

# RODEO | CONTEXT

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Rodeo has grown from an agrarian ranching community to an industrial hub at the intersection of a railroad line and shipping port to the close-knit community it is today. Sitting on San Pablo Bay, this community values its Downtown, neighborly atmosphere, and access to open space and water-related recreational activities. Situated just north of Hercules, Rodeo maintains close ties to its industrial and ranching roots with the Phillips 66 Refinery and agricultural land to the north and east. Community members are active in the Rodeo Citizens Association and other local organizations, devoting their time and resources to address local health, safety, and environmental concerns.

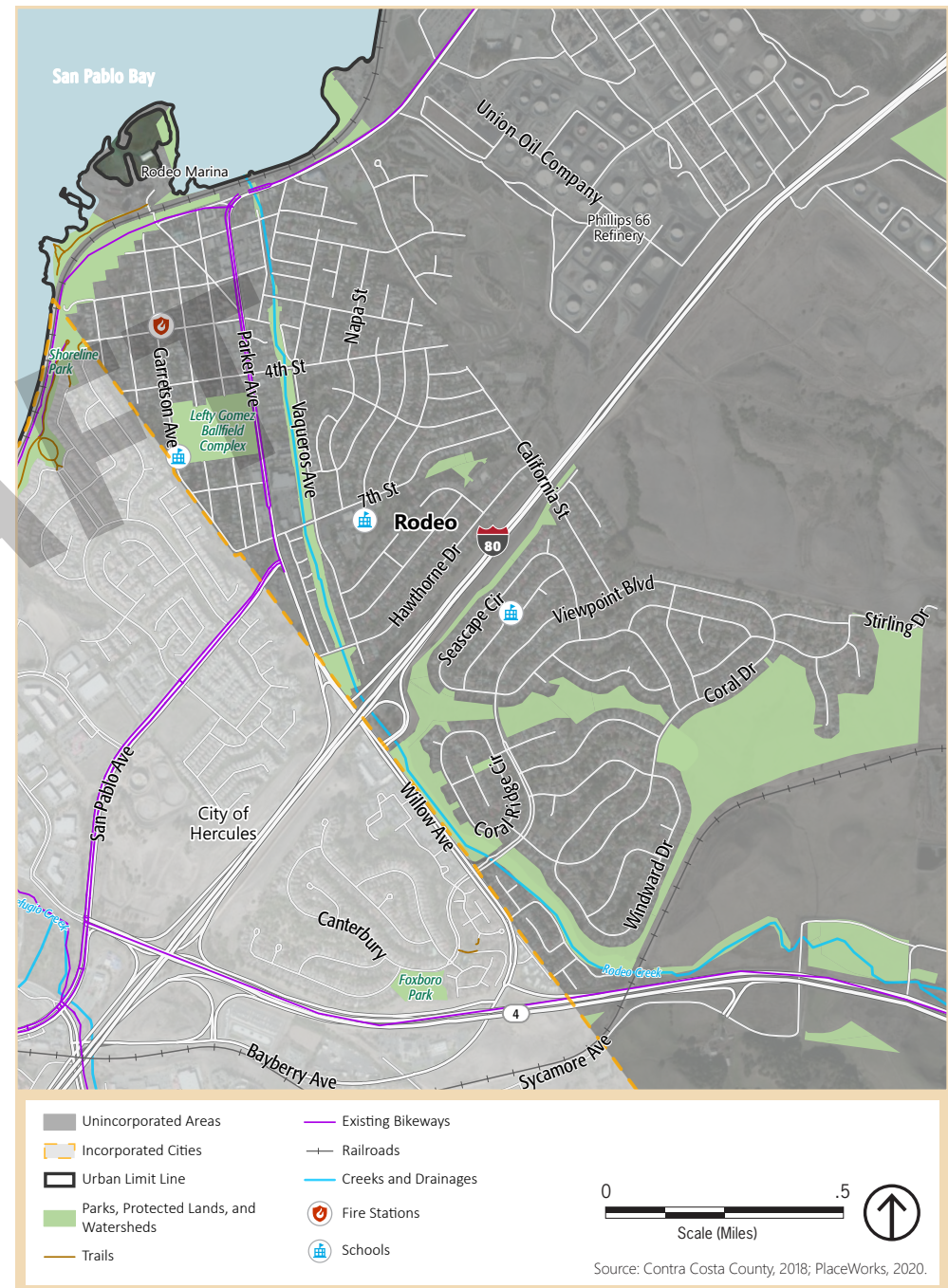
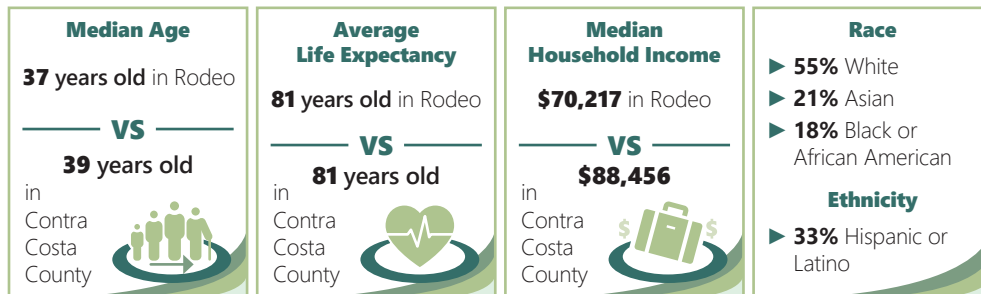


