



## The Solano Avenue Association

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**Subject:** Solano Avenue Future Development, We'd Like to Hear Your Thoughts

**Date:** October 17, 2025

Dear Solano Avenue Business Owner,

We're reaching out to share some thoughts and open a conversation about the proposed changes to development rules along Solano Avenue, particularly as they relate to parking requirements and building height limits.

### Our Main Concern

Many new developments are no longer required to provide off-street parking. Easy access / parking can help your business stay competitive. Increased congestion and fewer available spots may discourage people from visiting Solano Avenue. Customers may opt for more convenient destinations with dedicated, free parking, such as El Cerrito Plaza, or deepen their commitment to online alternatives.

- Do you believe the lack of parking in new developments will negatively impact your customers' ability to visit?

We also want to acknowledge concerns some may have about the timing of any future development. While five-story buildings are technically possible under proposed zoning, none of the identified properties are currently for sale. We believe it is unlikely that significant change will happen en masse. We wonder if the character or "texture" of the neighborhood is in imminent danger, at this time.

### We'd Like Your Input

As a local business owner, your perspective is important. We invite you to consider and share your thoughts on a few key questions:

- Would a larger local and diverse population help support extended hours, new services, or business growth on Solano Avenue?
- Could visitors of new residents boost the exposure of Solano Avenue in general?
- Should local property owners be allowed to develop their land if they wish to, within the limits of the new rules?

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**Additional Questions for Consideration**

- Do you think the current balance between residential and commercial space on Solano Avenue is working well? Should it shift?
- Would your business benefit from a more walkable, transit-friendly corridor, or is car access critical to your customer base?
- Are there specific infrastructure improvements (e.g., better signage, loading zones, a public parking lot) that could help offset the impact of reduced car parking?
- Do you believe that adding more residents to the area could help Solano Avenue become a more vibrant, destination, or do you worry it might strain existing infrastructure?

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There are also questions, once any sort of development construction actually begins such as how might it impact your business in the short term? (e.g., noise, access, loss of nearby parking during construction); How should the city or community support businesses during a potential transition period.

If you'd like to share your views — whether in support, opposition, or somewhere in between — we encourage you to let us know.

Please feel free to reply to this letter or reach out directly.

Thank you for being a vital part of the Solano Avenue community.

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