



memo berkeley

to **John Swiecki, Community Development Director, City of Brisbane**

from **Chris Beynon and Christina Paul, MIG**

re **Brisbane Parkside Plan Stakeholder Interviews**

date **11/17/2015**

The proposed Parkside at Brisbane Village Precise Plan (“Parkside Plan”) area includes approximately 25 acres of publicly and privately owned properties near the entrance to Brisbane. The future of the Parkside area has been an active topic of community discussion and study over the past 10 years. Building on these efforts, the City Council authorized the preparation of the precise plan in July, 2015 to proactively and cohesively determine its long term vision for this area. The development of the plan began in September 2015, and has included to date an initial community engagement at Day in the Park (October 3), an innovative and engaging pop-up workshop in the plan area that aimed to engage all Brisbane residents in the planning process (October 24), and key stakeholder interviews.

This memo summarizes the key themes and issues from the stakeholder interviews, which were conducted on September 25, October 13 and 28, and November 12, 2015. These interviews allowed the planning team to conduct in-depth conversations with community members that have particular knowledge of Brisbane, community needs and concerns, government and administration, and development environment. The input from these meetings will be utilized along with other community input and technical data to craft a plan for the Parkside area that is a true reflection of community needs and desires as well as market realities.

The stakeholders that participated in the interviews were (alphabetical by first name):

- Bob Meisner, Commander, Brisbane Police Department
- Clarke Conway, Council Member
- Clay Holstine, City Manager
- Clifford Lentz, Mayor Pro Tem
- Dawn Cutler, Brisbane School District Board
- Joel Diaz, Realtor

- John Swiecki, Community Development Director
- Karen Lentz, Parks and Rec Commission
- Kevin Fryer, Live at Mission Blue Director
- Kima Hayuk, Open Space and Ecology Committee Vice Chair
- Kristina Zane, Complete Streets Safely Committee Chair
- Lori Liu, Council Member
- Michael Barnes, Brisbane Skatepark, former Council Member
- Michelle Woodruff, Mothers of Brisbane
- Mitch Bull, Economic Development Director, Brisbane Chamber of Commerce CEO
- Planning Commission
- Randy Breault, Public Works Director
- Raymond Miller, Council Member
- Ron Davis, Residential Realtor and MadHouse Coffee Owner
- Terry O'Connell, Mayor
- Tuonguan Van Do, Planning Commission Chair

Additional stakeholders including HOAs and San Bruno Mountain Watch were invited to participate in the interviews but did not accept this opportunity to provide input.

The following is a summary of stakeholders' feedback on key planning themes for the Parkside area.

Necessity of Completing This Planning Process

All of the stakeholders interviewed agreed that it is a good idea to complete a plan for the Parkside area, that the area can be improved, and that the central concerns of the plan, which are addressing housing needs and pressures and making the area work better for the community, are concerns that do need to be addressed.

Housing

Housing and growth in Brisbane are central concerns of the community. The San Francisco Bay Area is growing, and real estate is becoming less affordable. Residents of Brisbane value the City's historic affordability and report that affordable housing is becoming harder and harder to find. The majority of stakeholders agreed that new housing could or should be accommodated in the plan area, and understood that Brisbane needs to accommodate its RHNA allocation. The following ideas were put forward by various stakeholders:

- Allow lots of new housing
- Allow higher density
- Keep heights low
- Heights may be stepped up in some areas
- Include mixed-use and live-work options
- Restrict housing to areas closer to Bayshore
- Include housing in the lots adjacent to the Village Shopping Center
- Keep the housing locations identified in the 2015 Housing Element
- Don't put any housing in the plan area
- Be aware that housing is in high demand, and that allowing housing conversion will be a powerful motivator for property owners
- Be careful not to degrade City tax base by removing profitable uses and replacing them with housing
- Beware: new residents may not approve of skate park noise
- Ensure that there are truly affordable units
- Examine or allow for very small units
- Ensure good access to the parcels along Park Lane, possibly including additional parcels
- Maintain small town character
- Ensure good quality design
- Require design review for all proposed development
- Ensure that mixed-use buildings will not be partially vacant
- Look at artist space

- Ensure that new housing doesn't overburden schools and other public services
- Connect all residential areas and types of residents, including kids, adults, and seniors, to the heart of the city and create a feeling of cohesion
- Focus on transit accessibility
- Make the most of views
- New residents are most welcome to come and enrich the community

Community Park, Recreation and Open Spaces

All of the stakeholders loved the park, and were happy to recount the community's founding of the park. Some interviewees wanted an expanded park with additional programming, some felt that the park is too busy on weekends, and some reported that the park is just fine as it is. Connections to open space and the Crocker Park Trail were highly valued by many community members. The skate park is undergoing renovations and community members expressed wishes that it be well used and open to a variety of activities. Everyone loved the basketball courts. Community members were interested in additional facilities, such as a rock climbing wall or bocce court. There was some interest in establishing a dog park on the land between Bayshore and Tunnel Road.

