



Memorandum

TO: Steering Committee Members

FROM: Winston Rhodes, AICP, Planning Manager

SUBJECT: Draft Community Character Element

DATE: August 10, 2009

On July 29, 2009 the Community Character Element Subcommittee discussed the Draft Element. A clean copy of the Draft Element is attached as well as version that reflects the discussion. Please review the information and share your thoughts about any substantive changes that you think are needed.

Attachments

- A. Draft Community Character Element (without edits)
- B. Draft General Plan Update Introduction, Summary, with edits and modifications from the Community Character Subcommittee shown.

COMMUNITY CHARACTER

TABLE OF CONTENTS

Introduction	10.0-1
Purpose	10.0-1
Relationship to General Plan Elements	10.0-2
Related Plans and Programs	10.0-2
Issues and Considerations	10.0-2
Natural Setting	10.0-2
Physical Setting	10.0-4
Historic and Cultural Resources Setting	10.0-9
Issues this Element Attempts to Solve	10.0-10
Goals, Policies and Implementation Actions.....	10.0-11

COMMUNITY CHARACTER

VISION STATEMENT

Pinole has set a major goal to preserve, enhance and strengthen community identity.

The City will preserve its small-town feel; create itself as a memorable destination with a full range of entertainment and recreation opportunities; promote connections between neighborhood and commercial districts.

Pinole will maintain and celebrate its rich cultural heritage and diversity through cultural art and preservation of locally significant sites, buildings and history.

INTRODUCTION

A community is defined as an entity that exhibits similar behavior patterns among groups of individuals. These patterns create interaction within local organizations and social activities that meet the social and economic requirement of a population. Concepts such as “quality of life,” “small-town character,” “neighborhood” and “community” take on a psychological definition consisting of shared norms or attitudes expressed through individuals’ identification with a specific area or interest such as religion, ethnicity or income.

Physical characteristics such as “landmarks,” “gateways,” “entryways,” “streets,” “buildings,” and “parks and open space” are expressions of physical and natural features that also shape the community’s character. The image of a community is not static – it will change as the community grows or changes.


The built environment, the surrounding natural environment and the perceptions and experiences of residents and visitors increase the relevance of a community’s character. Individual neighborhood settings also hold an important image that when grouped together produce a unified identity

for the community as a whole. Careful planning can provide direction and guidance for development, the results of which will preserve community identity while planning for growth.

PURPOSE

The Community Character Element of the General Plan is best defined as an element that will preserve, enhance and strengthen Pinole’s feel of “sense of place” and unique identity. This element intends to incorporate that feel in existing facilities, buildings and features as well as in new growth and development in Pinole; to influence the future physical form of the community by guiding the quality and character of future development; and to protect the existing natural and built environment that define Pinole’s character. It also expresses a vision for the future where “sustainable development”¹ and land use practices provide for the needs of existing residents and businesses while preserving choices for future generations.

The Community Character Element addresses the preferred character of Pinole with respect to the natural and built environment

¹ Sustainable development practices refer to the use of architectural and planning methods that address the needs of the present without compromising the ability of future generations to meet their own needs. Specific examples include the use of solar panels for energy conservation, placing jobs near housing to reduce vehicle trips, and infill development in urban areas to reduce the consumption of agricultural land. Policies related to sustainability are identified with a  symbol.

COMMUNITY CHARACTER

The Community Character Element seeks to identify and protect locally important sites, buildings and memorabilia that reflect the history of the community. It also seeks to honor the people of Pinole by promoting the inclusion of cultural arts into the fabric of the community as a component that contributes to the overall quality of life for residents, workers and visitors. The element provides goals, policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

Finally, developers should take advantage of Pinole's primary circulation corridors when looking to locate future projects. While maintaining Pinole's established building massing and scale, this element will also attempt to focus future development in certain priority development areas. Future development in Pinole should be guided toward transit-oriented and pedestrian-oriented designs that are more compact.

RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The goals, policies and implementation actions in the Community Character Element highlight and complement those in other elements of this General Plan, including Land Use and Economic Development, Housing, Traffic and Circulation, Natural Resources and Open Space, Growth Management, and Sustainability.

The Community Character Element is an optional element that is not required by State law within a General Plan. The City of Pinole has included the Community Character Element in order to address the wide range of aspects, including design and green building concepts, that contribute to local character in a more unified and coherent manner than would be possible if these topics were only scattered throughout the General Plan.

While it is the Community Character Element that primarily addresses issues of community identity, several other elements, particularly the Land Use and Economic Development, Circulation, Housing, and Natural Resources and Open Space elements, are also concerned with some of the important aspects that contribute to Pinole's unique sense of place.

This element also addresses some State-mandated topics, including preservation of historic and cultural resources of the community. Where the overlap can be identified, cross-references are provided to alert the reader to specific sections of the related elements.

RELATED PLANS AND PROGRAMS

The Community Character Element relates to several other local, regional and state plans and programs, which are listed in detail in Appendix 10.1.

ISSUES AND CONSIDERATIONS

NATURAL SETTING

In many respects, Pinole is a city of visual contrasts. Pinole's varied geography includes marshlands along the San Pablo Bay, Pinole Creek running through the city, and valleys separated by small ridgelines within the city boundaries. The marshlands along the Bayshore and steep ridgelines have placed certain limitations on development.

COMMUNITY CHARACTER

Bay Shore

The Pinole shoreline is developed with a sewage treatment plant, Union Pacific Railroad's "Cal-P" main line (with more than 30 Amtrak trains a day) and Burlington Northern Santa Fe's (BNSF) line. Pinole is located in an area that transitions naturally from San Pablo Bay, through lowlands, and then to hillsides that increase in slope to the Briones Hills. Consequently, the city has an abundance of open space and preserved areas that provide both recreational and environmental benefits and challenges to potential development. Pinole's many residential neighborhoods are nestled among the hillside topography.

Open Space

Open space provides a critical visual and physical connection to the natural environment and habitat for a rich diversity of plant and animal species and is an integral part of Pinole's landscape and community character. A great deal of Pinole's open space is found along the San Pablo Bay shoreline and along the steep ridgelines throughout the city.



Issues of open space are further addressed in Chapter 6, Natural Resources and Open Space, which defines, describes and maps a variety of types of open space in Pinole.

Light Pollution

Light pollution refers to all forms of unwanted light in the night sky caused by unnecessary use of artificial light. Specific categories of light pollution include light trespass, glare, clutter, over-illumination and sky glow. Excessive light and glare can be visually disruptive to humans and nocturnal animal species and are also indicative of a high level of energy consumption. Light pollution becomes an issue of increasing concern as new development creates additional outdoor lighting installed for safety and other reasons.



A Pinole Creek pedestrian crossing

Pinole Creek

The Pinole Creek has greatly influenced development within the City of Pinole. Originally, development in Pinole occurred primarily in Pinole's valleys and commercial activity was most prevalent in Old Town, adjacent to San Pablo

COMMUNITY CHARACTER

Bay and Pinole Creek. Issues regarding Pinole Creek are addressed in Chapter 3, Land Use and Economic Development; Chapter 6, Natural Resources and Open Space; Chapter 7, Health and Safety; and Chapter 9, Sustainability.

The Pinole Creek Vision Plan and Pinole Creek Greenway Master Plan set forth more information about the creek and its future. The Pinole Creek Restoration Project outlines development plans to restore high-quality riparian habitat, provide additional flood protection and improve water quality in Pinole Creek. This project will also enhance recreation by connecting Old Town Pinole to the Bay Trail by means of a multipurpose path and will provide a launch for non-motorized boats at the mouth of the creek as part of the San Francisco Bay Area Water Trail backbone.

Watersheds

The Pinole Creek watershed covers approximately 15 square miles of west Contra Costa County, extending from the headwaters in the Briones Hills to the outfall at San Pablo Bay north of Point Pinole. Approximately 30 percent of the watershed is owned and managed by the East Bay Municipal Utilities District (EBMUD). Though these holdings are located outside of the City of Pinole, their use and management are crucial to the City's water quality, resource enhancement and flood protection objectives. Recent discussions have included the possible use of the EBMUD property for possible mitigation land banking and floodwater diversion basins.

Topography

Physical development in the City of Pinole is substantially influenced by topographic conditions that include a fairly steep shoreline, distinct valleys that are separated by small ridgelines, and a comparatively level alluvial plane at the mouth of Pinole Creek. Originally, development occurred primarily in Pinole's valleys and commercial activity was most prevalent in Old Town, adjacent to San Pablo Bay and Pinole Creek. Beginning in the late 1950s, residential and commercial development expanded into surrounding uplands.



Pinole development

PHYSICAL SETTING

The City of Pinole is located in the San Francisco Bay Area, on the shores of San Pablo Bay in West Contra Costa County. Interstate 80, which traverses the city, connects the San Francisco and Oakland metropolitan areas with Sacramento and other communities to the east. Pinole is linked to central Contra Costa County and the cities of Martinez, Concord and Pleasant Hill by State Route 4, which begins just north of Pinole and connects with Interstate 680. San Pablo Avenue serves as one of the main arterials through Pinole and intersects with Tennent Avenue and Appian Way.

Pinole's physical character is largely influenced and characterized by the city's topographical diversity and the major arterial roads that extend throughout the city.

COMMUNITY CHARACTER

The City of Pinole is defined in large part by its physical development. The general layout and extent of Pinole began to emerge almost 100 years ago. Residential development through the late 1950s further defined this development pattern, and with commercial center development in the 1960s and more recently with Pinole Vista Shopping Center, the city now stands largely built out.

Downtown Pinole

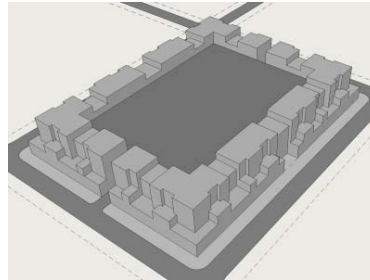
Old Town Pinole still maintains its historic and small-town feel and is characterized by older buildings with unique architecture and commercial and residential uses. Old Town Pinole hosts the majority of historic buildings in the city. Today, Old Town Pinole still serves as the downtown area of the city and includes the Senior Center, Fire and Police Department offices/station, Fernandez Park, City Hall, and the Bank of Pinole building, as well as several other community services and facilities.

