

Removing Barriers to Implementation: ECHO II Final Report

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Sujata Srivastava, Strategic Economics

Freedman Tung + Sasaki
Van Meter Williams Pollack



About the Grand Boulevard Initiative



Regional collaboration of stakeholders united to achieve a shared vision for El Camino Real.

- Coalition of the willing
- Includes cities, counties, local and regional agencies

Walkable,
Mixed Use



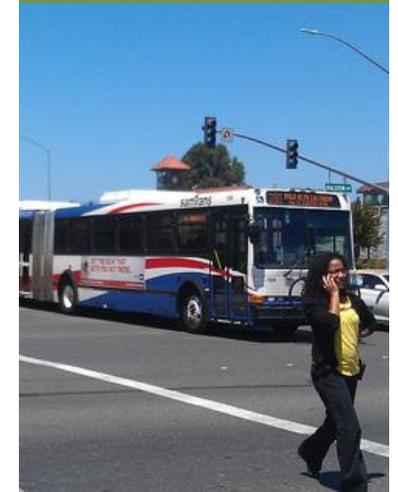
Land Use
Intensification



Complete
Streets



Enhanced
Transit Service

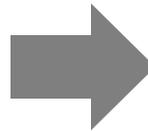


Economic & Housing Opportunities (ECHO) Assessment

- Phase I: Made the case for transformation of the corridor through infill development
- Phase II: Removing barriers to implementation



Auto-dominated intersection along El Camino



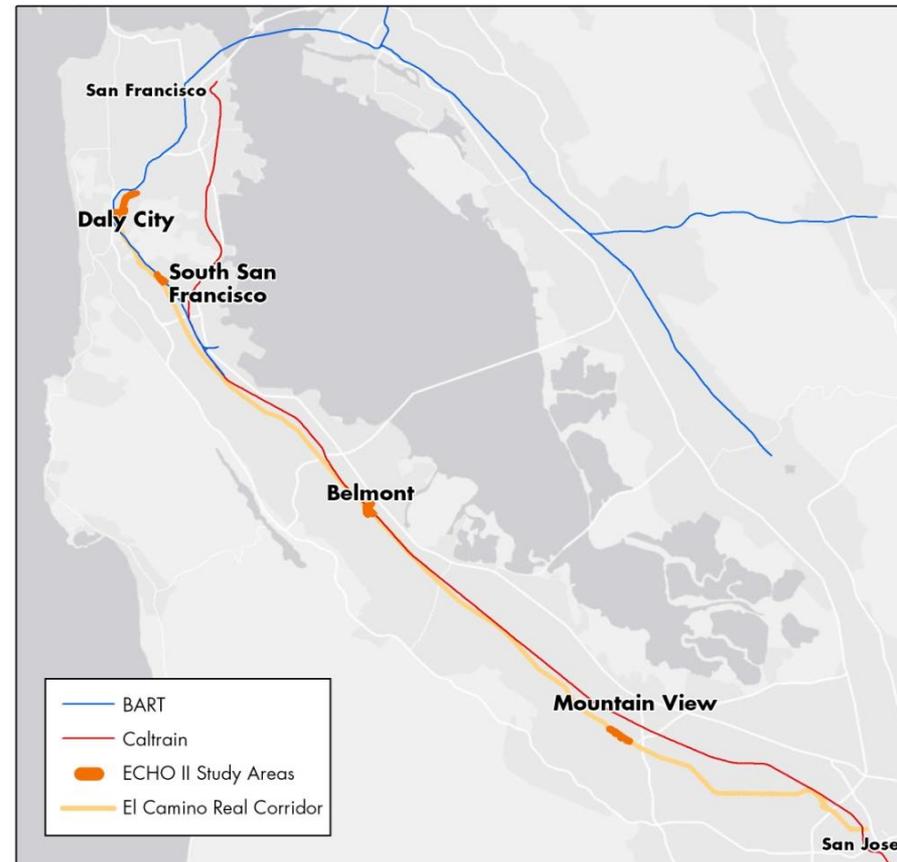
Potential transformation with infill development and complete streets

Projections for Growth

- El Camino Real is key to the region's goals for accommodating growth through infill
 - 17% of new jobs in SM and SC Counties
 - 19% of new housing units in SM and SC Counties

ECHO Phase II

- One of three projects funded by TIGER II Grant
- Four case studies
 - Selected through competitive process
 - Diverse range of places, common challenges
 - Extensive technical analysis
- Implementation guidebook for all cities on the corridor