Photo by Diedra Dingman.

There are vital local-serving commercial amenities, including a grocery store, that many residents would like to see augmented to revitalize Downtown and the marina. The community's waterfront location has long been constrained by the railroad tracks that hug the shoreline, but increased infrastructure and view preservation efforts along the waterfront has increased accessibility, also helping to expand aquatic recreation and other commercial uses along the waterfront. With Interstate 80 running the length of Rodeo, coupled with the lack of BART or ferry stations, circulation is constrained at peak commute times.

While most residents do not work in Rodeo, Phillips 66 is a major employer in the county and sits on over 1,000 acres in northern Rodeo. In August 2020, Phillips 66 announced a plan to convert the Rodeo Refinery into a renewable fuels plant. Many residents remain concerned about potential refinery impacts, such as air quality and safety.

## WHO LIVES IN RODEO?





The information on this page presents a summary of hazards and vulnerabilities in the Rodeo community based on the Contra Costa County Vulnerability Assessment; please see the [online Vulnerability Assessment](#) for a full description of these hazards and vulnerabilities.

## Hazards

-  Air Quality
-  Coastal Flooding
-  Drought
-  Extreme Heat
-  Flooding
-  Human Health Hazards
-  Landslides
-  Seismic Hazards
-  Severe Storms
-  Wildfires

## Major Vulnerabilities

Cost-burdened and low-income households are vulnerable to coastal flooding, drought, extreme heat, flooding, human health hazards, severe storms, and wildfire.

Persons with chronic illnesses are vulnerable to air quality, extreme heat, and human health hazards.

Railways, including the Capitol Corridor Amtrak line, are vulnerable to coastal flooding, flooding, landslides, and seismic hazards.

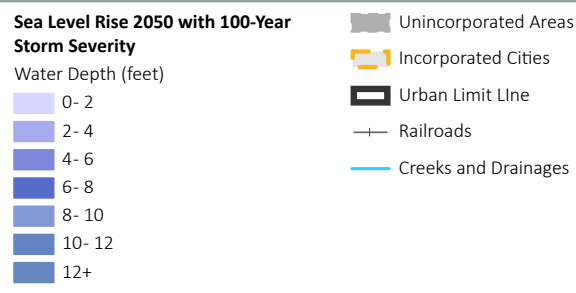
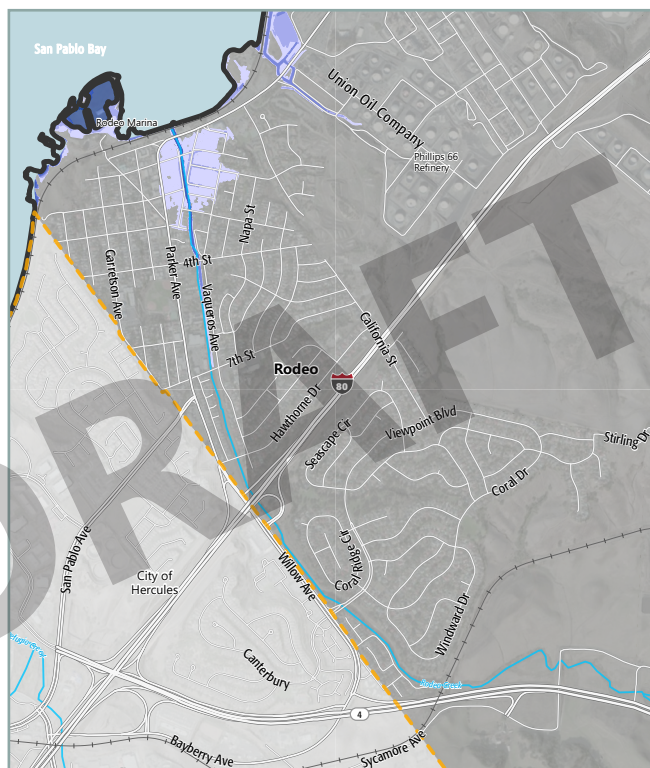
Wastewater treatment plants and services are vulnerable to coastal flooding, flooding, landslides, seismic hazards, and severe storms.

