



PARKSIDE PLAN

BRISBANE, CALIFORNIA

Draft Parkside at Brisbane Village Precise Plan

Planning Commission Workshop
June 22, 2017

Workshop Agenda

1. Review planning process and milestones
2. Discuss organization and contents of Draft Parkside at Brisbane Village Precise Plan
3. Questions from the Planning Commission
4. Questions from the public (*at Chairperson's discretion*)

Reminder: This is not a public hearing. Planning Commission will not deliberate on the Draft Plan. Discussion will be limited to clarification of the Draft Plan's contents. Questions from the public may be submitted at the Chairperson's discretion.

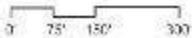
A formal public hearing is scheduled for
Tuesday, July 18, 2017

Plan Area



Aerial

— ■ Plan Area Boundary



How Did We Get Here?

- **2005:** Placemaking Workshop sponsored by PPS.
- **2008-2011:** “Great Recession.” City Council formed Economic Development Subcommittee.
- **2011:** 2007-2014 Housing Element identifies mixed use (housing + commercial) development at 25-43 Park Place and 125 Valley Drive. Implementing zoning was never adopted.
- **2014:** Urban Land Institute (ULI) held a Technical Assistance Panel (TAP) exploring land use and design issues at Crocker Industrial Park and the Brisbane Village Shopping Center.
- **April 2015:** The 2015-2022 Housing Element, designates future residential development on 3 properties on Park Lane, and mixed use on 25-43 Park Place to meet State-imposed requirements.
- **July 2015:** Council initiates the Parkside at Brisbane Village Precise Plan planning process

Plan Process

Parkside Plan Schedule



An aerial photograph of a residential neighborhood, showing houses, trees, and a road. The image is overlaid with a semi-transparent blue filter and several large, light-blue geometric shapes (triangles and polygons) that create a modern, abstract design. A white horizontal bar is positioned across the middle of the image, containing the text 'COMMUNITY ENGAGEMENT' in a bold, dark blue font.

COMMUNITY ENGAGEMENT

Workshop #1: Pop-Up Workshop

October 24, 2015, Old County Road

Building Form

- Lower, mixed-use buildings favored
- People drawn to more traditional architectural styles
- Some support for taller buildings and higher densities

Existing and Desired Retail

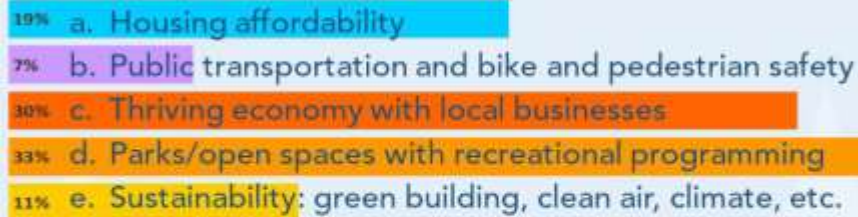
- Some desire for grocery store, additional restaurants, and pharmacy
- Strong desire to protect existing businesses
- Brisbane Village seen as outdated
- Many viewed housing in Brisbane as unaffordable
- Bike and walkability were strongly supported
- Community Park is much loved, though some would like improvements
- Healthy communities measures were strongly supported
- Many desired additional gateway elements and signage in Plan Area



Brisbane Town Hall and Workshop #2

- **October-December 2015:** Brisbane Town Hall on City website collected feedback from community members who weren't able to attend the pop-up.
- **February 2, 2016:** Workshop #2, "Plan Building Blocks," City Hall: Existing conditions (land use, economics, circulation/transportation) and real-time voting exercise

Q1. What's most important to you in promoting a Healthy Brisbane?

