

# Crocker Park TAP



## BRIEFING PACKET

January 28th & 29th, 2014



### 1994 BRISBANE GENERAL PLAN GOALS:

The City of Brisbane will...

- Preserve the Mountain for its own sake and as the symbol of the unique character and identity of the City;
- Incorporate and reflect the natural environment as an integral part of land use;
- Celebrate diversity as essential to the physical character of the City;
- Incorporate a mix of land uses to best serve its citizens; and
- Design infrastructure and public facilities to be efficient, cost-effective and to contribute to the cohesion and character of the community.

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## I. Assignment

### a. Summary of the Problem

The City of Brisbane wishes to examine the future of Crocker Industrial Park (Crocker Park), a key economic driver for the City. Largely developed in the 1960s, Crocker Park includes nearly 3.7 million square feet of industrial space, mostly in the form of 1-2 story concrete tilt-up buildings. Designed with the assistance of noted landscape architect Lawrence Halprin, Crocker Park is one of the nation's first garden-style industrial parks and offers a lush park-like environment in a visually stunning setting at the base of the San Bruno Mountains. Crocker Park has historically served as an important jobs base and revenue source for the City of Brisbane.

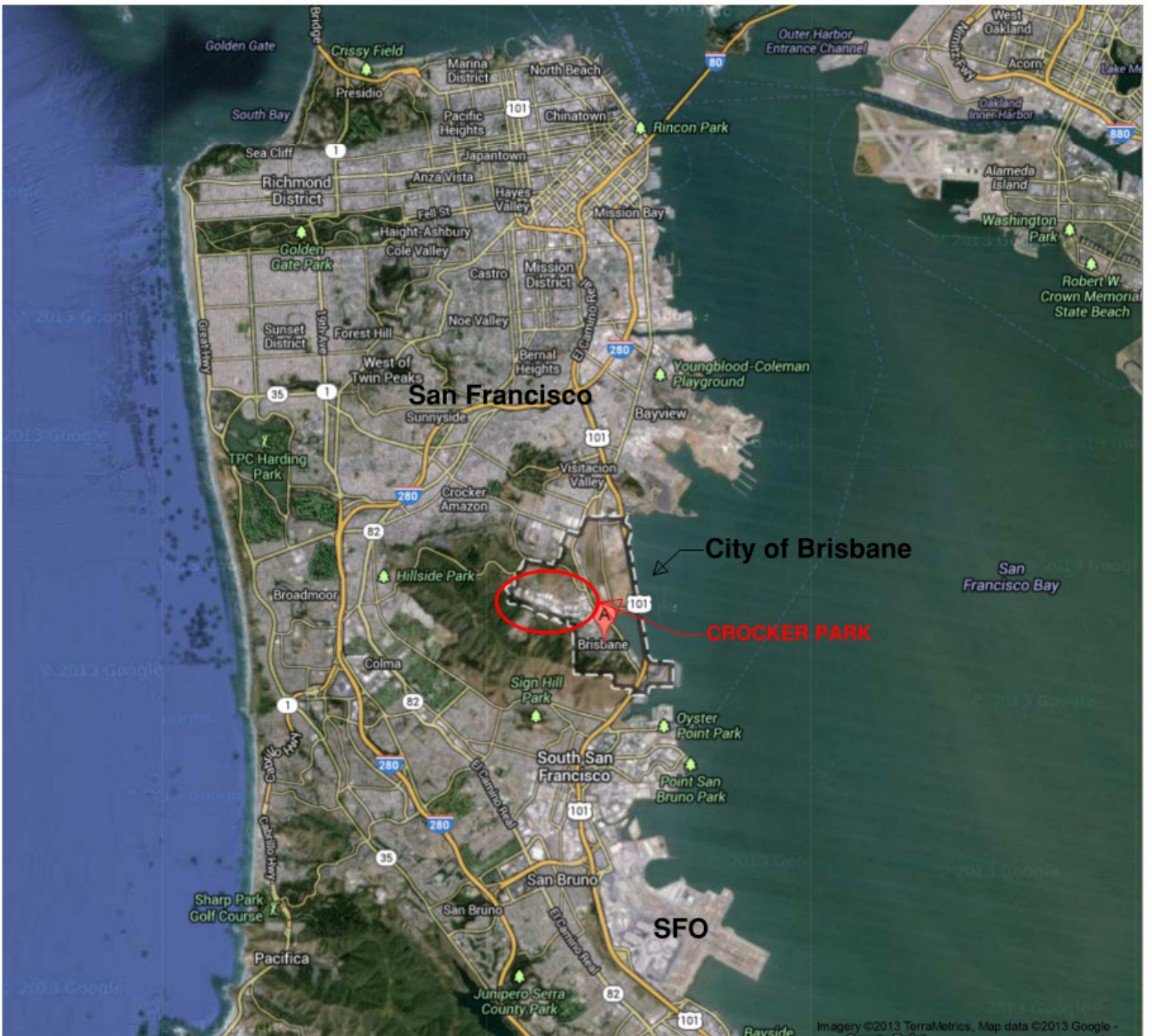


Despite its aesthetic attributes, Crocker Park faces a number of challenges. Over time it has evolved from a mixed industrial-use park to a warehousing and distribution-driven center, leading to increased truck traffic and declining City revenues. Due to its proximity to residential uses and the intermediate school, increased truck traffic and night operations have become sources of periodic friction with the adjacent residential communities. The 1960s park design emphasized vehicular access and lacks pedestrian connectivity and amenities, and the building designs and parking do not necessarily accommodate the needs of many contemporary industrial users. Even for truck-based users, Crocker Park lacks freeway proximity found in other comparable districts throughout the region.

From a regional perspective, Crocker Park (and Brisbane as a whole) is near both San Francisco and Silicon Valley but part of neither (see the Regional Map and City Map on the following 2 pages).







**CROCKER PARK  
VICINITY MAP**

APPROXIMATE SCALE:  
1 INCH = 2 MILE

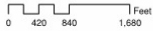


Source: Google Maps



**CITY OF BRISBANE  
&  
AREA OF INFLUENCE**

Circa 2002





At this peripheral location Crocker Park has historically been impacted by regional economic downturns early and slow to recover. While the regional and local economic climate is improving and the current occupancy rate at Crocker Park exceeds 90%, just a few years ago vacancy rates exceeded 30%.