Government and commercial buildings are vulnerable to coastal flooding, flooding, landslides, seismic hazards, severe storms, and wildfires.

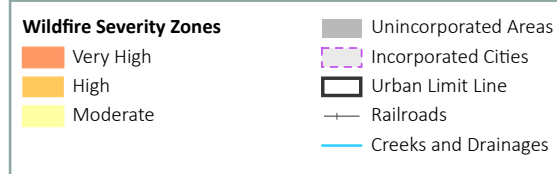
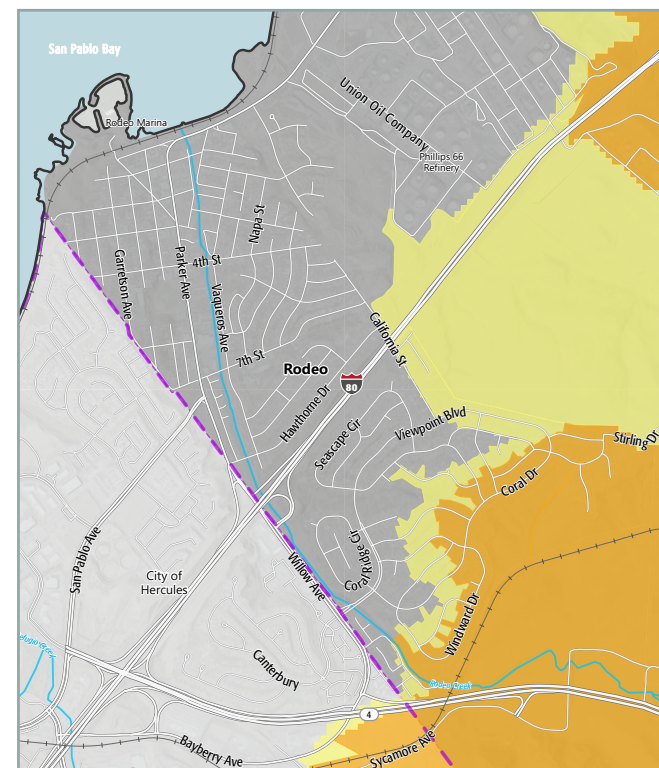
The Phillips 66 oil Refinery is vulnerable to coastal flooding, flooding, landslides, and wildfires.

Public safety response, public transit access, and solid waste removal are vulnerable to coastal flooding, flooding, landslides, severe storms, and wildfires.

