

parkside at brisbane village precise plan



City of

BRISBANE

CALIFORNIA



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In association with:
Hexagon Transportation Consultants, Inc. | Strategic Economics

PARKSIDE PLAN
COMMUNITY "POP-UP" EVENT #1 SUMMARY

*Saturday, October 24, 2015 | 10:00 A.M. – 1:00 P.M.
Old County Rd, Brisbane, CA 94703*

On October 24, 2015, the City of Brisbane hosted an interactive community "pop-up" event to gather community input on the future of the Parkside area. The pop-up event was designed as a fun, community-oriented, and family-friendly experience that also helped to raise awareness of the current planning process. To host the event, a section of Old County Road was closed to traffic and turned into a temporary plaza including three potential new street layouts, planning education and feedback opportunities, food, entertainment, and activities for kids.

Over 200 community members participated in the event, where they also enjoyed coffee donated by MadHouse Coffee, food from Melissa's Taqueria, live music by a local artist, a pirate magician, story time courtesy of the Brisbane Library, an antique fire truck from Brisbane's Fire Department, face painting and drawing.

This report summarizes the goals, key features, outreach methods and outcomes of the pop-up event in five sections:

- I. Goals of the Pop-Up Event
- II. Outreach Methods
- III. Activities and Features of the Pop-Up Event
- IV. Pop-Up Board Summaries
- V. Next Steps

I. Goals of the Pop-Up Event

The primary goal of the pop-up event was to collect broad public input on what the community would like to see in Parkside area in the future. By locating the event on a normally auto-oriented access road in the project area, event participants were able to experience and envision potential changes within their community as they looked at the actual sites where those changes could happen. The Plan Team designed the event with live music, food and an alternative street alignment along Old County Road to attract community members who might not come to a traditional planning workshop.

II. Outreach Methods

A robust community outreach effort was conducted to publicize the pop-up event including e-blasts, targeted flyer distribution and outreach to key partners including community-based organizations, established civic groups, schools, and local businesses.

III. Features and Activities of the Pop-Up Event

The pop-up event gathered the community's input on:

- Bike facilities and biking in Brisbane
- Preferred building types, uses and styles
- The Community Park and recreation facilities
- Land use priorities
- Community priorities and desires for retail and commercial uses
- Healthy community priorities
- Gateways to Brisbane and
- Favorite places in Brisbane.

The responses from the attendees were recorded on interactive outreach boards and have been summarized in Section IV.

In addition to the interactive boards, activities at the pop-up event included:

- Realignment of Old County Road including bike lanes, parking and a cycle track that participants could ride bikes on
- A performance by children's entertainer Captain Jack Spare-Ribs
- Outdoor seating for eating and visiting
- Coffee from MadHouse Coffee
- Tacos from Melissa's Taqueria
- Music by a local artist Johnny Villar
- Interactive art for children
- Face painting
- Storytelling
- Vintage fire engine

IV. Summary of Interactive Boards

Summarized below are the comments of the interactive outreach boards.

Come ride a bike.

This station encouraged participants to ride bikes in the temporary bike lanes, provide feedback on the potential street layouts, and offer information about biking in Brisbane. The community generally supported bike lanes along Old County and elsewhere in Brisbane. Safety and bike connections within and beyond Brisbane were the most important issues for the pop up attendees.

The most frequent comments include:

- Yes to bike lanes
- Bikes and cars should be separated
- Install bike racks at the park
- Create bike connections to Bay Trail
- Implement facilities for bike commuters
- In response to the realigned Old County Rd – The bike lanes on either side of the street were preferred, though there was also support for the two-way cycle track.
- Improve the intersection at Old County Rd and Bayshore

What do you like about Brisbane Village, and what might you want to change?

This board invited participants to provide input on the Brisbane Village Shopping Center. The community agreed that enhancing Brisbane Village would benefit the entire community and may provide opportunities for necessary services such as a grocery store or pharmacy to move into Brisbane.

