



Staff Liaison

Aissia Ashoori, Housing-Economic
Development Manager

aashoori@ci.el-cerrito.ca.us

This information can be interpreted for you free of charge. Visit City Hall at 10790 San Pablo Ave., El Cerrito, CA 94530 or learn more at www.el-cerrito.org/LanguageAccess

Esta información se puede interpretar gratuitamente. Visite el Ayuntamiento en 10870 San Pablo Ave., El Cerrito, CA 94530 o obtenga más información en www.el-cerrito.org/LanguageAccess

这些信息可免费为您解释。请访问位于 10870 San Pablo Ave., El Cerrito, CA 94530 的市政厅，或访问 www.el-cerrito.org/LanguageAccess 了解更多信息

AGENDA

SPECIAL MEETING FOR ECONOMIC DEVELOPMENT COMMITTEE

Monday, June 15, 2026 at 7:00 PM

City Hall, City Council Chambers
10890 San Pablo Ave, El Cerrito, CA 94530

7:00 p.m. CONVENE REGULAR MEETING

- 1. ROLL CALL** – Chair Jean Shrem; Vice-Chair Eric Wright; Members Mark Figone, George Gager, Ahmed Qureshi, Isaac Mankita, Sandra Mayithara, Han Miao, Ulugbeck Nurmato, Julia Salinas, Patrick Swen
- 2. ORAL COMMUNICATIONS FROM THE PUBLIC**
Remarks are typically limited to three minutes per person, and may be on anything within the subject matter jurisdiction of the EDC. Remarks on non-agenda items will be heard first. Remarks on agenda items will be heard at the time the item is discussed.
- 3. STAFF/CITY COUNCIL LIAISON ANNOUNCEMENTS AND REPORTS**
Staff and/or Councilmember Ktsanes may report on matters of general interest to the Committee, Council policies, priorities and/or significant actions taken by Council.
- 4. EL CERRITO CHAMBER OF COMMERCE UPDATES**
Chamber representative may report on matters of general interest to the EDC.
- 5. APPROVAL OF THE MINUTES**
Consider a motion adopting the minutes of the Special Committee meeting held on May 18, 2026.
- 6. ADOPT BIENNIAL WORK PLAN FOR FISCAL YEARS 2026-2027 AND 2027-2028 AND ACCOMPLISHMENTS FOR FISCAL YEAR 2025-2026**

Proposed Action: Discuss and document accomplishments for the current fiscal year, to be adopted no later than July 1, 2026.

Proposed Action: Discuss the upcoming biennial work plan for the period covering 7/1/2026-6/30/2027 – FY 27 and 7/1/2027-6/30/2028 – FY 28.

7. PRESENTATION: SAN PABLO AVENUE SPECIFIC PLAN IMPLEMENTATION STRATEGY

Melanie Mintz, Community Development Director, will provide a presentation regarding the economic and market conditions for the San Pablo Avenue Specific Plan prepared by Strategic Economics as part of Priority Development Area Planning Grant funded by the Metropolitan Transportation Commission.

8. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison, 510-215-4305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).

Any writings or documents provided to a majority of the members regarding any item on this agenda will be made available for public inspection at 10890 San Pablo Ave during normal business hours.



Staff Liaison

Aissia Ashoori, Housing-Economic
Development Manager

aashoori@ci.el-cerrito.ca.us

This information can be interpreted for you free of charge. Visit City Hall at 10890 San Pablo Ave., El Cerrito, CA 94530 or learn more at www.el-cerrito.org/LanguageAccess

Esta información se puede interpretar gratuitamente. Visite el Ayuntamiento en 10890 San Pablo Ave., El Cerrito, CA 94530 o obtenga más información en www.el-cerrito.org/LanguageAccess

这些信息可免费为您解释。请访问位于 10890 San Pablo Ave., El Cerrito, CA 94530 的市政厅，或访问 www.el-cerrito.org/LanguageAccess 了解更多信息