The pedestrian experience in Old Town Pinole is enhanced by shops, restaurants and retail fronting onto the street, thereby providing a street façade. In spite of all the features that define Old Town Pinole, there is not a lot of pedestrian movement. This can be attributed to the lack of landscaping, shade trees and pedestrian facilities (for example, benches, gathering places and fountains), and absence of activities that bring action to the street. San Pablo Avenue, a highly traveled arterial, extends through Old Town and carries a high volume of traffic that hinders pedestrian movement.

In contrast, other commercial development, including major regional shopping centers Pinole Vista, Pinole Vista Crossing, Pinole Valley, and Appian 80, was developed relatively recently and is located near the Interstate 80/Appian Way interchange.

The community has expressed a great deal of interest in preserving and augmenting Old Town Pinole. As further examined below in the Goals, Policies and Implementation Actions section and in the Specific Plan, Old Town Pinole can be enhanced by adding:

- Enhanced design guidelines to guide new development and reuse of existing buildings that provide:
 - Incorporated principles of Crime Prevention Through Environmental Design (CPTED) and sustainability (also see Chapter 9, Sustainability Element);
 - Varied rooflines, building forms, and overall massing and scale of buildings with visually engaging designs.
- Circulation systems that are designed to avoid conflicts between vehicular, bicycle and pedestrian traffic.



Example of terraced mixed-use building type with varied rooflines and common space or parking on the interior

COMMUNITY CHARACTER

- Enhanced pedestrian systems that provide:
 - Visual elements to draw attention to the presence and safety of pedestrians;
 - Buffering landscape areas.
- Site amenities that complement retail and cultural activities.
- Coordinated design around transit options.
- Gateway elements at key roadways.

Residential & Commercial Development

The wide range of residential development in the city includes low-density residential neighborhoods in the southern and western portions of the city, as well as a mix of single- and multi-family residential units in the more central portions.

Diversity in natural and built environments helps define the character of Pinole.

The City of Pinole has loosely defined neighborhoods to reflect their diversity in terms of size, density, characteristics and land use mix. These neighborhoods are located south of San Pablo Avenue and west of Appian Way, between the Bayshore and San Pablo Avenue, and south of Interstate 80 in Pinole Valley. These residential neighborhoods are characteristically more rural and lower in density.



Farmhouse/Ranch style home

Pinole offers residential development that in one location is suburban and rural in its feel, with landscaped hillsides and low-density residential neighborhoods, while other areas are characterized by modern homes and a distinctly more urbanized feel. The city also varies in its scale and types of commercial development, with the large, modern appearance of the major shopping districts, as well as the commercial district with a historic feel in the Old Town. In many respects, it is this diversity in the built and natural environments that helps define the character of Pinole.

The Residential Design Criteria and Guidelines were adopted by the City of Pinole in 2007 to implement the goals and policies of the existing General Plan. Specifically, these guidelines implement the City's existing General Plan land use policies relevant to urban design, pedestrian circulation, neighborhood and community identity, and residential, mixed-use and commercial project design. The Design Criteria and Guidelines supplement the Zoning Code development standards and are used by the City to evaluate design review applications for qualifying residential and residential mixed-use projects.

COMMUNITY CHARACTER

In the future, as explored in the Specific Plan and utilizing sustainable (Chapter 10) practices, Pinole will further explore mixed-use development.

Architectural Styles

Architectural styles help create a distinct identity for a single development, a neighborhood or an entire community. Old Town Pinole, along San Pablo Avenue, possesses a variety of architectural styles that mirror the community's historical development and development pattern. Land uses in this district consist of a mixture of commercial, residential, public/institutional and open space. The distinct architectural styles present within Old Town Pinole are described in detail below.



Colonial Revival style home



Queen Anne style home

Commercial buildings with historic designs that characterize Old Town Pinole are located on San Pablo Avenue between Tennent Avenue and Valley Avenue. Built in the early twentieth century, they include two-story masonry structures, false front-type wood frame structures, and stucco or plaster structures. Newer buildings (1960–1990) are more modern masonry, wood-sided or stucco structures and do not add to the character and quality demonstrated by the older buildings.

Main historical residential design themes in the city include Queen Anne Cottages, Hip Roof Cottages and Bungalows.

The Bank of Pinole building along San Pablo Avenue depicts a neo-classical architectural style. The limestone building façade consists of two grand ionic columns, a grand portico and an arched glass entrance.

Residential buildings represent a diverse mix of architectural styles, spanning several decades. The main historical residential design themes can be characterized as follows:

- **Queen Anne Cottages (1880–1905):** Queen Anne Cottage homes along San Pablo Avenue illustrate a unique evolution of the style from a rural farmhouse with earlier Italianate Cottage features (tall narrow windows and hip roof) to the Queen Anne Cottages of the 1890s. Scaled-down classical columns characterize later versions of these homes as porch supports.
- **Hip Roof Cottages (1870–1910):** The Italianate Hip Roof Cottages have subtle stylistic details (tall narrow windows and a small flat area at the roof peak) that establish the age of

COMMUNITY CHARACTER

these buildings. Porch design and detail features varied according to what was available for decoration at the local lumberyard when the cottages were built.

- Bungalows (1915–1930): The Bungalow or Craftsman Bungalow was the predominant housing style between 1915 and 1930. These narrow rectangular houses have low-pitched gable or hipped roofs and small front porches enclosed by screens.

Other residential styles include Classical Revivals, Farmhouse/Ranch Style homes, Prairie Style Bungalows and Second Empire French.

Appendix 10.2, with **Table 10.1**, presents further details about the distinct architectural styles present within Pinole.

Circulation Systems

Major arterials that extend through the city boundaries include San Pablo Avenue and Interstate 80 (running east-west) and

Major arterials in Pinole include San Pablo Avenue, Interstate 80, Tennent Avenue, Pinole Valley Road and Appian Way.

Tennent Avenue, Pinole Valley Road and Appian Way (running north-south). These arterial roads and the freeway direct much of Pinole's



physical form and design.

Interstate 80 (I-80) bisects Pinole east to west, providing regional access to San Francisco City and County, Alameda County, Contra Costa County, Solano County and points beyond to the east. It serves as the “front door” to the city and acts as a dividing force in Pinole, separating the northern half of the city from the southern half.

San Pablo Avenue is located north of Interstate 80 and extends west-east through the City of Pinole. It serves as Pinole's downtown “Main Street” and is characterized by a diverse mixture of land uses in a fairly random manner. San Pablo Avenue along downtown Pinole lacks adequate landscaping but has pedestrian-friendly features like curb cuts, adequate pedestrian crossings and other traffic calming methods. But the heavy traffic along San Pablo Avenue makes pedestrian movement difficult.

Pinole Valley Road and Tennent Avenue are major arterials in the city and serve as one of the main linkages that connect Old Town Pinole, residential and commercial uses and the highway commercial strip.

Architectural styles help identify a neighborhood character.

These major corridors are of significant concern, particularly in the areas of safety, access, walkability and more efficient traffic movement. The Community Character, Land Use (Chapter 3), Traffic and Circulation (Chapter 5), and Sustainability (Chapter 9) elements of the General Plan, along with the Specific Plan, all highlight policies that prioritize and promote:

COMMUNITY CHARACTER

- efficient circulation;
- walkability and connectivity through design control;
- balanced mix of uses;
- pedestrian improvements; and
- bikeways and trail corridors in the above-mentioned areas.

HISTORIC AND CULTURAL RESOURCES SETTING

Much of Pinole's charm and character is derived from its rich architectural heritage. Its historic resources are irreplaceable assets that contribute to the special and unique character of the city and are a source of identity and pride for its residents. In recognition of the importance of these resources to its community image, Pinole has made a major commitment to preserve these cultural and historic resources, in both the public and private sector.

Pinole comprises a diverse mix of people from all walks of life. Pinole is more racially diverse than both Contra Costa County and the rest of the San Francisco Bay Area. Non-white races constitute 47.7 percent of the population in Contra Costa County and 41.9 percent of the population in the San Francisco Bay Area, whereas they make up 53 percent of the population of Pinole as of 2008. These diverse populations enhance the city by sharing their traditions and customs with the rest of the community.

Adequately serving a diverse population is a key goal of the General Plan. It includes providing the services and information necessary to having an informed and engaged public, including reaching out to different segments of the population. The City is actively engaged in providing information that facilitates continued public involvement in civic activities.

The culture of the community is also established in the visual and performing arts. The Pinole Playhouse serves as the community theatre and is used by City of Pinole School of Performing Arts, the Pinole Community Players and East Bay Improv. Providing opportunities for the enjoyment of the visual and performing arts is a vital component of building a city and helps to establish the quality of life in the community.

Pinole has a wealth of cultural and historic resources, including Native American sites, historic period sites and buildings, artifacts and memorabilia, associated with locally historic events like incorporation. While there are only a few sites and buildings in the city that meet the criteria for designation as a State Historic Resource or State Historic Landmark, many other buildings are of a significant historic value to the community. The following list includes some of the structures that are important to the community. It is intended that this list will be updated with additional sites as the community identifies them.

- **Bank of Pinole (2361 San Pablo Avenue)** is listed on the National Register of Historic Places. The building was purchased by the Redevelopment Agency in 1995 and seismically upgraded for new commercial uses.

COMMUNITY CHARACTER

- **Bernardo Fernandez House (100 Tennent Avenue)** is listed on the Contra Costa Inventory of Historic Places and the National Register of Historic Places.
- **The Downer Home (2711 San Pablo Avenue)** has been determined as eligible but is not yet listed.
- **Pinole Waterfront at the base of Tennent Avenue** appears to be eligible for the National Register but is not yet listed.

ISSUES THIS ELEMENT ATTEMPTS TO SOLVE

The Community Character Element establishes the framework for how the City will look, feel and function that applies to the type, location and character of both private and public development projects for new and existing areas of Pinole. The element also provides goals, policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

The primary issues that this element attempts to solve are listed below and were identified during the preparation of this General Plan and the Specific Plan:

- Defining Pinole as a unique place with an identity that distinguishes it from surrounding communities and makes it a distinctive place in the region.
- Ensuring that new development and redevelopment contribute to a sense of place and identity for Pinole.
- Focusing future development in priority development areas.
- Establishing a balanced mix of uses that improves connections and facilitates walking or cycling.
- Establishing more livable and sustainable transit- and pedestrian-oriented neighborhoods where residents can walk to commercial services and recreational amenities.
- Maintaining and developing Old Town Pinole to become a vibrant, historic downtown area with a mix of uses and central gathering places for daytime and nighttime activities.
- Preserving and integrating into development proposals the natural resources that are an important feature of the community.
- Developing a public art program that contributes to the quality of life in the community and enhances the built environment.
- Establishing a place to display and appreciate historical memorabilia of the city, with an emphasis on educating the public about Pinole's rich history.