Crocker Park Located Adjacent to Central Brisbane Residences; Brisbane Village Shopping Center Adjacent, Beyond in Photo

Crocker Park land use and design issues also have important implications for other key development sites in Brisbane, including an unincorporated 144-acre quarry toward the southwest.

Additionally, the southeasterly edge of Crocker Park and the adjacent Brisbane Village Shopping Center adjoin Central Brisbane and are an important gateway to the City.

**b. Vision (Purpose)**

Fundamental questions remain as to the long term future of Crocker Park. Is Crocker Park positioned to serve the community’s and market’s needs for the next 50 years? Will the City create a vision to allow Crocker Park to evolve and thrive over time? Or will the market-driven status quo sustain Crocker Park and the City over time?



Crocker Park Mixed Use Opportunity Sites across from the Community Park

The City believes there is a need to define the future of Crocker Park and that collaboration between the community, policymakers, and business and property owners within the Park is essential to developing a sustainable vision. The implications of the vision of Crocker Park on important adjacent opportunity sites (the Quarry and Brisbane Village Shopping Center) also need to be taken under consideration.

The City has also already identified the southeasterly edge of Crocker Park as a future mixed use (residential and commercial) site. This site represents a key opportunity to provide a new gateway to and extension of Central Brisbane, and it should be viewed in the context of its surroundings, namely the adjacent Brisbane Village Shopping Center and Community Park. There is also interest in redesignating edge portions of Crocker Park to accommodate additional housing to comply with the City's Housing Element obligations. Additionally, at the southwesterly boundary of Crocker Park, the 1994 Brisbane General Plan envisioned the annexation and redevelopment of the Quarry as an extension of Crocker Park. In reconsidering the vision for Crocker Park, it would be appropriate to consider land use options for the Quarry site as well.

**c. Key Questions to be Addressed**

1. What are viable long-term land use and design options for Crocker Park?
2. Can Crocker Park be made more diverse and economically resilient through the creation of subdistricts (including residential) for land use/marketing/business clusters, and how might subdistricts be differentiated?
3. What design considerations should be considered for the planned mixed use opportunity site to take advantage of its key location as a gateway to Brisbane, location at the edge of Central Brisbane and proximity to the Community Park and Brisbane Village Shopping Center? What design options should be considered for the adjacent Brisbane Village Shopping Center to strengthen the mixed use site and connectivity to Central Brisbane?
4. What land use options should be considered for the Quarry property?



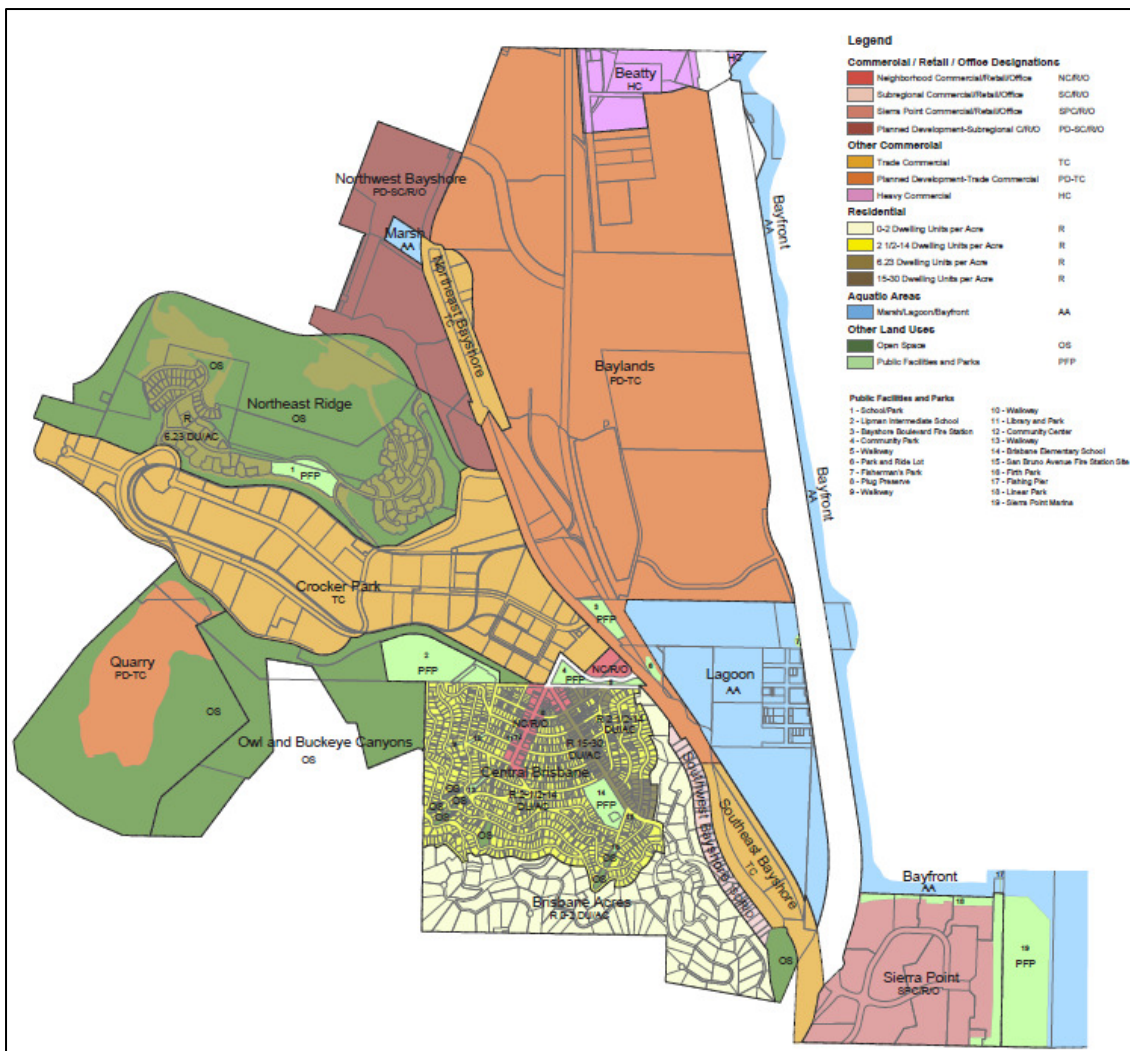
Crocker Park Residential Opportunity Sites along Park Lane (left side), would create a new Residential/Industrial Interface here



## II. Citywide Context

### a. Setting

Brisbane is a small town nestled in the San Bruno Mountains. Encompassing approximately 2.5 square miles of land area the City is generally bounded by San Bruno Mountain on the west and south, cities of Daly City and San Francisco to the north, and San Francisco Bay to the east. Due to its varying terrain transected by major transportation corridors, Brisbane is composed of a number of distinct subareas (see subareas map). Crocker Park and the Village Shopping Center lie in a valley between two residential areas (Northeast Ridge and Central Brisbane). The Quarry lies adjacent to Crocker Park and cuts into the San Bruno Mountains opposite the Northeast Ridge. The



Baylands and Sierra Point subareas lie easterly of Bayshore Boulevard. Areas of the City easterly of Bayshore Boulevard were historically part of San Francisco Bay, filled with refuse and overlain with fill material.