Transportation and Connections

The planning team asked each of the stakeholders about transportation and connections within the plan area, which is at the heart of Brisbane. Many stakeholders expressed affection for Old County Road and its curving approach to town, though a few found it awkward and not pleasant to walk on, and/or suggested that it be turned into park space. .

Many stakeholders were interested in extending Visitacion to Bayshore and creating a direct connection to Downtown. Those there were interested in this option felt that it would open the City up and bring additional vibrancy, and that this new road could be lined with dense, vibrant development. The most proposed option was to have Valley Road "T" into this new road, if intersection spacing allows. This could also be a minor circulation road, rather than a main entrance.

Some stakeholders were opposed to "opening up" Brisbane, saying that the isolation serves the community well and makes it particularly safe for children. There were also reports that it's better to keep industrial truck traffic separate from auto traffic.

Many community members expressed frustration with the 5-way intersection of Old County Road, Visitacion, San Bruno and San Francisco Avenues. There was significant support for a roundabout at this intersection.

Biking is widely supported throughout Brisbane (despite the topography involved). Additional bike facilities and connections were likewise supported, as long as they are safe. Connections to active recreation sites are also highly valued.

Many stakeholders expressed concern that Ridge residents were cut off from Central Brisbane residents both physically and socially, and that this divide should be bridged. They suggested that development in the plan area could help to bridge this gap.

Some stakeholders expressed that the Parkside area is the gateway to town, and that it should be improved aesthetically, and made more prominent and attractive. This could occur along Bayshore, Old County Road, and the proposed Visitacion extension.

There was widespread support for orienting the Village Shopping Center towards Bayshore.

Public Health

Public health is a top priority in Brisbane. Key public health concerns include:

- Continue and improve access to indoor and outdoor active recreation
- Separate residential and school uses from sources of pollution
- Continue and build on high levels of public safety and family-friendly, close community feel
- Build a sustainable future that supports and strengthens natural systems as well as human health
- Keep Brisbane walkable
- Reduce Brisbane Vehicle Miles Travelled (VMT)

Public Safety

Public safety was identified as another high priority issue. Specific public safety concerns included:

- Ensure that the Police Department is consulted and supported throughout the planning and development process
- Build and continue a sense of vibrancy and a close-knit community to deter crime
- Ensure good traffic circulation

- Ensure that bike and pedestrian facilities are safe
- Balance the safety benefits of seclusion with community vibrancy

Plan Area Land Uses Other than Residential

All stakeholders interviewed supported examining new land uses in the Parkside area that included uses other than residential. These uses could encompass mixed-use spaces, artist spaces and live-work spaces, as well as retail and services. There was a strong caveat, however, that no one wanted to see empty retail and commercial spaces. Brisbane's retail/commercial market is small, and the town is served by nearby retail and service centers just as new facilities are being developed in Candlestick Park and north on Bayshore. Stakeholders expressed a desire for:

- Restaurants
- A grocery store or market
- A pharmacy
- Office space
- Mixed-use spaces
- A café
- Medical offices and senior services
- Craft breweries
- Maker spaces
- Small business incubator
- Adaptive reuse in standing industrial buildings
- Good building design with design review
- Create a two story plaza in the shopping center area, ringed with retail and restaurants, include a parking structure behind green walls
- More activity in general, a place to go on Saturday night, and more "Cool Stuff"

There was widespread support for orienting the Village Shopping Center towards Bayshore.

