



# PARKSIDE PLAN

BRISBANE, CALIFORNIA

## Plan Building Blocks Workshop

*February 1, 2016*

# Agenda

- 7:00 p.m. Welcome
- 7:10 p.m. Parkside Plan Overview and Background
- 7:40 p.m. Community Exercise and Discussion
- 8:40 p.m. Summary and Next Steps
- 9:00 p.m. Close



An aerial photograph of a coastal town, showing residential buildings, trees, and a view of the ocean in the distance. The image is overlaid with a semi-transparent blue geometric pattern consisting of large, overlapping triangles. A white rectangular box is centered over the middle of the image, containing the title text.

# **Overview, Goals and Planning Process**





# Project Overview

The City of Brisbane Parkside Precise Plan ("**Parkside Plan**") will proactively establish the **community's vision and goals**, develop a **plan framework**, and **create strategies** to implement the community's vision for the Parkside Area.





**City of Brisbane**

-  City Limits
-  Plan Area
-  Key Streets
-  Project Area



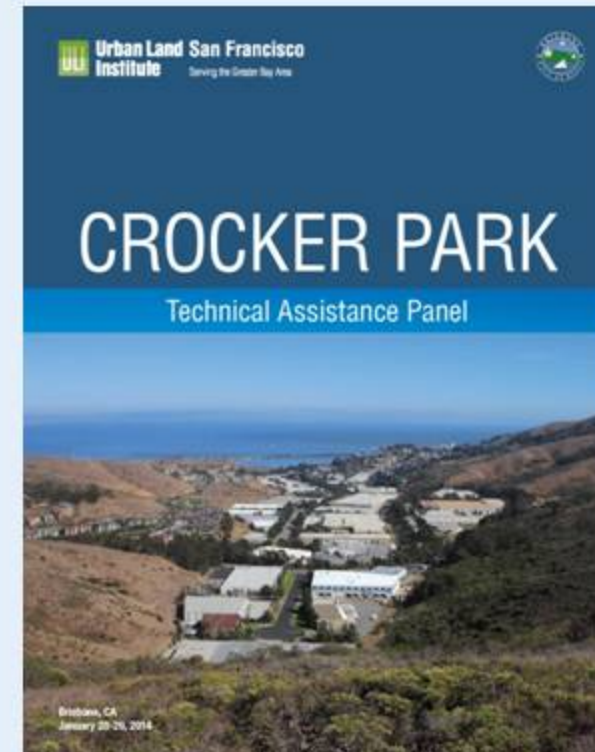
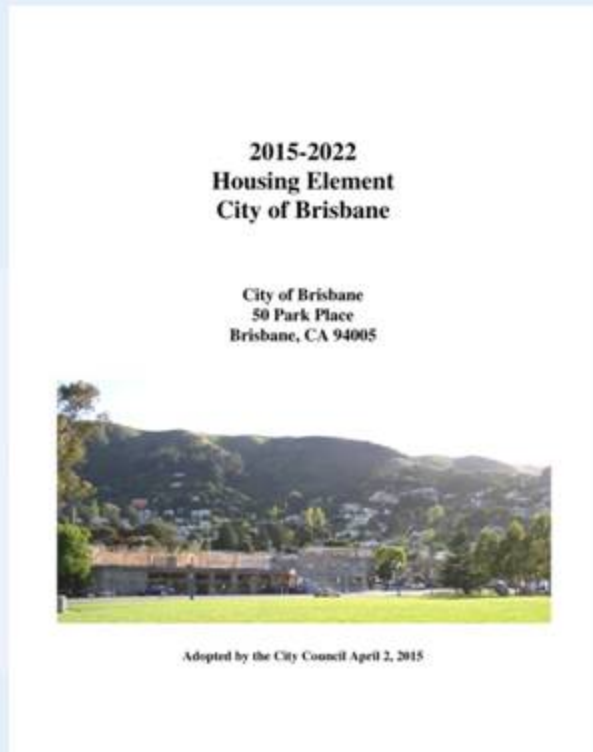




# Key Documents and Planning Efforts

The plan is guided by:

- The General Plan, including the 2015-2022 Housing Element
- Brisbane is Awesome! Prepared by PPS (2005)
- Crocker Industrial Park TAP Report, prepared by ULI (2014)



# Key Documents and Planning Efforts

The MIG Team analyzed and considered:

- Zoning, general plan
- Hydrology, parcels, landmark information
- Existing transportation conditions
- Market factors





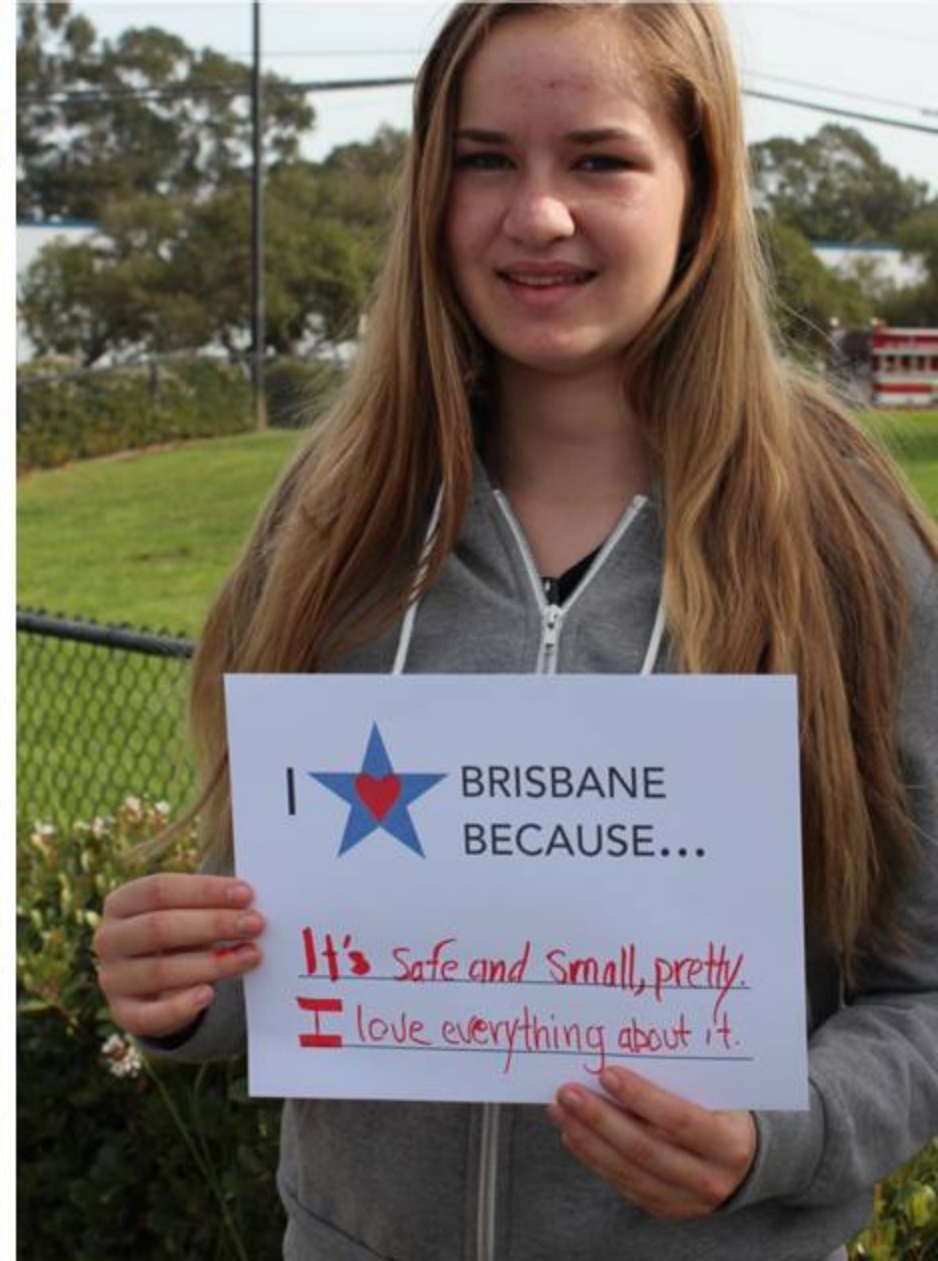
# Anticipated Contents of the Parkside Plan

