A parking facility was the lowest ranked use for the City owned site among survey respondents; however Spanish language respondents (26 percent) ranked it as the top priority, as opposed to English language respondents (18 percent). Through other outreach activities, concerns for adequate parking along the Rumrill corridor now and in the future as housing projects get built has been a recurring theme of community comments. The relative lack of support for a parking facility on the City owned site does not mean that parking management strategies shouldn't be an important component of the Rumrill Corridor plan.

# M E M O R A N D U M

## Reel I: What’s Your Priority?

The first reel introduced the three Rumrill Corridor Plan alternatives (Recreation and Entertainment, New Housing, and Local Jobs), and illustrated key neighborhood characteristics that form the basis for each concept. This includes the Rumrill Sports Complex and the prominence of food trucks, high housing costs, and the need for local jobs in the area. Based on this information, participants were asked to select their top priority for the Plan.

Of the 121 responses received, “Recreation and Entertainment” was the most popular concept with 42.1 percent of votes, followed by “New Housing” at 30.7 percent and “Local Jobs” at 27.2 percent. There was a consensus amongst both English and Spanish participants, as indicated in **Table 1** below. The results also highlight the importance of leveraging the Rumrill Sports Complex as a key destination in the city and support existing food trucks and other food-related establishments along the corridor.

**Table 1: Reel I Poll Results**

	<i>Responses/ Vote</i>							
	<i>Total</i>		<i>Recreation &amp; Entertainment</i>		<i>New Housing</i>		<i>Local Jobs</i>	
	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>
<i>English</i>	81	66.9	35	28.9	25	20.7	21	17.4
<i>Spanish</i>	40	33.1	16	13.2	12	9.9	12	9.9
<b>Total</b>	<b>121</b>	<b>100</b>	<b>51</b>	<b>42.1</b>	<b>37</b>	<b>30.7</b>	<b>33</b>	<b>27.2</b>

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s accounts.

### *Instagram Survey vs. Rumrill Block Party Results*

Instagram survey results vary from the average ranking scores collected during the Rumrill Block Party in which “Local Jobs” ranked highest with 4.1 out of 5, followed by “Recreation and Entertainment” and “New Housing”.

# MEMORANDUM



**#1**

WHAT IS THE  
**RUMRILL CORRIDOR PLAN**



RUMRILL CORRIDOR  
HOUSING

**HIGH HOUSING COSTS!**



**What's Your Top Priority?**

-  Recreation & Entertainment
-  New Housing
-  Local Jobs

# M E M O R A N D U M

Reel 2 proposes live/work housing as a unique strategy that could simultaneously address two priorities of the Rumrill Corridor Plan: the need for new affordable housing and supporting local job opportunities. It illustrates how the typology would enable residents to live and work within the same space, while reducing commute times and high business costs associated with renting workspace. Examples include shopkeeping, home-based daycare, and accounting and tailoring services. Participants were asked to vote “yes” or “no” on whether the Plan should create more opportunities for live/work housing.

As indicated in **Table 2**, the poll for Reel 2 received only 38 responses, the lowest of all four reels. Of the responses collected, the majority (68.4 percent) would like to see more opportunities for live/work housing in the Rumrill Corridor area. A closer look into Spanish-based responses indicate equal preference for (“yes”) and against (“no”) live/work housing, with 18.4 percent of total votes. However, Spanish respondents were more likely to vote against live/work housing (18.4 percent) compared to English respondents (13.2 percent).

**Table 2: Reel 2 Poll Results**

	<i>Responses/ Votes</i>					
	<i>Total</i>		<i>Yes</i>		<i>No</i>	
	<i>No. of Votes</i>	<i>% No. of Votes</i>	<i>No. of Votes</i>	<i>% No. of Votes</i>	<i>No. of Votes</i>	<i>%</i>
<i>English</i>	24	63.2	19	49.9	5	13.2
<i>Spanish</i>	14	36.9	7	18.4	7	18.4
<b>Total</b>	<b>38</b>	<b>100</b>	<b>26</b>	<b>68.4</b>	<b>12</b>	<b>31.6</b>

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s accounts.

### *Instagram Survey vs. Rumrill Block Party Results*

Results from the Rumrill Block Party indicate a similar preference; 18 of 30 respondents (60 percent) liked the concept of live/work housing. They believed that this would be a good solution to meeting housing needs, while enabling residents to be financially independent and self-sufficient. Therefore, based on combined results from both surveys, there was a general preference for incorporating Live/Work Housing opportunities as part of the Rumrill Corridor Plan.

# MEMORANDUM



#2

**LIVE/WORK HOUSING**  
IN THE RUMRILL NEIGHBORHOOD



**LIVE/WORK HOUSING**



HOME-BASED DAYCARE

**LIVE/WORK HOUSING**



**REDUCED BUSINESS COSTS!**



WORKING MOTHERS

Should the Plan create more opportunities for **LIVE/WORK HOUSING** in the Rumrill Neighborhood?

