

City of Brisbane

Agenda Report

TO: City Council via the City Manager

FROM: Community Development Director

SUBJECT: Baylands Alternatives Review Process

DATE: Meeting of May 5, 2008

City Council Goals:

15. To encourage community involvement and participation.

Purpose:

This report proposes a detailed process for the continued community review of the proposed Baylands alternatives for the City Council's review and approval. This is a followup to the March 17, 2008 City Council meeting where a status report on the alternatives process was provided, along with a conceptual program for the next phase of community review.

The City's consultants have drafted three alternatives based on community input to date. These preliminary alternatives are attached for the City Council's information. It is recommended that the community be afforded the opportunity for further review and comment to ensure that the alternatives as presented reflect the community's input to date. The proposed public review program is set forth below.

As a matter of information, UPC has also advised the City of their intentions to undertake a statistically-based opinion poll to gauge public reaction to potential development on the Baylands. Their rationale and proposed methodology are discussed in the attached letter. Recognizing that undertaking such a survey is their prerogative, staff's concern is that their survey effort neither hinders nor confuses the alternatives review process as proposed. UPC has agreed to undertake their survey after the City's open houses and workshops regarding the alternatives are held, but before the City Council makes a decision regarding which alternative should be more fully explored in the EIR. Staff has no objection to the survey timing as proposed.

Recommendation:

That the City Council authorize staff to implement the Baylands alternatives review process as set forth in this report.

Background:

Community involvement and public participation has been a cornerstone of the Baylands planning program since its inception. The *Community Issues, Goals and Policies Survey* was a Citywide survey undertaken in 2005 to support the General Plan update. This document included an open-ended question regarding the kinds of uses that the community desired to see in the Baylands. Recreation, Retail, Open Space, and Office/Commercial were most often mentioned, with R&D, Entertainment, and Educational uses generally favored. The process of developing community-based alternatives built upon this information but also included an independent, community-intensive program involving 16 meetings with community stakeholder groups, input from city advisory bodies, and two community visioning workshops.

Community review of the draft alternatives is the next critical step in the process, and the proposed work program as discussed below is intended to maximize public outreach and provide the widest range of opportunities for public input and comment.

The recommended process includes an informational component and series of workshops to obtain public feedback. The informational component includes a City Council workshop to present an overview of the alternatives, followed by publication and distribution of information regarding the alternatives via an insert in *Brisbane City News*. Two informational open houses will then be held. Opportunities for public feedback include comment cards within the *City News* insert which can be returned to the City, and a series of smaller community meetings to solicit community feedback.

Ultimately, the alternatives and additional community input will be provided to the City Council for its consideration in deciding which alternative should be subject to the same level of review in the forthcoming EIR as the developer-proposed specific plan.

Staff further recommends that the City Council also schedule a workshop to address public space planning for the Baylands. In considering this issue at its March 31, 2008 joint workshop with the Parks, Beaches and Recreation Commission, the City Council expressed its interest in being proactively involved in this process. The draft alternatives will provide some context for future public space planning efforts. It has been previously noted that the City has obtained public input regarding open space, recreation, and public/institutional issues pertaining to the Baylands from a variety of sources in the past. These include the Baylands Alternatives process, Project for Public Spaces Placemaking Report, Citywide Parks and Recreation Needs Survey, Citywide General Plan Survey, and Baylands-related comments from the Open Space and Ecology Committee and Parks, Beaches and Recreation Commission. Staff will provide a summary of these results for the City Council workshop.

The recommended program and schedule is as follows:

May 19, 2008: Presentation of draft alternatives to the City Council.

June 2, 2008: City Council workshop on Baylands public space planning.

June edition of *Brisbane City News*: Include an insert showing/describing the alternatives, a brief discussion of the process, with an invitation to the community open house, comment card and invitation to provide comments to the City via e-mail.

June 7, 2008 1-3 pm and June 9, 2008 7-9pm, Community Center: Community open houses. These will be structured as informal sessions where residents can “drop-in” any time to review the alternatives and ask questions of the consultants and staff. This session would not include a formal presentation or formal public comment period.

Weeks of June 9 and June 16, 2008, (dates, times and locations TBD): Four smaller group meetings to present the alternatives, followed by discussion and feedback from participants.

The four proposed group meetings are:

- Residents, Central Brisbane
- Residents, the Ridge
- Joint meeting of City advisory bodies (Planning Commission, Parks, Beaches and Recreation, and Open Space and Ecology)
- Chamber of Commerce

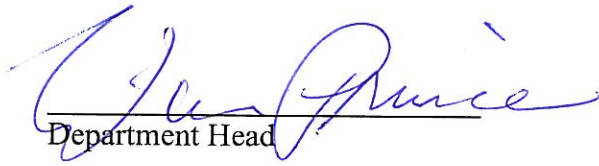
July 2008: City Council review of public input and alternatives.