- Vision and goals framework
- Development regulations
- Land use, urban design and zoning strategy
- Circulation recommendations
- Implementation action plan





# Goal 1: Preserve Brisbane's small town feel





## Goal 2: Promote holistic community health



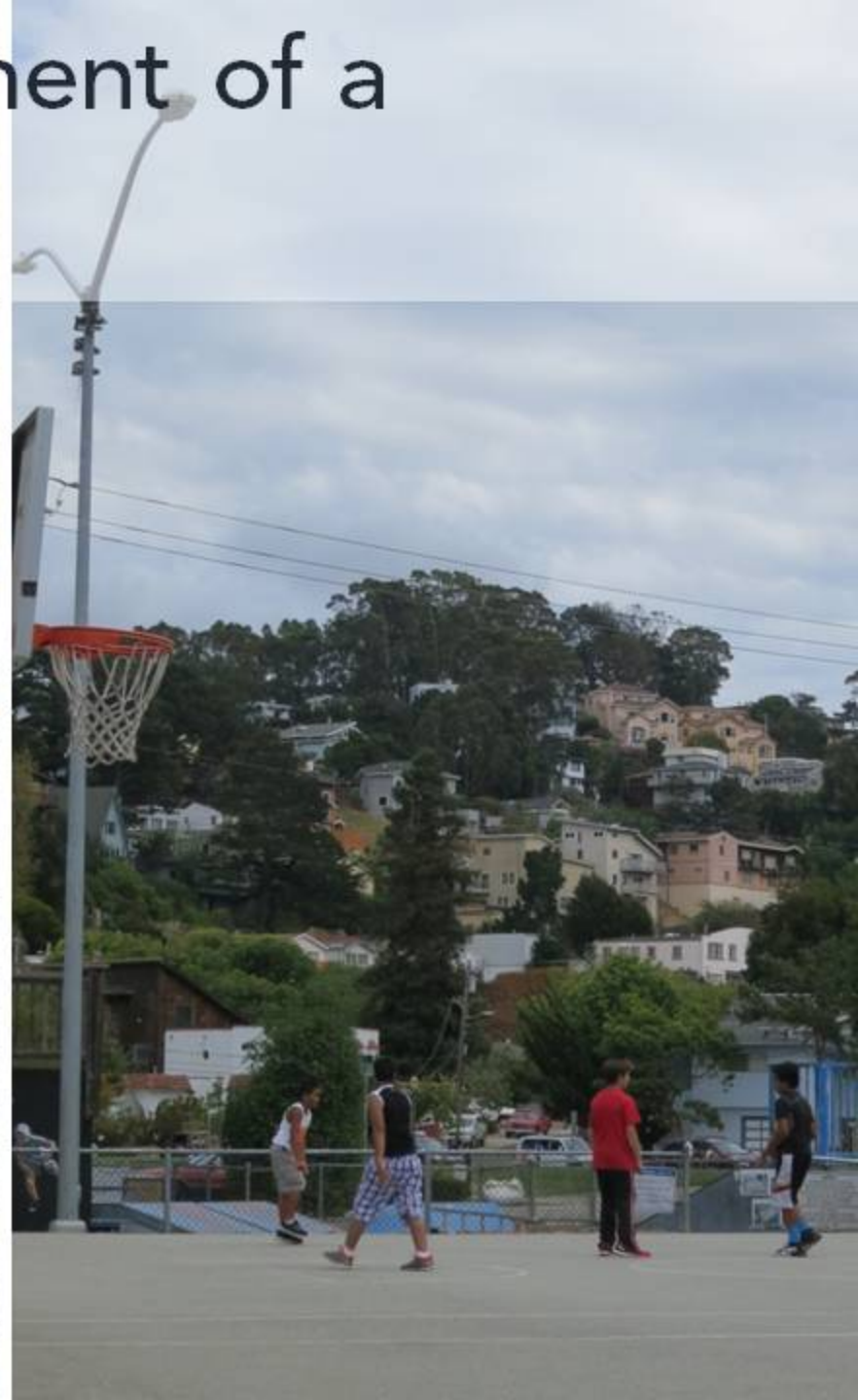


# Goal 3: Build connections between destinations for all modes of travel





# Goal 4: Facilitate the development of a vibrant parkside area





# Goal 5: Proactively plan for new residential development





# Goal 6: Foster a sustainable Brisbane





# Project Process and Schedule

- **2005:** Placemaking Workshop by Project for Public Spaces
- **2008:** Economic Development Subcommittee established
- **2011:** 2007-2014 Housing Element adopted. Implementing zoning was never adopted.
- **2014:** ULI Technical Assistance Panel (TAP) exploring Crocker Industrial Park and the Brisbane Village Shopping Center.
- **2015:** 2015-2022 Housing Element adopted.
- **Present:** City Council approved funding for the Parkside at Brisbane Village Precise Plan - the reason we're here today!