COMMUNITY CHARACTER

- Formulating ways in which the public can be involved in the identification, preservation and celebration of cultural and historic resources in and around the city.
- Establishing resource protection policies for Pinole's natural resources such as ridgelines and wetlands.

GOALS, POLICIES AND IMPLEMENTATION ACTIONS

The goals of this element are as follows and are listed subsequently with corresponding policies and implementation actions.

- Goal CC.1: Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.
- Goal CC.2: Emphasize and enhance the visual and physical connection between Pinole's natural environment and the community's quality of life.
- Goal CC.3: Support the development of local-oriented services in Old Town Pinole and encourage and support the local economy.
- Goal CC.4: Promote a greater awareness of and sensitivity toward Pinole's historical heritage.
- Goal CC.5: Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

GOAL CC.1 Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.

POLICY CC.1.1 All new development and redevelopment shall adhere to the basic principles of high-quality urban design and architecture including, but not limited to, human-scaled design, pedestrian orientation, and interconnectivity of street layout, siting buildings to highlight important intersections, entryways, focal points and landmarks.

COMMUNITY CHARACTER



Figure CC.1.1a: Ground floor retail with an active facade facing the street enhances pedestrian experience

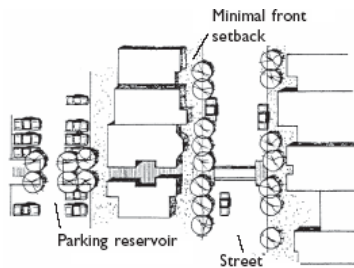


Figure CC.1.1b: Buildings are placed at the perimeter of the block with parking behind

- Action CC.1.1.1** Enforce Pinole's 2007 Residential Design Criteria and Guidelines to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole's community. Continue to use Design Review Guidelines to review residential and mixed-use projects for consistency with Pinole's design goals.
- Action CC.1.1.2** Adopt and enforce the Design Guidelines contained in the Specific Plan to guide improvements, renovations and future development in the San Pablo Avenue, Pinole Valley Road and Appian Way specific plan areas to be consistent with the vision and urban design principles developed for the area in the Specific Plan document.
- Action CC.1.1.3** Establish and enforce Commercial and Industrial Design Criteria and Guidelines to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole and embrace concepts of transit- and pedestrian-oriented development and sustainability.
- POLICY CC.1.2** Require all new development to incorporate high-quality site design, architecture and planning to enhance the overall quality of the built environment in Pinole and create a visually interesting and aesthetically pleasing town environment.
- Action CC.1.2.1** As per the Specific Plan, the City should establish an enhanced, expedited design review process at staff level for new development projects (both public and private), regardless of project size. As part of the design review process, require development projects to use quality materials that are long lasting to ensure a sense of permanence for each

COMMUNITY CHARACTER

project. New development projects should be approved only if they meet detailed design guidelines approved by the City Council.

POLICY CC.1.3 To enhance a sense of arrival and create a strong appealing image that promotes community identity, the City shall develop community entry features at key gateways or city entries along Interstate 80. Entryways shall incorporate landscaping, trees, structural architectural elements, signage and public art.

Action CC.1.3.1 Review improvement plans for inclusion of design elements. Make sure street lamps, signs, etc. are consistent with the theme of the neighborhood and the Design Guidelines in order to visually integrate the community.

Action CC.1.3.2 Establish a gateway program to create a sense of entry at key locations (such as at the intersection of San Pablo Avenue and Tennent Avenue in Old Town Pinole and at Appian Way near I-80) throughout the city and promote wayfinding throughout the community. Use creative designs that respond to the character and history of the city to establish a sense of place, including gateway signage, streetscape design, site landscaping and other features. Incorporate community landmarks and focal points (including public art and other design features such as fountains and monuments) into community and neighborhood parks, linear pathway intersections and commercial areas in the existing downtown core and neighborhoods. Users should feel a sense of arrival and be welcomed to the city.

POLICY CC.1.4 The historic and urban character of Old Town Pinole shall be revitalized through the density and intensity of new construction, as well as the use of building materials, architecture and other design elements that reflect the city's past.

Action CC.1.4.1 Enforce Specific Plan elements for Old Town Pinole that require the use of building materials, architectural features and other design elements for new construction and building renovations that reflect the historic buildings in Old Town Pinole.

Action CC.1.4.2 Create incentives for mixed-use development projects that reflect the city's past with commercial, retail and restaurant uses on the ground floor and residential and office uses on upper levels in Old Town Pinole. Encourage minimal building setbacks and parking on streets and in the rear of buildings. Continue the appreciation of shared parking for mixed-use buildings as described in the Zoning Ordinance.

COMMUNITY CHARACTER

Figure CC.1.4.2a
Façade Articulation

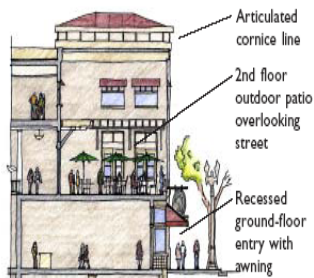
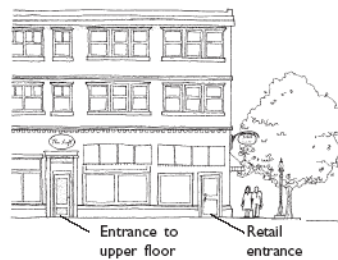


Figure CC.1.4.2b:
The entrances to different uses are clearly demarcated



Action CC.1.4.3 Ensure development of “opportunity sites” with high-quality mixed-use or high-density housing.

Comment [emh1]: Sharrissa: I can't figure out how to enlarge the text box in this Figure. Help, please?

Action CC.1.4.4 Enhance Pinole's image and quality of life through investment in the Old Town, neighborhoods, commercial districts, parks, open spaces, community facilities and services, and creating a high level of perceived safety and a business-friendly government.

POLICY CC.1.5 Encourage project compatibility, interdependence and support with neighboring uses, especially between commercial and mixed-use centers and the surrounding residential neighborhoods. Uses should relate to one another with pedestrian connections, transit options, shared parking, landscaping, public spaces and the orientation and design of buildings.

Action CC.1.5.1 Through the design review process, ensure that development in Pinole is oriented toward the maintenance and upkeep of the city's unique character.

Action CC.1.5.2 Continue to support the code enforcement program to ensure private properties are maintained in accordance with community standards.

Action CC.1.5.3 Revise the Zoning Code provisions to identify appropriate solutions to create compatibility between existing neighborhoods and new developments.

GOAL CC.2 Emphasize and enhance the visual and physical connection between the city's natural environment and the community's quality of life.

POLICY CC.2.1 Provide visual and physical connections between the natural environment and the built environment through careful site design, building placement,

COMMUNITY CHARACTER

architectural features that allow views of Pinole's unique environment such as ridgelines or the San Pablo Bay shoreline, public access to open space such as via the Bay Trail, and the use of native vegetation in the urban environment such as for landscape buffers for sidewalk areas and street trees.

- Action CC.2.1.1** Create a connected network of open spaces in Pinole that are accessible to the community for outdoor recreation and other use and enjoyment as a key aspect of local community character.
- Action CC.2.1.2** Utilize concepts in the Specific Plan to promote and provide an integrated pedestrian and bicycle network that links these open spaces and other destination points within Pinole.
- Action CC.2.1.3** Enhance existing priority development areas, commercial corridors, trails and significantly sized public spaces that preserve and take advantage of vistas. Many of Pinole's existing open space areas are on or near existing ridgelines with scenic views. Ensuring that trails connect these spaces enhances scenic opportunities.
- Action CC.2.1.4** Determine new connections, public spaces and improvements needed along pedestrian and bike paths and add new trails. Prioritize completion and connection of the Bay Trail through Pinole.
- Note:** Please see the *Community Services and Facilities Element (Chapter 4)* for more information on trails in Pinole.
- Action CC.2.1.5** Review improvement plans and construction drawings for consistency with Policy CC.2.1 related to the use of native vegetation and design features that highlight natural features and views.
- POLICY CC.2.2** Preserve natural resources within the built environment, including trees, marshes, creeks and hillsides.
- Action CC.2.2.1** Require public and private improvement plans to be reviewed by a qualified biologist/arborist if a project site contains biological resources or trees.
- Action CC.2.2.2** Require mitigation for removal of important trees that function as habitat for protected raptors and protected tree species in Pinole.
- Action CC.2.2.3** Consider a tree planting and preservation program that will encourage sensitive site planning, the retention of existing trees, the planting of new

COMMUNITY CHARACTER

trees (especially native species) and the replacement of trees that are removed.

Action CC.2.2.4 Consider offering density bonuses and other incentives to developers that preserve native resources within new development projects.

Action CC.2.2.5 Continue implementation of the Pinole Creek Vision Plan, Pinole Creek Master Plan, and Pinole Creek Restoration Plan.

Action CC.2.2.6 Establish required setbacks for development located in or near sensitive areas such as wetlands, Pinole Creek, or along Pinole's many ridgelines.



An example of a mixed-use downtown area with zero required setbacks, pedestrian amenities, on-street parking and transit

Note: Please see the *Natural Resources and Open Space Element (Chapter 7)* for more information on preserving natural resources and open space in Pinole.

GOAL CC.3 Support the development of local-oriented services in Old Town Pinole and encourage and support the local economy.

POLICY CC.3.1 The City shall encourage a combination of retail, office, public spaces and entertainment uses in Old Town Pinole that serve the daily and occasional needs of residents and employees and make Old Town Pinole economically diverse and financially successful.

Action CC.3.1.1 As set out in the Specific Plan, foster mixed-use development with multi-family residential and commercial uses in Old Town Pinole to provide a range of housing opportunities for the community.