DRAFT MINUTES SPECIAL MEETING FOR ECONOMIC DEVELOPMENT COMMITTEE

Monday, May 18, 2026 at 7:00 PM
City Hall, City Council Chambers
10890 San Pablo Ave, El Cerrito, CA 94530

7:01 p.m. CONVENE REGULAR MEETING

1. **ROLL CALL – Present:** Councilmember Ktsanes, Chair Jean Shrem, Vice-Chair Eric Wright, Members, George Gager, Isacc Mankita, Sandra Mayithara, Han Miao, Ahmed Qureshi, Julia Salinas, Patrick Swen **Absent:** Mark Figone
2. **ORAL COMMUNICATIONS FROM THE PUBLIC**
UlgBeck Nurmatov, El Cerrito resident, interested in serving on the EDC.
3. **STAFF/CITY COUNCIL LIAISON ANNOUNCEMENTS AND REPORTS**
Ashoori provided updates on new businesses and other City events.
4. **EL CERRITO CHAMBER OF COMMERCE UPDATES**
Ashoori provided Chamber updates regarding events/efforts.
5. **APPROVAL OF THE MINUTES**
Moved/Second: Wright/Mankita **Action:** Passed a motion amending the minutes to include public comment remarks and adopting the minutes of the Special Committee meeting held on April 27, 2026. **Ayes:** Gager, Mayithara, Miao, Qureshi, Salinas, Swen **Noes:** None **Absent:** Shrem
6. **CONSIDER A RECOMMENDATION TO APPOINT ULUGBECK NURMATOV TO THE EDC**
Moved/Second: Wright/Shrem **Action:** Passed a motion to recommend the appointment of UlgBeck Nurmatov to the City Council. **Ayes:** Gager, Mankita, Mayithara, Miao, Qureshi, Salinas, Swen **Noes:** None **Absent:** None
7. **WORKPLAN IMPLEMENTATION**

Discussed remaining workplan items including tabling/marketing the EC Flavor Fest at 4th of July WorldOne Festival.

Moved/Second: Shrem/Wright **Action:** Passed a motion to order El Cerrito Flavor Festival magnets without the year 2026. **Ayes:** Gager, Mankita, Mayithara, Miao, Qureshi, Salinas, Swen **Noes:** None **Absention:** None

8. **ADJOURNMENT** – The meeting was adjourned at 8:00 p.m.

Jean Shrem, Chair

This is to certify that the foregoing is a true and correct copy of the minutes of the regular Economic Development Committee meeting of May 18, 2026, as approved by the Economic Development Committee.

Aissia Ashoori, Staff Liaison



Economic Development Committee

Staff Liaison

Aissia Ashoori | 510-215-4361

aashoori@elcerrito.gov

Community Development

FISCAL YEAR 2025-2026

ECONOMIC DEVELOPMENT COMMITTEE

Chair Jean Shrem; **Vice-Chair** Eric Wright; **Members** Mark Figone, George Gager, Ahmed Qureshi, Isaac Mankita, Sandra Mayithara, Han Miao, Ulugbeck Nurmato, Julia Salinas, Patrick Swen

MISSION STATEMENT: The Economic Development Committee acts in an advisory capacity to perform tasks and duties identified by the Economic Development Strategy and Action Plan. Advises the Council on economic development matters, makes recommendations on the annual economic development work plan, and oversees the work of subcommittees established to concentrate on creating plans for high-priority areas. Provides input to other City boards and commissions on economic development matters and reviews progress towards achieving the annual work plan goals and long range economic development goals. Encourages community involvement in economic development.