Land acreages by District and the Study Area are shown in the following table and map.



## Summary of Landed Area by District

Subarea	Gross Land (Net Private + Net Public) (acres)	Privately Owned Land (acres)			Redev. Agency Owned Land (acres)	Public Land (acres)					Existing Development (to Dec. 31, 2007)		
		Vacant	Dev'd.	Net "Private"		City Parks & Facilities	Open Space & Marsh (M)	Schools	Other (Roads, Utilities, misc.)	Net Public	Comm. Floor Area (sq. ft.)	Hotel Rooms (No.)	Res. Units (No.)
1. Central Brisbane	198.95	6.14	111.33	117.47	0.17	9.29	3.79	15.93	52.3	81.31	99,094	--	1,360
2. Brisbane Acres	136.84	59.58	19.34	78.92	--	--	48.45	--	9.47	57.92	--	--	56
3. Northeast Ridge	250.34	13.84	29	42.84	--	7.7	178.59	--	21.21	207.5	--	--	422
4. Northwest Bayshore	97.62	31.45	51.65	83.1	--	--	3.61(M)	--	10.91	14.52	244,545	--	--
5. Northeast Bayshore	25.1	2.0	13.29	15.29	--	--	--	--	9.81	9.81	256,616	--	--
6. Southwest Bayshore	20.75	6.72	8.48	15.2	--	--	4.92	--	0.63	5.55	18,547	--	66
7. Southeast Bayshore	45.6	3.08	15.04	18.12	--	--	--	--	27.48	27.48	340,058	--	--
8. Sierra Point	104.99	39.06	46.32	85.38	6.51	--	--	--	13.1	13.1	933,106	387	--
9. Baylands	580.58 +/-	468.76	54.59	523.35	--	--	--	--	57.23	57.23	159,644	--	--
10. Beatty	36.98	--	26.5	26.5	--	--	--	--	10.48	10.48	225,942	--	--
11. Crocker Park	250.76	0.37	193.73	194.1	--	31.16	--	--	25.5	56.66	3,640,953	--	--
12. Quarry	144.4	144.4	--	144.4 <sup>(1)</sup>	--	--	--	--	--	--	--	--	--
13. Owl & Buckeye Canyon	93.04	--	--	--	--	--	93.04	--	--	93.04	--	--	--
Other (Bayfront & Hwy 101)	149.62 +/-	--	--	--	--	--	--	--	149.62	149.62	--	--	--
<b>Totals</b>	<b>2,135.57</b>	<b>775.4</b>	<b>569.27</b>	<b>1,344.67</b>	<b>6.68</b>	<b>48.15</b>	<b>332.4</b>	<b>15.93</b>	<b>388.84</b>	<b>784.22</b>	<b>5,918,505</b>	<b>387</b>	<b>1,904</b>





0 145 290 580 Feet

— STUDY AREA

**STUDY AREA  
CROCKER PARK, BRISBANE VILLAGE & THE QUARRY**



## **b. History**

Although first subdivided in the early 1900s, Brisbane didn't really begin to develop until the 1930s, with retail uses concentrated along Visitacion Avenue and residential uses in the surrounding area of Central Brisbane. The City subsequently incorporated in 1961 based in large part on a strong desire to protect community character and maintain local control over services and land use in response to proposed "urban renewal" that was viewed as a threat to the continued existence of Brisbane in its historic form. At incorporation, the City consisted of Central Brisbane, the Brisbane Acres and Southwest Bayshore. It was clear that property tax revenues within this small area were not likely to generate sufficient funds for ongoing municipal operations and needed capital improvements. In late 1962 both Southern Pacific and PG&E announced that they would request Brisbane to annex their property in the Baylands, Northeast Bayshore, Northwest Bayshore and Southeast Bayshore subdistricts (see City of Brisbane aerial photo). The annexation more than doubled the land area of Brisbane, and since Southern Pacific's property lines extended into the Bay, Brisbane also greatly increased the amount of water acreage within its jurisdiction. The annexation increased Brisbane's tax base tremendously.

The late 1950s had seen a flurry of commercial development, which continued into the early 1980s. This largely began with Crocker Park (then unincorporated) and Southeast Bayshore (where VWR Scientific occupied a large office-warehouse building), followed by the office park development atop the landfill at Sierra Point and the Brisbane Village Shopping Center at the edge of Central Brisbane.

Construction of Crocker Park had begun in 1959 on the grazing lands of the floor of the Guadalupe Valley and adjacent wetlands, just north of Central Brisbane. Crocker Park was one of the first "garden style" industrial parks in the United States, featuring landscaping designed by Lawrence Halprin. It was largely built from the 1960s to the early 1980s and has generally an east-west orientation along the floor of Guadalupe Valley. Crocker Park was annexed to the City in 1983, representing another strategic decision on the part of the City to preserve and enhance its economic base.

The Brisbane Village Shopping Center was constructed, beginning in 1979, along Bayshore Boulevard at the entrance to Central Brisbane. This single structure shopping center contains approximately 20 storefronts and office spaces.

Other significant development activity included office, hotel, and marina development at Sierra Point since the 1980's. In the mid 2000's a residential development proposal at the Quarry was defeated by referendum, as will be discussed in the Quarry section of this report. Currently the final phase of 71 single family residences is under construction at the Northeast Ridge, and the City is presently involved in an extensive planning and environmental review process for the Baylands.



