



Community Conversation

March 21, 2019

Introduction and Welcome


Welcome and thank you for joining us today

Thank you also to our partners:



CommonKnowledge

Our Purpose Today

- ★ Bring our community together
 - ★ Have a different kind of conversation
 - ★ Think together about our community's shared future
 - ★ Use what we learn today to help guide us moving forward
- 

About Home for All

A community collaborative addressing the housing challenge in San Mateo County

- ★ Educating
- ★ Innovating
- ★ Convening



Meeting Goals

- ★ Broaden the conversation about Brisbane's future
- ★ Develop shared understanding about current conditions
- ★ Reflect on the values and principles that should guide us
- ★ Share our hopes and concerns for the future
- ★ Think about how we can retain and enhance Brisbane's sense of community over time



Who's In the Room?



Agenda

- Goal: A learning meeting
- How are common challenges affecting our community?
- Discussion #1
- Reflecting on our community's shared future
- Discussion #2
- Next Steps



Conversation Guidelines

- ★ Speak from your own experience
- ★ Listen to understand each other
- ★ Respect differences; be curious
- ★ Let everyone participate
- ★ Your questions are valuable



Think/Pair/Share – Take :90 each

- ★ What brought you to this conversation tonight?
- ★ What do you hope to hear, share or learn tonight?



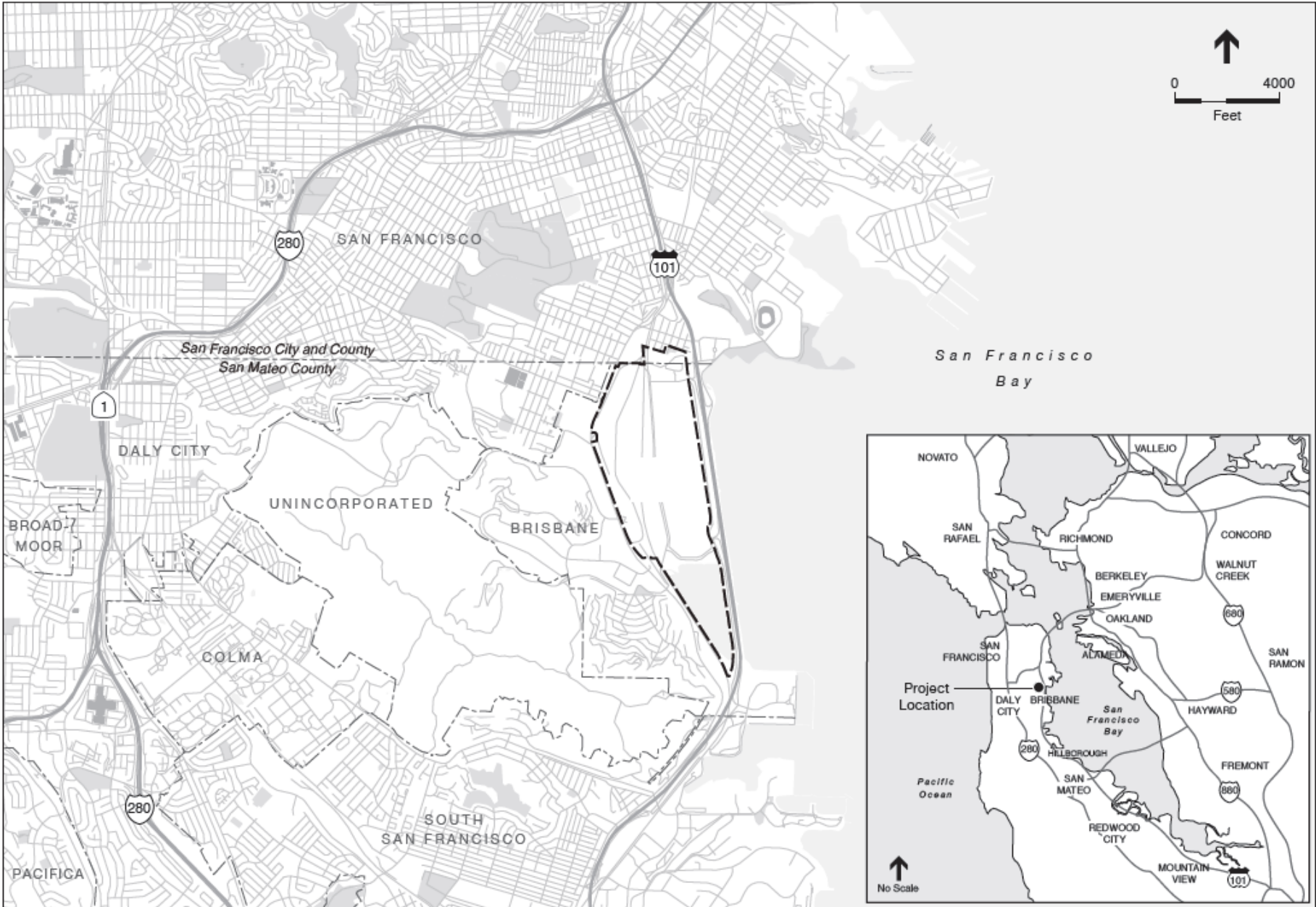


About Brisbane:

Regional Challenges & Quality of Life Data



Brisbane Regional Context



The Jobs/Housing Gap

San Mateo County Between 2010 – 2017



83,000
JOBS



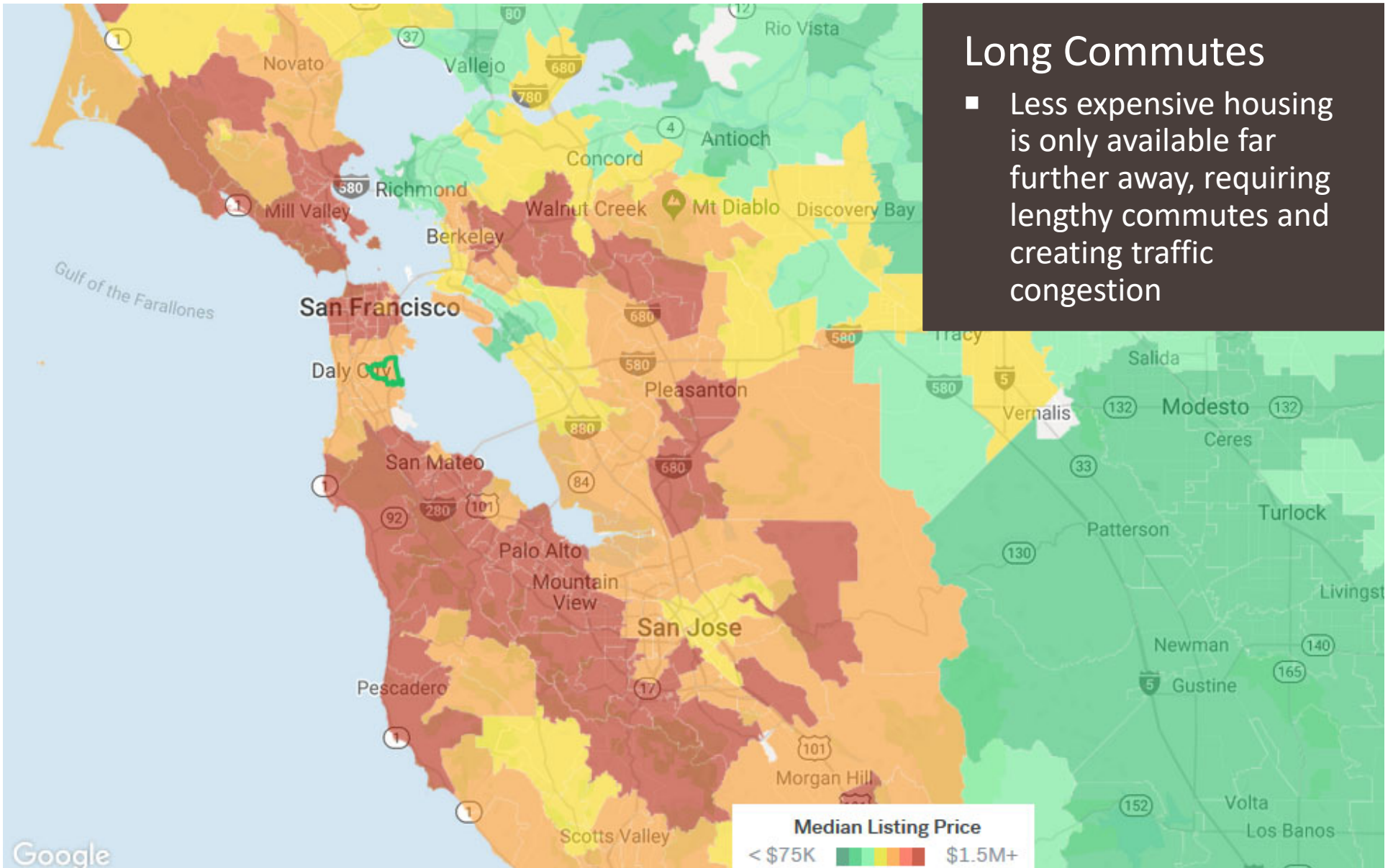
7,100
HOUSING UNITS





The Consequences in Our County

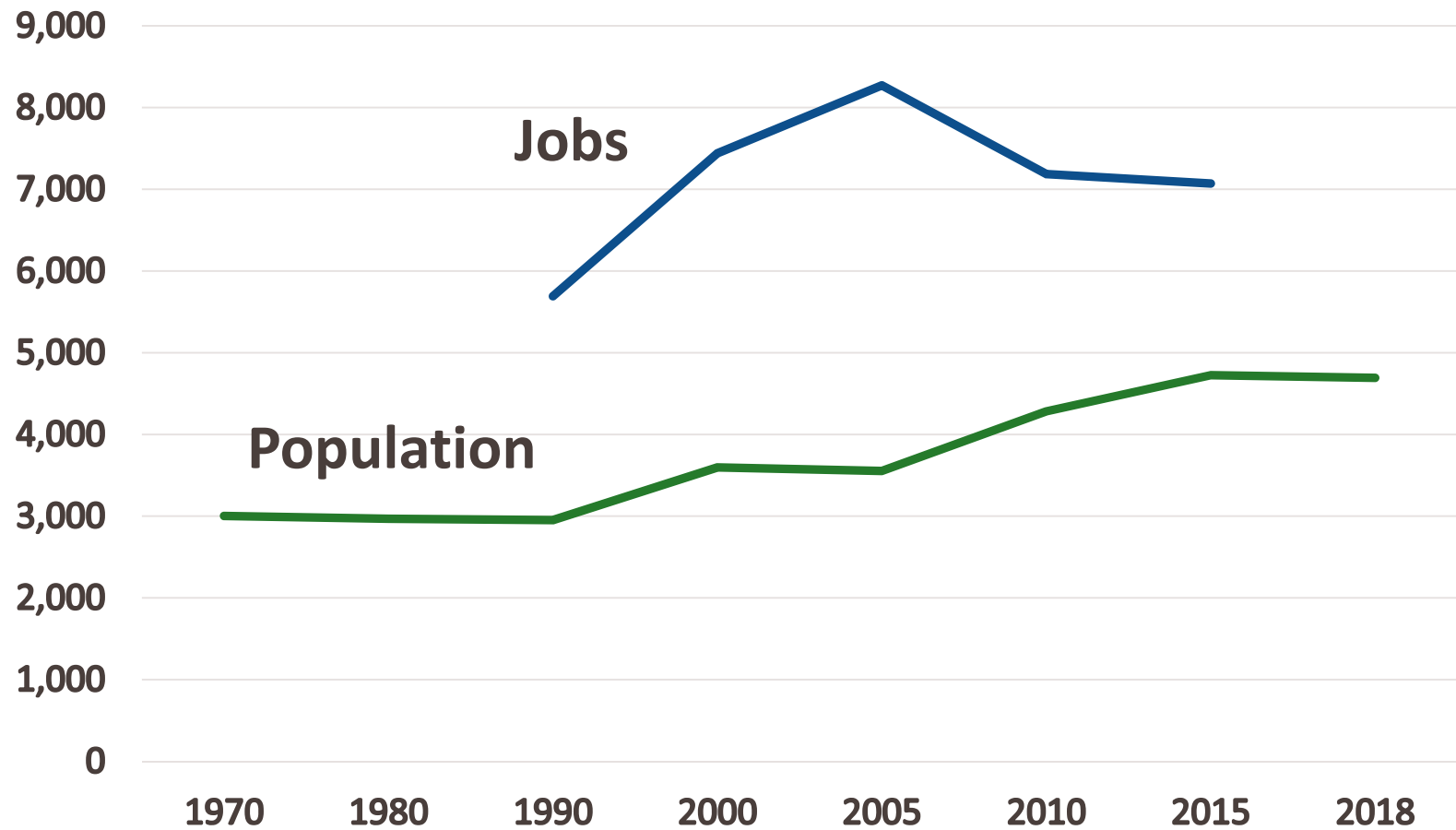
- ★ Between 2011 and 2017
 - ★ Median home price doubled
 - ★ 2 bedroom apt. rent increased 66%
- ★ Over 210,000 people commute into San Mateo County to work
 - ★ That's 5 Oracle Parks full of commuters
- ★ 2017 business poll:
 - ★ 40% of respondents may leave the Bay Area within the next few years