The most frequent comments include:

- Brisbane needs more locally-owned stores
- Brisbane Village needs an aesthetic face lift
- Desired uses: grocery store, higher quality restaurants, pharmacy, coffee shop, transit hub or event space
- Existing restaurants are well liked, though the community would benefit from higher end options.

What building types and styles do you think are most appropriate for the plan area? Put a green sticker in the dashed box next to your three favorites, and a red sticker next to your least favorite.

This board gave community members the opportunity to express their own opinions on the most appropriate building types for Brisbane. It featured pictures of buildings in a variety of styles from one to five stories high. The community preferred small-scale buildings that are aesthetically unique to Brisbane and provide some necessary service or accommodation. Large-scale buildings were heavily opposed and the community commented that large buildings would not fit within the existing context.

The most frequent comments include:

- Brisbane needs unique architecture
- Integrate buildings that both aesthetically and socially enhance the community
- Create housing that provides a high quality of life for inhabitants

Top three favorites:

- Two story mixed use (Brick building)
- Three story residential/mixed use
- Two story mixed use (Traditional Stucco)

Three least favorite:

- Five story mixed use
- Four- five story mixed use
- Three story residential (This may have related to building style)

Building Type/Style	Green	Red
One story Industrial	9	12
One story commercial	2	22
One + story commercial	0	12
Two story mixed use	80	2
Two story residential	18	4
Three story residential	13	45
Three story + mixed use	28	3
Three + stories residential	3	38
Four-five mixed use	3	55
Five story mixed use	1	64

What building uses do you think are most appropriate for the plan area? Put a green sticker in the dashed box next to your three favorites, and a red sticker next to your three least favorites.

This board provided the opportunity for Brisbane residents to think about the types of building uses they would like to see in Brisbane. The pop up attendees supported the idea of additional retail space in the community provided the retail supports necessary services such as a grocery store, pharmacy or restaurant.

The most frequent comments include:

- Brisbane needs more dining options
- A grocery store is in high-demand
- How do you ensure new storefronts won't be left empty?

Top three favorites:

- Recreation/Park (some land uses were included in this poster)
- Grocery Market
- Restaurant

Three least favorite:

- Light industrial
- Apartments/condos
- Office

Building Uses	Green	Red
Mix of uses	33	7
Town homes	13	20
Apartment/condos	12	31
Civic	4	4
Recreation	40	1
Park Spaces	39	5
Retail Shopping	28	23
Office	23	6
Grocery	38	1
Light Industrial	27	5
Restaurant	26	3

Please tell us about yourself

Community members placed a red dot where they live and a yellow dot where their favorite spot is located. Pop up attendees came from all over Brisbane, including the residential areas off of Visitation and the Ridge development. When asked to denote their favorite place in Brisbane, many folks noted the park and San Bruno Mountain.



What are the most important elements of a healthy community to you?

This board gave community members the opportunity to express their thoughts on what contributes to a healthy community. Many pop up attendees saw opportunities to make their community a healthier place for existing and future residents. Creating an environment that fosters an active, clean and socially and environmentally conscious community was described as essential to Brisbane's future success.

The most frequent comments include:

- Access to open space and recreation
- Complete neighborhood - necessary services in close proximity to residential areas
- Access to public transportation
- Safe options for alternative transportation like walking and biking
- Green building practices
- Clean air- reduced pollution
- Art in public spaces
- Well-maintained parks and outdoor gathering spaces
- Alternative energy
- Small independently-owned stores
- Safe neighborhoods
- A healthy and viable business district that serves Brisbane and surrounding communities

The park is a great place. How do you use the park? What would make it better?

Brisbane's Community Park is an extremely valuable amenity and seen as a focal point for the community of Brisbane. Opportunities for improvement suggested by the pop-up attendees included additional programming to engage a range of ages, abilities and interests.

The most frequent comments include:

- Don't change it
- Add programming – concerts, movies, parties, festivals, snack bar, farmers market and planned sports
- Additional recreation facilities – fitness area, trampoline, rock wall, volleyball court
- More shade structures and trees

This building and blank wall aren't a great gateway element for the city. How would you like to see this site transformed?

