Parkside Plan

BRISBANE, CALIFORNIA

Concept Alternatives Discussion

City Council . 2 June 2016

Session Objectives

1. Review and discuss Concept Alternatives in the context of community desires and market trends

2. Define direction for a preferred alternative for land use and urban design in the Parkside Area

Agenda

- Welcome and Presentation Overview
- Plan Background
- Economics
- Concept Alternatives
- Discussion
- Next Steps

Plan Process

Plan Process

Plan Process

Plan Area

PARKSIDE PLAN
BRISBANE, CALIFORNIA
Aerial
Plan Area Boundary
MIG
0' 75' 150' 300'
N

Community Engagement

The project has included extensive community engagement opportunities and tools to keep people informed, including:

- Community-wide workshops
- Pop-up workshop
- Public meetings and hearings
- Press releases
- Online surveys and forums
- Comment cards
- Email updates

http://brisbaneca.org/parkside-brisbane-village-precise-plan-about

Plan Goals

The following goals were developed in collaboration with the Brisbane Community, and will guide the Parkside Plan regardless of the selected alternative.

Goal 1: Preserve Brisbane's small town feel

Goal 2: Promote holistic community health

Goal 3: Build connections between destinations for all modes of travel

Goal 4: Facilitate the development of a vibrant Parkside Area

Goal 5: Proactively plan for new residential development

Goal 6: Foster a sustainable Brisbane

Components of Healthy Communities

These are the Healthy Community factors that the Parkside Plan will focus on:

- Housing
- Economy
- Neighborhood Structure

Housing: People who live in healthy, affordable housing live longer

Economy: People with higher incomes live longer

Neighborhood Structure: Make the healthy choice the easy choice

ECONOMICS

Why conduct a real estate market study as part of a planning process?

- **Tests** what **land uses** the **private sector** would be most likely to **deliver,** and **when**
- Provides information about what public **actions** can **facilitate** or **accelerate** market **activity**
- Informs the plan's **implementation strategy**

What information does a precise plan give developers?

- Establishes the community's **vision** for its **future**
- Indicates which **uses** will have accelerated approvals processes
- Establishes opportunities for **public/private partnerships** or other **incentives**