## SEA-LEVEL RISE



## WILDFIRE



## DISADVANTAGED COMMUNITY

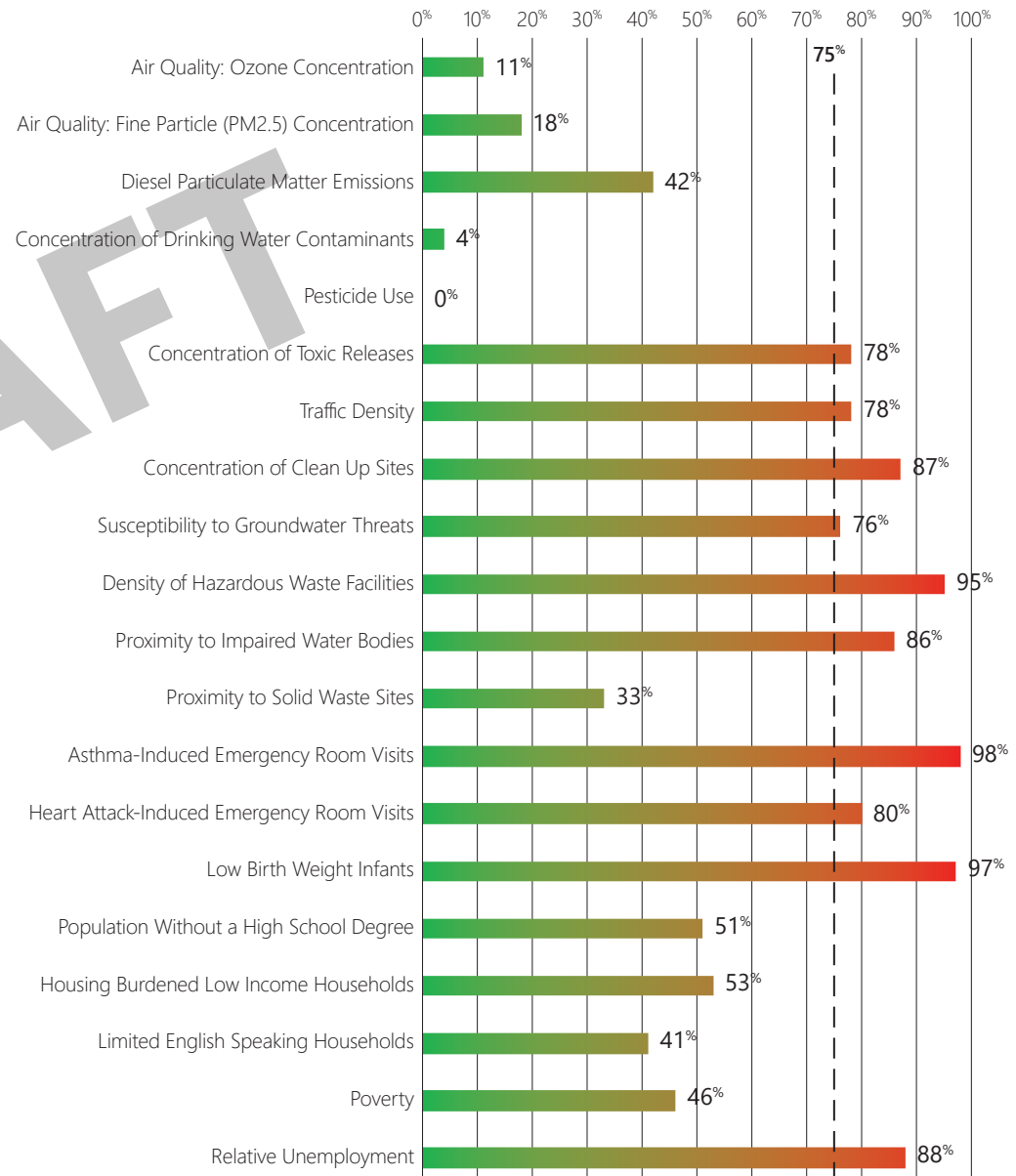
The County has identified Rodeo as a disadvantaged community under Senate Bill (SB) 1000, which requires the County to integrate environmental justice into the General Plan. This law is based on the understanding that some communities have experienced a combination of historic discrimination, negligence, and political and economic disempowerment. Often, this has resulted in a disproportionate burden of pollution and health impacts and disproportionate social and economic disadvantages in these communities.

The 20 indicators that contribute to Rodeo's identification as a disadvantaged community are highlighted in the chart to the right, with additional details provided in the maps that follow, based on State data from [CalEnviroScreen](#). The chart shows how Rodeo ranks for each indicator compared to the rest of the state. The State identifies disadvantaged communities as those where the combined ranking for all factors is 75 percent or higher. While there are multiple Census tracts that make up Rodeo, this chart presents only the most-impacted Census tract for each indicator.