Key Implementation Challenges

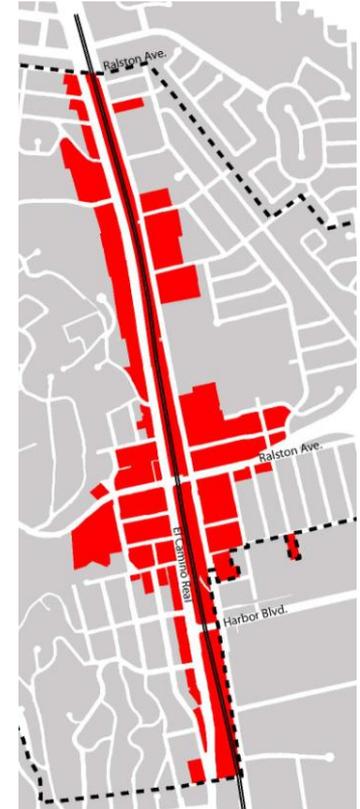
1. Auto-oriented character
2. Lack of developable parcels
3. Changing retail landscape
4. Limited public resources
5. Mismatch between policies and market



Surface parking lots



Aging strip retail



Retail zoning in Belmont

Strategies for Implementation

Tools for Action

Strategy A: Plan for Vibrant Activity Nodes

Focus public investment and higher intensity development at activity nodes

Benefits:

- Support successful mixed-use districts
- Encourage pedestrian activity and transit use
- Be strategic about use of public resources



Top of the Hill development and streetscape improvements in Daly City

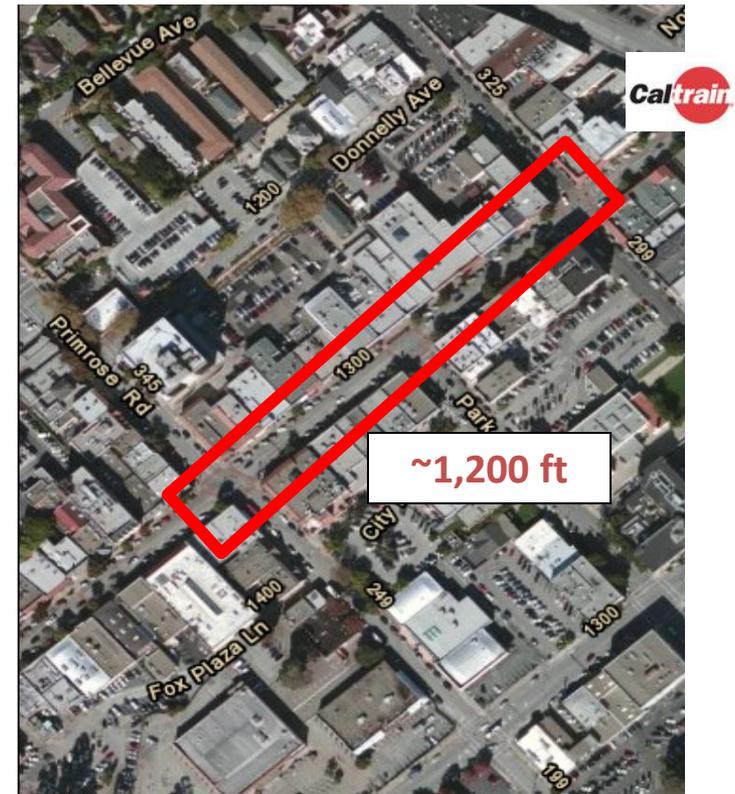
Concentrate Retail Development in Key Nodes

Consider:

- Comfortable walking distance
- Proximity to transit
- Market momentum
- Opportunity sites