# Parkside Plan Schedule

## PHASE 1: Vision, Goals, and Analysis



Summer/Fall 2015



# Parkside Plan Schedule

## PHASE 1: Vision, Goals, and Analysis



Summer/Fall 2015

## PHASE 2: Develop Draft Plan Framework



Winter 2015/2016



# Parkside Plan Schedule

## PHASE 1: Vision, Goals, and Analysis



Summer/Fall 2015

## PHASE 2: Develop Draft Plan Framework



Winter 2015/2016

## PHASE 3: Draft and Final Precise Plan



Winter/Spring 2016





# PARKSIDE PLAN

BRISBANE, CALIFORNIA

*Join us for food, music and family-friendly activities!*

COMMUNITY

POPUP  
EVENT

SATURDAY, OCTOBER 24th

10AM - 12:30PM\*

INTERSECTION OF OLD COUNTY ROAD  
AND PARK LANE

The City of Brisbane is preparing a plan for the Parkside Area to study opportunities, develop a vision for the future and identify an implementation process to achieve the community's goals.



## Join us and take part in planning the future of Brisbane's Parkside Area!

**Who:** You! Especially if you live, work, or play in Brisbane

**What:** Community visioning event. Come tell us what you want to see in Brisbane!

**When:** October 24, 2015  
10:00 a.m. - 12:30 p.m.

**Where:** At the intersection of Old County Road and Park Lane

**Questions:** Please contact John Swiecki:  
jswiecki@ci.brisbane.ca.us or visit:

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

\* Old County Road will be closed from 8am - 1pm between the Brisbane Village Shopping Center entrance and Park Lane

Everyone is encouraged to walk or bike to event!



# Pop-Up Topics

- Building Design
- Building Height
- Building Use
- Preferred Retail/Commercial Businesses
- Pedestrian and Bicycle Transportation and Safety
- Brisbane Village
- Community Park
- Healthy Communities
- Favorite Places
- Gateways and Identity



SATURDAY  
10/24  
8AM-1PM











Cal

Jasneet



Get Healthy  
SAN MATEO COUNTY

Building healthy  
communities with  
opportunity



Get  
Build:













SCAVENGER  
Pitch In

HARDWARE









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78. 20+ STORY MIXED USE



we need more open space and we need to improve the wetland areas near the Bay Front

Affordable housing - lower cost of living

Opportunity to have all services in close proximity. Grocery, retail, High school + recreation (Hiking, trails)

I once took the 292 into SF & took the SF Ferry (at Park) however, once I arrived at the SF terminal there were no ways to get to Bayshore to get the 292 back to Redwood

yes, better transit connections

All, especially 5 + 6

Healthy affordable housing near transit hubs -

Always Prioritize:  
- Access to public transportation  
- Alternative transportation options: Walk, Bike, Jog  
- Green buildings: Best practices  
- Reduce sources of pollution  
- Focus on open spaces and public access  
- ART in Plaza and a program for Builders in historic and public places  
- Dynamic mixed use planning

Clean up Visitacion!  
• Too many bars (replace w/ small parks)  
• Too many loiters  
• Too many cars  
Ditto  
Yes!

Consider a small medical office  
Needed for senior com

Walkability - I would like to ride my bike to grocery shopping

Safe bicycle water



This building and blank wall element for the city. How would the site transformed?

THIS WAS [unclear] (though)

I WISH THIS WAS BRISBANE THEMED MURAL

I WISH THIS WAS Mural

I WISH THIS WAS A quality food store Groceries

THIS WAS [unclear]

I WISH THIS WAS Cafe with outdoor seating

I WISH THIS WAS mural + park space

I WISH THIS WAS More trees - More landscaping

I WISH THIS WAS [unclear]

I WISH THIS WAS [unclear]

I WISH THIS WAS [unclear]





Brisbane Lions Club  
Pumpkin Patch  
Oct. 24, 9am - 2pm, at the Gazebo  
5. Shots  
at the Sunrise Rm

TAM

Terri

Lily

FRESH  
FRUIT

GLUCON  
FRUIT













GOOD PLANETS ARE HARD

TOM H...  
CITY COU...

BRISBANE  
BECAUSE...  
SMALL TOWN  
FEEL!





BRISBANE BECAUSE...  
*of our proximity to lovely open space and our small town culture -*

BRISBANE BECAUSE...  
*We care for each other!*

BRISBANE BECAUSE...  
*of the Arts!*



# Pop Up Workshop Feedback

- Buildings
  - Community members tend to favor lower mixed-use buildings
  - People are generally drawn to more traditional architecture
  - Some support taller buildings and higher densities
- Retail
  - People asked for a grocery store, additional restaurants, and a pharmacy
  - Strong desire to protect existing businesses
  - Brisbane Village is seen as outdated





# Pop Up Workshop Feedback

- Housing is seen as unaffordable
- Bike and walkability are strongly supported
- Community Park is much loved, though some would like improvements
- Healthy Communities measures are strongly supported
- Everyone loves the mountain and the marina
- Additional gateway/signage is desired





# Brisbane Town Hall

- The City of Brisbane hosted an online Town Hall for people who could not attend the pop-up.  
(<http://brisbaneca.org/parkside-brisbane-village-precise-plan>)





An aerial photograph of a residential neighborhood, likely in a coastal area, showing a mix of houses and larger buildings. The scene is partially obscured by a semi-transparent blue banner with white text. The background shows a dense residential area with various colored roofs and walls, interspersed with green trees. In the distance, a body of water and hills are visible under a clear sky. The overall tone is bright and clear.