Long Commutes

- Less expensive housing is only available far further away, requiring lengthy commutes and creating traffic congestion

Brisbane: Population & Jobs



Sources: Housing Element/Dept. of Finance Report 5/1/18,
US Census Bureau

Brisbane: Who Works Here?

Number of Businesses in Brisbane: **622**



Commercial
Businesses
600

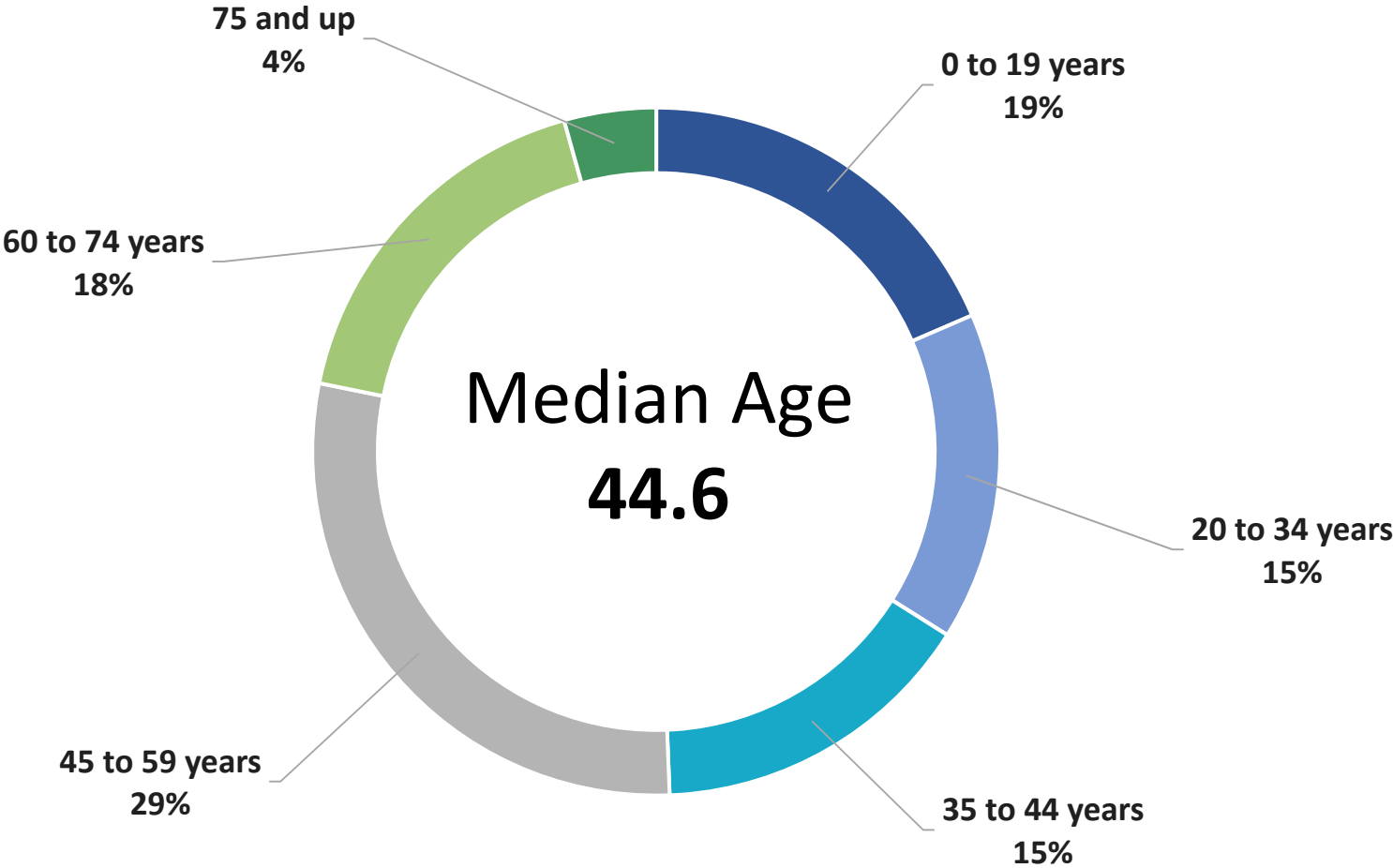


Home-Based
Businesses
22



Number of employees
assumed to be
over 7,000