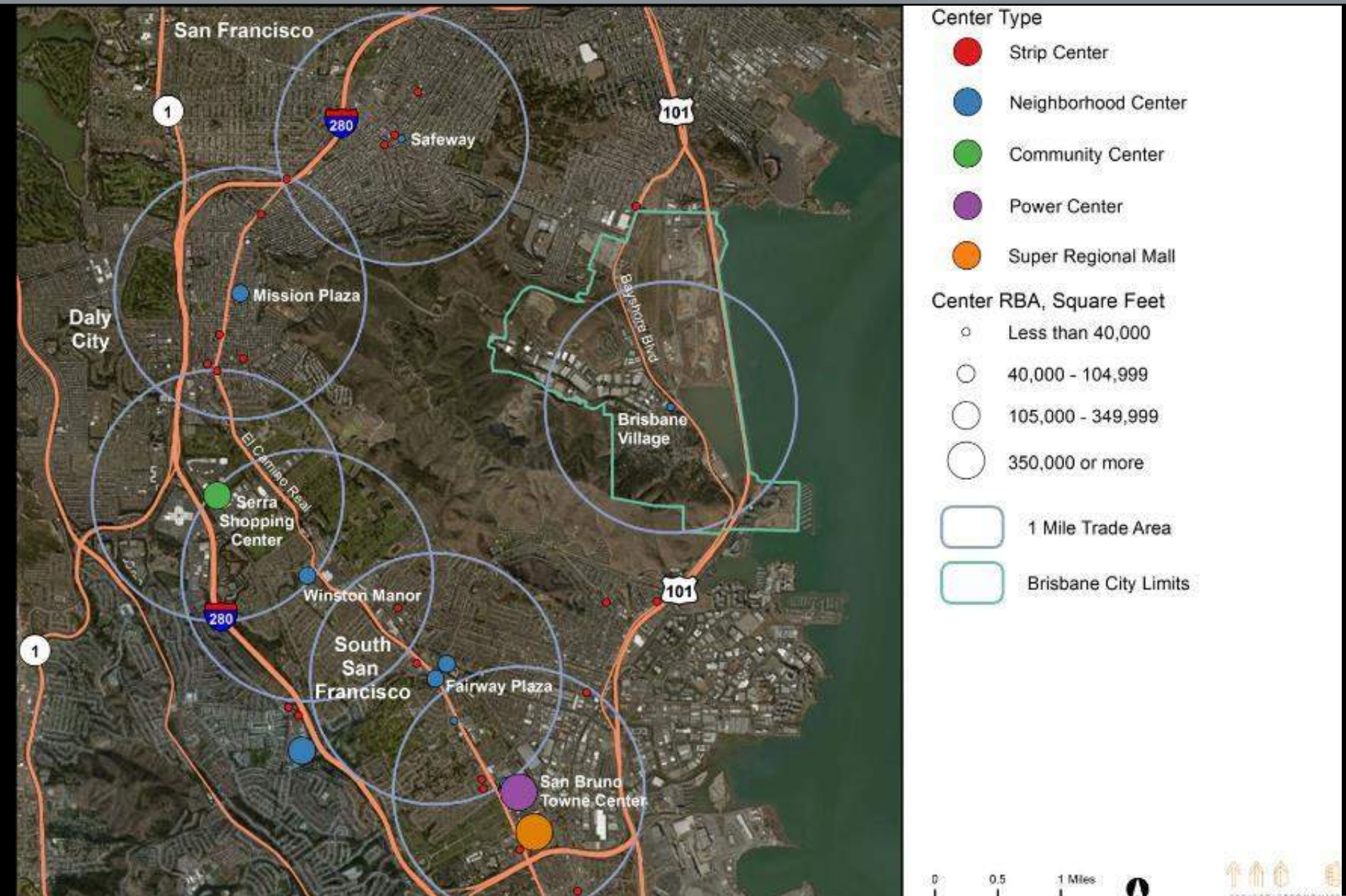
What we looked at for this plan

- **Site selection criteria** for certain retail types
- **Competitive market supply** for neighborhood-serving retail, including; potential to attract grocery stores, drug stores and additional dining options
- **Demographics** and household characteristics for Brisbane and the larger market area
- **Feasibility for building new housing** at 26 du/acre (2015 Housing Element target)

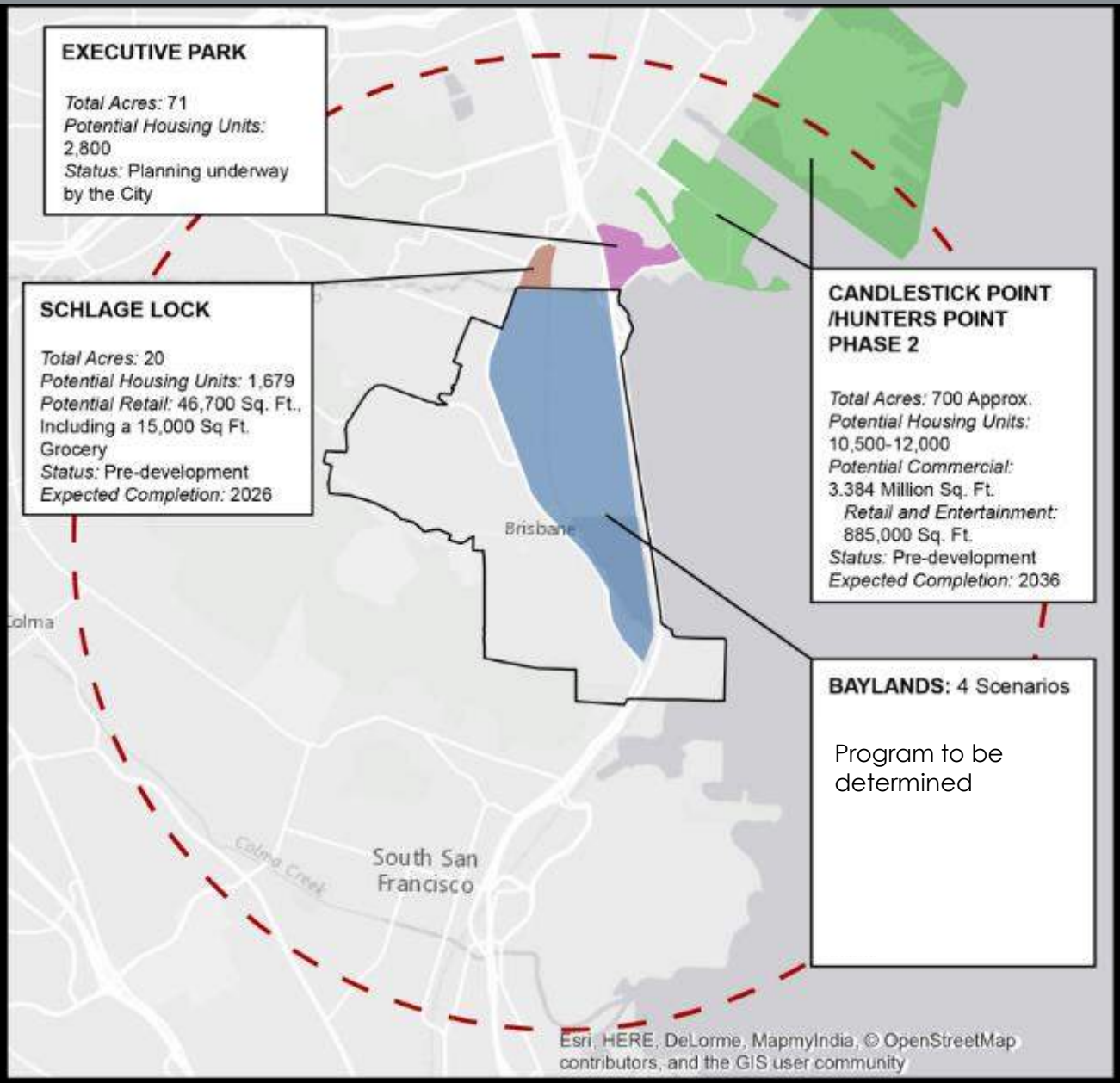
Site selection criteria: grocery, pharmacy and restaurant