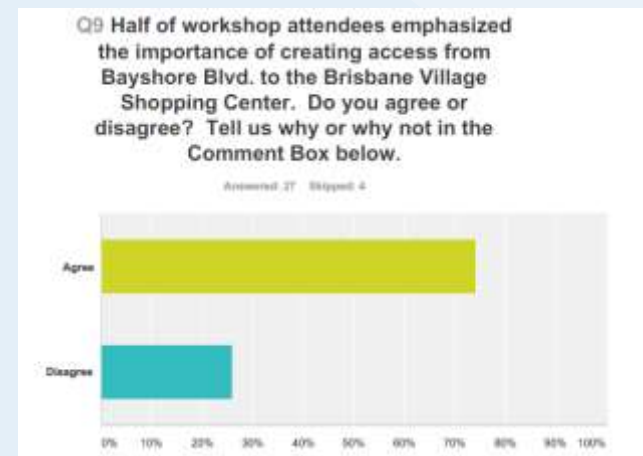
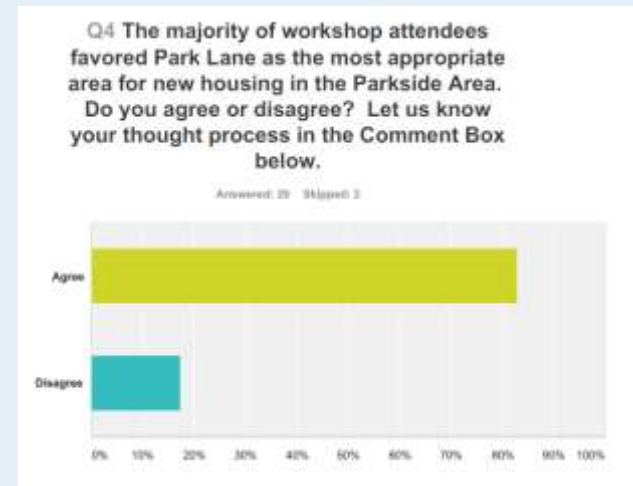
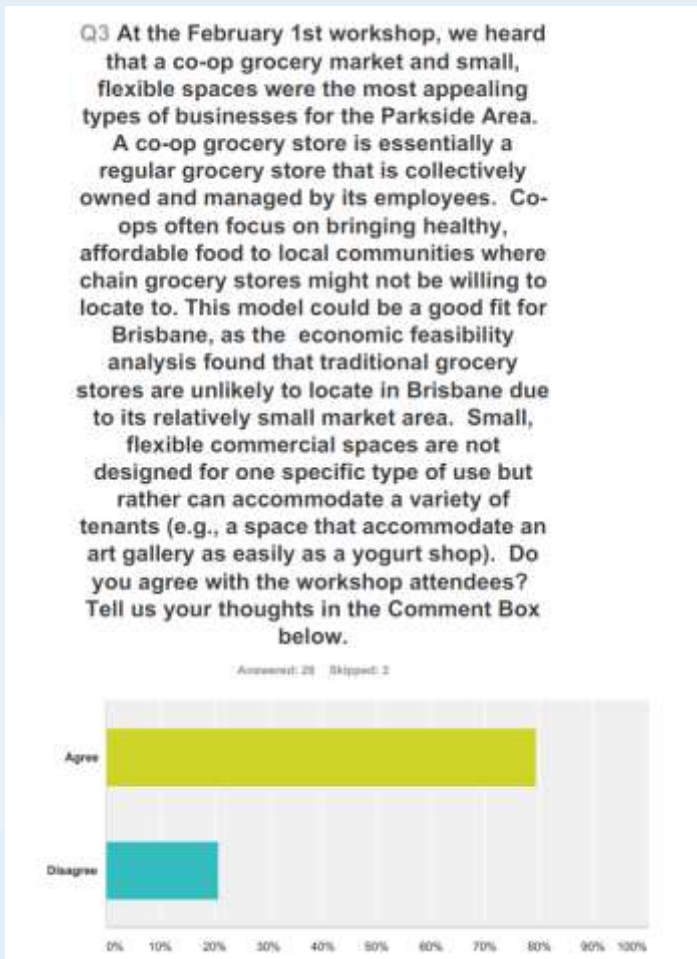


Q5. What are the kinds of businesses that you would most like to see in the Parkside Area?



Plan Building Blocks Survey: March-April 2016

- City released non-scientific survey following up on the February workshop's live polling topics
- Survey published online and in the March STAR



The background of the slide is a photograph of a residential neighborhood, likely in a coastal or mountainous area, with houses, trees, and a body of water in the distance. A large, semi-transparent blue geometric shape, resembling a stylized 'W' or a series of overlapping triangles, is overlaid on the image. A white horizontal bar is positioned across the middle of the slide, containing the text 'ECONOMIC FEASIBILITY' in a bold, dark blue, sans-serif font.