The "I wish this was" board was positioned in front of the rear blank wall of an existing office and warehouse building along Old County Rd. The board provided the opportunity for the community to think about enhancing the existing entrances into Brisbane. The responses gathered from the interactive board ranged from short-term interventions like a mural to longer-range, revenue-generating land use changes such as a tech firm or restaurant.

Comments included:

- Mural (very popular)
- Grocery store
- Green space, living wall
- Mixed-Use Building
- Tech company
- Outdoor café/restaurant

IV. Next Steps

The Pop-Up Event raised awareness about the Parkside Area Plan, while allowing residents to experience first-hand potential changes to their street and public spaces. Using the information gathered at the Pop up Event, the Plan Team will develop a series of alternative plans which the community will weigh in on during the next community workshop in late January 2016. A tentative schedule of the planning process is depicted in the graphic below. To stay informed, please go to <http://brisbaneca.org/parksidebrisbane-village-precise-plan>.

Parkside Plan Schedule





PARKSIDE PLAN

BRISBANE, CALIFORNIA

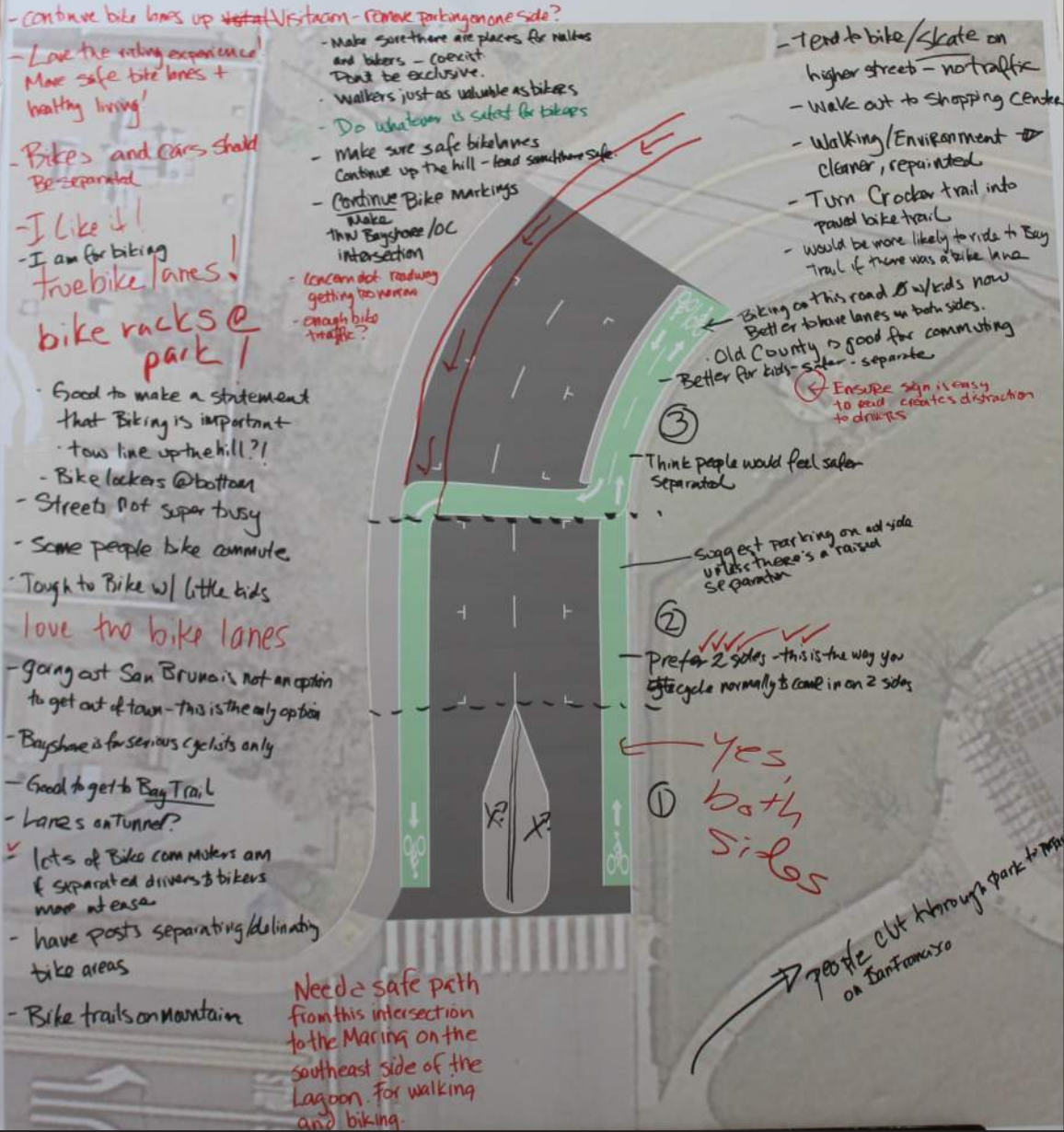
PARKSIDE PLAN COMMUNITY "POP-UP" EVENT #1 SUMMARY APPENDIX

Saturday, October 24, 2015 | 10:00 A.M. – 1:00 P.M.
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This appendix is a compilation of the completed interactive outreach boards that were used to gather community input during the Pop-Up event in Brisbane on October 24th.

Come ride a  !

Please tell us about potential bike improvements here and throughout Brisbane.



Continue bike lanes up Victoria - remove parking on one side?

- Love the riding experience! Make safe bike lanes + healthy living!
- Bikes and cars should be separated
- I like it!
- I am for biking
- **True bike lanes!**
- **bike racks @ park!**
- Good to make a statement that Biking is important
- tow line up the hill?!
- Bike lockers @ bottom
- Streets not super busy
- Some people bike commute
- Tough to Bike w/ little kids
- **love two bike lanes**
- going out San Bruno is not an option to get out of town - this is the only option