Action CC.3.1.2 Work with project proponents to locate retail uses within residential projects in appropriate locations and at the appropriate scale to serve local and community retail needs.

Action CC.3.1.3 Implement the Pinole Specific Plan that identifies appropriate land uses, incentives, development standards and design provisions.

Action CC.3.1.4 Support the development of specialty food stores and restaurants in Old Town Pinole to meet the needs of the region's diverse population, be a

COMMUNITY CHARACTER

catalyst for future development and meet the needs of the growing number of visitors to the area.

Action CC.3.1.5 Implement the Pinole Specific Plan to establish a program to provide pedestrian amenities such as wider sidewalks, seating options, highly visible crosswalks, landscape buffers and curb bulbouts.

Action CC.3.1.6 Provide more transit options within the Old Town area.

Action CC.3.1.7 Consider implementing suggestions in the Specific Plan to narrow travel lanes and narrow San Pablo Avenue from four lanes to two through Old Town Pinole to be more pedestrian-friendly and to improve safety and visibility for the community.

Note: Please see the *Traffic and Circulation Element (Chapter 5)* for more discussion of ways to improve circulation and walkability through Old Town Pinole.

POLICY CC.3.2 Support locally owned businesses with the goals of promoting a strong business base, encouraging joint marketing and improving the City's business climate. Encourage residents and employees to obtain their goods and services locally.

Action CC.3.2.1 Work with the Pinole Redevelopment Agency to establish programs and incentives that can be used to attract desirable new businesses and develop performance criteria to ensure that the benefits generated are in line with the incentives provided. Offer incentives to business owners and property owners for improving the appearance of aging shopping centers and retail space.

Action CC.3.2.2 Continue to utilize the City of Pinole website to attract attention to Pinole's redevelopment and economic development efforts. Create and maintain an economic development Web page on the City's website with pertinent economic and demographic information as well as profiles of key development sites and vacant buildings available for new businesses.

Action CC.3.2.3 Promote and support specialty businesses and ethnically diverse enterprises throughout the city.

Action CC.3.2.4 Improve and expand the shopping opportunities in Pinole by taking the following steps:

- Conduct a survey of existing shopping centers to identify underperforming stores and centers.

COMMUNITY CHARACTER

- Expand efforts and continue to assist store owners and smaller merchants with rehabilitation, marketing, etc. through Pinole's Commercial Rehabilitation Program.

Action CC.3.2.5 Re-examine existing and ongoing redevelopment efforts in Pinole. Take advantage of existing redevelopment projects that are not fully leased to determine if new uses should be established.

GOAL CC.4 Promote a greater awareness of and sensitivity toward Pinole's historical heritage.

POLICY CC.4.1 Establish, support and fund programs that enhance Pinole's sense of community and identity, such as the collection of oral histories, genealogical research, and the acquisition of collections of historic artifacts, photographs, memorabilia or other information relevant to the history of the city.

POLICY CC.4.2 Establish and promote programs that identify, maintain and protect buildings, sites or other features of the landscape possessing historic or cultural significance.

Action CC.4.2.1 Pursue recognition of all eligible historic properties by the National Register of Historic Places and California Register of Historical Resources.

Action CC.4.2.2 Maintain an up-to-date inventory of existing historic resources, including artifacts, structures, sites, areas and natural phenomena. Map the location of historic districts and historic and natural resources.

Action CC.4.2.3 Consider establishing a program to place signs on existing historical structures in recognition of their status.

POLICY CC.4.3 The City shall take all possible precautions to ensure that no action by the City results in the loss of the irreplaceable archaeological record present in Pinole's planning jurisdiction and shall work with the County toward that end.

Action CC.4.3.1 Establish review procedures for development projects that recognize the history of the area in conjunction with state and federal laws.

Action CC.4.3.2 Establish a Historic Preservation Ordinance to provide for the appropriate development and maintenance of historic resources and their environment.

COMMUNITY CHARACTER

POLICY CC.4.4 Establish programs to display historical information and take advantage of opportunities to educate the public about Pinole's history.

GOAL CC.5 Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

POLICY CC.5.1 Celebrate the city's cultural diversity through public art, cultural centers and community events for the benefit and enjoyment of all residents.

Action CC.5.1.1 Consider establishing a Cultural Arts Commission that will be responsible for coordinating cultural events, parades, festivals, coordinating and communicating with cultural and ethnic communities (with the City's Public Information Officer), and other activities as determined by the City Council. Perhaps such celebrations could coincide with programs established under Policy CC.4.4.

Action CC.5.1.2 Encourage development projects to include design features that identify and celebrate the different cultures that make up Pinole by updating, as necessary, the Design Guidelines to include provisions for cultural identity in development projects.

Action CC.5.1.3 Encourage and invite cultural groups and organizations to participate/plan/operate citywide events and to showcase the city's cultural diversity at these events.



The Pinole Public Library with existing

POLICY CC.5.2 Develop programs and facilities that promote the cultural and performing arts in Pinole.

Action CC.5.2.1 Showcase artwork in public venues such as City Hall, public libraries and other places throughout the community.

POLICY CC.5.3 Require the provision of art in public places as a way to increase the quality of life in Pinole.

Action CC.5.3.1 Consider establishing a Cultural Arts Commission that is responsible for establishing a public art program, directing the use of public funds for art in public places, encouraging the use of art in private development

COMMUNITY CHARACTER

projects, and administering other cultural and artistic programs for the city as deemed appropriate by the City Council.

Action CC.5.3.2

Promote the incorporation of monuments, plaques, signs or artwork identifying Pinole's diverse history into development projects, at existing community facilities such as the Senior Center, and on pedestrian and bicycle trails.

COMMUNITY CHARACTER

TABLE OF CONTENTS

Introduction	349.0-1
Purpose	349.0-1
Relationship to General Plan Elements	349.0-2
Related Plans and Programs	349.0-2
Issues and Considerations	349.0-2
Natural Setting	349.0-2
Physical Setting	349.0-4
Historic and Cultural Resources Setting	349.0-9
Issues this Element Attempts to Solve Addresses	349.0-10
Goals, Policies and Implementation Actions.....	349.0-11

COMMUNITY CHARACTER

VISION STATEMENT

Pinole has set a major goal to preserve, enhance and strengthen community identity.

The City will preserve its small-town feel; create itself as a memorable destination with a full range of entertainment and recreation opportunities; promote connections between neighborhood and commercial districts.

Pinole will maintain and celebrate its rich cultural heritage and diversity through cultural art and preservation of locally significant sites, buildings and history.

INTRODUCTION

A community is defined as an entity that exhibits similar behavior patterns among groups of individuals. These patterns create interaction within local organizations and social activities that meet the social and economic requirement of a population. Concepts such as “quality of life,” “small-town character,” “neighborhood” and “community” take on a psychological definition consisting of shared norms or attitudes expressed through individuals’ identification with a specific area or interest such as religion, ethnicity or income.

Physical characteristics such as “landmarks,” “gateways,” “entryways,” “streets,” “buildings,” and “parks and open space” are expressions of physical and natural features that also shape the community’s character. The image of a community is not static – it will change as the community grows or changes.


The built environment, the surrounding natural environment and the perceptions and experiences of residents and visitors increase the relevance of a

community’s character. Individual neighborhood settings also hold an important image that when grouped together produce a unified identity for the community as a whole. Careful planning can provide direction and guidance for development, the results of which will preserve community identity while planning for growth.

PURPOSE

The Community Character Element of the General Plan is best defined as an element that will preserve, enhance and strengthen Pinole’s feel of “sense of place” and unique identity. This element intends to incorporate that feel in existing facilities, buildings and features as well as in new growth and development in Pinole; to influence the future physical form of the community by guiding the quality and character of future development; and to protect the existing natural and built environment that define Pinole’s character. It also expresses a vision for the future where “sustainable development”¹ and land use practices provide for the needs of existing residents and businesses while preserving choices for future generations.

The Community Character Element addresses the preferred character of Pinole with respect to the natural and built environment

¹ Sustainable development practices refer to the use of architectural and planning methods that address the needs of the present without compromising the ability of future generations to meet their own needs. Specific examples include the use of solar panels for energy conservation, placing jobs near housing to reduce vehicle trips, and infill development in urban areas to reduce the consumption of agricultural land. Policies related to sustainability are identified with a  symbol.

COMMUNITY CHARACTER

The Community Character Element seeks to identify and protect locally important sites, buildings and memorabilia that reflect the history of the community. It also seeks to honor the people of Pinole by promoting the inclusion of cultural arts into the fabric of the community as a component that contributes to the overall quality of life for residents, workers and visitors. The element provides goals, policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

Finally, developers should take advantage of Pinole's primary circulation corridors when looking to locate future projects. While maintaining Pinole's established building massing and scale, this element will also attempt to focus future development in certain priority development areas. Future development in Pinole should be guided toward transit-oriented and pedestrian-oriented designs that are more compact.

RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The goals, policies and implementation actions in the Community Character Element highlight and complement those in other elements of this General Plan, including Land Use and Economic Development, Housing, Traffic and Circulation, Natural Resources and Open Space, Growth Management, and Sustainability.

The Community Character Element is an optional element that is not required by State law within a General Plan. The City of Pinole has included the Community Character Element in order to address the wide range of aspects, including design and green building concepts, that contribute to local character in a more unified and coherent manner than would be possible if these topics were only scattered throughout the General Plan.

While it is the Community Character Element that primarily addresses issues of community identity, several other elements, particularly the Land Use and Economic Development, Circulation, Housing, and Natural Resources and Open Space elements, are also concerned with some of the important aspects that contribute to Pinole's unique sense of place.

This element also addresses some State-mandated topics, including preservation of historic and cultural resources of the community. Where the overlap can be identified, cross-references are provided to alert the reader to specific sections of the related elements.

RELATED PLANS AND PROGRAMS

The Community Character Element relates to several other local, regional and state plans and programs, which are listed in detail in [the Appendix-10-1](#).