# EXISTING CONDITIONS



# Existing Conditions Topics

- Land Uses and Character
- Circulation
- Economics

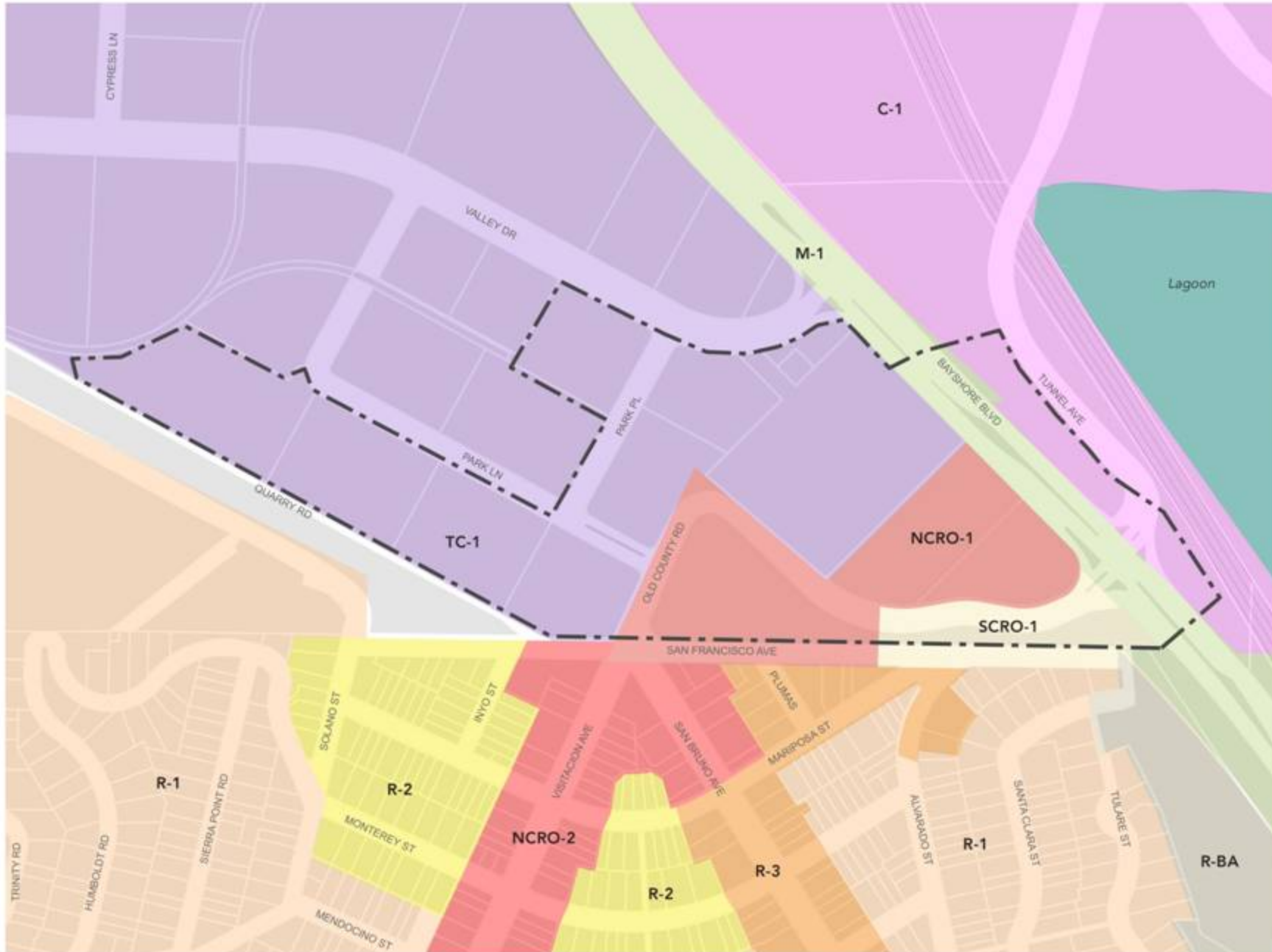






**Zoning**

- Study Area Boundary
- Passenger and Freight Rail
- TC-1 Trade Commercial - Crocker Park District
- C-1 Commercial Mixed-Use District
- NCRO-1 Brisbane Village Neighborhood Commercial District
- NCRO-2 Downtown Brisbane Neighborhood Commercial
- R-BA Brisbane Acres Residential
- R-1 Residential Single Family with 5000 sq ft. Building Site
- R-2 Residential Medium Density Apartment District
- R-3 Residential Multiple Use Residential District
- M-1 Southeast Bayshore
- SCRO-1 Southwest Bayshore
- Water / Lagoon







Lagoon

VALLEY DR

Dog Park

Brisbane City Hall

BAYSHORE BLVD

TUNNEL AVE

PARK PL

PARK LN

Basketball Courts  
Skate Park

Brisbane Village Shopping Center

QUARRY RD

Post Office

OLD COUNTY RD

Community Park

Brisbane Community Center

Brisbane Community Garden

SAN FRANCISCO AVE

Water View Park

SOLANO ST

INYO ST

VISITACION AVE

SAN BRUNO AVE

PLUMAS

MARIPOSA ST

POINT RD

ALVA

SANTA

TULSA



# Land Uses





# Character





# Key Findings

- **The Parkside Area is a pivotal area of Brisbane**, including commercial and retail space, restaurants, Community Park, and the potential for a new residential community
- **Connections are a key consideration:** Between residential areas; housing and other areas; Brisbane and the region; open spaces and recreation areas
- **Small-town character should be preserved and strengthened** through careful design and placemaking efforts
- **Public and private spaces have great potential** to further promote active transportation, recreation and public health: some bike and pedestrian facilities are currently lacking



An aerial photograph of a coastal town, likely in the Pacific Northwest, showing a mix of residential and commercial buildings, lush green trees, and a view of the ocean in the distance. A semi-transparent blue banner with a white background is overlaid across the middle of the image, containing the word 'ECONOMICS' in bold, dark blue, sans-serif capital letters.