- For chains:
  - **Grocery stores** want 12,000 nearby residents and 50K square feet of space
  - **Pharmacies** want 18,000 nearby residents
  - **Restaurants** look for dense, "hip" locations, high incomes and high daytime traffic
- Independent operators are more likely to buck these trends

Existing retail competitive supply



Proposed retail competitive supply



Comparative market areas

1-Mile Trade Area Characteristic	Brisbane Village S.C.	San Bruno Towne Center	Trader Joe's (near Winston Manor)
Population	4,969	36,319	34,665
Households	2,157	12,743	12,005
Workers	2,842 *	18,677	7,535
ADT	20,135	33,000	24,500
Incomes above $50k	68%	70%	73%
Incomes above $100k	38%	38%	40%
Bachelor's Degree or Higher	50%	31%	33%
Center Visibility/Access	Limited	Excellent	Good

* Total Brisbane worker population is approximately 7,000 with 2,842 being within one mile of Brisbane Village

Retail constraints in Brisbane

- Day time and night time **populations are low**
- **No large retail sites** are available
- **Strong existing supply** of **competitive shopping centers**
- **Basic existing demand** in Brisbane is met by existing restaurants and Midtown Market, though the community is not satisfied with the quality on offer
- **Visibility and access** are limited
- Overall **demand** is the limiting factor
- Through traffic **does not create adequate demand** to compensate for the small market

Potential retail strategies

Despite the constraints, opportunities include:

- 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 development feasibility

- Housing market is **strong**, but requires willing owners for development
- Recent detailed pro forma analyses found that:
  - Mixed-use **multi-family rental** products (~32 du/acre) are feasible in Brisbane
  - **Condominiums** are marginally feasible at 48 du/acre
  - **Townhomes** are feasible at 26 units/acre
- **Housing** is more likely than retail to lead to transformation in the Parkside Area
- **Mixed-use development** lower than four stories is challenging

CONCEPT ALTERNATIVES

Key Planning Considerations

1. Community Needs and Desires
2. Economics
3. Healthy Communities
4. Planning and Design Constraints and Opportunities
5. Placemaking

Concept Alternative Common Elements

All of the Concept Alternatives share a common foundation of inputs and incorporate the following:

General

- Allow at least 228 housing units per the direction of Brisbane's Housing Element
- Provide guidelines for improving the retail environment
- Zone for affordable housing at or above 20 development units/acre (du/ac)
- Improve Bayshore's function and aesthetics

Concept Alternative Common Elements

Land Uses

- Locate affordable multi-family development along Park Lane
- Concentrate commercial along Bayshore Blvd and Brisbane Village Area
- Leave the east side of Bayshore unbuilt or consider at another time
- Do not develop housing along Bayshore

Open Space

- Consider additional recreation/active facilities
- Add open spaces where possible
- Buffer and preserve the skate park
- Improve active recreation facilities

Concept Alternative Common Elements

Buildings

- Prioritize low-rise buildings (3 stories or less)
- Consider higher buildings in order to secure affordable units, better urban design or mixed-use
- Design housing for all types of people

Transportation

- Increase walkability and bikeability
- Strengthen ties to open spaces
- Do not include a roundabout

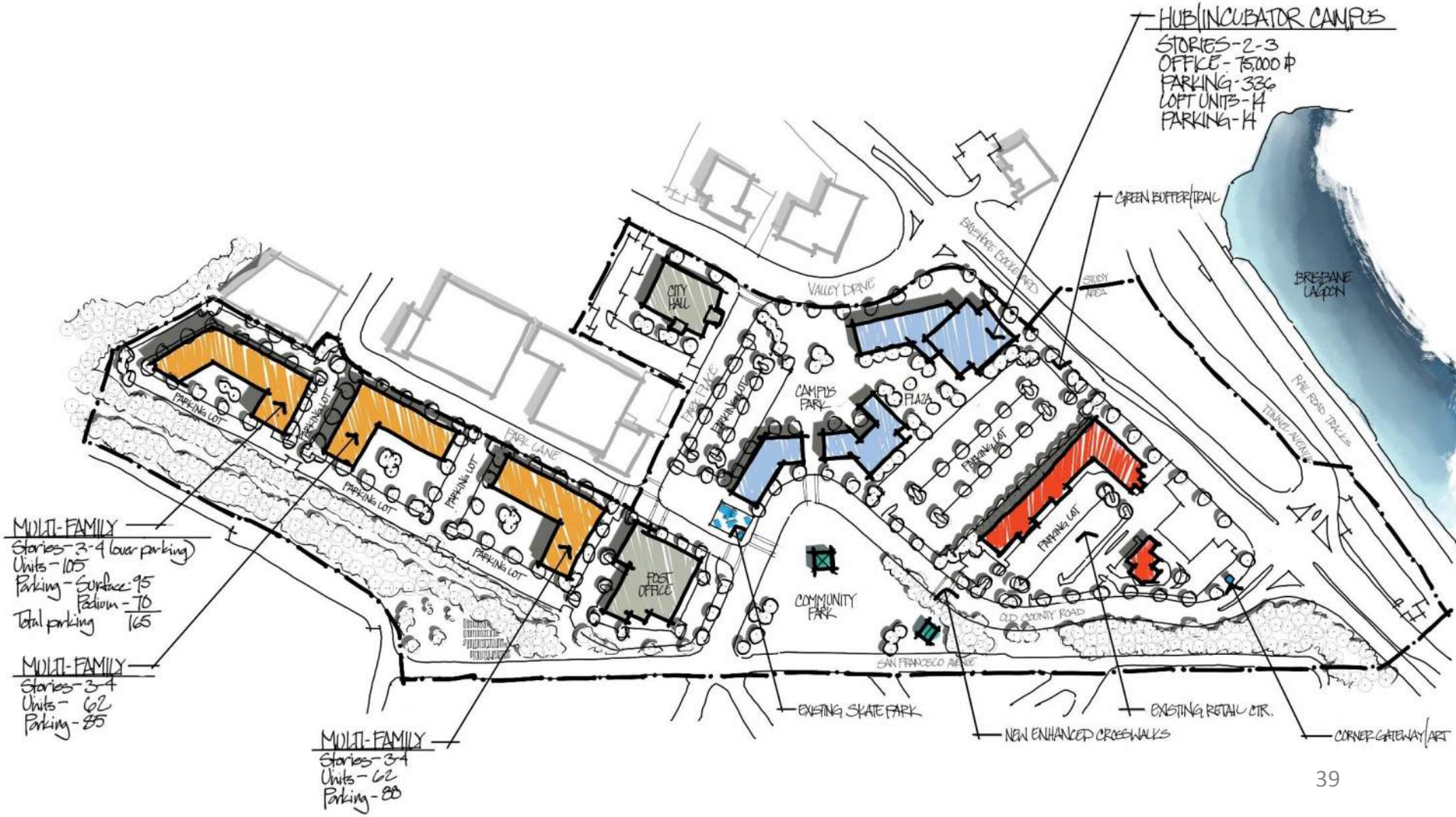
Note: The final Preferred Alternative will diagram transportation and streetscape designs in detail.