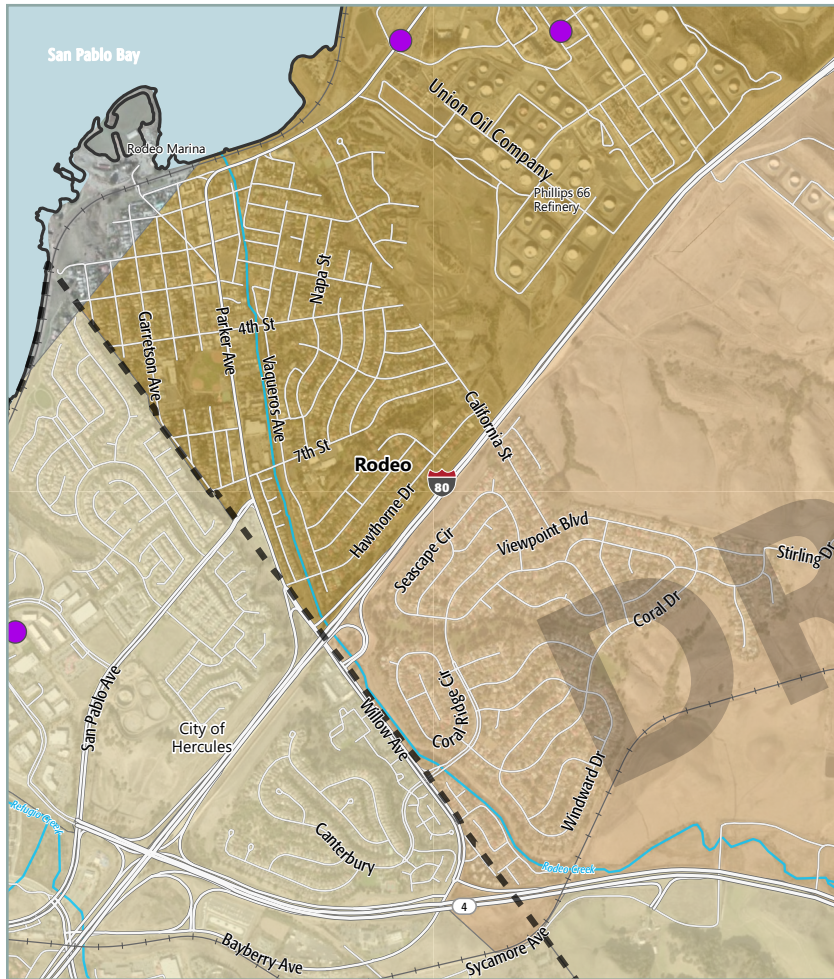
Phillips 66's activities have impacted community and environmental health, with multiple hazardous waste facilities and generators resulting in clean up sites, impaired water bodies, and air pollution. In the past decade, industrial activities in and around Rodeo businesses emitted numerous hazardous gases, ignited fires, contaminated soil, and spilled crude oil into San Pablo Bay. In addition to pollution in San Pablo Bay, Rodeo Creek is impacted by urban runoff and storm sewers, impairing aquatic life, fishing, and other beneficial uses. Meanwhile, rates of emergency room visits from heart attacks and asthma are higher in Rodeo than most other communities in California. Despite these health issues, the closest hospitals are at least a 15-minute drive to Vallejo or Martinez. Residents are concerned about access to medical care in emergencies, especially considering industrial hazards and sensitive health conditions.