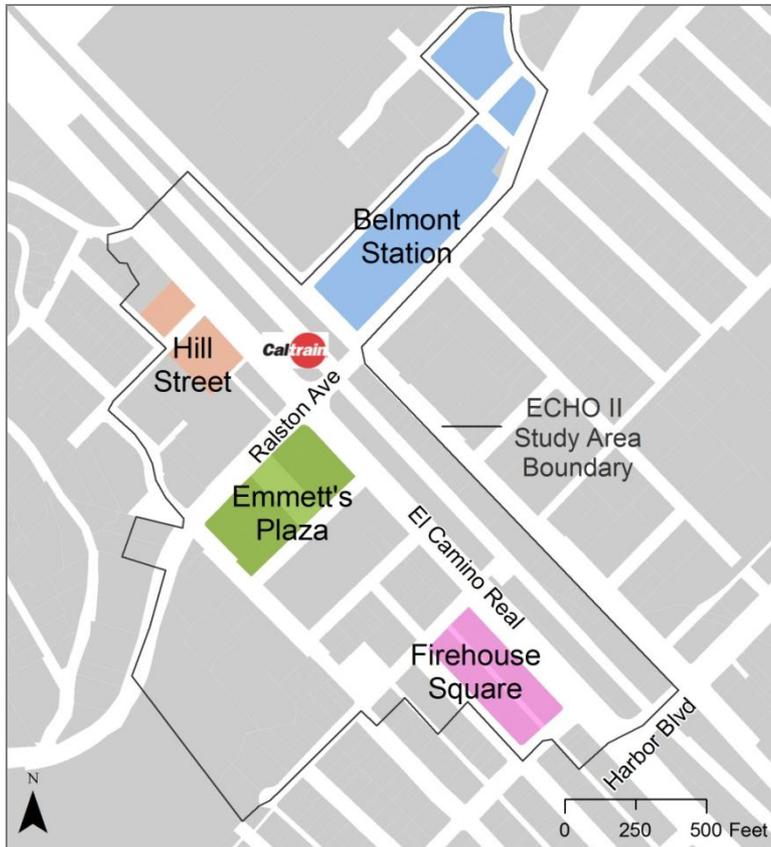


Downtown Burlingame

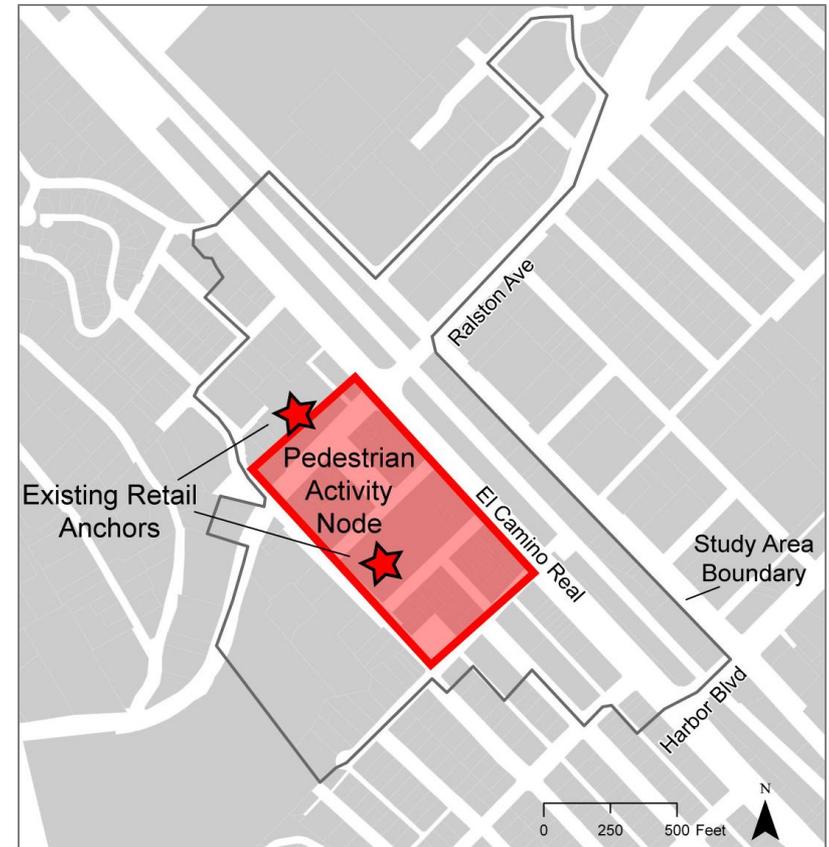


Example: Focusing Belmont's Downtown Retail Core

Original Target Sites



Revised Pedestrian Retail Core



Strategy B: Align Land Use Regulations with Market and Physical Conditions

Set zoning, parking, and other regulations to:

- Enable new investment to occur in the short-term
- Support the long-term vision for transformation