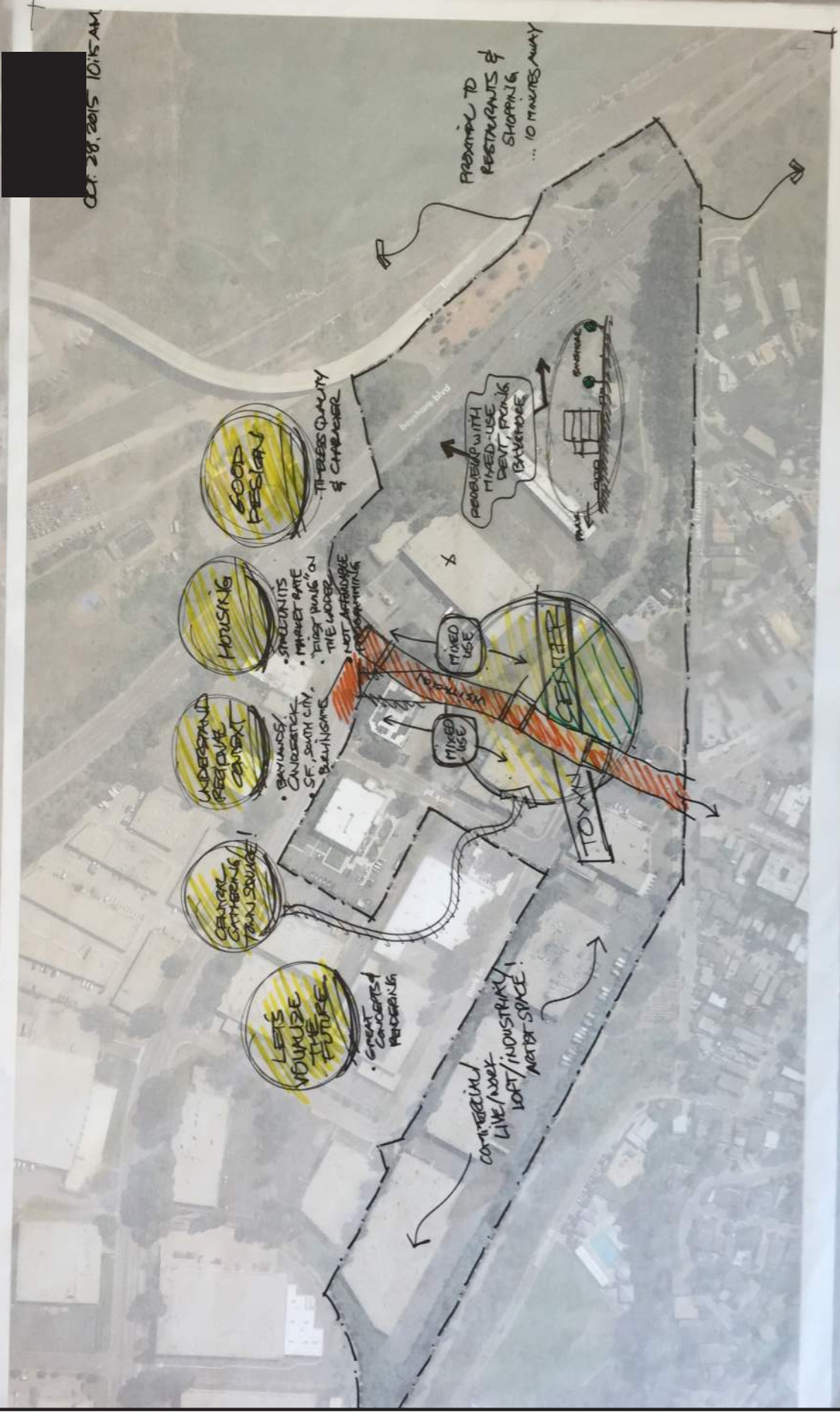
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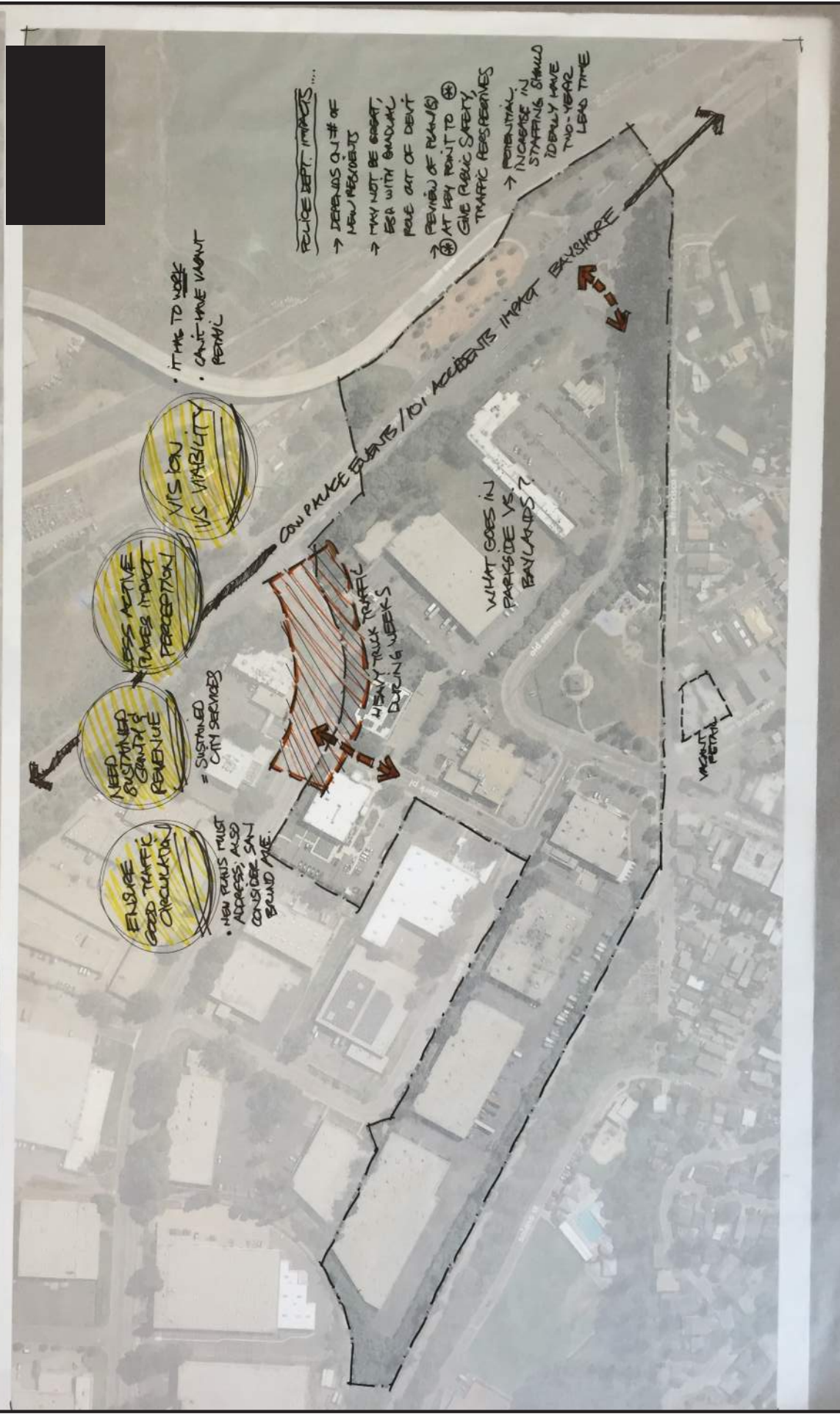
In general, the stakeholders interviewed expressed a deep love for Brisbane, its close-knit community, and its special spot by the bay. They support and promote wide-spread community engagement in the planning process. They would like to see their city develop in a way that adds to its vibrancy and appeal while preserving the aspects of Brisbane they all love and work to protect.