ECONOMIC FEASIBILITY

Real estate market study (Strategic Economics)

- **Tested** what **land uses** the **private sector** would be most likely to **deliver**, and **when**
- Provided information about what public **actions** can **facilitate** or **accelerate** market **activity**
- Informed plan **implementation**



Retail feasibility

- **Constraints:**

- Visibility and access of existing retail in Parkside Area are limited
- Overall demand is the limiting factor

- **Opportunities:**

- Explore food co-ops or non-profits for additional grocery options
- Improve the design of retail sites, including access, visibility and shopping experience
- Assist businesses through grants or other resources
- Consider expanding demand by increasing residents or nearby workers

Residential feasibility

- Market is strong for residential development
- Mixed-use development lower than four stories is challenging
- Townhomes are feasible at densities proposed by Housing Element
- Multi-family typically requires higher densities to be economically feasible for for-profit developers



HEALTHY COMMUNITIES

Get Health San Mateo County- Planning Partner

- Community health planners staffed Pop-Up Workshop and Workshop #2 to provide education and awareness
- “Healthy Community” planning framework integrated into Draft Plan
 - Stable and affordable housing
 - Thriving and inclusive economy
 - Healthy neighborhoods
- Get Healthy SMC will provide assessment of Draft Plan ahead of public hearings

An aerial photograph of a residential neighborhood, showing houses, trees, and a road. A large, semi-transparent blue geometric shape, resembling a stylized 'W' or a series of overlapping triangles, is overlaid on the image. The text 'CONCEPTUAL LAND USE AND DESIGN FRAMEWORK' is centered within a white rectangular box that is part of this overlay.

CONCEPTUAL LAND USE AND DESIGN FRAMEWORK

City Council Check-in: June 2016

A



B



C



| Alternative | | A | B | C |
|-------------------|--------------------|--------|--------|---------|
| Residential | Multi Family Units | 242 | 186 | 672 |
| | Townhomes | - | 49 | - |
| | Stories | 3 to 4 | 2 to 4 | 3 to 5 |
| | Parking | 352 | 325 | 1,055 |
| Commercial/Retail | Retail Area | 60,000 | 84,500 | 105,000 |
| | Office Area | 75,000 | 13,000 | - |
| | Stories | 2 to 3 | 1 to 2 | 4 to 5 |
| | Parking | 336 | 280 | 350 |

City Council Check-in: September 2016

- MIG presented photosimulations and massing studies of proposed alternatives A & B to inform Council's discussion



View down Old County Road *(Looking West)* Alternative B



Council Member Land Use Framework Alternative



- Break up buildings
- Shorter building walls facing the street
- View corridors through the property
- Pedestrian connections
- Community garden

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DRAFT PLAN POLICIES

Draft Parkside Plan Organization

1. Introduction and Overview
2. Land Use and Community Design Framework
 - Identifies areas of change in the Plan Area
 - Articulates key design concepts
3. Development Standards
 - Residential overlay zoning regulations
 - Physical development standards
4. Design Guidelines
 - Guidelines for physical form of new residential development
 - Guidelines for “commercial vision area” redevelopment
5. Administration
 - How will this Plan work?

CHAPTER 2: Land Use and Community Design Framework

Lays the foundation for implementing the community's vision in the Parkside Area

- Land Use Framework: defines areas of change in the Plan Area
- Community Design Framework: articulates key site design concepts

Land Use and Urban Design Framework

2.9 LAND USE AND URBAN DESIGN FRAMEWORK

The illustrative plan below outlines one potential future for the Parkside Area. Eventual development and change will be determined through both public and private investment as the plan is implemented. A residential neighborhood is envisioned along Park Lane, with a mix of two- and three-story housing. Lower-scale townhomes would be developed north of Community Park. The Brisbane Village Shopping Center could ultimately be redeveloped with a mix of community-serving retail, dining, a "brew hub", a boutique hotel, and other uses. Attractively landscaped pathways and open spaces would connect throughout the Parkside Area and to the greater community.