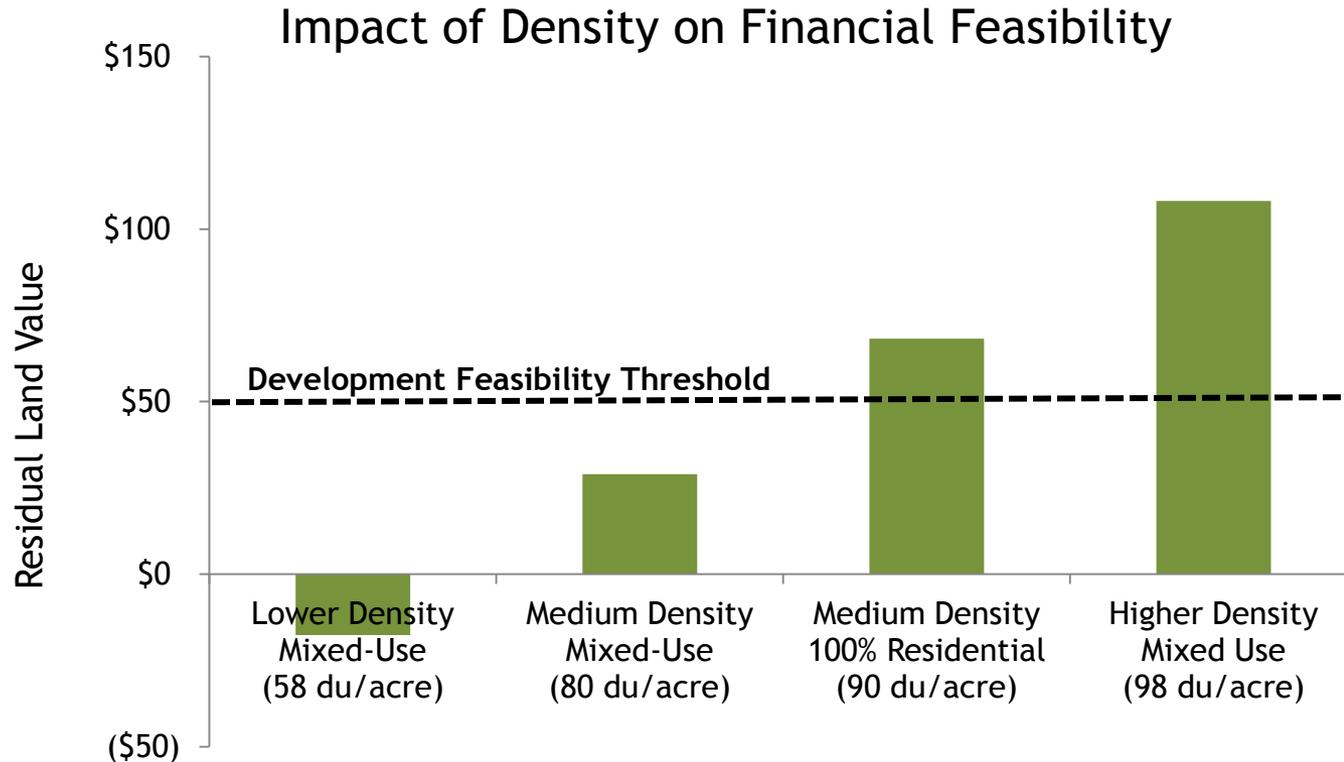


New apartments in Redwood City



Condominiums in Millbrae

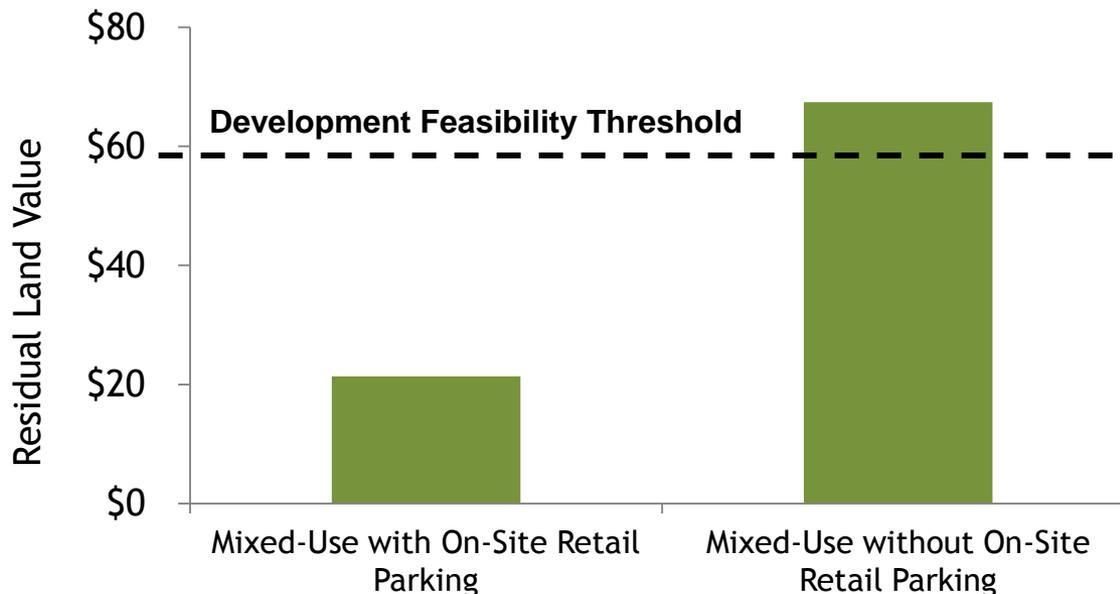
Adjust Zoning to Allow Feasible Building Types