YES NO



# M E M O R A N D U M

## Reel 3: City-owned Sites

The City owns a two-acre property near Sutro Avenue, which currently remains underutilized. Reel 3 presented three strategies for reusing the site, which included affordable apartments and townhomes, a parking garage for visitors during game days at the Rumrill Sports Complex, or a workforce training center with affordable live/work housing. Participants were asked to select which option they preferred.

There was a general preference to utilize the City-owned site for new housing opportunities such as affordable apartments & townhomes (54.4 percent) or a workforce training center with live/work housing (28.8 percent). The parking garage strategy received the least number of votes (18.2 percent). However, existing traffic congestion and lack of parking along the corridor could be exacerbated if new residential, commercial, or small-scale manufacturing uses are proposed. Therefore, a variety of solutions for designated parking could be developed, including integrating parking spots with the proposed land uses on a portion of the City-owned site or utilizing a different site along the Rumrill Corridor.

**Table 3: Reel 3 Poll Results**

	Responses/ Vote							
	Total		Affordable Apartments & Townhomes		Parking Garage		Workforce Training Center & Live/Work Housing	
	No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%
<i>English</i>	75	74.3	44	43.6	10	9.9	21	20.8
<i>Spanish</i>	26	25.7	11	10.8	7	7.0	8	8.0
<b>Total</b>	<b>101</b>	<b>100</b>	<b>55</b>	<b>54.4</b>	<b>17</b>	<b>16.9</b>	<b>29</b>	<b>28.8</b>

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo's and the San Pablo Police Department's accounts.

### *Instagram Survey vs. Rumrill Block Party Results*

Overall, across all outreach activities, the affordable apartments & townhomes strategy was the most popular for the City-owned properties, with 50.4 percent of votes. However, the Rumrill Block Party participants preferred the workforce training center with live/work housing (9 of 20 votes). As with the Instagram survey, the parking garage remained the least popular strategy with only 5 votes.

# MEMORANDUM



**#3**

**CITY-OWNED PARCELS**  
IN THE RUMRILL NEIGHBORHOOD



**CITY-OWNED PARCELS**  
*(View from Sutro Ave.)*



**1**

Partner with a developer to build  
**AFFORDABLE APARTMENTS & TOWNHOMES**  
on City-owned Site



**2**

Build a  
**PARKING GARAGE**  
for visitors during game days at  
Rumrill Sports Complex



**3**

Build a  
**WORKFORCE TRAINING CENTER**  
with  
**AFFORDABLE APARTMENTS**  
on City-owned site



**Which Option do you prefer?**

**1** Affordable Apartments & Townhomes

**2** Parking Garage

**3** Workforce Training Center & Affordable Apartments

# M E M O R A N D U M

## Reel 4: Market/Rumrill Intersection “Gateway” Sites

The intersection of Rumrill Boulevard and Market Avenue is a gateway to San Pablo, with transit access from adjacent jurisdictions. However, there are underused properties on all corners that could be redeveloped with new uses for the community. With an affordable housing project already approved for the north-east corner of the intersection (1820 Rumrill), Reel 4 presents four additional strategies that can help revitalize other sites and support new housing, economic, and entertainment opportunities in the area including a food truck park, a small production facility like a brewery with a tasting room or a small factory with a gift shop, a fully equipped public kitchen, or 4 to 5 story mixed use apartment buildings. Participants selected their preference in the poll.

Of the 85 responses collected, the food truck park was the most popular strategy with 50.6 percent of total votes, followed by mixed use apartments (27.0 percent) and public kitchen (16.5 percent) (refer **Table 4**). This indicates a stronger preference for food and entertainment in the area, in line with the results for the general Plan Priority (Reel 1). The small production facility/ factory was the least popular (5.9 percent). There were no differences recorded based on language.

**Table 4: Reel 4 Poll Results**

	<i>Responses/ Vote</i>									
	<i>Total</i>		<i>Food Truck Park</i>		<i>Small Production Facility or Factory</i>		<i>Public Kitchen</i>		<i>Mixed Use Apartments</i>	
	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>	<i>No. of Votes</i>	<i>%</i>
<i>English</i>	57	67.1	28	32.9	4	4.7	10	11.8	15	17.6
<i>Spanish</i>	28	32.9	15	17.6	1	1.2	4	4.7	8	9.4
<b>Total</b>	<b>85</b>	<b>100</b>	<b>43</b>	<b>50.6</b>	<b>5</b>	<b>5.9</b>	<b>14</b>	<b>16.5</b>	<b>23</b>	<b>27.0</b>

*Note:* Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s account.

### *Instagram Survey vs. Rumrill Block Party Results*

Overall, across all outreach activities, the “Food Truck Park” was the most popular strategy (44.0 percent of votes). However, a majority of Rumrill Block Party participants (10 of 24) voted for the “Mixed Use Apartments”, indicating housing as the higher priority, with a “Small Factory or Production Facility” (25.0 percent) the next highest priority, slightly ahead of “Food Truck Park” (20.8 percent). There were varying opinions for the food truck park, this could be an indication of age preferences. Based on comment card findings, younger respondents aged between 25 to 44 years - also making up majority of Instagram users - were more likely to be in support of the food truck park, while older respondents support a more traditional “brick and mortar” public market.