- Bayshore is for serious cyclists only
- Good to get to Bay Trail
- Lane on tunnel?
- lots of Bikes com mixers and separated drivers & bikers more at ease
- have posts separating & delineating bike areas
- Bike trails on maintain
- Make sure there are places for walkers and bikers - coexist Don't be exclusive.
- Walkers just as valuable as bikers
- Do whatever is safest for bikers
- Make sure safe bike lanes Continue up the hill - lead somewhere safe.
- Continue Bike markings
- Make thru Bayshore / OC intersection
- concern about roadway getting too narrow
- enough bike traffic?
- Tend to bike/skate on higher streets - no traffic
- Walk out to shopping centre
- Walking/Environment cleaner, repainted
- Turn Crocker trail into paved bike trail
- would be more likely to ride to Bay Trail if there was a bike lane
- Biking on this road w/ kids now Better to have lanes on both sides.
- Old Country is good for commuting
- Better for kids - safer - separate
- ENSURE sign is easy to read - creates distraction to drivers
- Think people would feel safer separated
- suggest parking on one side unless there's a raised separation
- Prefer 2 sides - this is the way you cycle normally to come in on 2 sides
- **Yes both sides**
- people cut through park to main on San Francisco
- Need a safe path from this intersection to the Marina on the southeast side of the Lagoon. For walking and biking.



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Brisbane Village

What do you like about Brisbane Village, and what might you want to change?



This stays!!

NEW OWNER/management!

If we move the entrance off bayshore improve restaurant offerings get more revenue, don't impact traffic on front door (Brisbane)

Expand to open lot next door
would like to have a supermarket here
Agree! → facelift + full occupancy
Agree, too!
me, too!
Love Siggan BBQ !!

we need more local businesses...
wish we had a breakfast/diner type place

Brewery

It is an eyesore! Dose it and start over.

indoor play for children

We could slow & calm traffic on Bayshore

- Full occupancy
- Restaurants
- Small Medical Clinic
- Coffee Shop (MORE MADHOUSE OUT OF RESIDENTIAL area!)