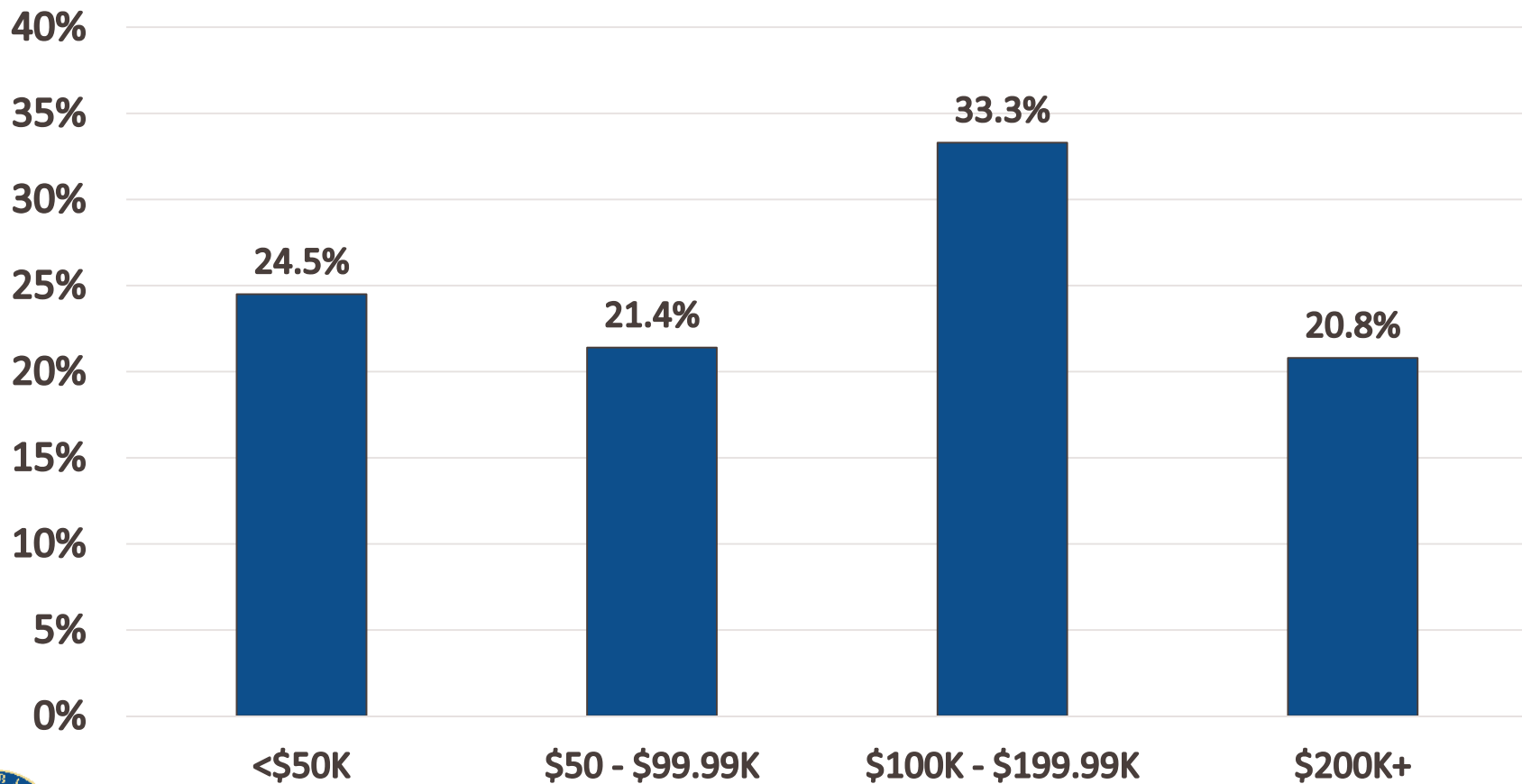
Brisbane: Age Distribution



Sources: US Census/American Fact Finder, ACS Demographic and Housing Estimates

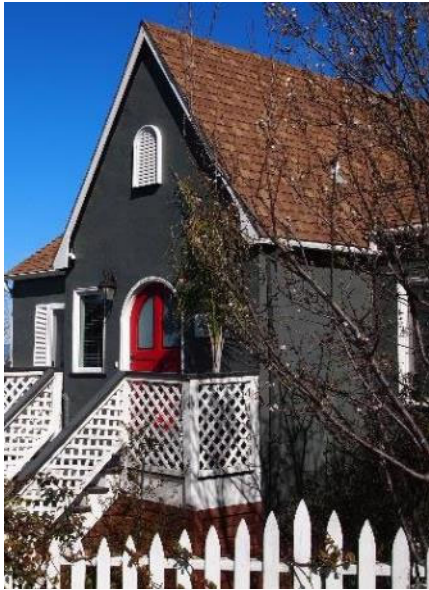
Brisbane: Household Income in 2017

Total Households: **1,871** | Median Income: **\$109,632**



Sources: US Census/American Fact Finder, ACS Demographic and Housing Estimates

Brisbane: Housing Types



Single Family
Homes
59%



Duplexes &
Townhouses