Connections

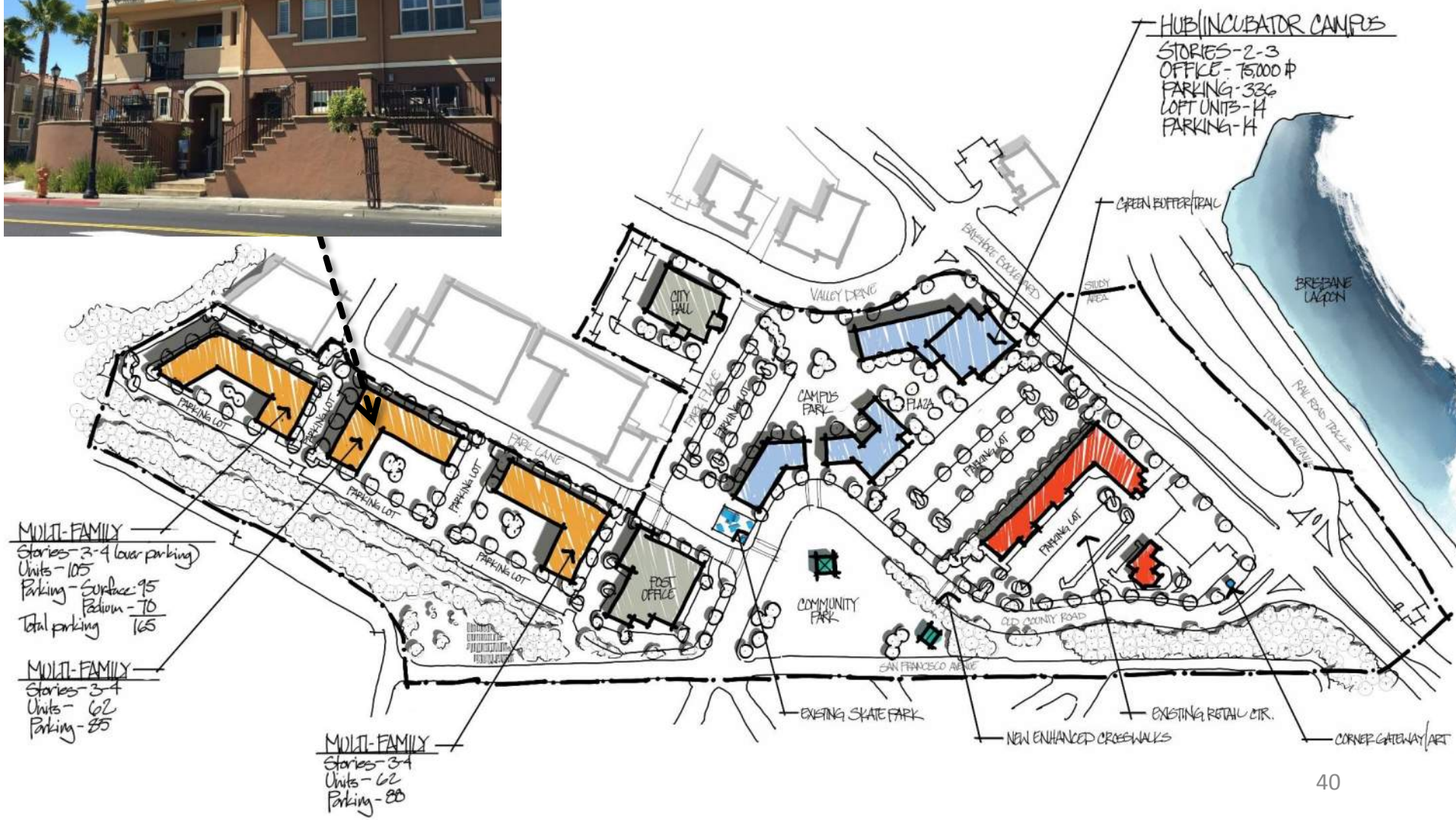
Concept Alternative A

Concept Alternative A

Concept Alternative A



Multi-Family Housing



Hub/Incubator Campus

Additional Open Space

Village Shopping Center

Concept Alternative A

Alternative A: Program Summary

