MEMORANDUM

DATE: 2 June 2016

TO: Honorable Mayor and City Council

FROM: Community Development Director via City Manager

SUBJECT: **Study Session-Parkside at Brisbane Village Precise Plan**

Purpose

The purpose of this evening's study session is for the City's consultant (MIG) to provide an overview of the Parkside work program to date, and to present three different land use and transportation scenarios for City Council and community feedback. The feedback received at tonight's study session will inform the work efforts going forward as the consultant prepares a draft precise plan for further community and Planning Commission review. The three scenarios will be presented and described by MIG at tonight's study session.

Background:

The goal of the Parkside at Brisbane Village Precise Plan ("Parkside Plan") is to proactively define the community vision and establish clear land use direction, design standards, and procedural requirements to encourage future private and investment within the area to achieve community goals. The Precise Plan will also incorporate zoning for housing and mixed use to fulfill the City's obligations under the adopted Housing Element. A map of the Parkside Plan area is attached for reference.

Following the selection of MIG to prepare the Parkside Plan, MIG coordinated a series of public engagement events and strategies to facilitate a community-wide dialogue regarding the forthcoming Parkside Plan. The community engagement work plan has included the following:

- October 3, 2015: A community booth at the Day in the Park/Derby staffed by MIG and the Planning Department to advertise the upcoming planning process and make initial connections with the community, including email list sign-ups;
- October 24, 2015: An interactive "pop-up" community workshop held on a portion of Old County Road to gauge community members' preferences for types, location, and intensity of land uses and pedestrian, bike, and vehicular circulation in the Parkside area. Get Healthy San Mateo County engaged residents in considering what makes a community healthy and how to improve community health through land use planning;

- October-November 2015: Stakeholder interviews with community groups, business and ownership interests, and Council and Commission representatives;
- February 1, 2016: The second community workshop, held at City Hall, included a presentation from Get Healthy San Mateo County on key components of community health that could be supported through the Parkside Plan process. The workshop also featured an instant polling exercise to refine community preferences for land use, circulation, recreation services, and community amenities in the Parkside area;
- February-March 2016: A follow-up survey was distributed in the monthly STAR (mailed to every household) and available online to gather additional feedback on the instant polling results from Workshop #2;
- Brisbane Town Hall has been used throughout the planning process to gather additional input from residents who were unable to attend the workshops or events in person.

In coordination with lead consultant MIG, economic consulting firm Strategic Economics produced an economic feasibility study that analyzed current market constraints and opportunities for the development of different land uses in the Parkside area. In addition, transportation consulting firm Hexagon Transportation Consultants, Inc. assessed existing transportation constraints and evaluated opportunities to improve roadway and pedestrian and bike circulation throughout the area. The economic feasibility study, transportation analysis (both published on the City's website), and community health planning strategies from Get Healthy San Mateo County provide a framework for the community vision articulated through the community outreach process.

All summary and technical documents released to date are available to view on the Parkside Plan Documents webpage: http://www.brisbaneca.org/parkside-plan-documents

Attachments

- Parkside Plan Area Map

John Swiecki, Community Development Director

Clay Holstine, City Manager


Valley Drive
Park Lane
Park Place
Bayshore Blvd.
Quarry Road Trail
Old County Road
San Francisco Ave
Visitacion Avenue
San Bruno Avenue