HISTORICAL BACKGROUND: [Resolution 2013-66](#) and [Resolution 2021-54](#)

PRIOR FISCAL YEAR ACCOMPLISHMENTS

Goal/Objective	Activites Supporting Goal	Status
Encourage residents/vistors to shop and support local businesses in El Cerrito to stimulate economic activities while exposing the array of restaurants/eateries in our community	Sponsoed El Cerrito Flavor Fest : <i>Global Plates, Local Tastes</i> (Fall 2026) Fun filled El Cerrito foodie bingo event spotlighting local restaurants that took place October 15-November 30, 2025	Completed
Encourage community involvement and bolster economic development activites that spotlight local makers	Co-Sponsoed Winter Makers Market (12/7/2025)	Completed
Encourage community involvement and bolster economic development activites that spotlight local makers	Co-Sponsoed El Cerrito Summer Kickoff Festival & Market (6/7/2026)	Completed

Accomplishments adopted on 6/15/2026 by the following vote:

Moved/Second:

Ayes

Noes:

Absent:



BIENNIAL WORK PLAN FISCAL YEAR 2026-2027 – 2027-2028

ECONOMIC DEVELOPMENT COMMITTEE

Chair Jean Shrem **Vice-Chair** Eric Wright **Members** Mark Figone, George Gager, Ahmed Qureshi, Isaac Mankita, Sandra Mayithara, Han Miao, Ulugbeck Nurmatov, Julia Salinas, Patrick Swen

Staff Liaison

Aissia Ashoori

AAshoori@ci.el-cerrito.ca.us

Community Development

MISSION STATEMENT: The Economic Development Committee (EDC) acts in an advisory capacity to perform tasks and duties identified by the Economic Development Strategy and Action Plan. Advises the Council on economic development matters, makes recommendations on the economic development work plan, and oversees the work of subcommittees established to concentrate on creating plans for high-priority areas. Provides input to other City boards and commissions on economic development matters and reviews progress towards achieving the annual work plan goals and long range economic development goals. Encourages community involvement in economic development.

HISTORICAL BACKGROUND: [Resolution 2013-66](#) and [Resolution 2021-54](#)

FISCAL YEAR 2026-2027 AND FISCAL YEAR 2027-2028

Goal or Objective	Proposed Activities	Funding and other Resources requested	Estimated Staff time needed	Timeline For Completion

ONGOING PROJECTS

Project	Activities	Funding and other Resources requested	Estimated Staff time needed

Workplan adopted on June 15, 2025 by the following vote:

Moved/Second:

Ayes:

Noes:

Absent:



City of El Cerrito Implementation Strategy for the San Pablo Avenue Specific Plan

**Economic Development Committee Presentation
June 15, 2026**





San Pablo Avenue Specific Plan: Background

- **2014:** San Pablo Avenue Specific Plan sets the framework for transforming the corridor.
- **2022:** Update to the Specific Plan refining its vision, goals, policies supporting development and investment.
- **Other Policies:**
 - Strategic Plan (2024)
 - Housing Element (2023)
 - Affordable Housing Strategy (2017)

San Pablo Avenue Specific Plan's Goals:

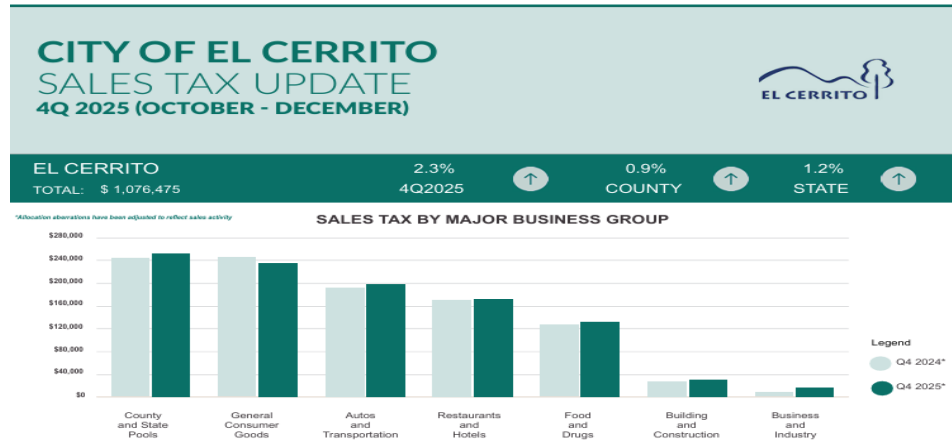
1. Enliven San Pablo Avenue
2. Encourage Practical and Market Friendly Development
3. Support Climate Action Goals
4. Create Housing that Supports a Diverse Population