ISSUES AND CONSIDERATIONS

[Pinole is defined by it's natural and man made features. The natural setting includes the Bay shoreline, open spaces, Pinole Creek and other watersheds, and a hillside topography. The physical setting is primarily defined by the transportation and circulation corrdiors that divide the City into zones, a cohesive "Old Town", and other commercial and residential development in the community. These natural and physical features are described in greater detail below.](#)

Formatted: Body Copy

COMMUNITY CHARACTER

NATURAL SETTING

In many respects, Pinole is a city of visual contrasts. Pinole's varied geography includes marshlands along the San Pablo Bay, Pinole Creek running through the city, and valleys separated by small ridgelines within the city boundaries. The marshlands along the Bayshore and steep ridgelines have placed certain limitations on development.

Bay Shore

The Pinole shoreline is developed with a sewage treatment plant, Union Pacific Railroad's "Cal-P" main line (with more than 30 Amtrak trains a day) and Burlington Northern Santa Fe's (BNSF) line. Pinole is located in an area that transitions naturally from San Pablo Bay, through lowlands, and then to hillsides that increase in slope to the Briones Hills. Consequently, the city has an abundance of open space and preserved areas that provide both recreational and environmental benefits and challenges to potential development. Pinole's many residential neighborhoods are nestled among the hillside topography.

The Pinole shoreline presents a complex land use challenge due to the ~~existence~~existence of significant infrastructure (e.g. sewage disposal facility and railroads) in an area that has played a vital role in the history of Pinole and that contains high natural resource value. As the City makes plans to preserve and/or expand necessary infrastructure, enhance recreation opportunities, preserve natural resources, and honor Pinole's heritage, there is a tremendous opportunity for the City to create a cohesive image for the waterfront.

Open Space

Open space provides a critical visual and physical connection to the natural environment and habitat for a rich diversity of plant and animal species and is an integral part of Pinole's landscape and community character. A great deal of Pinole's open space is found along the San Pablo Bay shoreline and along the steep ridgelines throughout the city.



An example of Pinole open space



Issues of open space are further addressed in Chapter 68, Natural Resources and Open Space, which defines, describes and maps a variety of types of open space in Pinole.

Comment [A1]:

Formatted: Font: Italic

Formatted: Font: 8 pt

Formatted: Centered

COMMUNITY CHARACTER

Pinole Creek

The Pinole Creek has greatly influenced development within the City of Pinole. Originally, development in Pinole occurred primarily in Pinole's valleys and commercial activity was most prevalent in Old Town, adjacent to San Pablo Bay and Pinole Creek. Issues regarding Pinole Creek are addressed in ~~Chapter 3, Land Use and Economic Development~~ ([Chapter 4](#)); ~~Chapter 6, Natural Resources and Open Space~~ ([Chapter 8](#)); ~~Chapter 7, Health and Safety~~ ([Chapter 9](#)); and ~~Chapter 9, Sustainability~~ ([Chapter 10 Elements](#)).

The Pinole Creek Vision Plan and Pinole Creek Greenway Master Plan set forth more information about the creek and its future. The Pinole Creek Restoration Project outlines development plans to restore high-quality riparian habitat, provide additional flood protection and improve water quality in Pinole Creek. This project will also enhance recreation by connecting Old Town Pinole to the Bay Trail by means of a multipurpose path and will provide a launch for non-motorized boats at the mouth of the creek as part of the San Francisco Bay Area Water Trail backbone.



Pinole Creek

Formatted: Centered

Formatted: Font: 8 pt

Watersheds

The Pinole Creek watershed covers approximately 15 square miles of west Contra Costa County, extending from the headwaters in the Briones Hills to the outfall at San Pablo Bay north of Point Pinole. Approximately 30 percent of the watershed is owned and managed by the East Bay Municipal Utilities District (EBMUD). Though these holdings are located outside of the City of Pinole, their use and management are crucial to the City's water quality, resource enhancement and flood protection objectives. Recent discussions have included the possible use of the EBMUD property for possible mitigation land banking and floodwater diversion basins.

Topography

Physical development in the City of Pinole is substantially influenced by topographic conditions that include a fairly steep shoreline, distinct valleys that are separated by small ridgelines, and a comparatively level alluvial plane at the mouth of Pinole Creek. Originally, development occurred primarily in Pinole's valleys and commercial activity was most prevalent in Old Town, adjacent to San Pablo Bay and Pinole Creek. Beginning in the late 1950s, residential and commercial development expanded into surrounding uplands.



PHYSICAL SETTING

The City of Pinole is located in the San Francisco Bay Area, on the shores of San Pablo Bay in West Contra Costa County. Interstate 80, which traverses the city, connects the San Francisco and Oakland metropolitan areas with Sacramento and other communities to the east.

Comment [e2]: Natural Setting was the heading for all of the above subsections, just like Physical Setting is the heading for all of the following subsections.

Comment [A3]: Move this section up to follow Natural Setting on p 10.0-2

COMMUNITY CHARACTER

Pinole is linked to central Contra Costa County and the cities of Martinez, Concord and Pleasant Hill by State Route 4, which begins just north of Pinole and connects with Interstate 680. San Pablo Avenue serves as one of the main arterials through Pinole and intersects with Tennent Avenue and Appian Way.

Pinole's physical character is largely influenced and characterized by the city's topographical diversity and the major arterial roads that extend throughout the city.

The City of Pinole is defined in large part by its physical development. The general layout and extent of Pinole began to emerge almost 100 years ago. Residential development through the late 1950s further defined this development pattern, and with commercial center development in the 1960s and more recently with Pinole Vista Shopping Center, the city now stands largely built out.

Downtown Pinole

Old Town Pinole still maintains its historic and small-town feel and is characterized by older buildings with unique architecture and commercial and residential uses. Old Town Pinole hosts the majority of historic buildings in the city. Today, Old Town Pinole still serves as the downtown area of the city and includes the Senior Center, Fire and Police Department offices/station, Fernandez Park, City Hall, and the Bank of Pinole building, as well as several other community services and facilities.

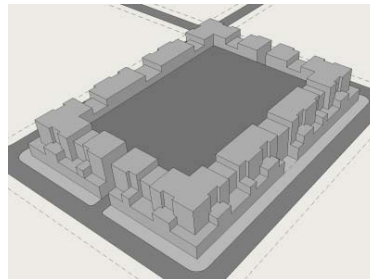
The pedestrian experience in Old Town Pinole is enhanced by shops, restaurants and retail fronting onto the street, thereby providing a street façade. ~~In spite of all the features that define Old Town Pinole, there is not a lot of pedestrian movement. This can be attributed to the lack of~~ By increasing landscaping, shade trees and pedestrian facilities (for example, benches, gathering places and fountains), and ~~absence of promoting physical connections between activities and uses~~ that bring action-activity to the street, Pinole can ensure that Old Town remains a vibrant pedestrian center. San Pablo Avenue, a highly traveled arterial, extends through Old Town and carries a high volume of traffic. Until automobile circulation is modified to slow vehicles through Old Town, San Pablo Avenue will that hinders pedestrian movement.

Comment [A4]:

In contrast, other commercial development, including major regional shopping centers Pinole Vista, Pinole Vista Crossing, Pinole Valley, and Appian 80, was developed relatively recently and is located near the Interstate 80/Appian Way interchange.

The community has expressed a great deal of interest in preserving and augmenting Old Town Pinole. As further examined below in the Goals, Policies and Implementation Actions section and in the Specific Plan, Old Town Pinole can be enhanced by adding:

- Enhanced design guidelines to guide new development and reuse of existing buildings that provide:



Example of terraced mixed-use building type with varied rooflines and common space or parking on the interior

COMMUNITY CHARACTER

- Incorporated principles of Crime Prevention Through Environmental Design (CPTED) and sustainability (also see Chapter 9, Sustainability Element);
- Varied rooflines, building forms, and overall massing and scale of buildings with visually engaging designs.
- Circulation systems that are designed to avoid conflicts between vehicular, bicycle and pedestrian traffic.
- Enhanced pedestrian systems that provide:
 - Visual elements to draw attention to the presence and safety of pedestrians;
 - Buffering landscape areas.
- Site amenities that complement retail and cultural activities.
- Coordinated design around transit options.
- Gateway elements at key roadways.

Diversity in natural and built environments helps define the character of Pinole.

Residential & Commercial Development

The wide range of residential development in the city includes low-density residential neighborhoods in the southern and western portions of the city, as well as a mix of single- and multi-family residential units in the more central portions.

The City of Pinole has loosely defined neighborhoods to reflect their diversity in terms of size, density, characteristics and land use mix. These neighborhoods are located south of San Pablo Avenue and west of Apian Way, between the Bayshore and San Pablo Avenue, and south of Interstate 80 in Pinole Valley. These residential neighborhoods are characteristically more rural and lower in density. ~~NOTE: the farmhouse style home below is Victorian — find a better example~~

Formatted: Highlight



Farmhouse/RanchVictorian style home

Pinole offers residential development that in one location is suburban and rural in its feel, with landscaped hillsides and low-density residential neighborhoods, while other areas are characterized by modern homes and a distinctly more urbanized feel. The city also varies in its scale and types of commercial development, with the large, modern appearance of the major shopping districts, as well as the commercial district with a historic feel in the Old Town. In many respects, it is this diversity in the built and natural environments that helps define the character of Pinole.

COMMUNITY CHARACTER

The Residential Design Criteria and Guidelines were adopted by the City of Pinole in 2007 to implement the goals and policies of the existing General Plan. Specifically, these guidelines implement the City's existing General Plan land use policies relevant to urban design, pedestrian circulation, neighborhood and community identity, and residential, mixed-use and commercial project design. The Design Criteria and Guidelines supplement the Zoning Code development standards and are used by the City to evaluate design review applications for qualifying residential and residential mixed-use projects.

In the future, as explored in the Specific Plan and utilizing sustainable (Chapter 101) practices, Pinole will further explore mixed-use development.

Light Pollution

Light pollution refers to all forms of unwanted light in the night sky caused by unnecessary use of artificial light. Specific categories of light pollution include light trespass, glare, clutter, over-illumination and sky glow. Excessive light and glare can be visually disruptive to humans and nocturnal animal species and are also indicative of a high level of energy consumption. Light pollution becomes an issue of increasing concern as new development creates additional outdoor lighting installed for safety and other reasons.