22%



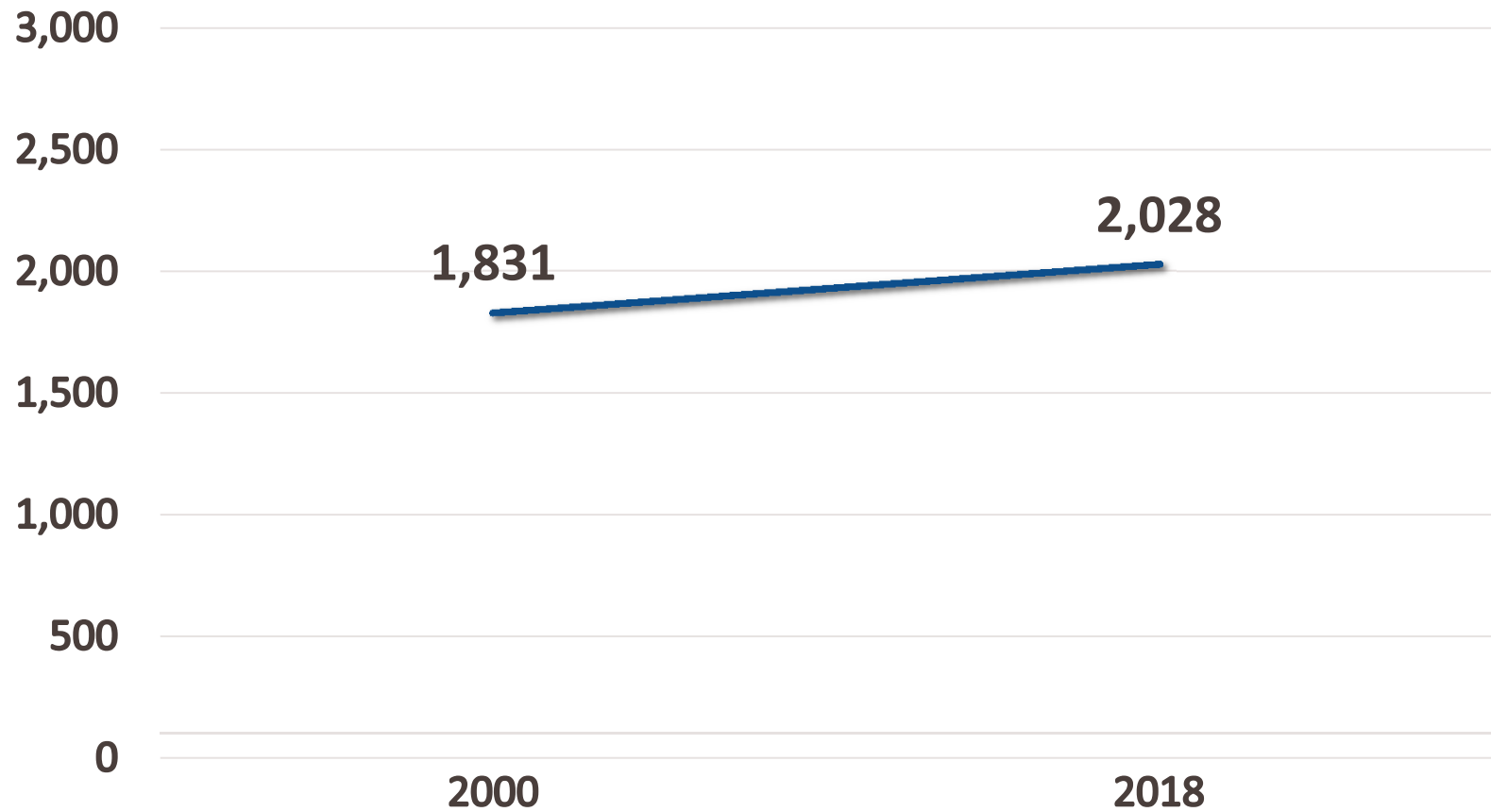
Multifamily
Homes (5+ units)
16%



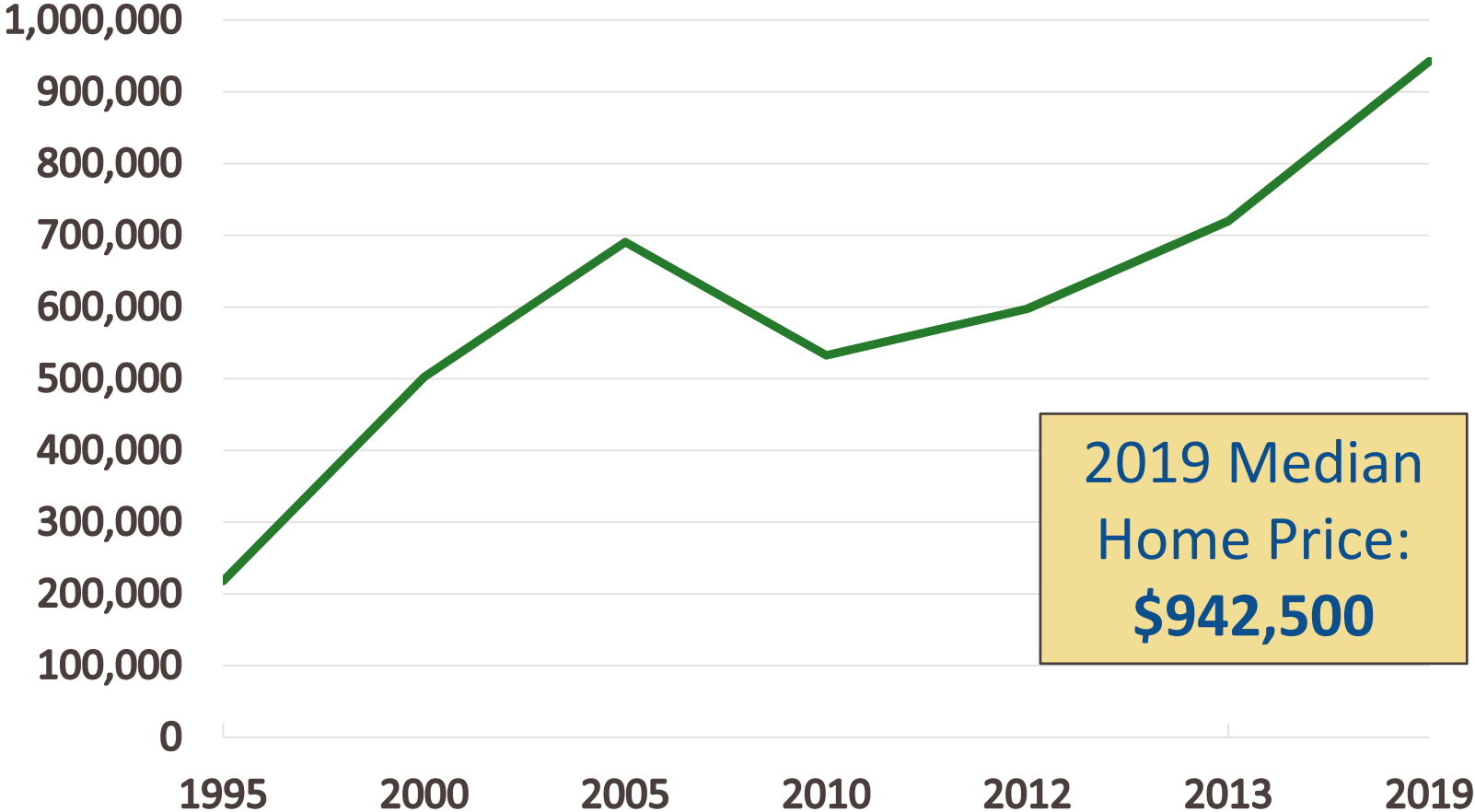
Mobile
Homes
3%



Brisbane: Housing Units



Brisbane: Single Family Home Price



Sources: Housing Element/SMC Association of Realtors & MLS Inc., Zillow

Brisbane: Ownership Costs

- ★ Median Home Price
\$942,500
- ★ Monthly Mortgage
\$4,850/mo.
- ★ Income required
\$194,000
- ★ Median Household Income
(4 person)
\$118,400