### DISADVANTAGED COMMUNITY INDICATORS (2017)

#### Ranking of Most Impacted Census Tract in Rodeo Relative to the State





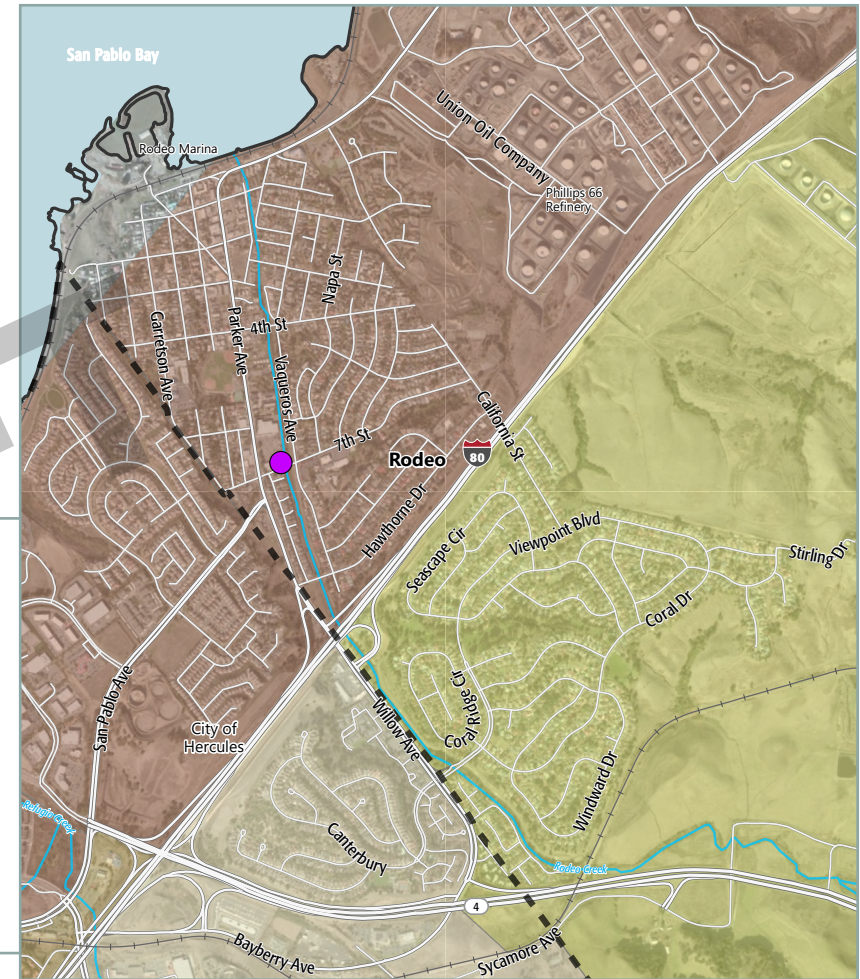


## TOXIC RELEASES

This map ranks Census tracts based on the concentration of toxic chemical releases from industrial facilities (e.g., the Phillips 66 Refinery). Parts of Rodeo are ranked at 78 percent, meaning that the area has a concentration of toxic releases that is worse than 78 percent of the state.



Source: California Office of Environmental Health Hazard Assessment, 2018; Contra Costa County, 2018; PlaceWorks, 2020.