Formatted: Body Copy

Formatted: Normal



Colonial Revival style home

Architectural Styles

Architectural styles help create a distinct identity for a single development, a neighborhood or an entire community. Old Town Pinole, along San Pablo Avenue, possesses a variety of architectural styles that mirror the community's historical development and development pattern. Land uses in this district consist of a mixture of commercial, residential, public/institutional and open space. The distinct architectural styles present within Old Town Pinole are

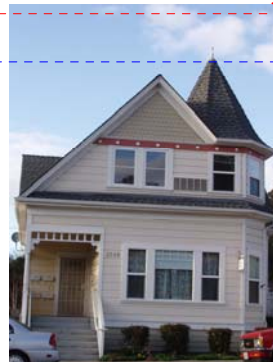
described in detail below.

Formatted: Centered

Formatted: Font: 8 pt, Italic

Formatted: Highlight

NOTE: below right photo has been stretched. Consider enlarging the photos



COMMUNITY CHARACTER



Colonial Revival style home



Queen Anne style home

Architectural styles help identify a neighborhood character.

Commercial buildings with historic designs that characterize Old Town Pinole are located on San Pablo Avenue between Tennent Avenue and Valley Avenue. Built in the early twentieth century, they include two-story masonry structures, false front-type wood frame structures, and stucco or plaster structures. Newer buildings (1960–1990) are more modern masonry, wood-sided or stucco structures and do not add to the character and quality demonstrated by the older buildings.

The Bank of Pinole building along San Pablo Avenue depicts a neo-classical architectural style. The limestone building façade consists of two grand ionic columns, a grand portico and an arched glass entrance.

Residential buildings represent a diverse mix of architectural styles, spanning several decades. The main historical residential design themes can be characterized as follows:

- Queen Anne Cottages (1880–1905): Queen Anne Cottage homes along San Pablo Avenue illustrate a unique evolution of the style from a rural farmhouse with earlier Italianate Cottage features (tall narrow windows and hip roof) to the Queen Anne Cottages of the 1890s. Scaled-down classical columns characterize later versions of these homes as porch supports.

Main historical residential design themes in the city include Queen Anne Cottages, Hip Roof Cottages and Bungalows.

- Hip Roof Cottages (1870–1910): The Italianate Hip Roof Cottages have subtle stylistic details (tall narrow windows and a small flat area at the roof peak) that establish the age of these buildings. Porch design and detail features varied according to what was available for decoration at the local lumberyard when the cottages were built.
- Bungalows (1915–1930): The Bungalow or Craftsman Bungalow was the predominant housing style between 1915 and 1930. These narrow rectangular houses have low-pitched gable or hipped roofs and small front porches enclosed by screens.

Queen Anne style home

Formatted: Centered

Formatted: Font: 8 pt, Italic

COMMUNITY CHARACTER

Other residential styles include Classical Revivals, Farmhouse/Ranch Style homes, Prairie Style Bungalows and Second Empire French.



Craftsman Bungalow



Craftsman Bungalow style home

Formatted: Centered

Formatted: Font: 8 pt, Italic

COMMUNITY CHARACTER



View from Oak Ridge development

Post War Era

After World War II (WWII), several factors - the lack of new housing, continued population growth, and six million returning veterans eager to start families - combined to produce the largest building boom in the Nation's history, almost all of it concentrated in the suburbs. From 1944 to 1946, single-family housing starts increased eight-fold from 114,000 to 937,000. The greatest periods of growth in Pinole occurred after the Second World War WWII, during a period of time when —FHA-backed mortgages supported more and more “new residential development” on the “edge of

American cities. During this time, the curvilinear subdivision layout became institutionalized as the building industry came to support national regulations that would standardize local building practices and reduce unexpected development costs. This form of development, in seamless repetition, would create the post-WWII suburban landscape.

Architects of this period adapted the traditional housing of Southwest ranches and haciendas and Spanish Colonial revival styles to a suburban house type suited for middle-income families. This ranch-style house was typically built of natural materials such as adobe or redwood and was oriented to an outdoor patio and gardens that ensured privacy and intimacy with nature. The Ranch house in various configurations continued as the dominant suburban house well into the 1960s.



View of Silver Creek development



Ranch-style house in Silver Creek development

Though comparatively new, the buildings constructed during this era contribute a great deal to the character of Pinole. Though many of the buildings that were constructed in the 50's, 60's and 70's have been largely dismissed as architecturally insignificant, when considered as a whole they best define the character and context of Pinole outside of the Old Town area. When examined more closely, these developments also provide good examples of post war tract development. As these subdivisions age, their significance within the historic context of Pinole will only increase, particularly in “The Valley”.

The Oak Ridge development located at the end of

Formatted: Font: Bold

Formatted: Centered

Formatted: Font: 8 pt, Italic

Formatted: Centered

Formatted: Font: 8 pt, Italic

Formatted: Centered

Formatted: Font: 8 pt, Italic

COMMUNITY CHARACTER

Henry Drive and Silver Creek development provide good examples of hillside quality 70's architecture.

The residential design guidelines adopted for Pinole were intended to protect the character of these, and similar developments, from new development that could otherwise detract from the established character of the post war communities. Specifically, development patterns were resulting in proposals to construct homes that had a height, mass, and bulk that was substantially larger than the traditional post war tract homes.

It is worth noting that more recent developments have provided good examples of how modern architecture and site planning could result in projects that respect and enhance the character of Pinole. Beginning in the late '90's, commercial and residential projects that provide good examples of development the City would like to encourage include the Senior and Youth Centers, the Del Monte shopping center, the _____ building that contains the Hobby Shop, and buildings at the intersection of Pinole Shores & San Pablo Avenue, and Meadow and San Pablo Avenue.



760 San Pablo Ave



815 San Pablo Ave

Formatted: Centered

Formatted: Font: 8 pt, Italic

Formatted: Font: 8 pt, Italic

Formatted: Centered

COMMUNITY CHARACTER



2503 & 2529 San Pablo Ave.



910-940 San Pablo Ave.

- Formatted: Font: 8 pt, Italic
- Formatted: Centered
- Formatted: Centered
- Formatted: Font: 8 pt, Italic

The Appendix 10.2, with Table 10.1, presents further details about the distinct architectural styles present within Pinole.

- Formatted: Font: Not Bold
- Formatted: Space After: 0 pt, Border: Top: (Single solid line, Custom Color(RGB(0,128,199)), 0.5 pt Line width, From text: 31 pt Border spacing:)

Circulation Systems

Major arterials that extend through the city boundaries include San Pablo Avenue and Interstate 80 (running east-west) and Tennent Avenue, Pinole Valley Road and Appian Way (running north-south). These arterial roads and the freeway direct much of Pinole’s physical form and design.

Major arterials in Pinole include San Pablo Avenue, Interstate 80, Tennent Avenue, Pinole Valley Road and Appian Way.

Architectural styles help identify a neighborhood character.

Interstate 80 (I-80) bisects Pinole east to west, providing regional access to San Francisco City and County, Alameda County, Contra Costa County, Solano County and points beyond to the east. It serves as the “front door” to the city and acts as a dividing force in Pinole, separating the northern half of the city from the southern half.

San Pablo Avenue is located north of Interstate 80 and extends west-east through the City of Pinole. It serves as Pinole’s downtown “Main Street” and is characterized by a diverse mixture of land uses in a fairly random manner. San Pablo Avenue along downtown Pinole lacks

COMMUNITY CHARACTER

adequate landscaping but has pedestrian-friendly features like curb cuts, adequate pedestrian crossings and other traffic calming methods. But the heavy traffic along San Pablo Avenue makes pedestrian movement difficult.

Pinole Valley Road and Tennent Avenue are major arterials in the city and serve as one of the main linkages that connect Old Town Pinole, residential and commercial uses and the highway commercial strip.



View of a Pinole street

These major corridors are of significant concern, particularly in the areas of safety, access, walkability and more efficient traffic movement. The Community Character, Land Use and Economic Development (Chapter 34), ~~Traffic and~~ Circulation (Chapter 56), and Sustainability (Chapter 910) elements of the General Plan, along with the Specific Plan, all highlight policies that prioritize and promote:

- efficient circulation;

- walkability and connectivity through design control;
- balanced mix of uses;
- pedestrian improvements; and
- bikeways and trail corridors in the above-mentioned areas.

HISTORIC AND CULTURAL RESOURCES SETTING

Much of Pinole's charm and character is derived from its rich architectural heritage. Its historic resources are irreplaceable assets that contribute to the special and unique character of the city and are a source of identity and pride for its residents. In recognition of the importance of these resources to its community image, Pinole has made a major commitment to preserve these cultural and historic resources, in both the public and private sector.

Pinole comprises a diverse mix of people from all walks of life. Pinole is more racially diverse than both Contra Costa County and the rest of the San Francisco Bay Area. Non-white races constitute 47.7 percent of the population in Contra Costa County and 41.9 percent of the population in the San Francisco Bay Area, whereas they make up 53 percent of the population of Pinole as of 2008. These diverse populations enhance the city by sharing their traditions and customs with the rest of the community.

Adequately serving a diverse population is a key goal of the General Plan. It includes providing the services and information necessary to having an informed and engaged public, including

Formatted: Centered

Formatted: Font: 8 pt, Italic

COMMUNITY CHARACTER

reaching out to different segments of the population. The City is actively engaged in providing information that facilitates continued public involvement in civic activities.

The culture of the community is also established in the visual and performing arts. The Pinole Playhouse serves as the community theatre and is used by City of Pinole School of Performing Arts, the Pinole Community Players and East Bay Improv. Providing opportunities for the enjoyment of the visual and performing arts is a vital component of building a city and helps to establish the quality of life in the community.

Pinole has a wealth of cultural and historic resources, including Native American sites, historic period sites and buildings, artifacts and memorabilia, associated with locally historic events like incorporation. While there are only a few sites and buildings in the city that meet the criteria for designation as a State Historic Resource or State Historic Landmark, many other buildings are of a significant historic value to the community. The following list includes some of the structures that are important to the community. It is intended that this list will be updated with additional sites as the community identifies them.

- **Bank of Pinole (2361 San Pablo Avenue)** is listed on the National Register of Historic Places. The building was purchased by the Redevelopment Agency in 1995 and seismically upgraded for new commercial uses.
- **Bernardo Fernandez House (100 Tennent Avenue)** is listed on the Contra Costa Inventory of Historic Places and the National Register of Historic Places.
- **The Downer Home (2711 San Pablo Avenue)** has been determined as eligible but is not yet listed.
- **Pinole Waterfront at the base of Tennent Avenue** appears to be eligible for the National Register but is not yet listed.