CHAPTER 3: Residential Development Standards

- Development standards for new residential development in properties within the **PAOZ-1** and **PAOZ-2** overlay zones, and streetscape improvements.
 - PAOZ-1 Zone: Townhome/small lot single-family residential (e.g., tiny homes)
 - PAOZ-2 Zone: Traditional multi-family development
- **Overlay zones preserve the underlying TC-1 zoning**; owners may choose to redevelop the property under the applicable overlay zone regulations, or continue existing land uses under TC-1 zoning

PAOZ-1 and PAOZ-2 Designations



PAOZ-1 and PAOZ-2 Development Standards

- **Building Design**
 - Building Design and Materials
 - Building Articulation
 - Building Orientation
- **Site Design & Parking**
 - Site Access (driveways, ped/bike access)
 - Vehicle Parking
 - Parking lot design
 - Bicycle Parking
- **Landscaping and Open Areas**
 - Minimum landscaping and yard requirements
 - 5,500 sq ft min. community garden

Proposed Circulation Plan



- **Circulation and Mobility**

- Complete bicycle lane and sidewalk/pathway network throughout Plan Area

CHAPTER 4: Residential and Commercial Design Standards



Residential Design Guidelines

- **Architectural Design**

- Ensure new residential buildings respond to and reflect the diverse residential architectural styles found in Brisbane
- Require high-quality and sustainable construction materials



Regardless of architectural style, residential development should be intimate and detailed.



Frontage onto streets should provide a clear series of transitions from public to private space.

- **Site Design/Access**

- Incorporate open areas and pedestrian paths
- Ground floor access from street
- Security and privacy without fortification
- Building orientation considers solar access



Subtle, well-designed screens should be used to allow daylight to enter while providing privacy to occupants.



- Functional and well-designed public and private open areas.



Plaza spaces can contain a mix of hardscape (paving) and softscape (plantings), and provide spaces for community gathering.



Communal rooftop gardens or decks may be used to satisfy the open space requirement.

- Context-appropriate landscaping
- Incorporate art into site and/or building design



Art can be placed at gateways, along sidewalks, and in shared open spaces.



Landscaping plants should be tolerant of the local climate and have low water demands.

Commercial Design Guidelines

- **Programming**

- Low-rise, pedestrian friendly, intimate, and easily accessible from Bayshore
- Appropriately sized and scaled to be flexibly used by different tenant types
- Promote outdoor dining, “micro commerce,” public art on sidewalks or small plazas to activate the streetscape and pedestrian environment



Commercial development should be pedestrian friendly, inviting and intimate.



Buildings should be thoughtfully designed and constructed of high-quality materials.

- **Architectural Design**

- Diverse architectural styles with high-quality construction materials.
- Designed to harmonize with the local community and function well for all users.
- Orient buildings to provide community cohesion, views and comfortable use year round.

- **Site Design**

- Access to sunlight on public streets and spaces.
- Use small hardscape areas to connect retail with the pedestrian network, frame building entrances, and use for outdoor interaction and programming.
- Use permeable paving surfaces and materials
- Incorporate seating and gathering areas

- Distinctive, drought-tolerant, and sustainable landscaping
- Functional and well-designed transit stops
- Dark-sky compliant lighting
- Community-driven public art



Shade structures should be interesting and aesthetically appealing.



Art can serve both aesthetic and functional purposes.

Bayshore Blvd. Frontages

- Enhance aesthetics of Bayshore Blvd. between Valley Dr. and Old County Rd.
 - Properties fronting Bayshore Boulevard should be landscaped with native, drought-tolerant plants and regularly maintained.
 - Consider gateway elements within the right-of-way, such as signage, public art, landscaping, etc.
- No land use changes proposed for City-owned parcels on east side of Bayshore at Tunnel Ave.