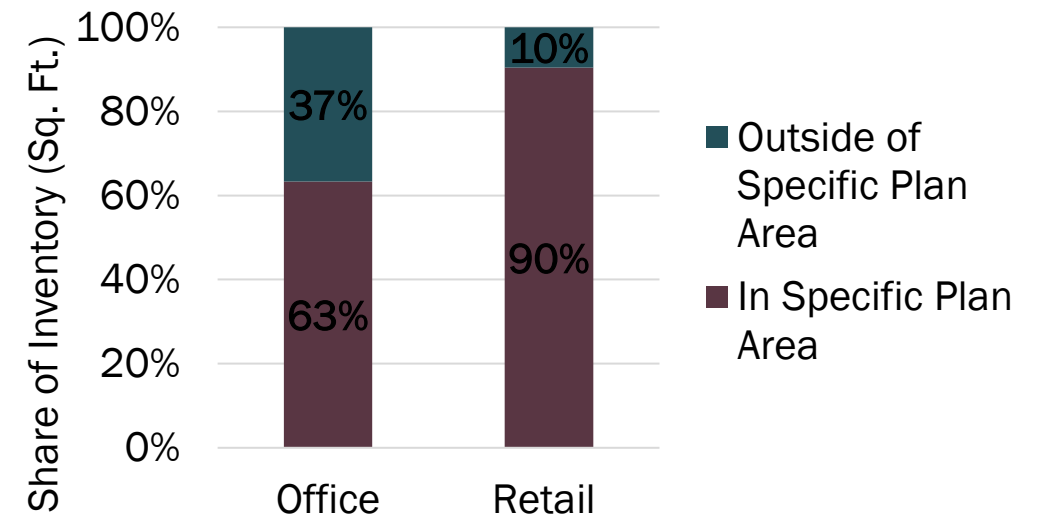
San Pablo Avenue Specific Plan: Residents, Businesses, Economy, and Fiscal Health

The Plan Area serves multiple important roles:

- Includes more than 60 percent of citywide office space and 90 percent of retail space.
- Includes local-serving businesses and major regional retail destinations such as El Cerrito Plaza and the City's automobile dealerships.
- Generates a significant share of the City's sales and property tax revenues, supporting overall fiscal health.
- Contains most of El Cerrito's key opportunity sites for future residential and mixed-use development.
- Connects to regional employment destinations via I-80, two BART stations, AC Transit, and San Pablo Avenue.