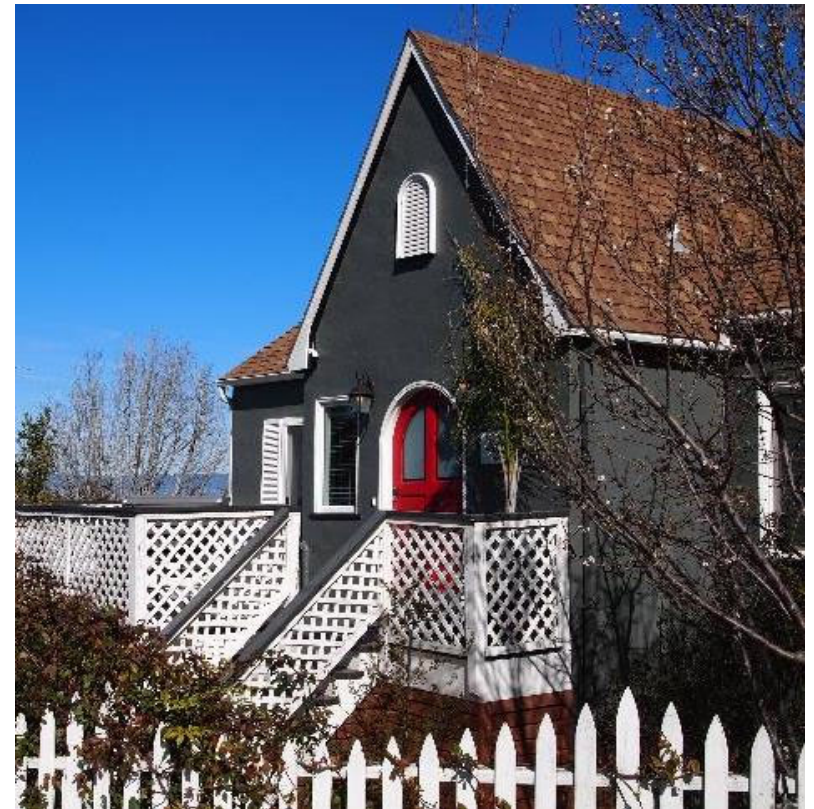
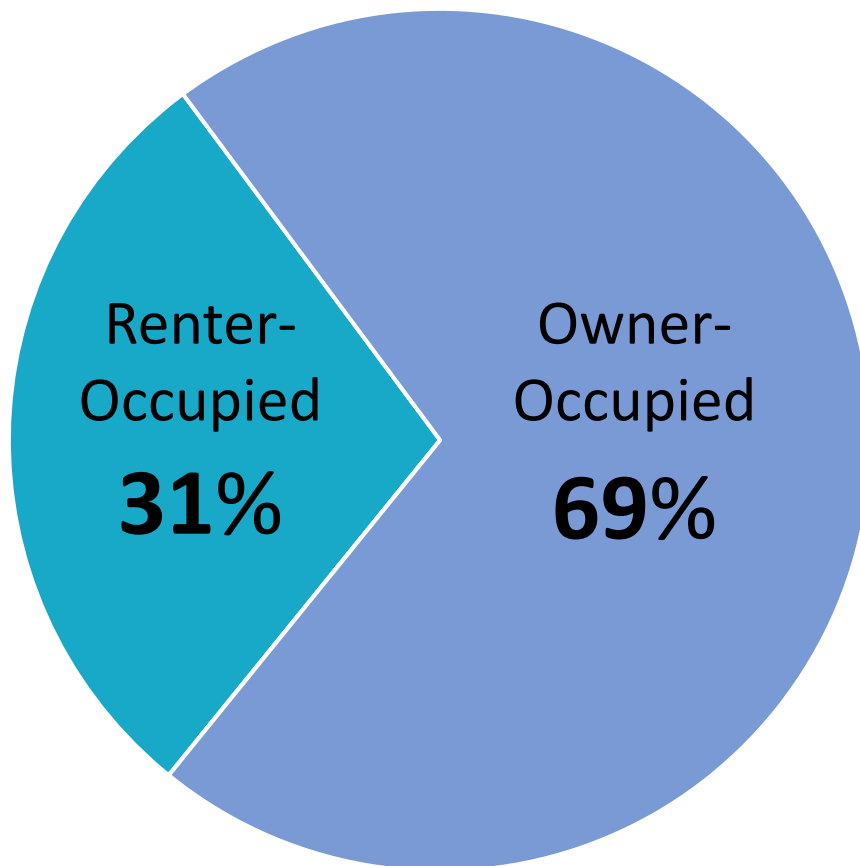


Brisbane: Rental Costs

- ★ Avg. Rent for a 1 bdrm
\$2,000/mo.
- ★ Avg. Rent for a 2 bdrm
\$3,000/mo.



Brisbane: Renters & Owners





Creating Community Together

- ★ Personal experiences and connections
- ★ Community organizations and events
- ★ Physical environment
 - ★ San Bruno Mtn.
 - ★ SF Bay
- ★ Personal and shared principles & values



City of Brisbane's 5 Values and Guiding Principles



City of Brisbane's 5 Values and Guiding Principles



★ **Safe Community**

Residents and visitors will
experience a sense of safety



City of Brisbane's 5 Values and Guiding Principles



★ **Community Building**

Brisbane will honor the rich diversity of our city through community engagement and participation



City of Brisbane's 5 Values and Guiding Principles



★ Ecological Sustainability

Brisbane will be a leader in setting policies and practicing service delivery innovations that promote ecological sustainability



City of Brisbane's 5 Values and Guiding Principles



★ **Fiscally Prudent**

Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community



City of Brisbane's 5 Values and Guiding Principles



★ Economic Development

Brisbane will work with businesses
and residents to provide for
economic vitality/diversity



Table Discussion #1

1. What do you value about living or working in Brisbane?
2. What challenges are affecting you and the people you know in Brisbane?