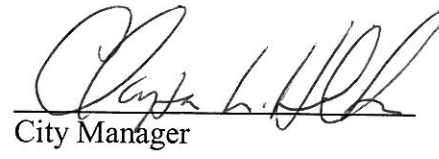
Fiscal Impact:

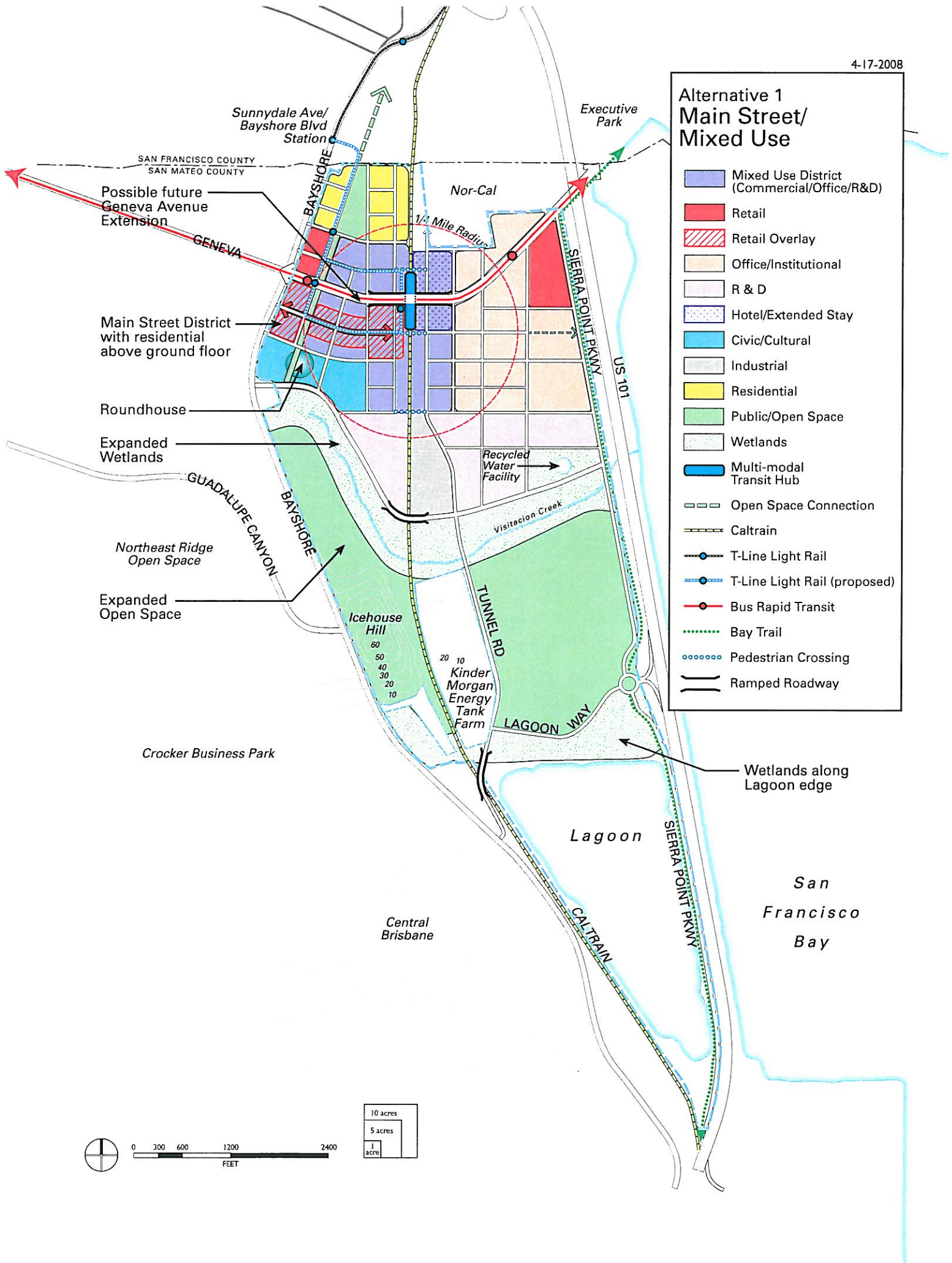
Public outreach and continued public review of the alternatives via newsletter, open houses, and community meetings was planned and budgeted for under the existing Baylands EIR work program.