Housing

- 228 Multi Family Residential Units
- 14 Live/Work Lofts
- 352 Parking Spaces

Commercial

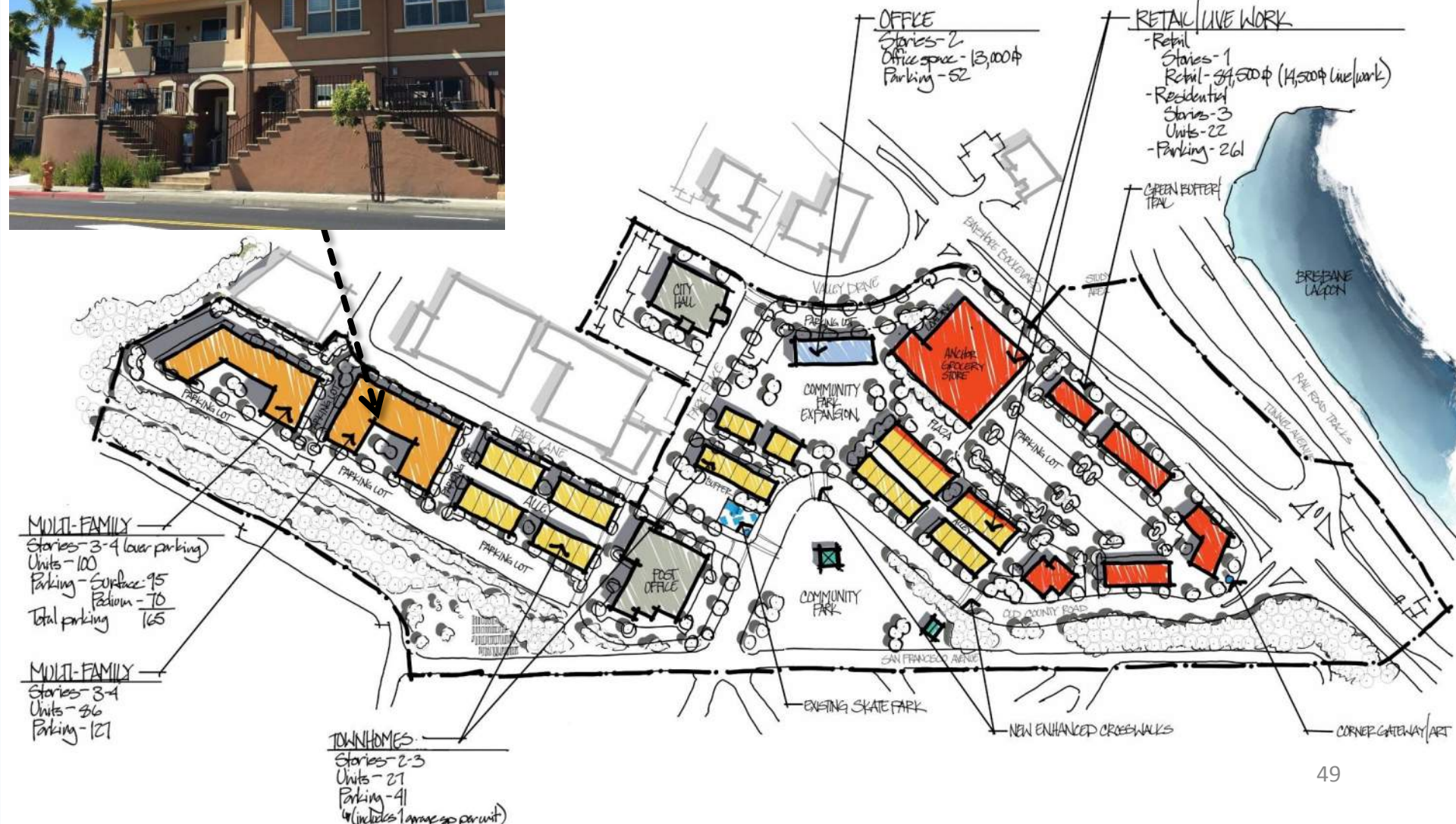
- 75,000 sf New Office Space
- 336 Parking Spaces
- Brisbane Village Structures (60,000 sf) and Parking Unchanged