# ECONOMICS



# What we looked at...

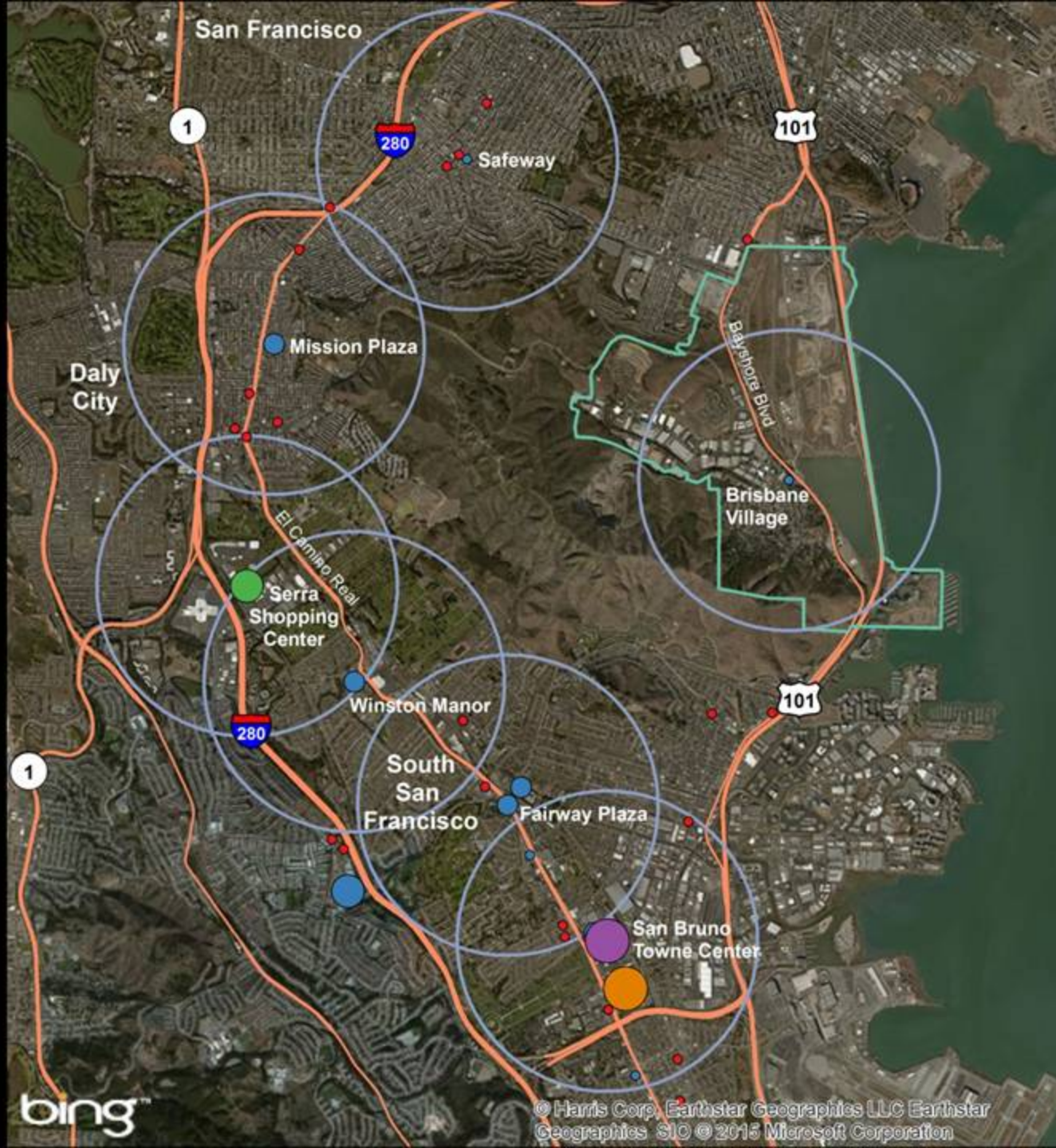
- **Demographics** and household trends
- **Competitive market** for neighborhood-serving retail, including; potential to attract grocery stores, drug stores and additional dining options
- **Feasibility for building new housing** under 26 du/acre (2015 Housing Element target)



# Demographics and household trends

- Brisbane's population is **relatively affluent** and desires certain businesses (grocery store, pharmacy, additional restaurants)
- The **population is too low** to draw larger businesses to locate in Brisbane
- Brisbane **does not form a "larger retail market area"** with neighboring communities





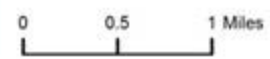
Center Type

- Strip Center
- Neighborhood Center
- Community Center
- Power Center
- Super Regional Mall

Center RBA, Square Feet

- Less than 40,000
- 40,000 - 104,999
- 105,000 - 349,999
- 350,000 or more

- 1 Mile Trade Area
- Brisbane City Limits





# 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



# Grocery, pharmacy and restaurant criteria

- For chains:
  - **Grocery stores** want 12,000 nearby residents and 50K square feet
  - **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



### EXECUTIVE PARK

Total Acres: 71  
Potential Housing Units:  
2,800  
Status: Planning underway  
by the City

### SCHLAGE LOCK

Total Acres: 20  
Potential Housing Units: 1,679  
Potential Retail: 46,700 Sq. Ft.,  
Including a 15,000 Sq Ft.  
Grocery  
Status: Pre-development  
Expected Completion: 2026

### CANDLESTICK POINT /HUNTERS POINT PHASE 2

Total Acres: 700 Approx.  
Potential Housing Units:  
10,500-12,000  
Potential Commercial:  
3.384 Million Sq. Ft.  
Retail and Entertainment:  
885,000 Sq. Ft.  
Status: Pre-development  
Expected Completion: 2036

### BAYLANDS: 4 Scenarios

Total Acres: 684-733  
Potential Housing Units:  
0-4,434  
Potential Commercial:  
6.9-7.7 Million Sq Ft  
Potential Retail:  
283,000-2.2 Million Sq Ft  
Status: Community Vote



# Retail constraints in Brisbane

- Day time and night time **populations are low**
- **No large retail sites** exist or are likely to be built
- **Competitive shopping centers** are nearby
- **Basic needs** are met by existing restaurants and Midtown Market
- **Visibility and access** are limited
- Overall **demand** is the limiting factor



# Potential retail strategies

Despite constraints, Brisbane can have a vital retail center

- 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 than retail
- Mixed-use development lower than four stories is **challenging**