PARKSIDE PLAN

Parkside Plan Area

Oct 28, 2015 10:15 AM





ENSURE GOOD TRAFFIC CIRCULATION

• NEW PENTON MUST ADDRESS ALSO CONSIDER SAN BOUND AVE.

NEED SUSTAINED QUANTITY & REVENUE

= SUSTAINED CITY SERVICES

LESS ACTIVE TRAFFIC IMPACT PERCEPTION

VISION VS VIABILITY

• IT HAS TO WORK
• CAN'T HAVE VACANT PENTON

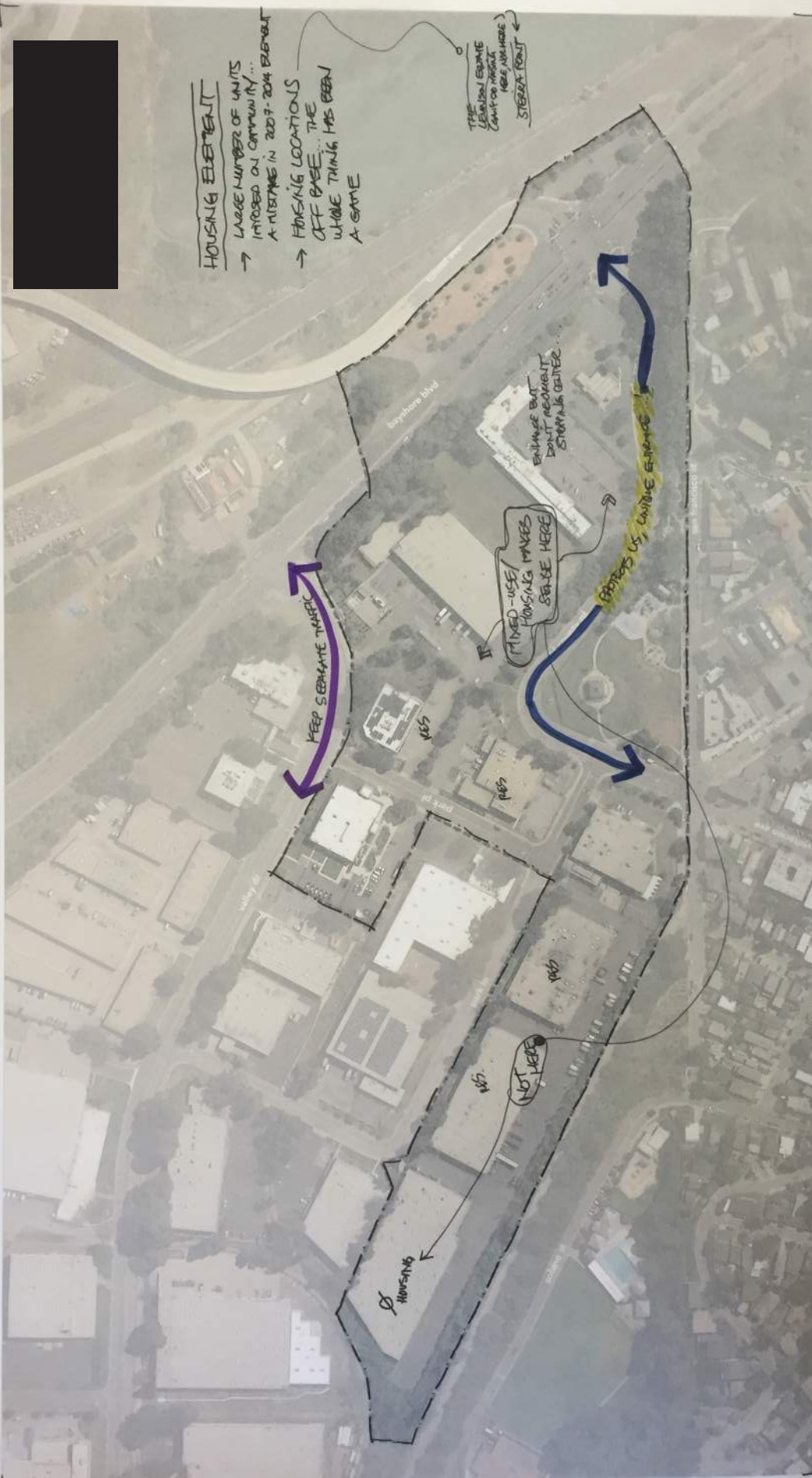


LOW PRICED EVENTS / 101 ACCIDENTS IMPACT BAYSHORE

POLICE DEPT. IMPACTS ...
→ DEPENDS ON # OF NEW RESIDENTS
→ MAY NOT BE GREAT, ESR WITH GRADUAL ROLE OUT OF DEBT
→ REVIEW OF PLAN(S) AT KEY POINT TO GIVE PUBLIC SAFETY, TRAFFIC RESERVES
→ POTENTIAL INCREASE IN STAFFING SHOULD IDEALLY HAVE TWO-YEAR LEAD TIME

WHAT GOES IN PARKSIDE VS. BAYLANDS?

VACANT PENTON



HOUSING ELEMENT
→ LARGE NUMBER OF UNITS IMPOSED ON COMMUNITY... A MIXTURE IN 2007-2004 BLENDOUT
→ HOUSING LOCATIONS OFF BASE... THE WHOLE THING HAS BEEN A GAME

THE LEASING ESCAPE CAMP FOR YEARS HERE AND HERE STEBBY POINT

KEEP SEPARATE TRAFFIC

MIXED-USE HOUSING MAKES SENSE HERE

PROTECTS US, MIXED-USE

EVALUATE BUT DON'T ABANDON STOPPING CENTER...

NOT HERE