When these individual properties are viewed from an elevated vantage point on San Pablo Avenue as it approaches Old Town from either direction, they convey a strong sense of Character. From this perspective, Old Town can be viewed as a unique, cohesive center for community activity, commerce and recreation. The Old Town area provides a visible, tangible heart to the City of Pinole with its many historic and cultural resources.



View of Pinole from Hercules

ISSUES THIS ELEMENT ATTEMPTS TO SOLVE

The Community Character Element establishes the framework for how the City will look, feel and function that applies to the type, location and character of both private and public development projects for new and existing areas of Pinole. The element also provides goals,

Formatted: Centered

COMMUNITY CHARACTER

policies and implementation actions designed to recognize and preserve the history of the area and celebrate the diversity of the city's population.

The primary issues that this element attempts to solve are listed below and were identified during the preparation of this General Plan and the Specific Plan:

- Defining Pinole as a unique place with an identity that distinguishes it from surrounding communities and makes it a distinctive place in the region.
- Ensuring that new development and redevelopment contribute to a sense of place and identity for Pinole.
- Focusing future development in priority development areas.
- Establishing a balanced mix of uses that improves connections and facilitates walking or cycling.
- Establishing more livable and sustainable transit- and pedestrian-oriented neighborhoods where residents can walk to commercial services and recreational amenities.
- Maintaining and developing Old Town Pinole to become a vibrant, historic downtown area with a mix of uses and central gathering places for daytime and nighttime activities.
- Preserving and integrating into development proposals the natural resources that are an important feature of the community.
- Developing a public art program that contributes to the quality of life in the community and enhances the built environment.
- Establishing a place to display and appreciate historical memorabilia of the city, with an emphasis on educating the public about Pinole's rich history.
- Formulating ways in which the public can be involved in the identification, preservation and celebration of cultural and historic resources in and around the city.
- Establishing resource protection policies for Pinole's natural resources such as ridgelines and wetlands.

GOALS, POLICIES AND IMPLEMENTATION ACTIONS

The goals of this element are as follows and are listed subsequently with corresponding policies and implementation actions.

- Goal CC.1: Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.

COMMUNITY CHARACTER

- Goal CC.2: Emphasize and enhance the visual and physical connection between Pinole's natural environment and the community's quality of life.
- Goal CC.3: Support the development [and retention](#) of local-oriented services in Old Town Pinole [and other commercial areas](#) and encourage and support the local economy.
- Goal CC.4: Promote a greater awareness of and sensitivity toward Pinole's historical heritage.
- Goal CC.5: Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

GOAL CC.1 Maintain Pinole's unique qualities and sense of place to preserve the established historic and small-town character of the city.

POLICY CC.1.1 All new development and redevelopment shall adhere to the basic principles of high-quality urban design and architecture including, but not limited to, human-scaled design, pedestrian orientation, and interconnectivity of street layout, siting buildings to highlight important intersections, entryways, focal points and landmarks.



Figure CC.1.1a: Ground floor retail with an active facade facing the street enhances pedestrian experience

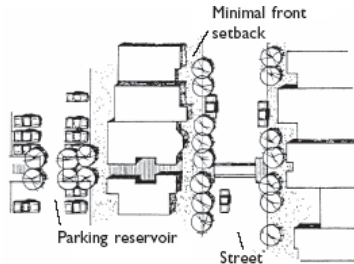


Figure CC.1.1b: Buildings are placed at the perimeter of the block with parking behind

Action CC.1.1.1 Enforce Pinole's [2007 Residential Design Criteria and Guidelines](#) to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole's community. Continue to use Design Review Guidelines to review residential and mixed-use projects for consistency with Pinole's design goals.

Action CC.1.1.2 Adopt and enforce the Design Guidelines [contained in the Specific Plan](#) to guide improvements, renovations and future development in the San Pablo Avenue, Pinole Valley Road and Appian Way specific plan areas to

COMMUNITY CHARACTER

be consistent with the vision and urban design principles developed for the area in the Specific Plan document.

Action CC.1.1.3 Establish and enforce Commercial and Industrial Design Criteria and Guidelines to ensure that quality design is required as a condition of approval. Ensure new development is compatible with the scale and character of the neighborhoods and the architectural styles in Pinole and embrace concepts of transit- and pedestrian-oriented development and sustainability.

Action CC.1.1.4 ~~To preserve opportunities for comprehensive planning, design, and coordinated development of larger commercial and industrial properties, the City discourages subdivision of large commercial and industrial properties until a long range master plan is approved for the long-term use of the property.~~

Formatted: Default Paragraph Font

Formatted: English (U.S.)

POLICY CC.1.2 Require all new development to incorporate high-quality site design, architecture and planning to enhance the overall quality of the built environment in Pinole and create a visually interesting and aesthetically pleasing town environment.

Action CC.1.2.1 ~~As per the Specific Plan,~~ The City should establish an enhanced, expedited design review process at staff level for new development projects (both public and private), regardless of project size within the primary circulation corridors. As part of the design review process, require development projects to use quality materials that are long lasting to ensure a sense of permanence for each project. New development projects should be approved only if they meet detailed design guidelines approved by the City Council.

POLICY CC.1.3 To enhance a sense of arrival and create a strong appealing image that promotes community identity, the City shall develop community entry features at key gateways or city entries along Interstate 80. Entryways shall incorporate landscaping, trees, structural architectural elements, signage and public art.

Action CC.1.3.1 Review improvement plans for inclusion of design elements. Make sure street lamps, signs, etc. are consistent with the theme of the neighborhood and the Design Guidelines in order to visually integrate the community.

Action CC.1.3.2 Establish a gateway program to create a sense of entry at key locations (such as at the intersection of San Pablo Avenue and Tennent Avenue in Old Town Pinole and at Appian Way near I-80) throughout the city and

COMMUNITY CHARACTER

promote wayfinding throughout the community. Use creative designs that respond to the character and history of the city to establish a sense of place, including gateway signage, streetscape design, site landscaping and other features. Incorporate community landmarks and focal points (including public art and other design features such as fountains and monuments) into community and neighborhood parks, linear pathway intersections and commercial areas in the existing downtown core and neighborhoods. Users should feel a sense of arrival and be welcomed to the city.

POLICY CC.1.4 The historic and urban character of Old Town Pinole shall be revitalized through the density and intensity of new construction, as well as the use of building materials, architecture and other design elements that reflect the city's past.

Action CC.1.4.1 ~~Enforce~~ Adopt a Specific Plan ~~or other design controls elements~~ for Old Town Pinole that require the use of building materials, architectural features and other design elements for new construction and building renovations that reflect the historic buildings in Old Town Pinole.

Action CC.1.4.2 Create incentives for mixed-use development projects that reflect the city's past with commercial, retail and restaurant uses on the ground floor and residential and office uses on upper levels in Old Town Pinole. Encourage minimal building setbacks and parking on streets and in the rear of buildings. Continue the appreciation of shared parking for mixed-use buildings as described in the Zoning Ordinance.

Figure CC.1.4.2a
Façade Articulation

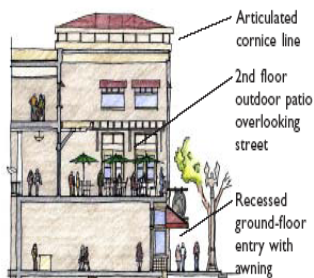



Figure CC.1.4.2b:
The entrances to different uses are clearly demarcated



Action CC.1.4.3 Ensure development of “opportunity sites” with high-quality mixed-use or high-density housing.

COMMUNITY CHARACTER

Action CC.1.4.4 Enhance Pinole's image and quality of life through investment in the Old Town, neighborhoods, commercial districts, parks, open spaces, community facilities and services, and creating a high level of perceived safety and a business-friendly government.

 **POLICY CC.1.5** Encourage project compatibility, interdependence and support with neighboring uses, especially between commercial and mixed-use centers and the surrounding residential neighborhoods. Uses should relate to one another with pedestrian connections, transit options, shared parking, landscaping, public spaces and the orientation and design of buildings.


Action CC.1.5.1 Through the design review process, ensure that development in Pinole is oriented toward the maintenance and upkeep of the city's unique character.

Action CC.1.5.2 Continue to support the code enforcement program to ensure private properties are maintained in accordance with community standards.

Action CC.1.5.3 ~~Revise Utilize~~ the Zoning Code provisions to identify appropriate solutions to create compatibility between existing neighborhoods and new developments.

GOAL CC.2 Emphasize and enhance the visual and physical connection between the city's natural environment and the community's quality of life.

POLICY CC.2.1 Provide visual and physical connections between the natural environment and the built environment through careful site design, building placement, architectural features that allow views of Pinole's unique environment such as ridgelines or the San Pablo Bay shoreline, public access to open space such as via the Bay Trail, and the use of native vegetation in the urban environment such as for landscape buffers for sidewalk areas and street trees.

 **Action CC.2.1.1** Create a connected network of open spaces in Pinole that are accessible to the community for outdoor recreation and other use and enjoyment as a key aspect of local community character.

Action CC.2.1.2 ~~Utilize concepts in the Specific Plan to p~~romote and provide an integrated pedestrian and bicycle network that links ~~these~~ open spaces and other destination points within Pinole.

Action CC.2.1.3 Enhance existing priority development areas, commercial corridors, trails and significantly sized public spaces that preserve and take advantage of vistas. Many of Pinole's existing open space areas are on or near

COMMUNITY CHARACTER

existing ridgelines with scenic views. Ensuring that trails connect these spaces enhances scenic opportunities.

Action CC.2.1.4 Determine new connections, public spaces and improvements needed along pedestrian and bike paths and add new trails. Prioritize completion and connection of the Bay Trail through Pinole.

Note: Please see the *Community Services and Facilities Element (Chapter 45)* for more information on trails in Pinole.

Action CC.2.1.5 Review improvement plans and construction drawings for consistency with Policy CC.2.1 related to the use of native vegetation and design features that highlight natural features and views.

POLICY CC.2.2 Preserve natural resources within the built environment, including trees, marshes, creeks and hillsides.

Action CC.2.2.1 Require public and private improvement plans to be reviewed by a qualified biologist/arborist if a project site contains biological resources or trees.