- WANT
- Transit hub
- Mixed Use
- Event Space
- More Restaurants
- Rec Center
- City Hall
- Plaza

Not much to like about it as is. Needs to be reconnected.

How ABOUT A WINE SHOP!
More shops or retail stores

Big Gym & Drs office.

We like the Donuts + Ice Cream! (compliments) And Japanese food. And Indian food.

would like a Walgreens trader joes starbucks

Better quality of restaurants

Nearby Caltra in stop +!

Brisbane needs place/space for arts studio space + for community artists





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BRISBANE, CALIFORNIA

WHAT USES DO YOU PREFER?

What **building uses** do you think are most appropriate for the plan area? Put a green sticker in the dashed box next to your three favorites, and a red sticker next to your three least favorite!

<p>MIX OF USES</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>Mixed use works with housing and other services. City needs to keep open spaces open & safe! +</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>RETAIL SHOPPING</p> <p>TELL US WHY!</p>
<p>TOWN HOMES</p> <p>TELL US WHY!</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>OFFICE</p> <p>TELL US WHY!</p>
<p>APARTMENTS/CONDOS</p> <p>TELL US WHY!</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>GROCERY/MARKET</p> <p>TELL US WHY!</p>
<p>CIVIC</p> <p>TELL US WHY!</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>LIGHT INDUSTRIAL</p> <p>TELL US WHY!</p>
<p>RECREATION</p> <p>TELL US WHY!</p> <p>SKATEPARK OKAY NO GRAPHICS</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>RESTAURANT</p> <p>TELL US WHY!</p>
<p>PARK SPACES</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>TELL US WHY!</p> <p>TELL US WHY!</p> <p>TELL US WHY!</p>	<p>OTHER</p> <p>TELL US WHY!</p>



PARKSIDE PLAN

BRISBANE, CALIFORNIA



This building and blank wall aren't a great gateway element for the city. How would you like to see this site transformed?

I WISH THIS WAS a Trader Joe's (keep the trees though)	I WISH THIS WAS BRISBANE THEMED MURAL	I WISH THIS WAS Mural!	I WISH THIS WAS A Quality Independent Food Store Grocery	I WISH THIS WAS Living wall ^{great idea!} (plant-filled wall)
I WISH THIS WAS a mural	I WISH THIS WAS Cafe with outdoor seating +1 +1	I WISH THIS WAS mural + park space	I WISH THIS WAS developed art space + workshop P (creative, pottery)	I WISH THIS WAS TEEN SPACE
I WISH THIS WAS MURAL	I WISH THIS WAS More trees - More landscaping	I WISH THIS WAS Mural!	I WISH THIS WAS An inviting space	I WISH THIS WAS Extension of Skate Park / Rec Area
I WISH THIS WAS Mural!	I WISH THIS WAS mural outdoor eatery	I WISH THIS WAS mural + landscaping	I WISH THIS WAS Climbing wall	I WISH THIS WAS GREEN WALL PLANTED
I WISH THIS WAS Brisbane - San Bruno 14th themed mural Also landscaping	I WISH THIS WAS Exercise area w/ equipment for all adults/kids. Extension of trail	I WISH THIS WAS OL Trader Joe's but keep the character	I WISH THIS WAS All of the above prior to this, sound great.	I WISH THIS WAS BURY THE UTILITIES!
I WISH THIS WAS More kids activities. ^{Can't be done here} An expansion of the community park	I WISH THIS WAS Brisbane Mural, Living Wall, park.	I WISH THIS WAS Biotech Company	I WISH THIS WAS SBMTN NATIVE PLANTS-TREES	I WISH THIS WAS Mini Park w/ landscaping + seating
I WISH THIS WAS community garden	I WISH THIS WAS garden + tree	I WISH THIS WAS Mixed Use Building	I WISH THIS WAS Mural/art	I WISH THIS WAS