Concept Alternative B

Concept Alternative B

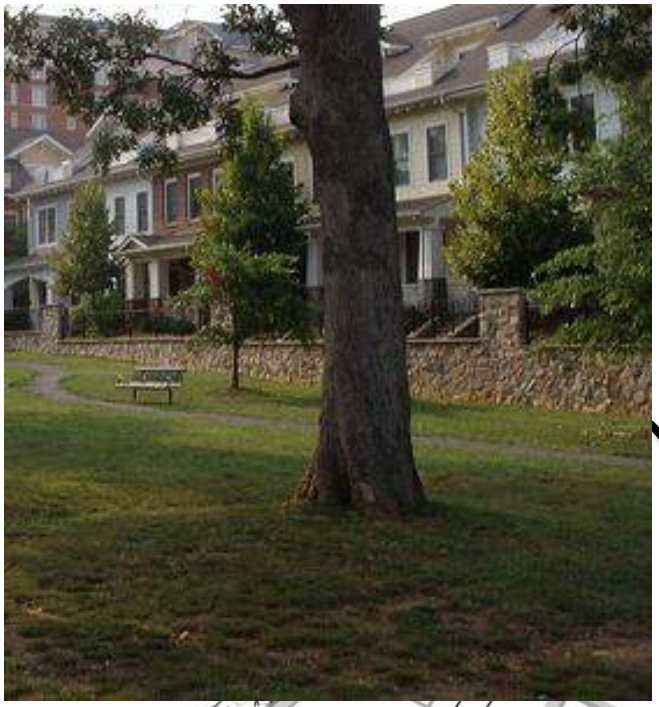
Concept Alternative B

Multi-Family Housing



Town Homes

OFFICE
Stories - 2
Office space - 13,000 ft
Parking - 52
RETAIL / LIVE WORK
- Retail
Stories - 1
Retail - 34,500 ft (14,500 ft live/work)
- Residential
Stories - 3
Units - 22
- Parking - 261
GREEN BUFFER / TRAIL
BRISBANE LAGOON
CITY HALL
VALLEY DRIVE
PARKING LOT
ANCHOR GROCERY STORE
COMMUNITY PARK EXPANSION
PLAZA
PARKING LOT
RAILROAD TRACKS
TUNNEL AVENUE
PARK LANE
BUFFER
ALLEY
POST OFFICE
COMMUNITY PARK
OLD COUNTY ROAD
SAN FRANCISCO AVENUE
MULTI-FAMILY
Stories - 3-4 (over parking)
Units - 100
Parking - Surface: 95
Podium - 70
Total parking 165
MULTI-FAMILY
Stories - 3-4
Units - 86
Parking - 127
TOWNHOMES
Stories - 2-3
Units - 27
Parking - 41
(includes 1 garage per unit)
EXISTING SKATE PARK
NEW ENHANCED CROSSWALKS
CORNER GATEWAY / ART



Expanded Park

Office Building

Grocery and Retail Shopping Center

Concept Alternative B

Alternative B: Program Summary

Housing

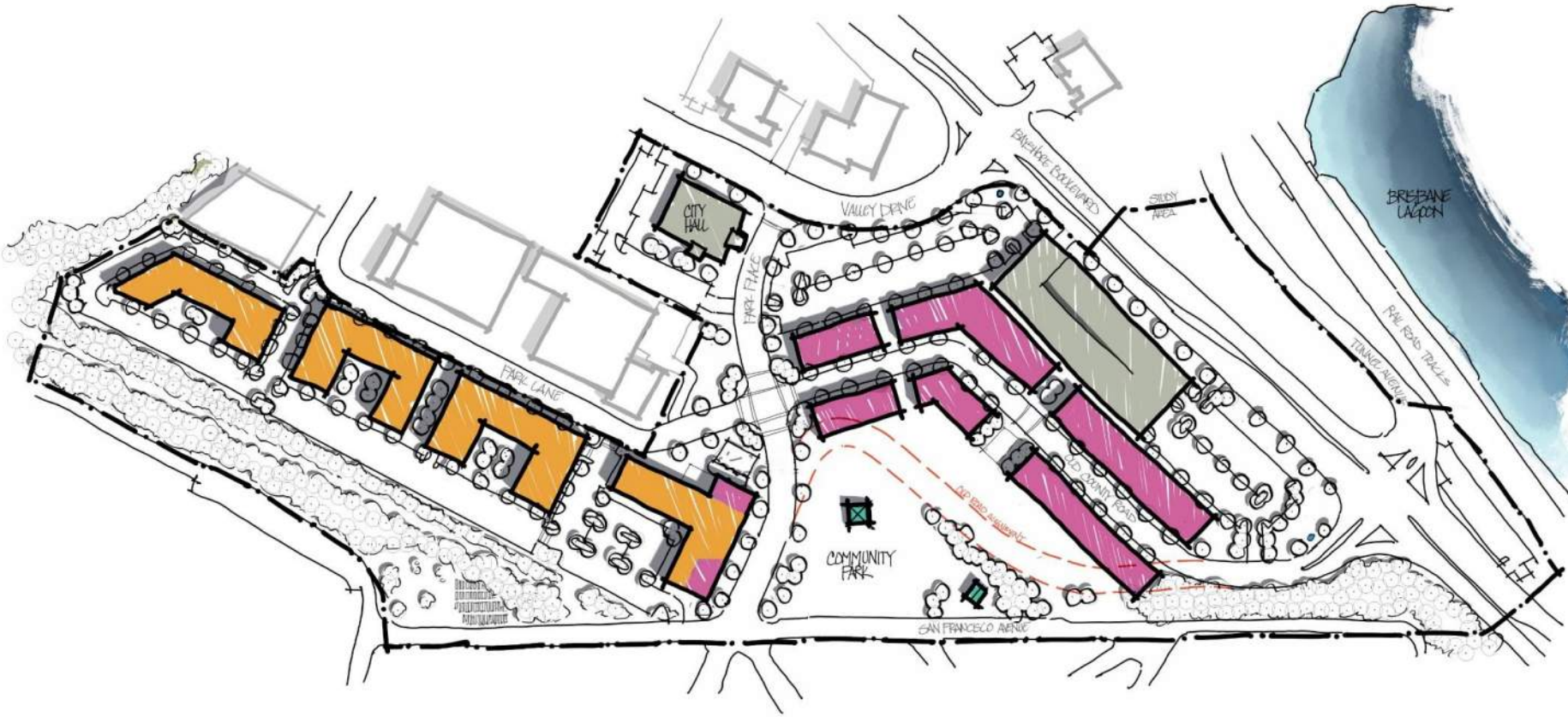
- 186 Multi Family Residential Units
- 49 Town Homes
- 325 Parking Spaces

