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From: Adina Levin

Date: 3/22/18 6:59 PM (GMT-08:00)

Subject: Brisbane Baylands - economic considerations

Honorable Council members,

With regard to the study of economic options for the Baylands, I wanted to share information that was studied in nearby cities that were also considering the appropriate mix of uses for major plan areas.

Recently, Mountain View considered adding housing and retail in the North Bayshore Plan area, and Menlo Park, considered the mix of uses in the area near with older office/industrial development near Facebook HQ.

In Menlo Park, the city council's initial inclination, to achieve economic development goals, was to upgrade the commercial development to newer more modern buildings. However, their economic study suggested that in current conditions, a "live work play" environment would have greater economic value.

In both cities, planning for the area considered how much housing would be needed in order for local-serving retail to survive. In Mountain View, consultants reported that at least additional 5,000 housing units were needed for a small grocery store. In Menlo Park, the city approved up to 4500 new units of housing, near an existing neighborhood with a population of 4500, which has lacked basic amenities such as a grocery store and a pharmacy.

Being able to support local-serving retail is important for the quality of life of residents in the new neighborhood, and for supporting "car-light lifestyles" generating less traffic.

By contrast, the Redwood Shores neighborhood built near Oracle, with a population of about 4,000, struggled to support basic local-serving amenities for decades.

One potential advantage is that Baylands development is adjacent to housing development in nearby San Francisco. Therefore, it would be helpful to consider locating housing near the San Francisco neighborhood areas, to create a single catchment area for local retail, to increase the likelihood that services will thrive.

In the interest of quality of life and traffic reduction, we would encourage you to study the amount of residential development that would be required to support local-serving retail.

Lastly, the new economic study assesses that residential development would be a net fiscal negative to the city. I would encourage you to look at analysis conducted for the most recent update of the San Jose General Plan, which indicated that dense multi-family rental housing would be fiscally positive for the city.

Thank you for your consideration,

- Adina

Adina Levin

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