**c. Demographics**

The table below provides an overview of city demographics. After declines from the 1970 through 1990 U.S. Census counts, Brisbane’s population grew by 21.8% from 1990 to 2000. That growth rate dropped slightly to 19% within the next 10 years, reaching a total population of 4,282 in 2010. The median age in 2010 was 41.7 years old.

<b>Demographic Information</b>	<b>Brisbane</b>	<b>San Mateo County</b>
Population	4,282	718,451
% Population Under 20	20.4%	21.8%
% Population Over 65	10%	14%
# Households	1,821	
Average Household Size	2.34	2.58
Median Household Income	\$79,171	\$87,633
Housing Tenure Ownership	66%	60.1%
High School graduate or higher, age 25+	92%	88.4%
Bachelor’s degree or higher, age 25+	45.6%	43.9%
Unemployment	8.2%	7.8%

(1) Source: US Census 2010    (2) Source: 2007-2011 American Community Survey

**d. Economics**

A jobs-rich community, the day time population in Brisbane exceeds 7,000, with employment concentrated in Crocker Park and Sierra Point. As of December 31, 2007, there were approximately 5.9 million sq. ft. of commercial space in Brisbane. The majority of this commercial space, approximately 3.5 million square feet, is in Crocker Park.

In 2005 the City completed a survey of businesses located in Crocker Park and Sierra Point. This showed that, based on the number of business licenses issued, construction services and professional services were the two largest segments, followed by food and technology oriented business. However, based on gross tax receipts, construction, professional and hotel are the three largest business segments.

	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>
<b>Administrative/Professional/Technician/Sales/Clerical</b>	49%	62%	65%	70%
<b>Production/Industrial</b>	37%	27%	25%	18%
<b>Food/Protective/Other Service</b>	13%	9%	10%	12%
<b>Farming/Forestry/Fishing</b>	0%	2%	0%	0%

**e. Housing Market**

The 2010 U.S. Census found 1,934 housing units in Brisbane, of which 64.2% were owner-occupied, and 35.8% were rentals. The homeowner vacancy rate was 1.3%, and the rental vacancy rate was 5.5%. According to the 2007-2011 American Community Survey, approximately 60% of Brisbane’s housing stock is detached single-family homes, approximately 10% is attached single units, and approximately 30% is multi-family units. Approximately 10% of the units were built in 2000 or later. Approximately 40% of the units are more than 50 years old. According to the City’s 2007-2014 Housing Element, 95% of Brisbane’s housing stock appeared structurally sound, with less than 1% in need of replacement. According to the 2007-2011 American Community Survey, the median value of owner-occupied units in Brisbane was \$661,700, and the median gross rent in Brisbane was \$1,376.

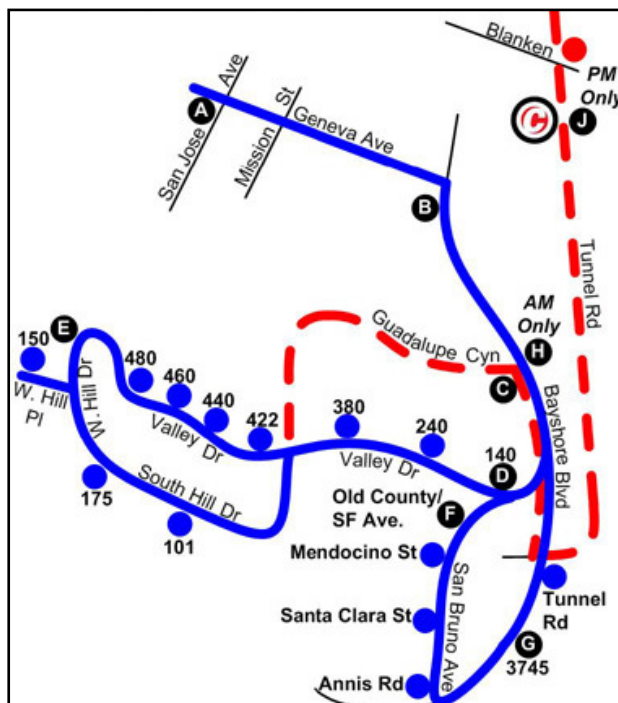
Most of Brisbane’s residential units are located in Central Brisbane, the Brisbane Acres and the Northeast Ridge, with a few units among the mix of uses in the Southwest Bayshore subarea. As noted earlier, the final phase of development at the Ridge, 71 single-family homes, is currently under construction and homes are selling in the \$1M range. Building permits have yet to be issued for 30 condominium units approved in the Southwest Bayshore subarea. Preliminary plans have been submitted for 36 additional condominiums in Southwest Bayshore and 31 single-family homes on two properties in the Brisbane Acres.

**f. Transit**

Brisbane has limited transit service provided by regional agencies. This includes San Mateo County Transit District (SamTrans), Caltrain, and local shuttle service.

Currently in Brisbane there is a single SamTrans bus route that follows Bayshore Boulevard, and a Caltrain station (Bayshore) at the northern border of the City, both with limited service. Both the bus line and train line run north-south. Transfers to reach other destinations off these north-south lines generally involve long wait times and often there are disconnects between the different modes of transportation.

San Francisco’s Muni Metro Light Rail System was recently extended to the northern border of Brisbane, along Bayshore Boulevard, but does not currently extend into Brisbane. In



planning for Brisbane Baylands there are plans to create a multi-modal hub at the Bayshore Station where Caltrain, Muni, and future east/west BRT service to the Balboa Park BART station would connect.

The City of Brisbane partners with Alliance Shuttle, which is a program of commute.org, to bring public transportation into Brisbane. The shuttle runs between the Bayshore Caltrain Station, Balboa Park BART Station and the Brisbane - Crocker Industrial Park area as well as serving the Brisbane Village Shopping Center and various residential stops along San Bruno Avenue during commute hours Monday through Friday. This shuttle is open to the general public and free to riders. These shuttles have reported their latest annual ridership at 19,483 persons for the Bayshore/Crocker Park CalTrain shuttle and 93,162 persons for the Crocker Park BART/CalTrain shuttle, or 13.6 and 19.5 boardings per service hour respectively. The City has recently entered into a pilot agreement with Zip Car for car sharing vehicles to be placed at City Hall and the Park and Ride lot at Bayshore Boulevard/Old County Road. Additional commuting data is provided below.