# PARKSIDE PLAN

BRISBANE, CALIFORNIA

## TRANSPORTATION

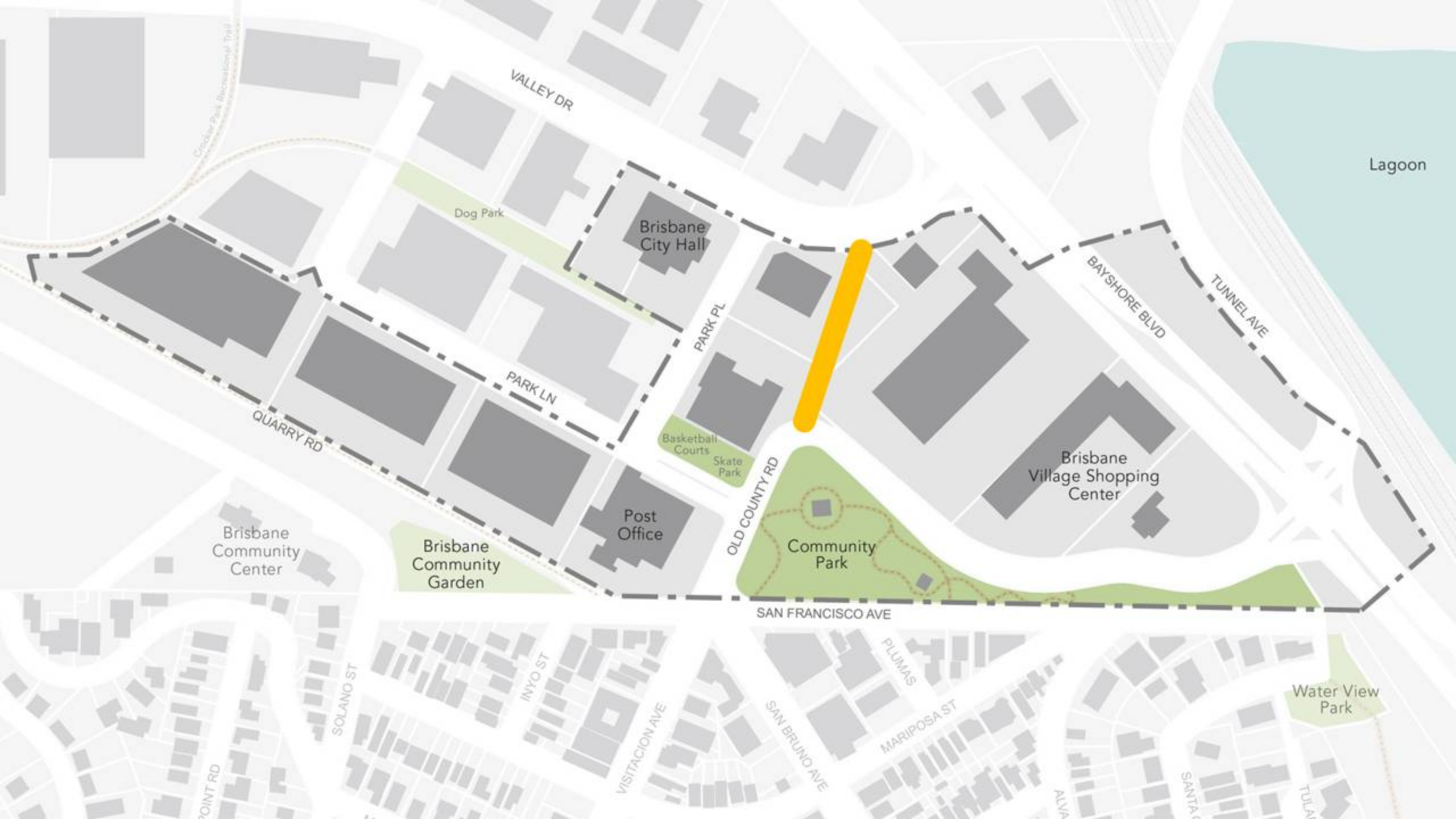






**Figure 3**  
**Intersection Lane Geometry & Existing Traffic Volumes**





Lagoon

VALLEY DR

Dog Park

Brisbane City Hall

PARK PL

BAYSHORE BLVD

TUNNEL AVE

PARK LN

QUARRY RD

Basketball Courts  
Skate Park

Post Office

Brisbane Village Shopping Center

Brisbane Community Center

Brisbane Community Garden

OLD COUNTY RD

Community Park

SAN FRANCISCO AVE

SOLANO ST

INYO ST

VISITACION AVE

SAN BRUNO AVE

PLUMAS

MARIPOSA ST

Water View Park

JOINT RD

ALVA

SANTA ANA

TULSA





# PARKSIDE PLAN

BRISBANE, CALIFORNIA

**HEALTHY COMMUNITIES**

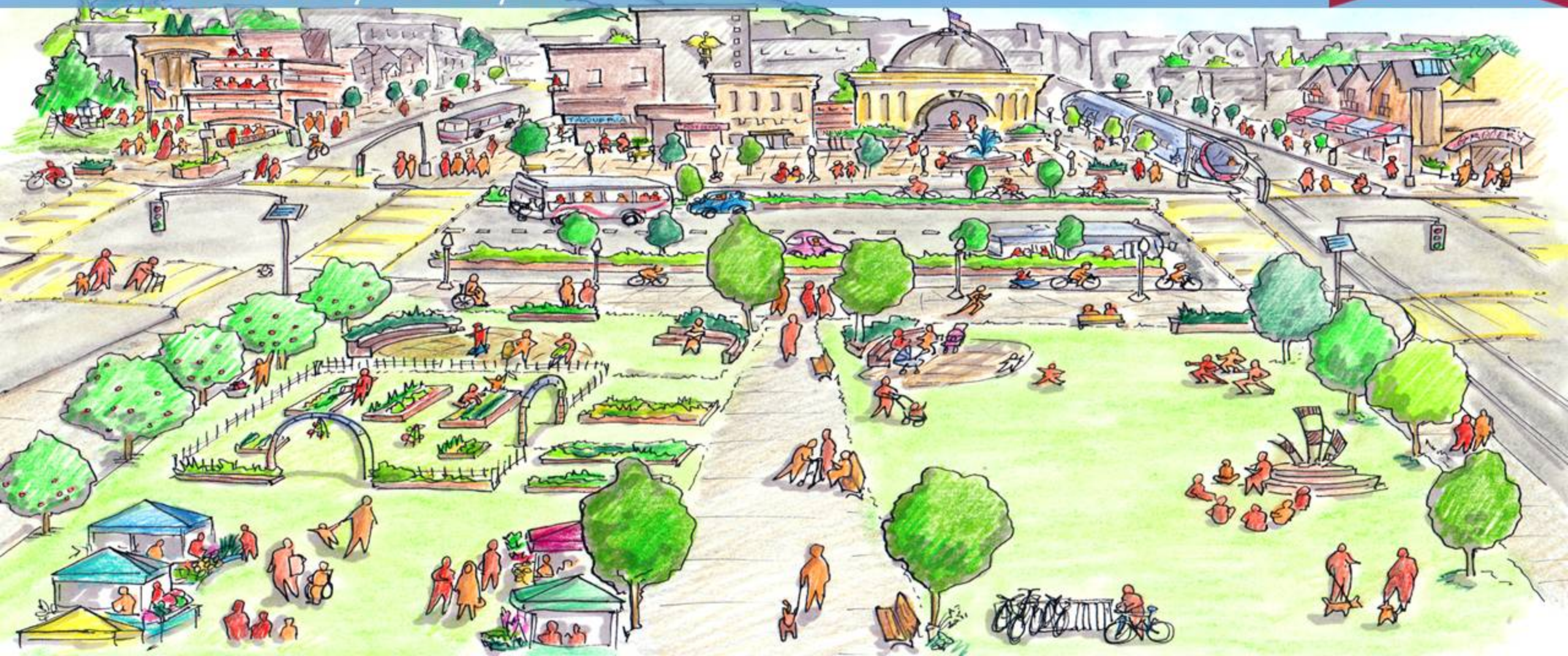




# Planning for Healthy Communities

Jasneet Sharma, Sr. Community Health Planner  
San Mateo County Health System

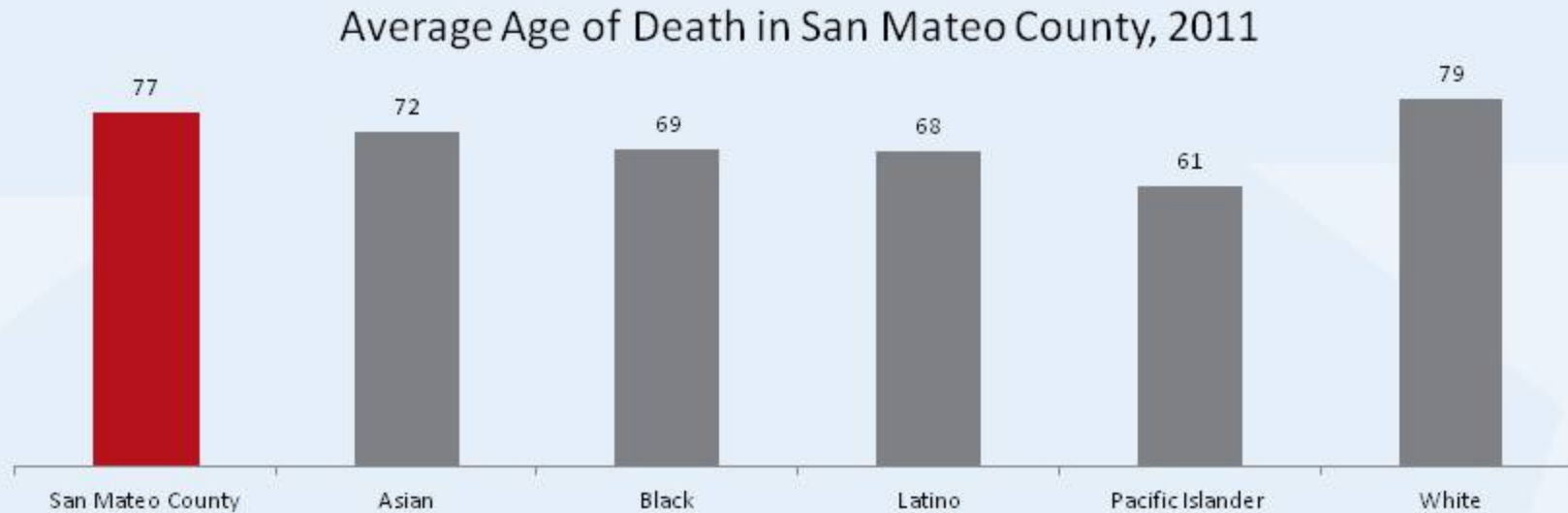
Get  
Healthy  
SAN MATEO COUNTY  
[gethealthysmc.org](http://gethealthysmc.org)





# Building healthy, equitable communities for all

- **Mission:** Uses policy change to prevent diseases and ensure everyone has equitable opportunities to live a long and healthy life



Source: San Mateo County Vital Statistics, 2011 Death Data Files; Note: American Indian/Alaska Native data not shown due to small sample size



A photograph of a suburban neighborhood. In the foreground, a group of people and dogs are gathered on a grassy area. A woman in a pink shirt sits on a wooden bench, looking at a phone. A man in a green jacket stands next to her, talking to a man in a red shirt who is sitting on the bench. A woman in a blue jacket stands to the right, talking to a man in a dark jacket. Several dogs are scattered around, including a grey dog, a black dog, and a white dog. In the background, there are several two-story houses with white siding and brown roofs. A dark pickup truck is parked in a driveway, and a teal pickup truck is parked on the street. The scene is set under a clear blue sky with large, leafy trees providing shade.

***“Health does not come from the doctor’s office alone. Health comes from where we live, learn, work and play.”***

**– Dr Vivek Murthy, US Surgeon General**



# Key Components of Healthy, Equitable Communities

- Stable and affordable housing
- Complete neighborhoods and communities
- High Quality education
- Thriving and inclusive economy
- Healthy food access
- Active transportation options
- Safe and diverse public places, parks and open space
- Sense of community
- Clean environment
- Community-based public services and infrastructure



# Components of Healthy Communities

- Stable and affordable housing
- Thriving and inclusive economy
- Healthy neighborhoods