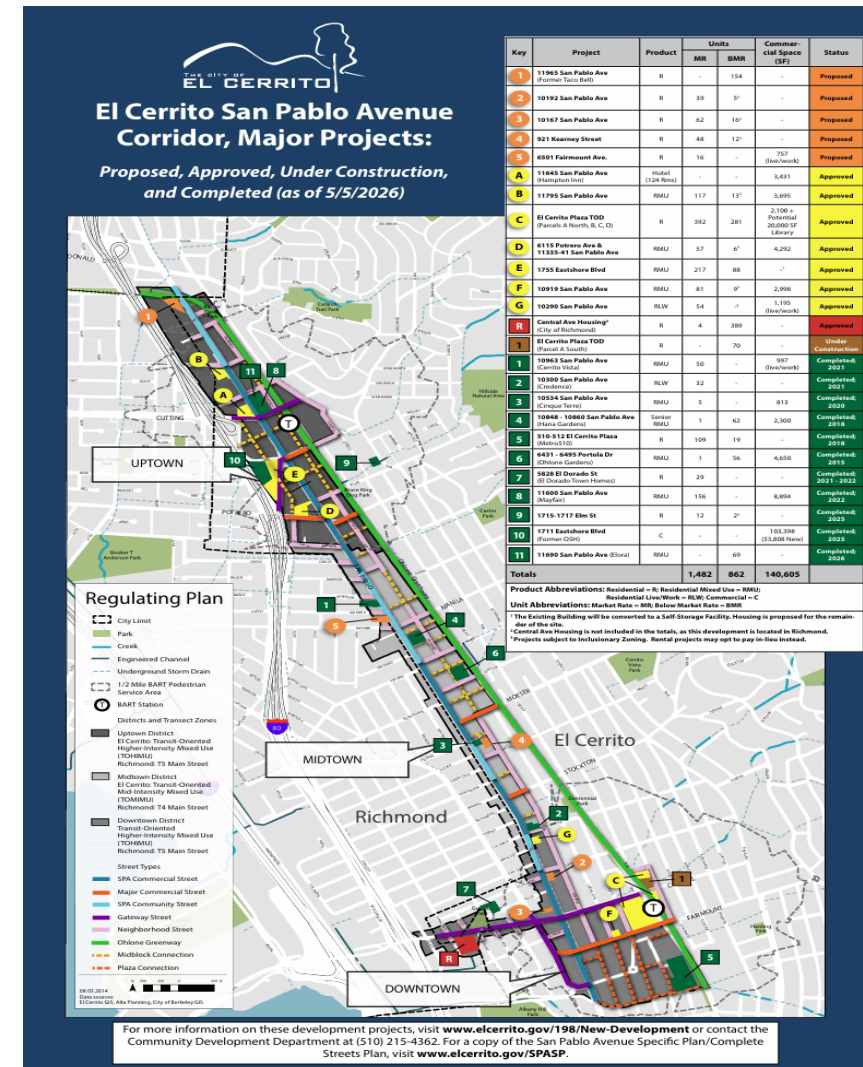
Share of Citywide Office and Retail Inventory (square feet) within Specific Plan Area Boundaries, 2026



Source: CoStar, 2026; Strategic Economics, 2026.

San Pablo Avenue Specific Plan: 2026 Implementation Strategy Overview

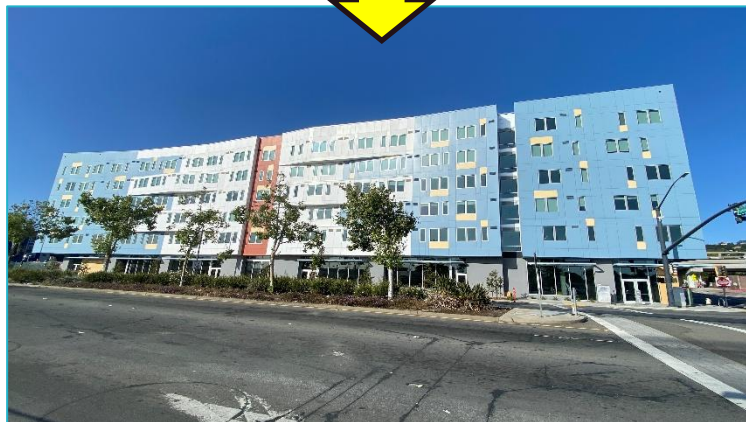
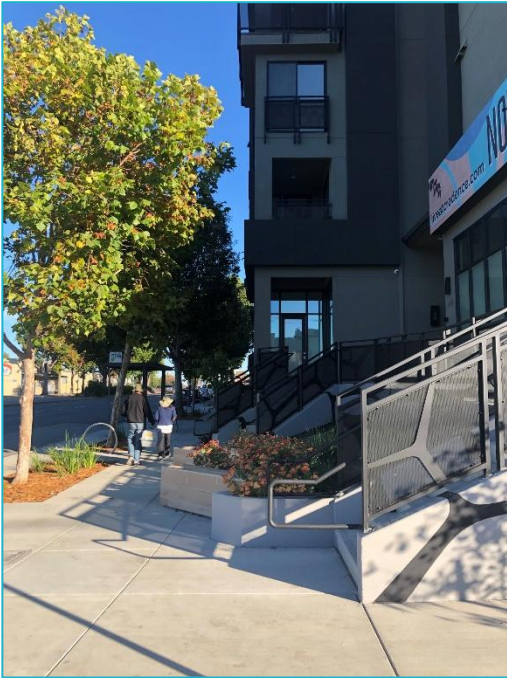
- Funded by the Metropolitan Transportation Commission, *Priority Development Area Grant*
- Provides an opportunity to reanalyze market/economics post-pandemic
- Plan Area - Successes/Achievements
 - 400 units + new commercial space
 - High occupancy rates
 - Public/Private investments: Del Norte Complete Streets
 - Strong sales taxes
- Plan Area - Opportunities & Challenges
 - Shifts in broader economic and development conditions
 - Regional Economic Conditions Affecting Local Development Feasibility
- Looking Ahead: 2026 Implementation Strategy
 - Approach & Goals