Action CC.2.2.2 Require mitigation for removal of important trees that function as habitat for protected raptors and protected tree species in Pinole.

Action CC.2.2.3 Consider a tree planting and preservation program that will encourage sensitive site planning, the retention of existing trees, the planting of new trees (especially native species) and the replacement of trees that are removed.

Action CC.2.2.4 Consider offering density bonuses and other incentives to developers that preserve native resources within new development projects.

Action CC.2.2.5 Continue implementation of the Pinole Creek Vision Plan, Pinole Creek Master Plan, and Pinole Creek Restoration Plan.

Action CC.2.2.6 Establish required setbacks for development located in or near sensitive areas such as wetlands, Pinole Creek, or along Pinole's many ridgelines.

POLICY CC.2.3 Provide rules and regulations for lighting within Pinole in order to promote a safe and pleasant nighttime environment, to protect and improve safe travel, to prevent nuisances caused by unnecessary light, to protect the ability to view the night sky, and to promote energy conservation.

Formatted: Default Paragraph Font

COMMUNITY CHARACTER

Action CC.2.3.1 Adopt light and glare zoning code regulations for residential development that incorporate best practices and the California Energy Commission updated lighting standards.

Formatted: Font: Arial, 11 pt

Action CC.2.3.2 Adopt light and glare code regulations for commercial development that incorporate best practices and encourage energy conservation.

Action CC.2.3.3 The Illuminating Engineering Society Publication, RR-89 indicating the illumination intensity and uniformity requirements should be utilized for lighting located within Pinole:

Formatted: Action Text

Average Maintained	
Activity	Footcandles
<u>Roadways, residential</u>	<u>0.2</u>
<u>Roadways, commercial</u>	<u>0.9</u>
<u>Parking Lots, residential:</u>	<u>0.9</u>
<u>Vehicular traffic</u>	<u>0.5</u>
<u>Pedestrian safety and security</u>	<u>0.8</u>
<u>Parking Lots, commercial:</u>	
<u>1. Medium activity lots</u>	
<u>Vehicular traffic</u>	<u>1.0</u>
<u>Pedestrian safety and security</u>	<u>2.4</u>
<u>2. High activity lots</u>	
<u>Vehicular traffic</u>	<u>2.0</u>
<u>Pedestrian safety and security</u>	<u>3.6</u>
<u>Walkways and bikeways</u>	<u>0.5</u>
<u>Building entrances and exits</u>	<u>5.0</u>
<u>Material Storage Areas:</u>	
<u>Active</u>	<u>20.0</u>
<u>Inactive</u>	<u>1.0</u>



An example of a mixed-use downtown area with zero required setbacks, pedestrian amenities, on-street parking and transit

Action CC.2.3.4 All outdoor lighting fixtures shall be designed, shielded, aimed, located and maintained to shield adjacent properties and to not produce glare onto adjacent properties or roadways.

Note: Please see the Natural Resources and Open Space Element (Chapter 78) for more information on preserving natural resources and open space in Pinole.

COMMUNITY CHARACTER

- GOAL CC.3 Support the development and retention of local-oriented services in Old Town Pinole and other commercial areas, and encourage and support the local economy.
- POLICY CC.3.1 The City shall encourage a combination of retail, office, public spaces and entertainment uses in Old Town Pinole that serve the daily and occasional needs of residents and employees and make Old Town Pinole economically diverse and financially successful.
 - Action CC.3.1.1 As set out in the Specific Plan, foster mixed-use development with multi-family residential and commercial uses in Old Town Pinole to provide a range of housing opportunities for the community.
 - Action CC.3.1.2 Work with project proponents to locate retail uses within residential projects in appropriate locations and at the appropriate scale to serve local and community retail needs.
 - Action CC.3.1.3 Implement the Pinole Specific Plan that identifies appropriate land uses, incentives, development standards and design provisions.
 - Action CC.3.1.4 Support the development of specialty food stores and restaurants in Old Town Pinole to meet the needs of the region's diverse population, be a catalyst for future development and meet the needs of the growing number of visitors to the area.
 - Action CC.3.1.5 Implement the Pinole Specific Plan to establish a program to provide pedestrian amenities such as wider sidewalks, seating options, highly visible crosswalks, landscape buffers and curb bulbouts.
 - Action CC.3.1.6 Provide more transit options within the Old Town area.
 - Action CC.3.1.7 Consider implementing suggestions in the Specific Plan to narrow travel lanes and narrow San Pablo Avenue from four lanes to two through Old Town Pinole to be more pedestrian-friendly and to improve safety and visibility for the community.
- Note:** Please see the ~~Traffic and~~ Circulation Element (Chapter 56) for more discussion of ways to improve circulation and walkability through Old Town Pinole.
- POLICY CC.3.2 Support locally owned businesses with the goals of promoting a strong business base, encouraging joint marketing and improving the City's business climate. Encourage residents and employees to obtain their goods and services locally.

COMMUNITY CHARACTER

Action CC.3.2.1 Work with the Pinole Redevelopment Agency to establish programs and incentives that can be used to attract desirable new businesses and develop performance criteria to ensure that the benefits generated are in line with the incentives provided. Offer incentives to business owners and property owners for improving the appearance of aging shopping centers and retail space.

Action CC.3.2.2 Continue to utilize the City of Pinole website to attract attention to Pinole's redevelopment and economic development efforts. Create and maintain an economic development Web page on the City's website with pertinent economic and demographic information as well as profiles of key development sites and vacant buildings available for new businesses.

Action CC.3.2.3 Promote and support specialty businesses and ethnically diverse enterprises throughout the city.

Action CC.3.2.4 Improve and expand the shopping opportunities in Pinole by ~~taking the~~ following steps:

~~□ Conduct a survey of existing shopping centers to identify underperforming stores and centers.~~

~~□ Expand expanding~~ efforts and continue ~~ing~~ to assist store owners and smaller merchants with rehabilitation, marketing, etc. through Pinole's Commercial Rehabilitation Program.

Action CC.3.2.5 Re-examine existing and ongoing redevelopment efforts in Pinole. Take advantage of existing redevelopment projects that are not fully leased to determine if new uses should be established.

GOAL CC.4 Promote a greater awareness of and sensitivity toward Pinole's historical heritage.

POLICY CC.4.1 Establish, support and fund programs that enhance Pinole's sense of community and identity, such as the collection of oral histories, genealogical research, and the acquisition of collections of historic artifacts, photographs, memorabilia or other information relevant to the history of the city.

POLICY CC.4.2 Establish and promote programs that identify, maintain and protect buildings, sites or other features of the landscape possessing historic or cultural significance.

Action CC.4.2.1 Pursue recognition of ~~all~~-eligible historic properties by the National Register of Historic Places and California Register of Historical

Formatted: Indent: Left: 0 pt, Hanging: 18 pt

Formatted: Bullets and Numbering

Formatted: Indent: Left: 0 pt, Hanging: 108 pt

COMMUNITY CHARACTER

Resources and consider a variety of ways of identifying and documenting historic buildings and properties throughout the City.

Action CC.4.2.2 Maintain an up-to-date inventory of existing historic resources, including artifacts, structures, sites, areas and natural phenomena. Map the location of historic districts and historic and natural resources.

Action CC.4.2.3 ~~Consider e~~Establishing a program to identify historical structures, places and events in recognition of their status. This may include the use of place signs, monuments, public art, and interpretive exhibits, on existing historical structures in recognition of their status.

POLICY CC.4.3 The City shall take all possible precautions to ensure that no action by the City results in the loss of the irreplaceable archaeological record present in Pinole's planning jurisdiction and shall work with the County toward that end.

Action CC.4.3.1 Establish review procedures for development projects that recognize the history of the area in conjunction with state and federal laws.

Action CC.4.3.2 Establish a Historic Preservation Ordinance to provide for the appropriate development and maintenance of historic resources and their environment.

POLICY CC.4.4 Establish programs to display historical information and take advantage of opportunities to educate the public about Pinole's history.

Action CC.4.4.1 Consider Establishing an historic center (e.g. museum or cultural center) to collect, display, maintain and share information about Pinole's heritage.

Formatted: Default Paragraph Font

GOAL CC.5 Enhance the quality of life in Pinole by acknowledging the cultural diversity and by promoting, preserving and sustaining the cultural and performing arts.

POLICY CC.5.1 Celebrate the city's cultural diversity through public art, cultural centers and community events for the benefit and enjoyment of all residents.

Action CC.5.1.1 ~~Consider establishing Support and encourage a Cultural Arts Commission organizations that will be~~responsible for coordinating cultural events, parades, festivals, coordinating and communicating with cultural and ethnic communities (with the City's Public Information Officer), and other activities as determined by the City Council. Perhaps such celebrations

Comment [emh5]: Sharrissa, please fix the photo's caption. It got cut off somehow.



The Pinole Public Library with existing

COMMUNITY CHARACTER

~~could coincide with programs established under Policy CC.4.4.~~

Action CC.5.1.2 ~~Encourage~~ Ensure that design guidelines provide adequate flexibility to accommodate development projects ~~to that~~ include design features and cultural identity ~~that identify and to~~ celebrate the different cultures that make up Pinole. ~~by updating, as necessary, the Design Guidelines to include provisions for cultural identity in development projects.~~ **NOTE: the photo's title needs to be completed.**

Formatted: Highlight

Action CC.5.1.3 Encourage and invite cultural groups and organizations to participate/plan/operate citywide events and to showcase the city's cultural diversity at these events.

POLICY CC.5.2 Develop programs and facilities that promote the cultural and performing arts in Pinole.

Action CC.5.2.1 Showcase artwork in public venues such as City Hall, public libraries and other places throughout the community.

POLICY CC.5.3 ~~Require~~ Encourage the provision of art in public places as a way to increase the quality of life in Pinole.

Action CC.5.3.1 Consider ~~utilizing the Community Services Commission or~~ establishing a Cultural Arts Commission ~~another organization~~ that is responsible for establishing a public art program, directing the use of public funds for art in public places, encouraging the use of art in private development projects, and administering other cultural and artistic programs for the city as deemed appropriate by the City Council.

Action CC.5.3.2 Promote the incorporation of monuments, plaques, signs or artwork identifying Pinole's diverse history into development projects, at existing community facilities such as the Senior Center, and on pedestrian and bicycle trails.