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





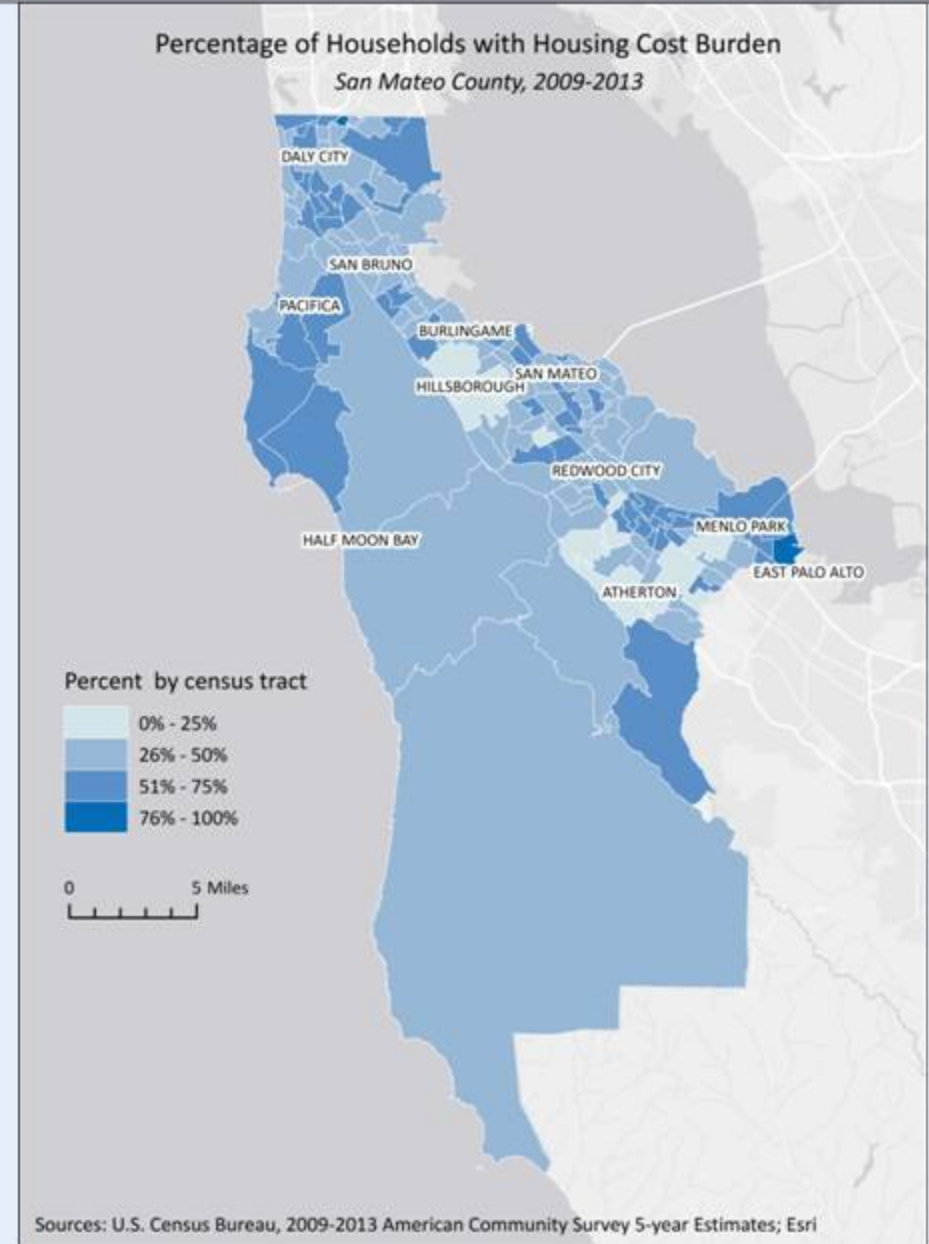
# Health and housing are connected

- Housing costs have increased nearly 70% in San Mateo County
- Impacts of high housing costs
  - Overcrowding
  - People are forced to move away
  - Longer commutes
  - Loss of social support
  - Forgo on basic needs like healthy foods and medical care



# Provide Stable and Affordable Housing

- Housing Cost Burden
  - Majority households spend 30% or more of income on housing costs.
  - 68% of residents in Brisbane are housing burdened
  - 43% of all 65+ struggle to meet their most basic needs in San Mateo County







Healthy Economy: People with higher incomes live longer



# Financial stability improves health and well-being

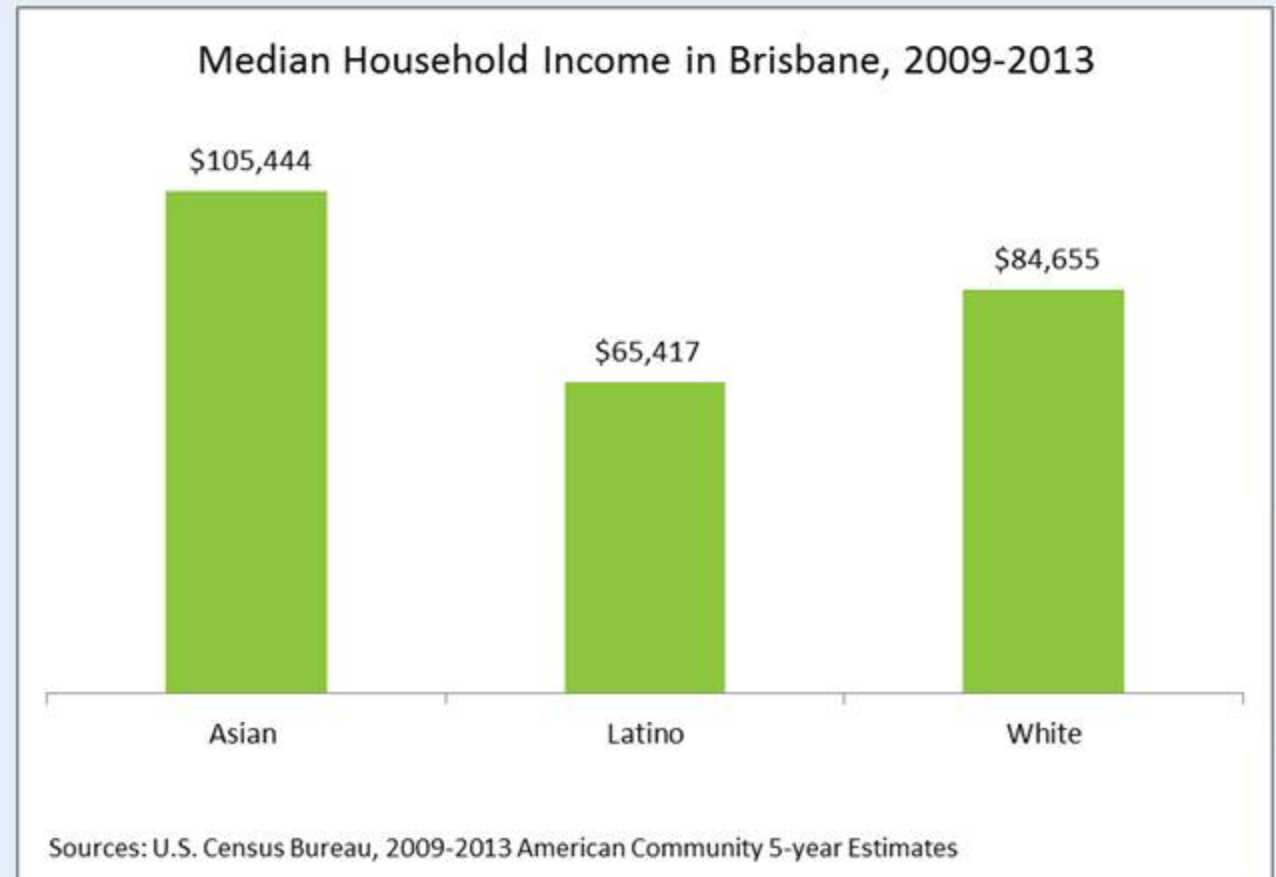
- Chronic diseases are highest among low-income people
- Stable employment helps build financial stability
- People with higher incomes and more wealth live longer
- Children growing up in better neighborhoods earn more.





# Create thriving and inclusive economy

- Promote and support local businesses
- Retain and provide well-paying job opportunities







Healthy Neighborhoods: Make the healthy choice  
the easy choice



# Everyday physical activity improves health

- Build environment affects everyday physical activity
- Safe places to walk and bike increases everyday physical activity
- Access to open space and parks promotes healthy activity





# Create opportunities for everyday physical activity

- Streets, Circulation and Transit
  - Design streets to prioritize people, not just cars
  - Advance land use design that supports active travel





# Create opportunities for everyday physical activity

- Parks/Open Space
  - Safe access to Parks/Open space
  - Spaces and amenities for active recreation
  - Ample green spaces







[www.gethealthysmc.org](http://www.gethealthysmc.org)

[www.Facebook.com/GetHealthySMC](http://www.Facebook.com/GetHealthySMC); [www.Twitter.com/GetHealthySMC](http://www.Twitter.com/GetHealthySMC)

Email: [jsharma@smcgov.org](mailto:jsharma@smcgov.org)