# MEMORANDUM



**#4**

**GATEWAY SITES**

IN THE RUMRILL NEIGHBORHOOD

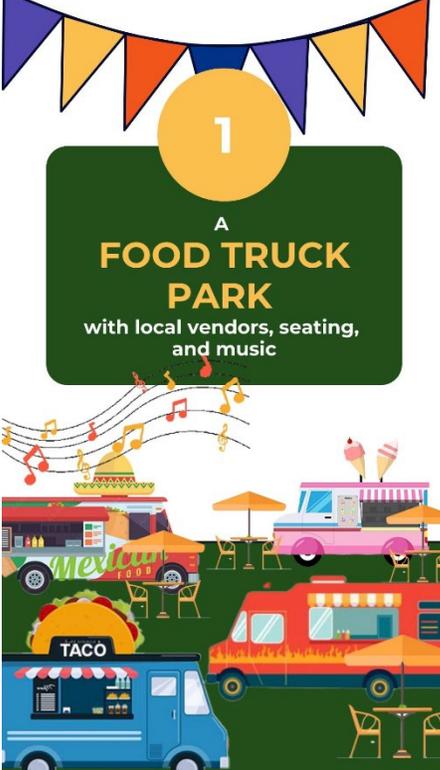


Site with Redevelopment Potential (SW Corner)

Brookside Dr.

Market Ave.

Costa Ave.



**1**

A **FOOD TRUCK PARK**  
with local vendors, seating, and music

**2**

A **PRODUCTION FACILITY OR FACTORY**  
with a gift shop



**3**

A fully-equipped **PUBLIC KITCHEN**  
where food truck operators, pop-up restaurant owners, and others can rent space to cook



**4**

A 4 to 5 story **MIXED USE BUILDING**  
with shops on the ground floor and apartments above



# **Appendix A: Combined Survey Results**

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Instagram Survey and Rumrill Block Party

# Rumrill Corridor Plan - Alternatives

## Instagram Survey and Rumrill Block Party Compiled Results

  most preferred strategy based on overall votes/ responses

Table A.1: Plan Priorities									
		Total		Recreation & Entertainment		New Housing		Local Jobs	
		No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%
Instagram Survey	EN	81	66.9	35	28.9	25	20.7	21	17.4
	ES	40	33.1	16	13.2	12	9.9	12	9.9
<b>Total</b>		<b>121</b>	<b>100.0</b>	<b>51</b>	<b>42.1</b>	<b>37</b>	<b>30.6</b>	<b>33</b>	<b>27.3</b>
Rumrill Block Party Average Ranking Score				Ranking Score		Ranking Score		Ranking Score	
				4 out of 5		3.1 out of 5		4.1 out of 5	

Table A.2: Live/Work Housing									
		Total		Yes		No		No Comment	
		No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%
Instagram Survey	EN	24	35.3	18	26.5	5	7.4	NA	0.0
	ES	14	20.6	8	11.8	7	10.3	NA	0.0
Rumrill Block Party Trifold Comment Card Survey		30	44.1	18	26.5	0	0.0	12	17.6
<b>Total</b>		<b>68</b>	<b>100.0</b>	<b>44</b>	<b>64.7</b>	<b>12</b>	<b>17.6</b>	<b>12</b>	<b>17.6</b>

Table A.3: City-owned Site									
		Total		Affordable Apartments & Townhomes		Parking Garage		Workforce Training Center & Apartments	
		No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%
Instagram Survey	EN	75	62.0	44	36.4	10	8.3	21	17.4
	ES	26	21.5	11	9.1	7	5.8	8	6.6
Rumrill Block Party Trifold Comment Card Survey		20	16.5	6	5.0	5	4.1	9	7.4
<b>Total</b>		<b>121</b>	<b>100.0</b>	<b>61</b>	<b>50.4</b>	<b>17</b>	<b>18.2</b>	<b>12</b>	<b>31.4</b>

Table A.4: Gateway Sites											
		Total		Food Truck Park		Small Factory		Public Kitchen		Mixed Use Apartments	
		No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%	No. of Votes	%
Instagram Survey	EN	57	52.3	28	25.7	4	3.7	10	9.2	15	13.8
	ES	28	25.7	15	13.8	1	0.9	4	3.7	8	7.3
Rumrill Block Party Trifold Comment Card Survey		24	22.0	5	4.6	6	5.5	3	2.8	10	9.2
<b>Total</b>		<b>109</b>	<b>100.0</b>	<b>48</b>	<b>44.0</b>	<b>5</b>	<b>10.1</b>	<b>12</b>	<b>15.6</b>	<b>12</b>	<b>30.3</b>