**COMMUTING TO WORK  
YEAR 2000 U.S. CENSUS RESULTS**

	<b>Brisbane</b>	<b>San Mateo County</b>	<b>San Francisco</b>	<b>United States</b>
<b>Workers 16 years and over</b>	2,079 (100%)	354,096 (100%)	418,553 (100%)	128,279,228 (100%)
<b>Drove alone</b>	1,498 (72.1%)	256,066 (72.3%)	169,508 (40.5%)	97,102,050 (75.7%)
<b>Carpooled</b>	273 (13.1%)	45,367 (12.8%)	45,152 (10.8%)	15,634,051 (12.2%)
<b>Public transportation (inc. taxicab)</b>	117 (5.6%)	26,029 (7.4%)	130,311 (31.1%)	6,067,703 (4.7%)
<b>Walked</b>	44 (2.1%)	7,609 (2.1%)	39,192 (9.4%)	3,758,982 (2.9%)
<b>Other means</b>	60 (2.9%)	6,180 (1.7%)	15,014 (3.6%)	1,532,219 (1.2%)
<b>Worked at home</b>	87 (4.2%)	12,845 (3.6%)	19,376 (4.6%)	4,184,223 (3.3%)
<b>Mean travel time to work</b>	<b>26.6 Minutes</b>	<b>27.0 Minutes</b>	<b>30.7 Minutes</b>	<b>25.5 Minutes</b>



### III. Description of the Study Area

For purposes of the remainder of this briefing book, the “Study Area” consists of Crocker Park, the Quarry, and Brisbane Village Shopping Center subareas, and discrete data for each of these individual subareas is provided where available (see the Study Area Aerial). Additionally, the southeasterly edge of Crocker Park and Brisbane Village Shopping Center are located at the gateway to Brisbane and the edge of Central Brisbane which creates both unique opportunities and challenges. Conditions unique to this area are discussed in the Central Brisbane Interface section of this document.

#### a. Crocker Park

Crocker Park separates the older residential subarea of Central Brisbane from the newer residential development of “The Ridge” at the northwest edge of the City (Northeast Ridge subarea). The Crocker Park subarea is comprised of a 355-acre business park that occupies the floor of the Guadalupe Valley. There is almost no vacant land left in Crocker Park to develop, although there is potential for existing structures to enlarge and businesses to intensify.



Crocker Park Monumentation

Lot sizes in Crocker Park are generally large, averaging approximately 141,000 sq. ft. (3.2 acres), and the buildings range in size from approximately 16,000 sq. ft. to 576,000 sq. ft., and are up to 50 ft in height. The vast majority (93%) of Crocker Park’s approximately 3.7 million square feet of building floor area is occupied by warehousing (with varying amounts of accessory office space).



Crocker Park is zoned Trade Commercial (TC-1) which permits a wide range of industrial, commercial and office uses. The TC-1 District zoning regulations do limit the percentage of floor area in Crocker Park occupied by freight forwarders (included here under the warehousing category) to no more than

Crocker Park at the Floor of Guadalupe Valley, at the Edge of San Bruno Mountain, Brisbane Residences (Northeast Ridge Residences, right, and Central Brisbane, left), and The Quarry shown in the

20%; currently, 18.5% of the total floor area of Crocker Park is occupied by freight forwarders. Office buildings make up 4% of the total floor area. Light manufacturing occupies 1% of the total, with the remainder consisting of the post office and Sprint's cell phone switch center. Within Crocker Park, there are only a few retail uses, typically as accessory to showroom-warehouses. Refer to the attached Crocker Industrial Park Tenant Summary for detailed information. Current lease rates for the Crocker Park area are within the \$.75 - \$1.50 per square foot range.

According to the City's 2011 Comprehensive Annual Financial Report, major employers located in Crocker Park include:

- BiRite Foodservice Distributors (259 employees)
- Monster Cable Products (231)
- Expeditors International (223)
- Fong Brothers Printing (190)
- bebe (140)
- Lincoln Broadcasting Co. (120)
- Pitney Bowes Presort Services (117)
- Purcell Murray (105)
- SFO Apparel (99)
- Aircraft Technical Publishers (97).

Five of the top ten sales tax producers for the City of Brisbane in the 3<sup>rd</sup> quarter of 2013 are located in the Crocker Industrial Park (noted with an asterisk):

- BiRite Foodservice Distributors\*
- Cutera
- Hitachi America LTD
- Integrated Resources Group\*
- Norman Wright Mechanical Equipment\*
- P & F Distributors
- Purcell Murray\*
- Room & Board\*
- Sierra Point Lumber
- Tobi.com