Commercial

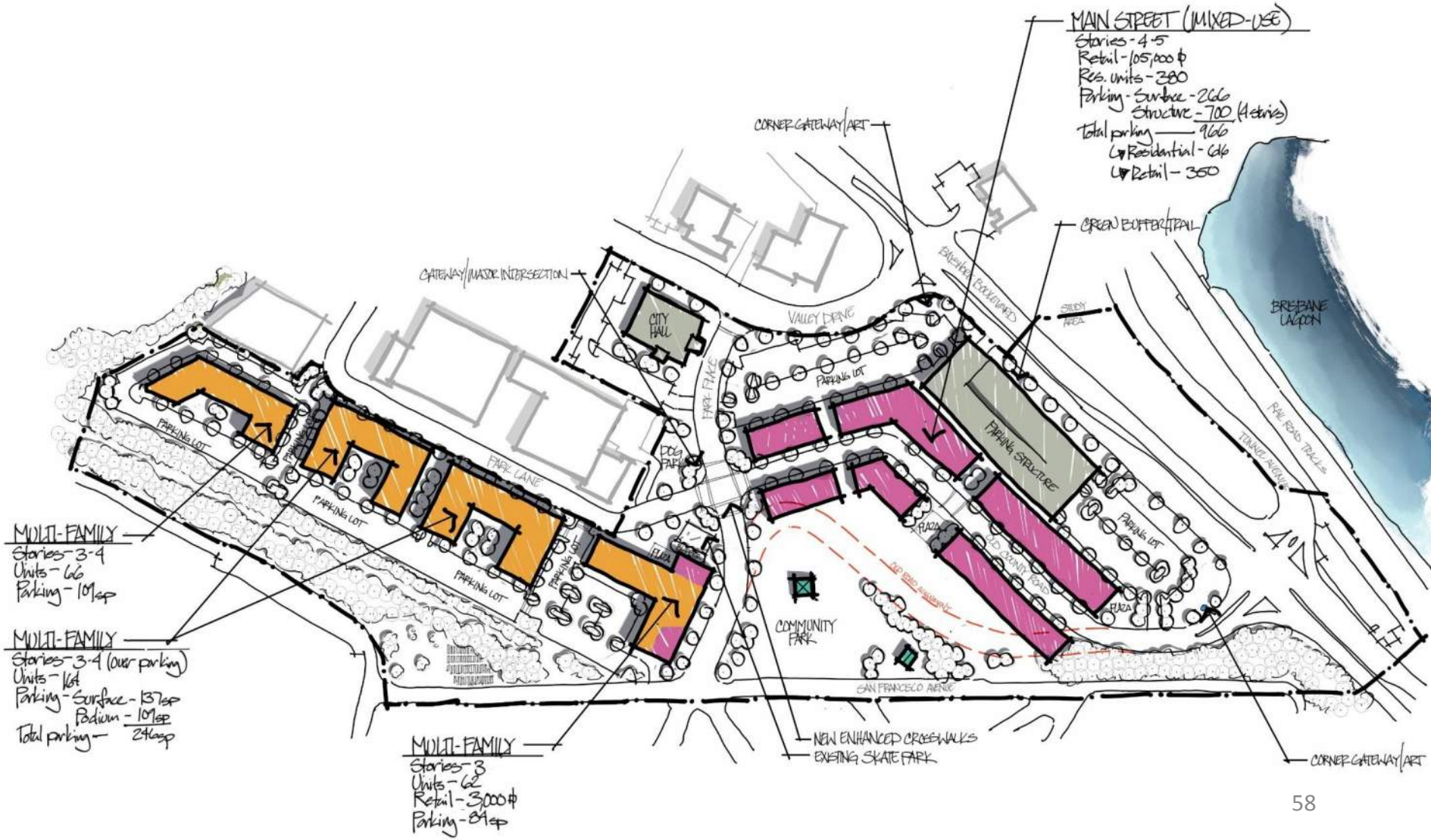
- 97,500 sf Office and Retail Space
- 280 Parking Spaces