San Pablo Avenue Specific Plan, Achievements: New Housing (since approx. 2017)

- New mixed-use/income housing opportunities
- New Customers
- New Business Owners
- Reassessed property values
- Other capital improvements

- **2018:** *Hana Gardens*, 10860 San Pablo Avenue, 62 units (senior affordable)
- **2018:** *Metro 510*, 510-512 El Cerrito Plaza, 128 units (19 below market rate)
- **2021:** *Cerrito Vista*, 10963 San Pablo Avenue, 50 units (mixed-use)
- **2021:** *Credence*, 10300 San Pablo Avenue, 32 condominiums (mixed-use)
- **2021-2:** *El Dorado Townhomes*, 5828 El Dorado Street, 29 townhomes
- **2022:** *Mayfair*, 11600 San Pablo Avenue, 156 units (mixed-use with 8,900 SF new commercial)
- **2025:** *1717 Elm Street*, 14 units (2 below market rate)
- **2026:** *Elora*, 11690 San Pablo Ave, 69 units (family affordable)
- **2027:** *El Cerrito Plaza Station*, 515 Richmond Street , 70 units (family affordable)



New Business Activity

Closed Since

1. Bed Bath & Beyond (2021)
2. GNC (2021)
3. Nana's Deserts (2021)
4. Mod Pizza (2021)
5. Big 5 (2022)
6. Zipang (2022)
7. Cerrito Printing (2022)
8. Nong Thong (2022)
9. Taqueria Salva Mex (2022)
10. Steve's Auto (2023)
11. CVS (2023)
12. Café N!ne (2024)
13. Quad Republic (2024)
14. Papi's Pizza Roma (2025)
15. McBears (2025)
16. Bay Tackle (2025)
17. Church's Chicken (2025)
18. Barnes & Noble (2025)
19. Jo-Ann's (2025)

Open Since

1. NUG (2021)
2. Little Kathmandu (2021)
3. PennDel's Bakehouse (2021)
4. Foot Locker (2021)
5. Urgent Pet Hospital (2021)
6. Antojitos (2022)
7. Banter (2022)
8. Dolly's (2022)
9. Tigon (2022)
10. The UPS Store (2022)
11. Harbor Freight (2022)
12. Super Slice (2022)
13. Tires Direct (2022)
14. California Fish Grill (2023)
15. Ike's (2023)
16. The Joint Chiropractic (2023)
17. Soma Yoga & Wellness (2023)
18. Plank + Power (2023)
19. STIIIZY (2023)
20. El Cerrito Honda (2023)
21. Guru Curry (2023)
22. Dave's Hot Chicken (2023)
23. Baysics (2024)
24. Mugunghwa (2024)
25. Animae Island (2024)
26. Club Pilates (2024)
27. Autozone (2025)
28. Security Public Storage (2025)
29. Sprouts Therx and Recovery (2025)
30. Great Clips (2025)
31. Sweet Potatoes Up Beet Café (2025)
32. NY Pizza (2025)
33. Team Bolo Marital Arts (2025)
34. Colorspace Arts (2025)
35. Taco Bell (2026)
36. One for All Fencing Academy (2026)
37. Bikram Yoga El Cerrito (2026)

Business License Data:

- 2,300 Active Licenses
 - 270 Fixed-Place
 - 28 Restaurants
 - 322 Home Occupations
 - 96 Professional Offices

Coming Soon!