## Crocker Industrial Park Building Summary

APN	Address - Number	Address - Street	Owner	Use	Year Built	Land Area	Bldg Gross	For Lease	100% Field Survey - Total	100% Field Survey - Docks	Tenant(s)	Max Floor Area (at 2.0 FAR)	(L) / (A) Floor Area Ratio
005180080	50-58	Cypress Lane	DCT Valley Drive CA LP	Warehouse	1968	88,427	33,654	n/a	59	5	FedEx	176,854	0.38
005180110	100	Cypress Lane	William & Joann Garehime TRS	Warehouse	1967	148,482	60,127	60,127	28	6	<b>Vacant</b>	296,964	0.40
005231150	88	North Hill Drive	88 North Hill LLC	Office		37,997	3,875	n/a	32	0	KJ Construction; 3 spaces <b>1500SF Vacant</b>	75,994	0.10
005260250	99	North Hill Drive	Gloria Dittero	Light Mfg		73,747	9,925	n/a	9	3	AC Calderoni	147,494	0.13
100780010	100	North Hill Drive	Various (Commercial Condos)	Office-Warehouse	1980	480,292	95,460	3,840			54 Units, no vacancies, light industrial	960,584	0.20
005260440	150	North Hill Drive	Northhill Associates LLC	Office		174,370	73,966	22,458			17 units: Sales, consultants, frt forwarder, Med supplies. 3 units at <b>4,000SF Vacant</b>	348,740	0.42
005202210	280	Old County Road	DCT Valley Drive CA LP	Post Office	1972	63,510	23,143	15,026	22	4	USPS	127,020	0.36
005212100	25	Park Lane	Arthur & Elena Court TRS	Office-Showroom#		54,546	10,576	n/a	46	0	Arthur Court Designs	109,092	0.19
005202160	41-43	Park Lane	Waken Ray Property LLC	Warehouse	1969	48,500	19,256	n/a	41	3	SFO Apparel	97,000	0.40
005201130	50	Park Place	City of Brisbane	Office	1977	65,000	15,120	n/a	78	1	City Hall	23,544	
005201110	60	Park Lane	DCT Valley Drive CA LP	Warehouse	1968	81,200	40,680	n/a	28	8	<b>Vacant</b>	162,400	0.50
	71-72	Park Lane	DCT Valley Drive CA LP	Office			23,143	15,026F			Pitney Bowes Management Services		
005202200	91-99	Park Lane	DCT Valley Drive CA LP	Warehouse	1966	80,804	36,806	n/a	26	6	91-Trillium; 93=Bake Express; 95=Bakers of Paris	161,608	0.46
005202150	105-115	Park Lane	DCT Valley Drive CA LP	Warehouse	1961	92,749	43,500	43,500	32	6	Zarc International, Pacific Gas and Electric, & Fresca Italia	185,498	0.47
005201909	120	Park Lane	120 Park Lane Investments LLC	Warehouse	1961	73,616	39,708	n/a	16	4	Lettieri & Co	147,232	0.54
005190100	145	Park Lane	DCT Valley Drive CA LP	Warehouse	1962	125,278	57,394	57,394	49	5	<b>Vacant</b>	250,556	0.46
005290090	150-159	Park Lane	DCT Valley Drive CA LP	Warehouse	1968	61,600	24,890	n/a	23	4	Document Security Systems & UBM LLC	123,200	0.40
005190070	185	Park Lane	DCT Valley Drive CA LP	Office-Warehouse	1967	84,942	32,209	n/a	53	3	Purcell Murray	169,884	0.38
005280230	99	South Hill Drive	William D & CA Spencer TRS	Warehouse	1997	297,070	176,919	n/a	289	5	FW Spencer & Son; Norman Wright; DHL	594,140	0.42
005280180	101	South Hill Drive	Lily S Chang TR	Office#		62,073	19,000	n/a	67		ATP	124,146	0.31
005280170	111	South Hill Drive	Lily S Chang TR	Warehouse		94,525	16,330	n/a	152		ATP	189,050	0.17
005280110	123	South Hill Drive	Barulich Properties LLC	Warehouse		383,972	252,254	n/a	253	14	BiRite (Barulich)	767,944	0.66
005290120	145	South Hill Drive	145 South Hill Brisbane LLC	Warehouse	1973	161,987	51,338	50,753	42	20	<b>Vacant</b>	323,974	0.31
005290090	155	South Hill Drive	Industrial Income Trust	Warehouse	1965	135,907	87,000	87,000	60	5	<b>Vacant</b>	271,814	0.61
005290100	175	South Hill Drive	Dolby Properties Brisbane LLC	Light Mfg		89,690	34,207	n/a	87	1	Dolby Laboratories	179,380	0.38
005290070	175	South Hill Drive	Dolby Properties Brisbane LLC	Vacant		16,144	0	n/a			Dolby Laboratories	32,288	0.00
005300050	201	South Hill Drive	South Hill Properties LLC	Warehouse		55,321	20,407	n/a	26	4	Sheng Kee Bakery	110,642	0.37
005300210	211	South Hill Drive	William D & CA Spencer TRS	Warehouse		105,560	68,912	n/a	75	13	Preferred Meal Systems; Page One, Iglesia de Cristo Church	191,262	0.51
005211030	100	Valley Drive	Lincoln Broadcasting Company	Office ##	1967	53,000	21,678	n/a	34	0	KTsf 26	106,000	0.41
005212130	125	Valley Drive	Cshv Crocker LLC	Warehouse	1963	197,675	56,466	n/a	96	6	Pitney Bowes PSI	395,350	0.29
005211060	140	Valley Drive	Lincoln Properties	Office ##	1967	60,832	16,016	n/a	132		<b>Vacant but Not for Lease</b>	121,664	0.26
005201080	165	Valley Drive	BZ Valley LLC	Warehouse	1961	44,431	18,600	n/a	28	2	<b>Vacant</b>	88,862	0.42
005201140	185	Valley Drive	DCT Valley Drive CA LP	Warehouse	1960	44,431	20,868	n/a	26	2	SFO Apparel	88,862	0.47
100900010	200	Valley Drive	Various (Commercial Condos)	Warehouse	1981	300,564	80,000	1,000	176	0	56 Unit, 2 vacancies, light industrial	601,128	0.27
005180060	240-246	Valley Drive	DCT Valley Drive CA LP	Warehouse	1961	256,568	118,320	n/a	91	14	Hearst Communications; Nestle Waters	513,136	0.46
005190020	275	Valley Drive	Avjog Investments LLC	Warehouse	1968	128,450	62,290	n/a	63	10	Integrated Resources Group	256,900	0.48
005180090	280	Valley Drive	DCT Valley Drive CA LP	Warehouse	1963	63,597	31,856		40	3	<b>Vacant</b>	127,194	0.50
005171020	320	Valley Drive	FB Investments	Warehouse	1959	86,573	85,548	n/a	50	6	Fong Bros. Printing	173,146	0.99
005190010	325	Valley Drive	William Spencer	Warehouse	1959	216,057	130,674		119	10	William Spencer	432,114	0.60
005171040	340	Valley Drive	Cshv Crocker LLC	Warehouse	1961	170,900	83,807	n/a	43	6	Nishimoto Trading	341,800	0.49
005172030	355	Valley Drive	William D & CA Spencer TRS	Warehouse	1961	112,384	42,192	42,192	79	5	AT&T	224,768	0.38





Crocker Park is characterized by relatively wide streets to accommodate truck traffic with large industrial, warehouse style buildings, containing various warehousing, distribution, service, manufacturing and offices uses, with parking lots set back from the streets behind mature landscape plantings. While the garden style landscape design provides a picturesque setting for a trade commercial area, it was not planned or designed for pedestrian-oriented uses or activity. In recent years, sidewalks have been added in some areas and the Crocker Park Trail and the unpaved Crocker Park trail (replacing decommissioned rail tracks) has been constructed to provide for pedestrian connectivity within and through Crocker Park (see the Existing Facilities & Amenities Map for the Crocker Park Trail Location and other local amenities). The City is also exploring options for the installation of fiber optic cable to serve Crocker Park. Other proposals have been made to restore ecological function to existing drainage channels within Crocker Park.