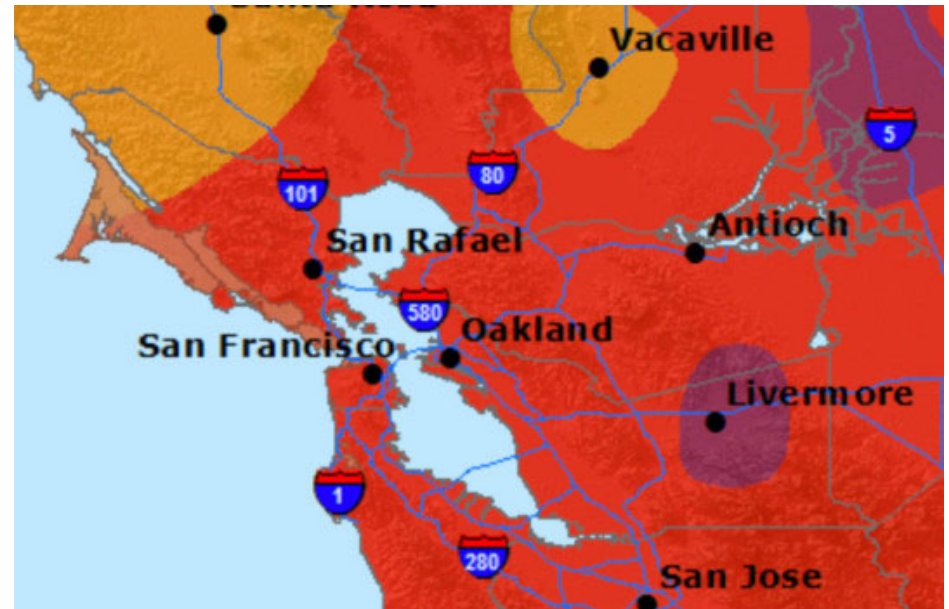
Charting Our Future

- ★ Future Challenges
- ★ Identifying community values and goals that inform decision-making
- ★ Informed and engaged community participating in the decision-making process



Future Challenges

- ★ Global issues with local implications (sea level rise, greenhouse gas emissions, climate change)
- ★ Regional pressures
 - ★ Traffic
 - ★ Housing
 - ★ Economy
- ★ State efforts limiting local land use control
- ★ Managing local change, including the Baylands



Managing Local Change

- ★ Parkside
Precise Plan
- ★ Buildout of
Sierra Point
- ★ Baylands





Managing Local Change

- ★ Brisbane Baylands; ongoing planning process since 2005
 - ★ More than 50 public workshops, meetings and hearings
 - ★ Thousands of pages of documents produced and reviewed
 - ★ Supporting documents including Sustainability Framework and Public Space Plan
 - ★ tinyurl.com/bay321
- ★ Latest step – passage of Measure JJ in Nov. 2018



Measure JJ



**Amended
the City's
General Plan**



**Established broad parameters
for future development
of the Baylands**



**Did not approve a
project or any site
development**



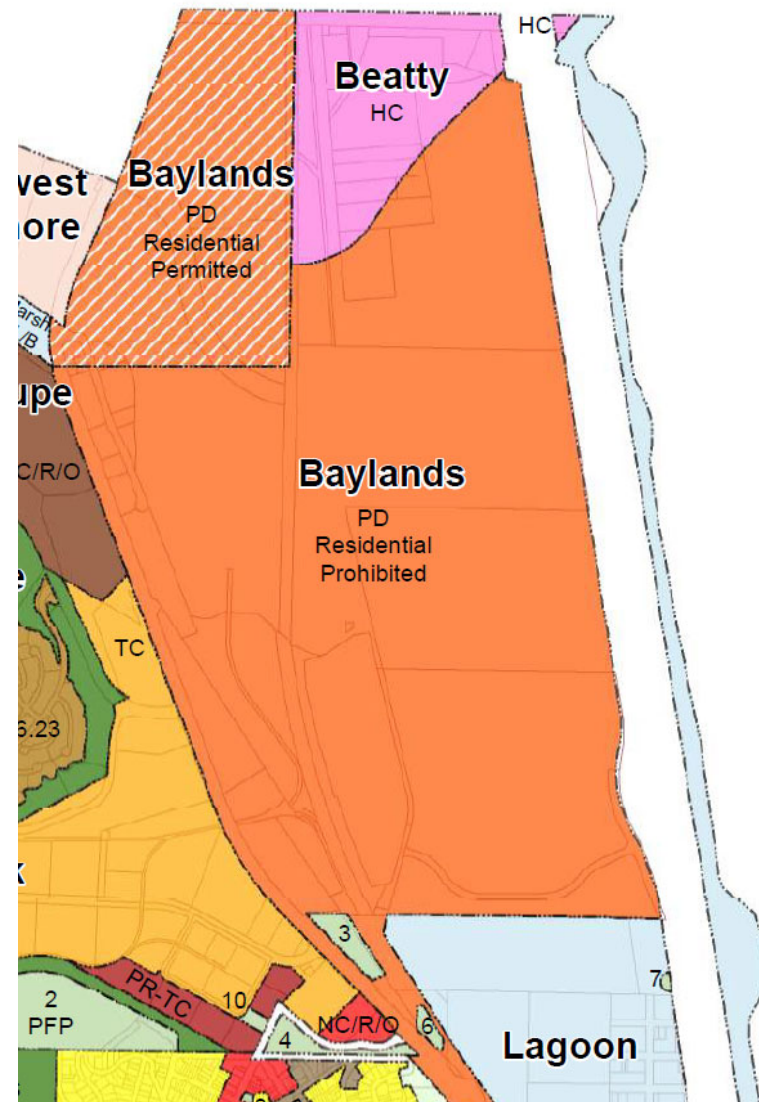
**Requires the preparation of
a Specific Plan (SP) and
Development Agreement
(DA) for the actual
development of the site**

- Both SP and DA must comply with terms of Measure JJ and are subject to approval by the City of Brisbane



Measure JJ

- ★ Was approved by a 55%/45% margin
- ★ Allows 1,800-2,200 residential units
- ★ Allows 7 mil. sq. ft. non-residential
- ★ Est. General Plan policies for future Specific Plan and/or Develop. Agreement



Principles Embedded in Measure JJ



Health and Safety



- Plans for site remediation and landfill closure approved ***prior to*** SP submittal



- Areas planned for residential will be remediated to allow for ground-level residential uses



- Detailed methods to ensure remediation is completed in accordance with approved plans



Principles Embedded in Measure JJ



Ecological Sustainability



- Secure a reliable water supply
- Protect, enhance and restore key habitat areas



- Incorporate sustainability principles as set forth in Baylands Sustainability Framework



- Provide for flood protection, taking into account sea level rise



Principles Embedded in Measure JJ



Fiscally Prudent



- Each increment of development shall provide appropriate transportation- related and other infrastructure, facilities, and site amenities



- Development shall be revenue positive to the City on an annual basis during all phases of development and upon final buildout



Principles Embedded in Measure JJ

- ★ Protect, enhance and restore the historic Roundhouse



How is Brisbane planning for the future?