- Mayfair Groundfloor
 - Qimmah Yemeni Coffee House
 - Sa Wad Dee Thai
 - Nepalese Restaurant
- El Cerrito Plaza
 - Crunch Fitness



2026 Implementation Strategy Approach

1. Build on the City's existing efforts;
2. Consider the City's available resources;
3. "Set the stage" for investment and growth;
4. "Stay the course" for the Specific Plan's vision; and
5. Focus on factors within the City's control.



2026 Implementation Strategy Goals

Goal #1



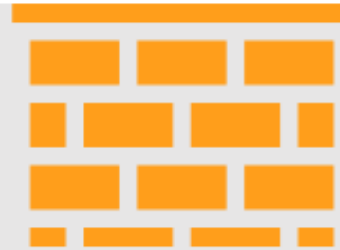
**Support Existing
and Potential Small
Businesses in the
Plan Area**

Goal #2



**Activate and
Reposition Vacant
and Underutilized
Smaller Retail
Spaces**

Goal #3



**Support Ongoing
Occupancy of Large-
Scale Retail Space**

Goal #4



**Incentivize and
Encourage
Development**

Goal 1: Support Existing and Potential Small Businesses in the Plan Area

Existing Conditions

- Plan Area has a mix of international grocers, restaurants, and services which are key assets that draws diverse customers from across the subregion.
- Outdoor Dining & Retail Program enables greater flexibility for small businesses to serve their customers.
- 36% of the Plan Area's retail space is classified as "Class C" space
- Plan Area consists of older, small-scale retail spaces that require significant tenant improvements to meet new business needs.
- Mix of home-based entrepreneurs that could potentially expand to brick-and-mortar space.
- Many businesses rely on curbside access.



Implementation Strategies

- [Strategy 1.1](#) – Provide targeted support for small and emerging businesses.
- [Strategy 1.2](#) – Strengthen and promote the corridor as a diverse food and retail destination.
- [Strategy 1.3](#) – Maintain and expand flexibility in zoning and land use standards.
- [Strategy 1.4](#) – Address tenant improvement (TI) barriers in older retail spaces.
- [Strategy 1.5](#) – Implement a proactive curb and access management approach.



Goal 2: Activate and Reposition Vacant and Underutilized Smaller Retail Spaces

Existing Conditions

- Vacancy is limited but highly visible
- Retail activity is concentrated in a few key nodes.
- The Plan Area envisions more walkable businesses in several primary nodes.
- Low achievable rents and older building conditions reduce incentives for reinvestment

Implementation Strategies

- **Strategy 2.1** - Partner with a local real estate broker or specialist
- **Strategy 2.2** – Prioritize activation and reinvestment in key nodes
- **Strategy 2.3** – Maintain active code enforcement and property standards
- **Strategy 2.4** – Through local partnerships, such as with property and business owners and the El Cerrito Chamber of Commerce, facilitate reinvestment and beautification efforts



Goal 3: Support Ongoing Occupancy of Large-Scale Retail Space

Existing Conditions

- Broader retail trends towards e-commerce and away from “big box” formats will require ongoing repositioning of larger vacant spaces.
- The Plan Area includes a very limited number of large-scale vacant retail spaces.
- Tenancing and redevelopment of larger retail spaces can be constrained by CC&Rs (conditions, covenants, and restrictions) in shopping centers
- Some sites represent long-term opportunities for repositioning or redevelopment, but may require interim occupancy, adaptive reuse, or phased strategies