The Crocker Park Trail replaced decommissioned Railroad Tracks and runs through a large portion of Crocker Park

### Constraints and Opportunities

The attached exhibit graphically illustrates some of the constraints and opportunities associated with Crocker Park. Beyond these mapped factors, there are other important factors to be considered. Building aesthetics, park landscaping and attractive physical settings are all considered assets, as are the City's abilities to provide services and maintain a safe and well-kept environment. The clustering of food-related and higher end appliance and building materials warehouse/showrooms are seen as a possible niche opportunity.



At the Corner of Valley Drive and Park Lane this Kitchen Warehouse/ Showroom/ Training Facility Features an Attractive Frontage



On the other hand the building stock is aging, many building were built for specific uses and are not easily adaptable to other uses. Some buildings are relatively small or lack optimal clear heights for racking. Parking and truck maneuvering can be substandard for some users.

For a specific discussion of the southeasterly edge of Crocker Park see the *Central Brisbane Interface* section of this document.

Crocker Park Architectural and Landscape Character Photos:



The Expeditors Freight Forwarding facility, built within the last 10 Years represents the most recent and largest building in Crocker Park



The Louis Raphael facility is located at the Intersection of West Hill Boulevard and West Hill Place and workers have Bay Views over Crocker Park



Single Story facility along Valley Drive View



Fong Brothers Printing on Valley Drive, features large Pine Trees, Lawn and no Sidewalk





Heavy Truck Use Dominates Valley Drive



With a Wide Roadway along Valley Drive, 40-45 mph Speed Limits and lack of Sidewalks lends to being Auto/Truck oriented



Large Warehouses result in Conflicts with Residential Uses Above



Although Visually Screened at the Street Level, Warehouses are problematic to try to screen from the high angle views of the Northeast Ridge





Crocker Park Trail runs along the Rear of many Crocker Park facilities



Lush Landscaping along South Hill Drive; City owned land to the Right

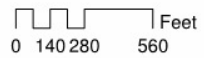


Lush Landscape and lack of Sidewalks characterize many of the Streets in Crocker Park



Many of the Pine Trees have died in recent years, and this trend continues





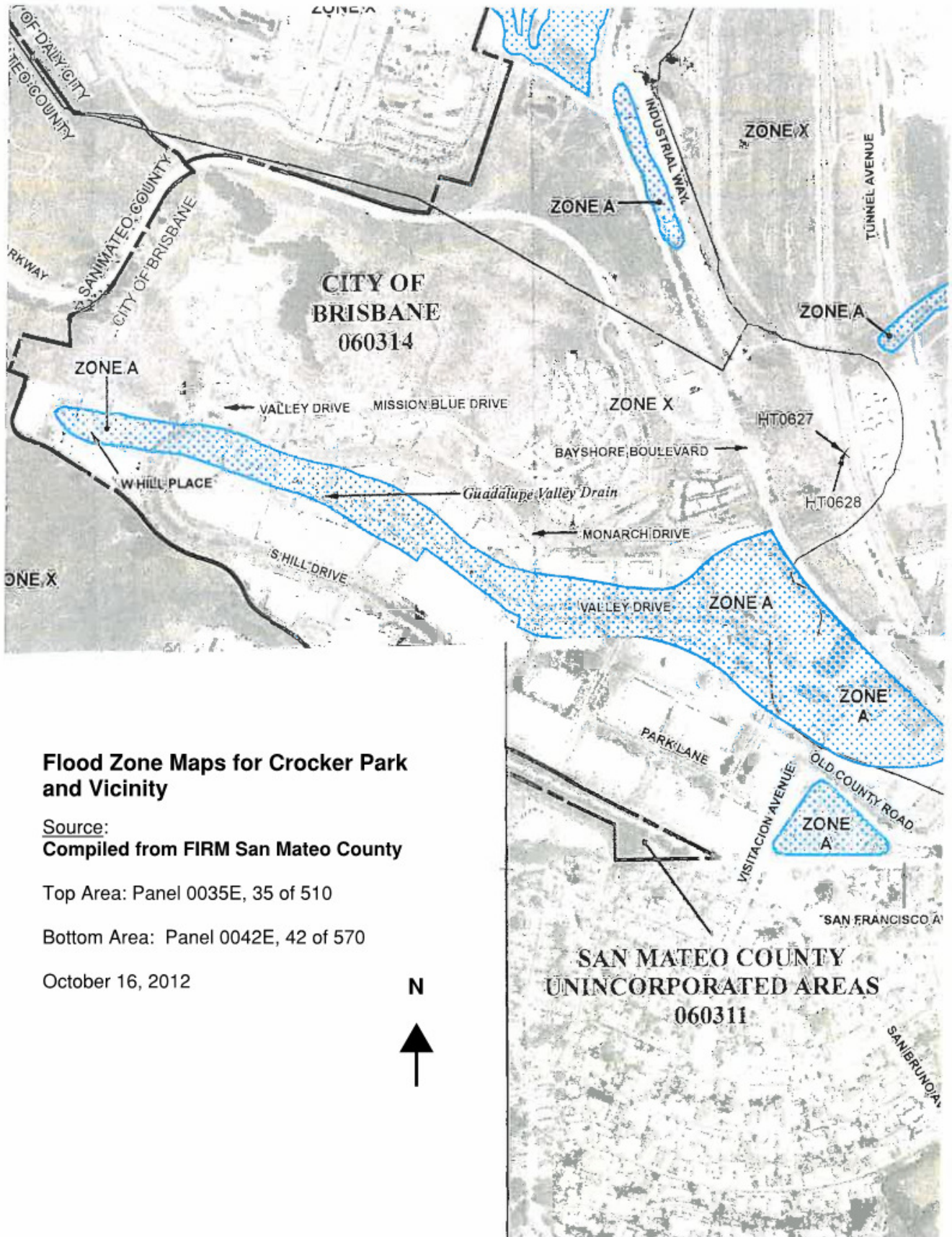
- TRAIL
- RECREATIONAL AMENITY
- NEIGHBORHOOD COMMERCIAL DISTRICT
- SCHOOL FACILITIES
- CITY FACILITIES

**CITY FACILITIES & AMENITIES  
CROCKER PARK AREA**









## b. Quarry

The Quarry subarea is located to the south of Crocker Park and is within the County's jurisdiction, but within Brisbane's sphere of influence. It is comprised of approximately 144.4 acres that lie within the boundaries of the San Bruno Mountain Area Habitat Conservation Plan and also within a State Designated Mineral Resources Area. Approximately 86.4 acres are within the mining area, which are primarily characterized by steep cut slopes and the quarry floor, while approximately 58 acres are undisturbed and slated for dedication as open space to protect endangered habitat. Within the mining area, approximately 46 acres was identified, in a recent EIR for proposed housing (described further below), as being on the Quarry floor and the remaining acreage is comprised of steep cut slopes/benches (See the aerial from the One Quarry Road Specific Plan which outlines the areas).

