



Brisbane Parkside Plan: Vision Framework

The Parkside Plan is a precise plan for a 25-acre area at the heart of Brisbane, California. This area contains vital community assets, including the two main entrances into Brisbane, the city's only shopping center, City Hall, the beloved Community Park, a skate park and basketball courts, as well as light industrial sites that provide jobs and revenue for the community.

The Parkside Plan sets forth a **forward-thinking yet feasible vision** for the future of this important area built upon extensive community engagement including workshops and stakeholder interviews, existing City policy, and technical analysis of current conditions. Specifically, the Vision Framework includes seven major goals:

- ❖ **Preserve Brisbane's Small-Town Feel.** Residents of Brisbane are passionate about working towards the betterment of their community, and fiercely loyal to their city. Brisbane is a tight-knit town where people really know each other's names and look after one another. It is also a place of unique, eclectic charm and character. Brisbanians want to ensure that the intimate, distinct sense of community, place, and scale is preserved and enhanced by the Parkside Plan.
- ❖ **Promote Holistic Community Health.** Residents and City leadership are dedicated to promoting health and well-being through sound land use decisions, establishment and enhancement of community programs, fostering health-promoting businesses, and access to active transportation and recreation opportunities.
- ❖ **Build Connections between Destinations for All Modes of Travel.** The Parkside Plan should prioritize safe and seamless connections, particularly for bicycles and pedestrians, both within the plan area to Community Park, City Hall, and Village Shopping Center and to wider destinations such as San Bruno Mountain, the Bay Trail, and nearby communities.
- ❖ **Facilitate the Development of a Vibrant Parkside Area.** Brisbane has a dynamic, storied past as a small city with a big heart and vibrant commercial and downtown areas. Residents are eager to retain and increase this vibrancy by improving and expanding existing open spaces, creating new shopping and dining destinations, enhancing and beautifying entryways into town, and sensitively connecting these resources to the broader community.



- ❖ **Proactively Plan for New Residential Development.** Brisbane is a unique city due to its compactness and surrounding natural space in the densely populated San Francisco Bay Area. Housing affordability issues and state legislation require that Brisbane allocate and zone land for new residential development. The Parkside Plan will proactively guide this new residential development in such a way that it benefits the entire community by enhancing urban design and aesthetics in the Parkside Area, and appropriately weaving any new housing development into the existing fabric of the city.
- ❖ **Foster a Sustainable Brisbane.** Between the hills of San Bruno Mountain and the shores of the San Francisco Bay and Brisbane Lagoon, Brisbanians are dedicated to preserving and enhancing the natural environment, community equity, affordability and economic strength. The Parkside Plan will promote local sustainability through green building, infrastructure and landscape design.