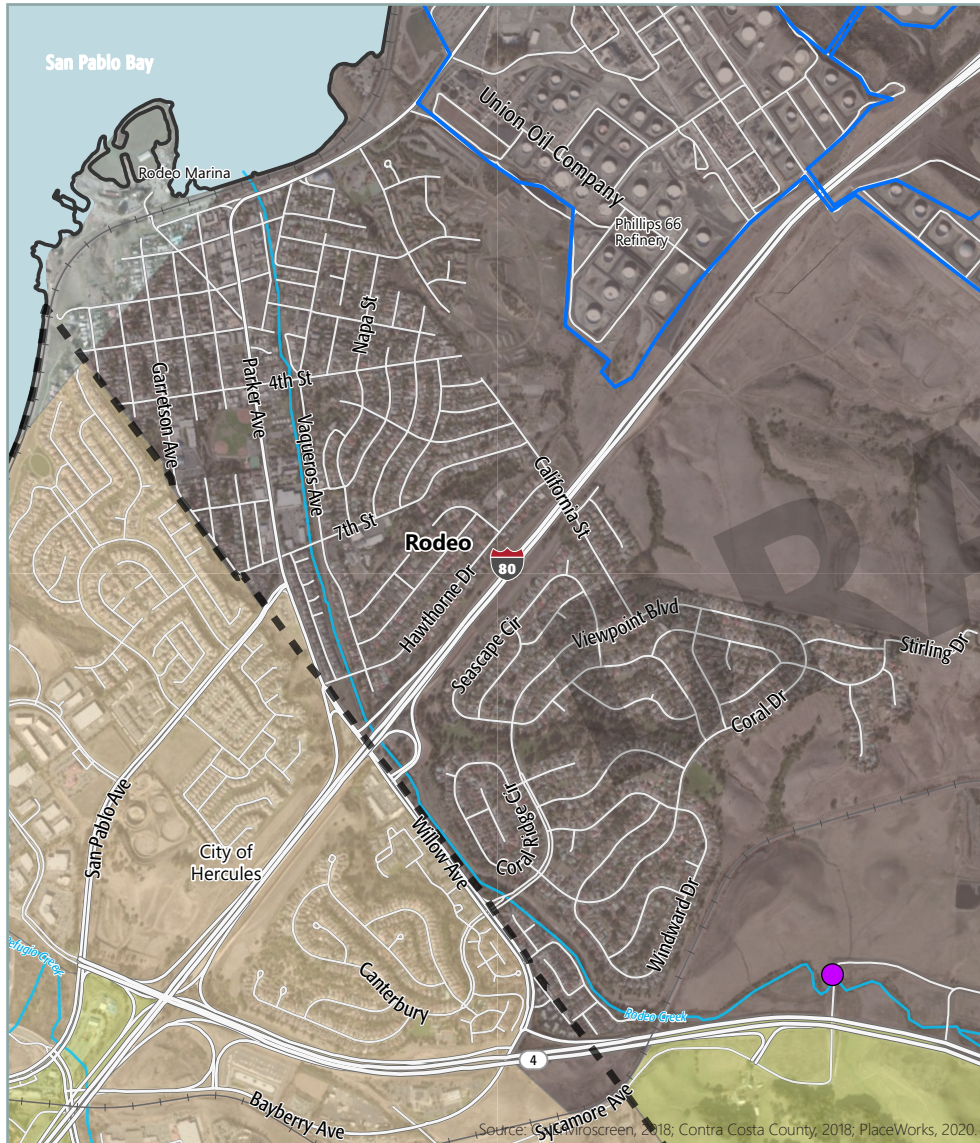


## CLEAN UP SITES

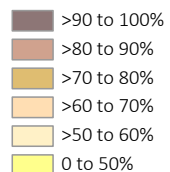
This map ranks Census tracts based on the concentration of clean up sites, which are sites undergoing clean up actions by governmental authorities or property owners due to environmental degradation from hazardous substances. The ranking also considers the nature and magnitude of the threat and the site type and status. Parts of Rodeo are ranked at 87 percent, meaning that the area has a concentration of clean up sites that is higher than 87 percent of the state.

Source: CalEnviroScreen, 2018; Contra Costa County, 2018; PlaceWorks, 2020.





## Census Tract Ranking



- Generators of Hazardous Waste
- Permitted Hazardous Waste Storage Facilities

- Incorporated City
- Urban Limit Line
- Railroads
- Creeks and Drainages



## HAZARDOUS WASTE

This map ranks Census tracts based on the density of hazardous waste facilities and generators (e.g., the Phillips 66 Refinery), considering each facility's type and permit status and generator activities. Parts of Rodeo are ranked at 95 percent, meaning that the area has a density of hazardous waste facilities and generators that is higher than 95 percent of the state.





## PLANNED LAND USE

Land use designations for Rodeo are shown on the Land Use Map and defined in the Land Use Element. Generally, the majority of Rodeo is planned for a mixture of residential and commercial land uses. Northeast of the community, the existing Phillips 66 Refinery is designated for industrial use. Between the eastern industrial and residential areas, lands are designated as open space to serve as a buffer between heavy industrial and residential uses.

Rodeo includes a Mixed Use designation along Parker Avenue, which represents the revival of a once common concept: the placement of residential units over street-level businesses. Rodeo also includes a Town Center designation in the Downtown and along the waterfront. This designation encourages the revitalization of Downtown Rodeo by concentrating commercial and office uses into logical areas and developing multi-family residential buildings, primarily townhouses.

See also the Rodeo Waterfront/Downtown Specific Plan (1997) and Rodeo Redevelopment Area Planned Unit Development Zoning Code and Design Guidelines (2005), which provide more detailed guidance for this area.



Multi-family housing in Rodeo.



Single-family housing in Rodeo.



Open space and industrial uses in Rodeo.



Mixed-use development in Rodeo.

## GUIDING PRINCIPLES

The following guiding principles articulate the values, priorities, and aspirations for the future shared by Rodeo community members:

1. Rodeo residents know their neighbors and care about their community. This connectedness among community members should be preserved and enhanced both now and into the future.
2. Downtown Rodeo should be energized as a bustling downtown core through infill development, beautification, historic preservation, community facilities, walking and biking amenities, affordable and connected housing, and regular events that bring people together.
3. Rodeo should remain a full-service community with amenities like a fire station and grocery store, and services should expand so that residents don't need to travel outside the community for daily or weekly needs.
4. Rodeo's waterfront should serve as a focal point for the community, with easy access to the shoreline, waterfront parks and open space, and a mixture of adjacent multi-family residential, retail, and commercial recreational land uses.
5. Rodeo residents should have amenities available to make healthy lifestyle choices, including community gardens, farmers markets, parks, and medical facilities.
6. Rodeo residents should be kept safe and healthy while living adjacent to heavy industrial uses by mitigating risks from heavy industrial accidents, exposure to air pollutants, and other health hazards.
7. Rodeo should be protected from sea level rise with adequate monitoring and mitigation.
8. Rodeo residents should be able to safely walk around all parts of the community at all times of day and night.
9. People living or working in Rodeo should be able to get around the community easily without needing to drive.
10. All Rodeo residents should have access to safe, secure, and affordable housing.
11. Creeks and waterways should serve as multi-use linear parks through Rodeo.