Attachments:

Draft Alternative Plans
UPC Letter

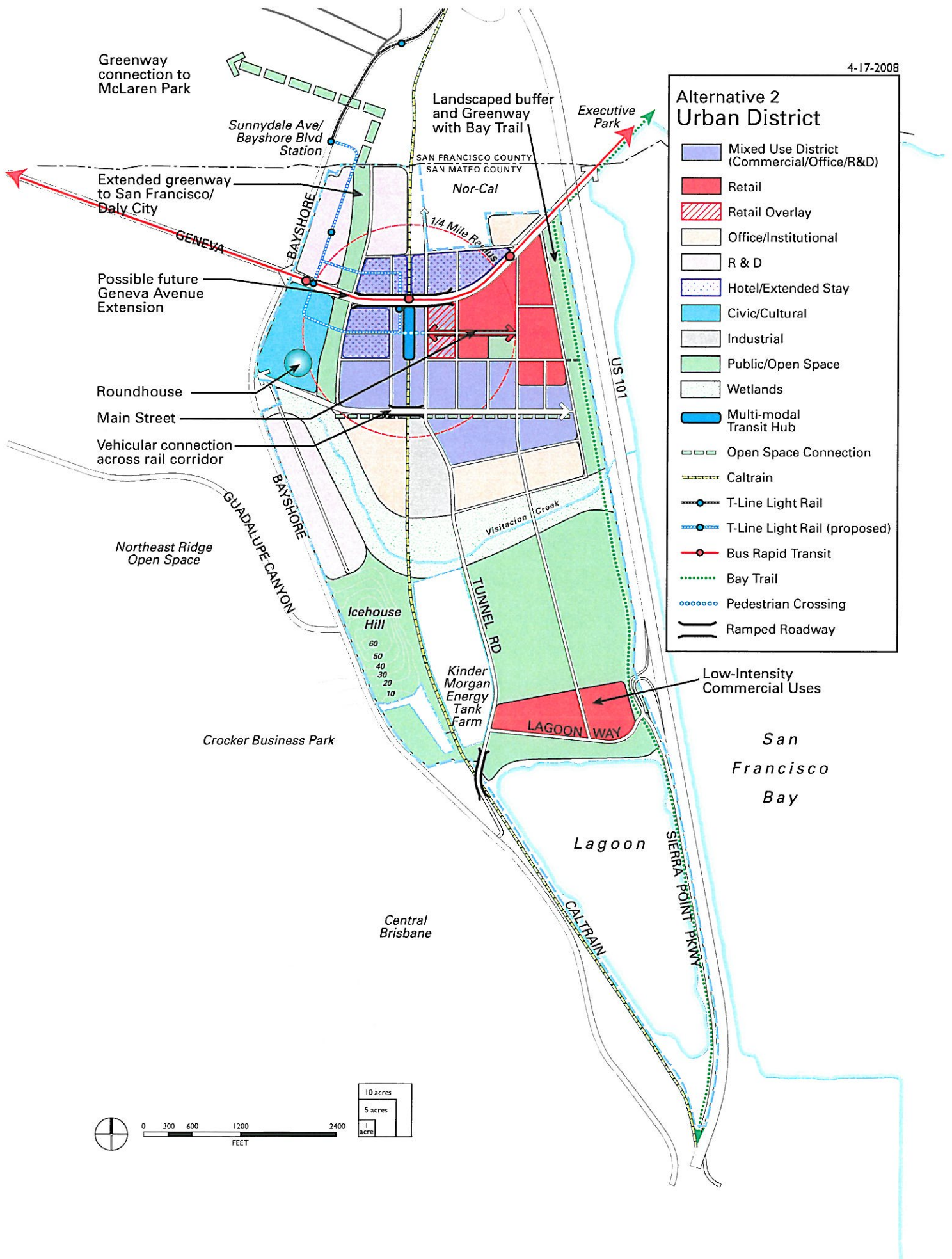

Department Head


City Manager



Alternative 2 Urban District

- Mixed Use District (Commercial/Office/R&D)
- Retail
- Retail Overlay
- Office/Institutional
- R & D
- Hotel/Extended Stay
- Civic/Cultural
- Industrial
- Public/Open Space
- Wetlands
- Multi-modal Transit Hub
- Open Space Connection
- Caltrain
- T-Line Light Rail
- T-Line Light Rail (proposed)
- Bus Rapid Transit
- Bay Trail
- Pedestrian Crossing
- Ramped Roadway



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