★ Future Specific Plan will:

- ★ Be consistent with the General Plan and land use program approved under Measure JJ
- ★ Implement the principles and values approved under Measure JJ
- ★ Incorporate other recognized identified guiding principles and values
- ★ Reflect other community goals and values



Listening to Our Community

- ★ All of us have a role to play in shaping the community's future
- ★ Ensure that future plans are responsive to values and principles recognized in the past
- ★ Enable the community to identify other values and principles that should be taken into account in future planning efforts
- ★ Provide opportunities for community feedback on how future planning efforts reflect and respond to values and principles



Table Discussion #2

1. As we think about Brisbane's future, what kind of community do you want to live in? Why is that important to you?

- What hopes do you have?
- What concerns you about the future?

2. How can we work together to enhance Brisbane's sense of community?

Housing Resources

- ★ For information about home sharing, volunteering, legal services and down payment assistance, visit the City's housing website at:

tinyurl.com/brisbaneres

- ★ Please suggest other resources to add



Next Steps

- ★ A report about what was shared today will be sent out in the next few weeks
- ★ Updates will be added to the City website with information people have requested
- ★ Planning for a second community conversation in early May to build on themes and issues raised in this meeting



Stay Involved

[View this email in your browser.](#)



Brisbane Blast

Your Weekly News from City Hall

Let's Chat, Brisbane"

Unless you've just recently moved to Brisbane, you are likely aware of the Brisbane Baylands and that retaining local land use control over it was the subject of the November 2018 election where we saw 78% voter turnout, and where Measure JJ was passed by 55%. Well, this is an announcement of a **new opportunity** for the entire Brisbane community to come

together and discuss their aspirational goals, hopes, and dreams for the Brisbane Baylands. We also want to acknowledge any fears or concerns residents may have, and have that be shared with the wider community; there will be a **community-facing report** produced in the weeks following the event which will be posted on the City's website, www.brisbaneca.org. This new effort is in no way intended to ignore or disregard all of the great

"Let's Chat, Brisbane..."

**CREATING
COMMUNITY
TOGETHER**

Childcare
available @
BES (ages 5+)

RSVP:

BRISBANECA.ORG/LETS-CHAT-BRISBANE

COME FOR A
DIFFERENT TYPE
OF CONVERSATION
THURSDAY, MARCH 21
6PM (DINNER) - 8:30PM
MISSION BLUE CENTER



1

We'll make sure your email is added to our Friday blast list

2

Share what you learned with others

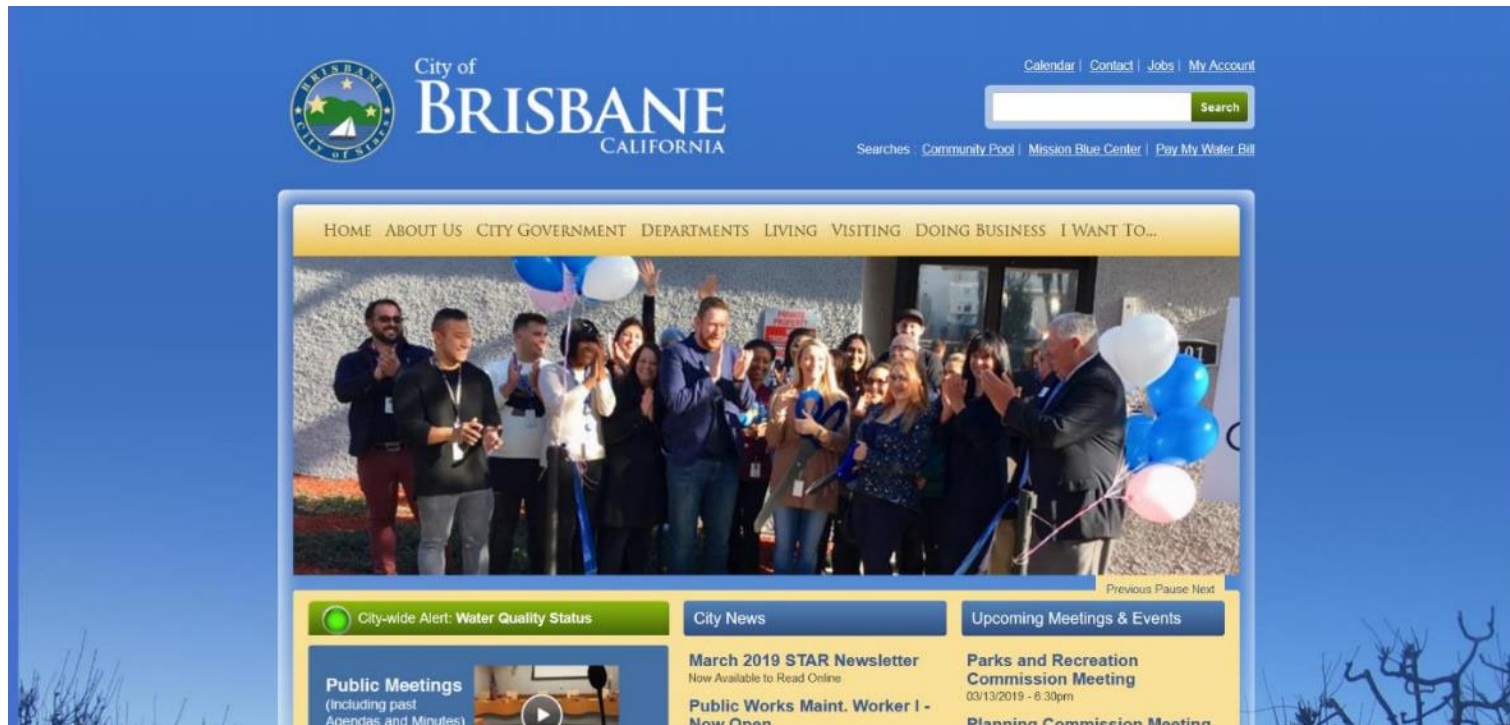
3

Pass on the meeting report or ask them to subscribe

4

Attend the next community conversation

Thank you for coming today!



www.brisbaneca.org