## POLICIES

1. The maximum allowed density and intensity of development in the Mixed Use designation is X units per acre and Y floor area ratio (FAR). In the Town Center designation, the maximum allowed density is X units per acre and the maximum allowed intensity is X FAR.
2. While providing flexibility to support housing and infill development, require that new development provide adequate parking and adhere to the Rodeo Waterfront/Downtown Specific Plan goals, policies, and design standards and guidelines, which support a vision for a visually cohesive, economically viable, and people-oriented Downtown and waterfront area. (3-155, 3-156)
3. Partner with civic organizations to market Downtown Rodeo and the waterfront to businesses that support the vision of the Rodeo Waterfront/Downtown Specific Plan.
4. Encourage more infill development in Downtown Rodeo that is flexible, varied in type and appearance, and reflects Rodeo's close-knit community character, including housing, commercial, and civic uses.
5. Support and enable consolidation of parcels along Parker Avenue to facilitate flexible mixed use.
6. Require major new development to provide recreational amenities for community enhancement.
7. Promote the development of water-oriented commercial, recreation, mixed use, and transportation uses at the waterfront.
8. Maximize public access to the Bay. (3-152)
9. Direct all new development towards infill opportunities (i.e., the development of vacant or underutilized parcels for housing, mixed use, or other appropriate uses). (3-147)
10. Use distinct signage and streetscape design on both sides of Interstate 80 to create a better sense of cohesiveness among the entire Rodeo community.
11. Design new public spaces to celebrate the historic and cultural diversity in Rodeo.
12. Work with civic organizations to support and enhance food truck events while minimizing competition with local businesses in Rodeo.

## POLICIES (CONTINUED)

13. Support beautification and walkability in Rodeo by enforcing codes related to illegal dumping, streets, sidewalks, properties, and building facades.
14. Prioritize the safety and health of Rodeo residents living adjacent to heavy industrial uses.
15. Support agreements between the community and heavy industrial uses.
16. Attract and support clean, green industry in Rodeo.
17. Continue to avoid and mitigate the effects of industrial traffic on Downtown streets. (3-146)
18. Work with the Rodeo-Hercules Fire District to ensure that appropriate response times can be met throughout the community, including in the event of a heavy industrial accident.
19. Require that new and retrofitted development supports effective police and fire protection response and services by using the following principles of crime prevention through environmental design (CPTED):
  - a. Delineate private and public spaces.
  - b. Enhance visibility.
  - c. Control property access.
  - d. Ensure adequate property maintenance.
20. Provide frequent and consistent law enforcement patrol service in Rodeo.
21. Coordinate with the City of Hercules on decisions that affect Rodeo residents.
22. Partner with local organizations to expand opportunities to engage community members in the planning process.
23. Support the East Bay Regional Park District's efforts to complete the San Francisco Bay Trail along the waterfront. (3-162)

## ACTIONS

1. Continue to implement the Implementation Tasks identified in Chapter 5 of the Rodeo Waterfront/Downtown Specific Plan, including the development of a linear park along the Rodeo Creek Trail and a waterfront promenade. (2-151, 3-155, 3-156, 3-161)
2. Study potential redevelopment options for the marina area, such as a new public or private marina or other water recreation facility. Based on the results of the study, actively market the site to potential developers and/or work with partners to pursue grant funding for a public facility.
3. Actively seek a new community market or grocery store to locate in Rodeo, ideally one that reflects the community's ethnic and cultural diversity.
4. Create a plan to develop properties in Rodeo for public uses, such as a community center, youth center, community pool, new senior center, sports center, town plaza, dog park, and/or parks and open spaces. As part of this plan, identify funding sources and strategies.
5. Create a Safe Routes to School program for Rodeo schools.
6. Complete sidewalk gaps on San Pablo Avenue, Willow Avenue, Pacific Avenue, and Vaqueros Avenue, especially near bus stops.
7. Improve safety and comfort on the Rodeo Creek Trail by installing pedestrian-scale lighting, improving fencing, and improving ongoing maintenance, especially in the area just north of Seventh Street, potentially with organized creek clean-ups.