Concept Alternative C

Concept Alternative C



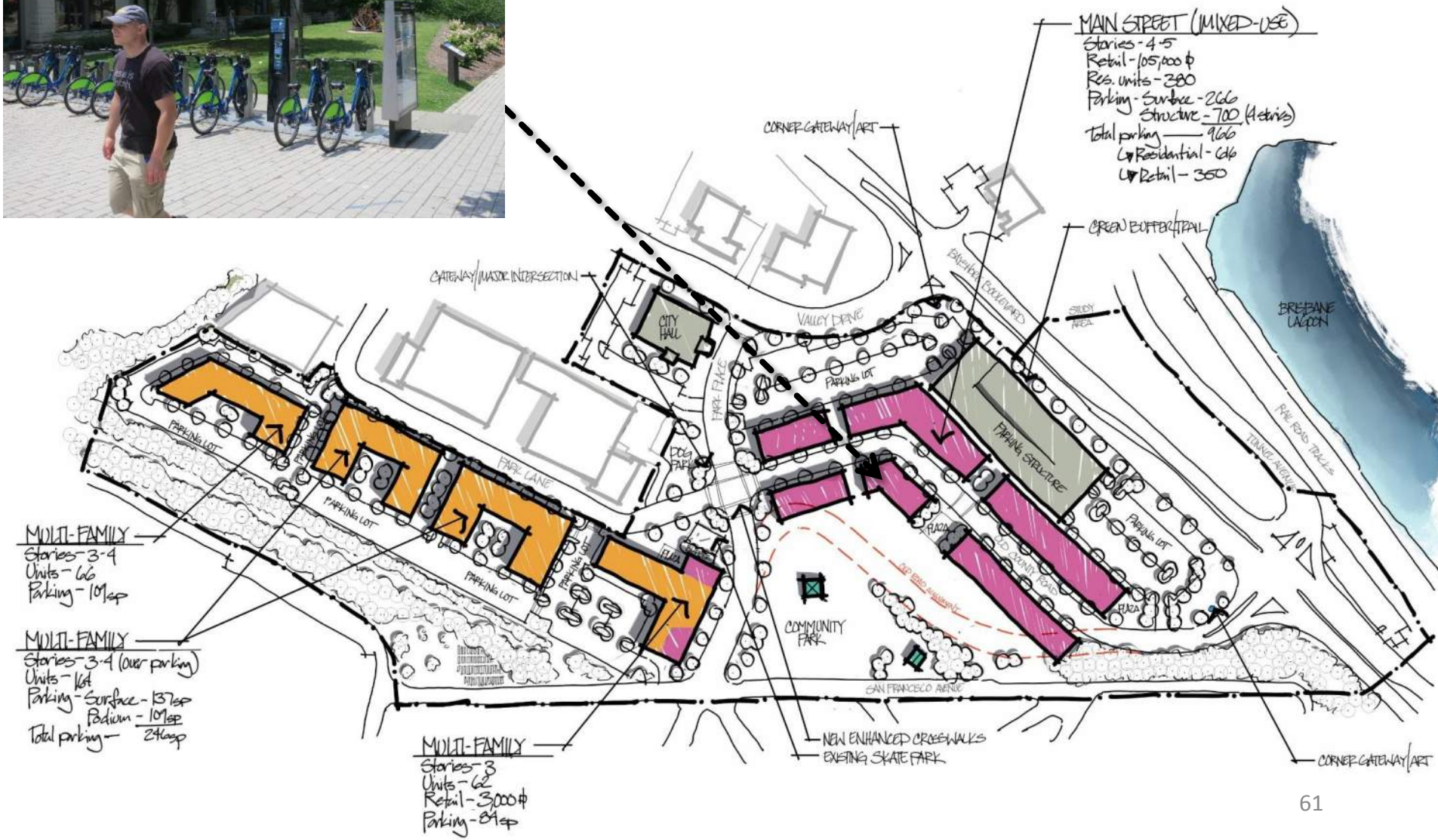
Concept Alternative C



Multi-Family Housing

Expanded Park

Mixed Use Main Street



Parking Structure

Concept Alternative C

Alternative C: Program Summary

Housing

- 672 Multi Family Residential Units
- 1,055 Parking Spaces

Commercial

- 105,000 sf Office and Retail Space
- 350 Parking Spaces

A

B

C

Program Comparison

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

Benefit Comparison

Stronger benefit ●● ● ● ● ●● Weaker benefit

Benefit	Alternative A	Alternative B	Alternative C C
Additional Retail	●	●●	●●
Low-Scale Development	●	●●	●●
Maximize Development Potential	●●	●	●●
Multi-Family on Park Lane	●●	●●	●●
Mixed Use	●	●	●●
Affordability	●●	●	●●
Placemaking	●●	●●	●●
Additional Green Space	●●	●●	●●
Economic Feasibility	●	●	●

Discussion

Next Steps

Parkside Plan

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