Implementation Strategies

- **Strategy 3.1** - Continue to monitor and evaluate the health of retail centers
- **Strategy 3.2** – Support near term activation of large retail spaces.
- **Strategy 3.3** - Engage with shopping center property owners

El Cerrito Plaza
255,828 SF

Street Level



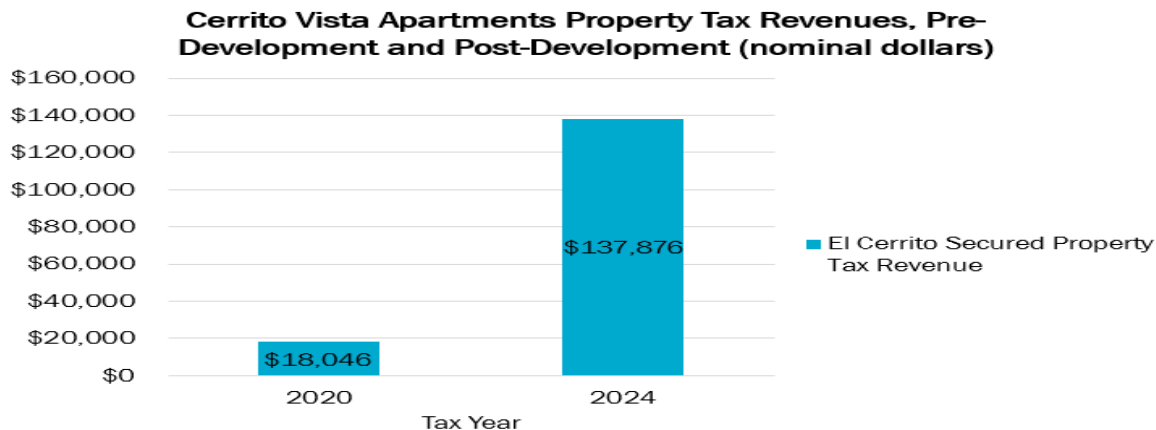
Goal 4: Incentivize and Encourage Development

Existing Conditions

- Multifamily residential development conditions are currently challenging.
- Recent financial feasibility analyses for the City of Berkeley and other Bay Area jurisdictions found that townhomes and other construction types are outperforming multifamily rental housing under current development conditions.
- New development provides significant fiscal benefits for the City of El Cerrito.
- Some properties along San Pablo Avenue that were entitled for housing or mixed use, and have encountered feasibility issues, are now being marketed by their owners for other uses

Examples of the Fiscal Benefits of New Development:

- Increased property tax revenue
- Sales tax revenue from new residents and/or commercial space
- One-time payment of impact fees for capital needs



Source: Contra Costa County, 2026; Strategic Economics, 2026.

Implementation Strategies

- **Strategy 4.1** – Given current market preferences for and the feasibility of townhome products, assess where and whether the City may readily allow such uses
- **Strategy 4.1a** - Identify key sites that may become feasible for development of townhomes, smaller scale mixed-use housing development, and other housing formats besides traditional multifamily in the near term
- **Strategy 4.2** – Review and potentially adjust impact fees, inclusionary standards, costs of development-specific infrastructure and off-site improvement requirements, and other local policy-driven factors that increase costs for new housing development
- **Strategy 4.2a** – Consider adoption of reduced inclusionary housing requirements to support market rate housing development feasibility, while considering TOC Policy implications.
- **Strategy 4.3** – Identify and implement new methods for funding the Affordable Housing Trust Fund that are less reliant on market rate housing development.

2026 Implementation Strategy

Next Steps

- Tonight: Economic Development Committee
 - Questions, Answers, Feedback
- July 7, 2026: Presentation to the City Council
- Implementation of the various strategies to support the San Pablo Avenue Specific Plan goals





Thank you!

elcerrito.gov/commdev