Public Realm Design

- **Public Streets**
- Sidewalks, bike lanes, and street parking

FIGURE 13. PROPOSED OLD COUNTY ROAD STREET SECTION

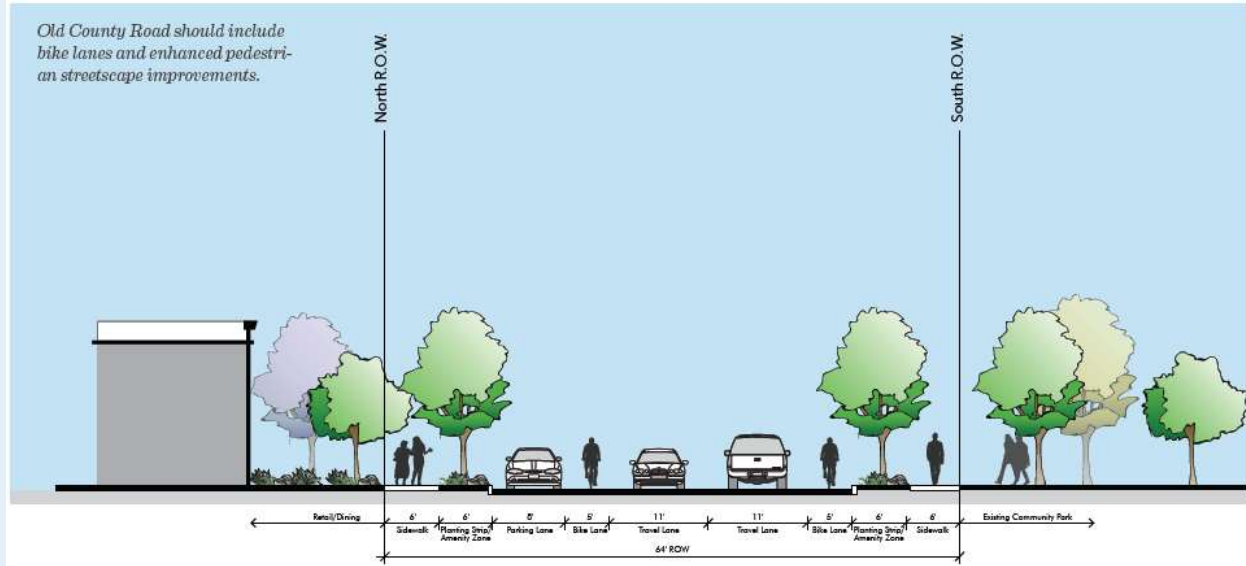
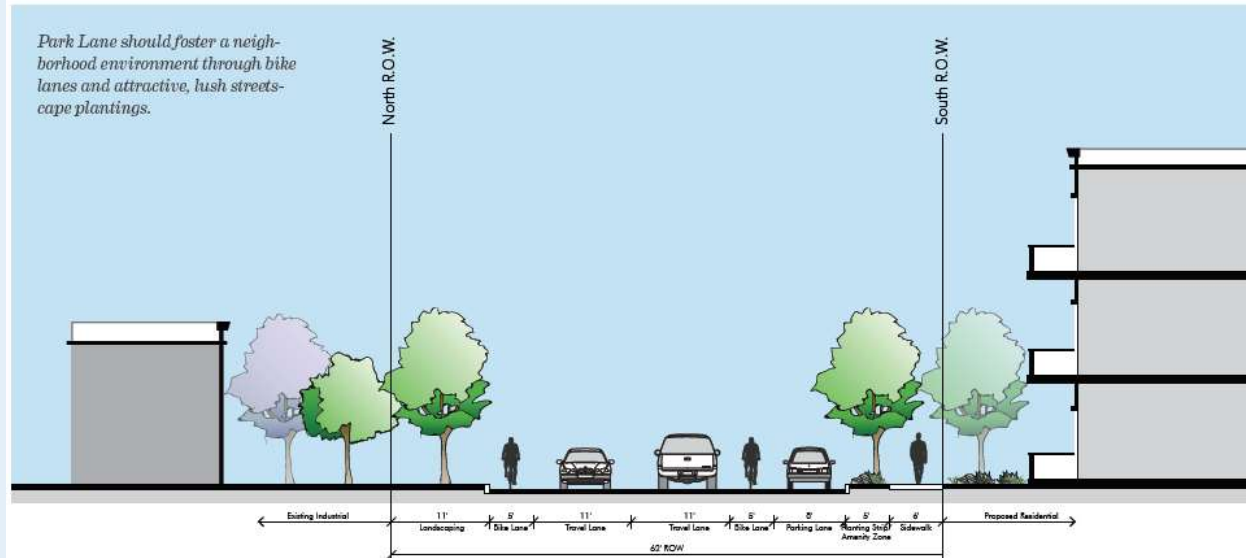