Retail rents at \$2.25/s.f.; condo prices at \$510/s.f. Simplified diagram based on Daly City analysis.
Source: Strategic Economics and VMWP, 2013.

Reduce On-Site Parking Requirements

- Works best in places with good transit service and/or a comprehensive parking management strategy



Condo prices at \$500/per s.f. Diagram based on Mountain View analysis.
Source: Strategic Economics and VMWP, 2013.

Allow Flexibility on Ground Floor Uses

- Limited demand for new retail space along the corridor
- Consider allowing ground floor residential, office and community space outside of activity nodes



Ground Floor Medical Office in Atherton



Ground Floor Residential in South San Francisco

Strategy C: Coordinate Public & Private Investment

- Make El Camino Real attractive and functional for existing and new residents
- Encourage developers to invest in the corridor
- Facilitate walking, bicycling, and transit ridership



Centennial Way Trail in South SF



Streetscape improvements
at new Burlingame Safeway

Target Public Improvements to Activity Nodes

- Utilize scarce resources efficiently
- Support activity nodes and pedestrian activity



Top of the Hill Improvements, Daly City



Bike share station, Downtown Mountain View

Ensure New Development Supports Walkability

- Implement design guidelines and development standards to ensure that development supports desired character



Versailles senior condominiums in San Mateo

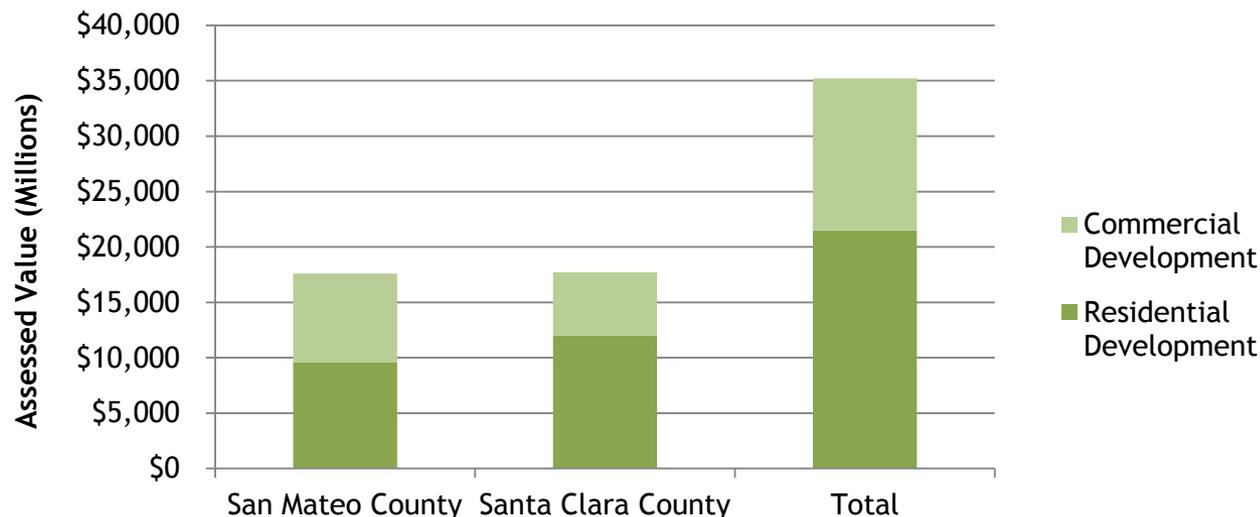


Pedestrian amenities at Archstone San Bruno

Leverage Private Investment

Private development can contribute to the public realm directly or financially

- New development could increase assessed property values along the corridor by \$35 billion by 2035



Source: GBI Infrastructure Needs Assessment and Financing Strategy, 2013

Thank you

Questions?

Sujata Srivastava | Principal
STRATEGIC ECONOMICS INC
P: 510.647.5291 x105
F: 510.647.5295
strategiceconomics.com



STRATEGICECONOMICS INC