



# El Sobrante Revitalization Plan

El Sobrante, California



Before



Photo simulation showing proposed changes to streetscape



Client  
Contra Costa County

Size  
5 mile Corridor

Services  
Public Workshops Planning  
Preparation of a Master Plan  
Graphic Design Support

Status  
On-Going

Designed  
2004

The project team developed a Revitalization Plan for the San Pablo Dam Road and Appian Way Corridor in El Sobrante. In recent years, changes in regional traffic, shifting growth patterns, and fundamental changes in retailing have all contributed to a decline of economic activity and vitality of a once-vibrant commercial area. The goals of the Revitalization Plan include improved pedestrian and vehicle safety, community identity and physical appearance, and business vitality.

An earlier Redevelopment Plan met with community opposition and was abandoned. To create a new opportunity for a community-based Revitalization Plan, Contra Costa County and LCA held a 6-day public planning Charrette to develop solutions for the economic, traffic and aesthetic issues. The project Team worked to gain community input and trust through widespread public outreach that included stakeholder

interviews, public meetings, public open houses, and an open Charrette design studio.

The Charrette's Preferred Plan, developed through a synthesis of the community input gathered, identifies the centers of the community, and proposes Development Standards that require new buildings to support a pedestrian-friendly and coherent streetscape, and foster differentiation in character between the different centers. Proposed streetscape improvements include the addition of medians, street trees, and on-street parking to calm traffic while maintaining current traffic capacity. Finally, the project team created recommendations for public open space to further define the community centers and to maintain the connections to the natural environment that many residents identified as a defining element of El Sobrante's character.