FIGURE 14. PROPOSED PARK LANE STREET SECTION



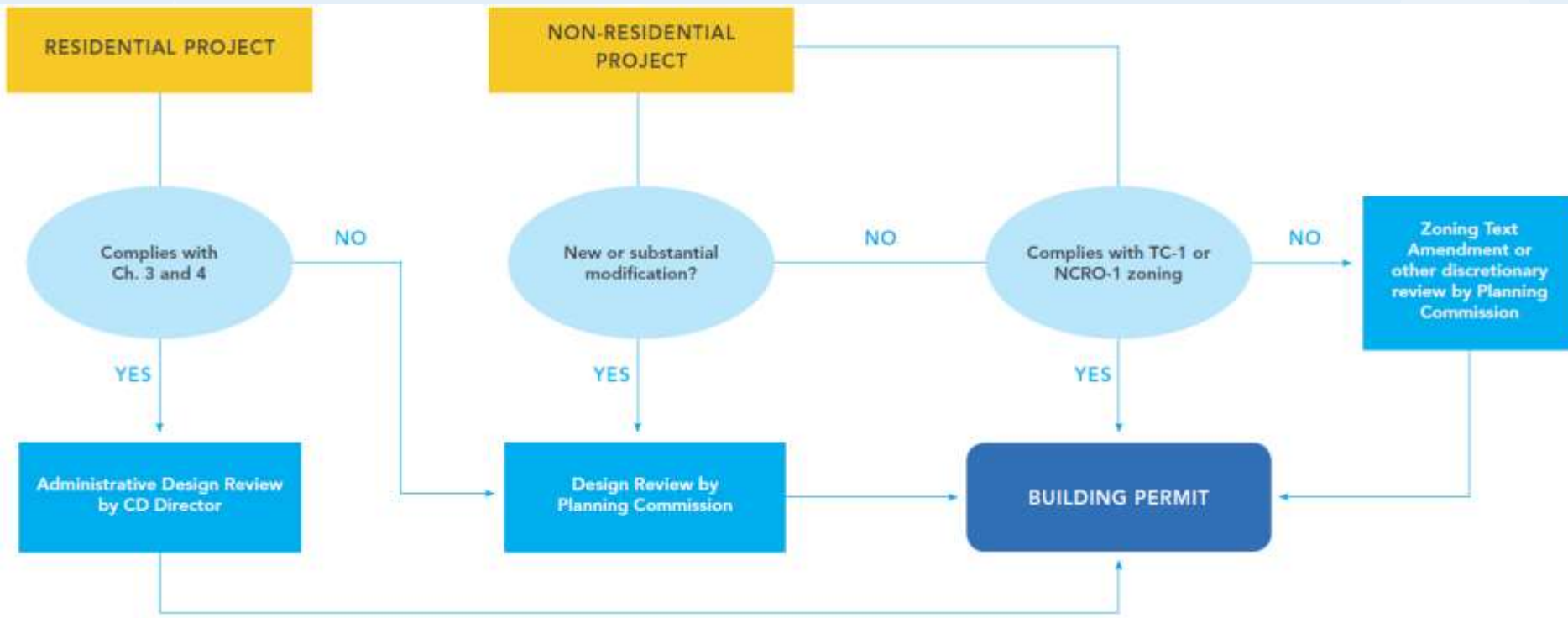
CHAPTER 5: Plan Adoption and Administration

Plan Adoption

- Planning Commission public hearing to make recommendations to City Council (July 2017)
- City Council public hearings to consider Draft Plan (August/Sept. 2017)
 - Amend General Plan Land Use Chapter and Land Use Map to reflect new PA, Parkside Area land use designation
 - Adopt zoning text amendments to establish PAOZ-1 and PAOZ-2 Districts by ordinance.
 - Adopt Design Guidelines by resolution.

Plan Administration

- Administrative review for residential projects complying with Ch.3 and 4 (CD Director)
- Discretionary review for residential projects that do not comply with Ch. 3 and 4, or commercial projects



Community Benefits

- Balance community and property owner/developer needs and desires.
- Benefits to cities:
 - additional open space
 - guarantees on construction worker wages
 - additional affordable housing units
 - childcare facilities
 - community centers
 - off-site improvements
- Benefits to developers:
 - unit number or size
 - parking regulations
 - building height
 - other design guidelines
- The City may opt to consider community benefits subsequent to adoption of the Draft Plan

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Questions