The Guadalupe Valley Quarry is currently operated by California Rock & Asphalt and has been used to supply rock and gravel for the Bay Area construction industry since 1895. Quarrying operations generate dust and noise, and contribute to erosion and downstream siltation. Three sediment ponds maintained inside the quarry work area collect runoff from the upper



The Quarry lies at the south edge of Crocker Park, surrounded by the lands of the San Bruno Mountain State and County Park

quarry slopes and discharge into the GVMID storm drain system. Exposed rock faces appear as man-made stair-stepped slopes visible from the surrounding areas. Landscape plantings have been used in an attempt to re-vegetate the scarred slopes of the Quarry.

The Quarry property is relatively isolated from the rest of Brisbane, and there are no nearby services. Access to the Quarry is currently limited to Quarry Road via South Hill Drive. Utilities currently serve only the few structures located at the base of the quarry. Individual quarried benches are subject to collapse in severe storms or seismic activity.



There is ongoing potential for rock fall and slope failure. The environmental impact report adopted for the project had identified geotechnical issues related to the unstable slopes of the quarry walls and unconsolidated soils and deep fills of the quarry floor among the significant environmental impacts of the project, although all such impacts were found to be mitigable in the EIR.

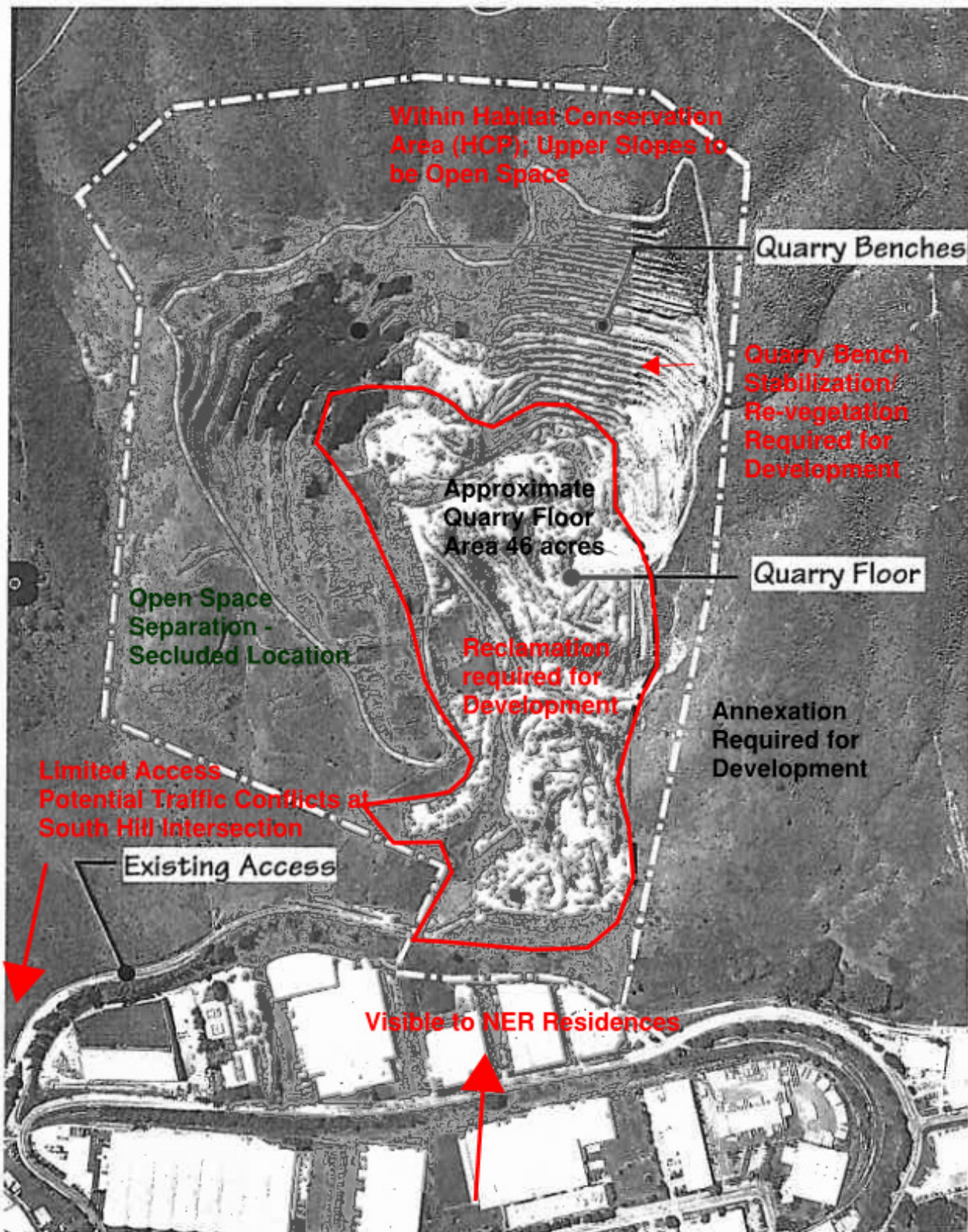
A development proposal to allow a proposed residential development consisting of 102 single-family residences, 16 live-work units, 32 artist lofts and 32 secondary dwelling units was submitted to the City of Brisbane in the early 2000s. After going through the City land use and environmental review process the project was subject to a citywide referendum and defeated by a vote of 73.2% opposed to 26.8% in favor.



Entry to the Quarry

Under the City's adopted 1994 General Plan, redevelopment of the Quarry was envisioned as an extension of Crocker Park. The Industrial Park alternative from the Quarry EIR follows and illustrates how an industrial park project could be developed for the Quarry.





Specific Plan, dated 4/4/02 (rvsd .1/31/05), by David Evans & Associates, Annotated by Brisbane Planning Dept

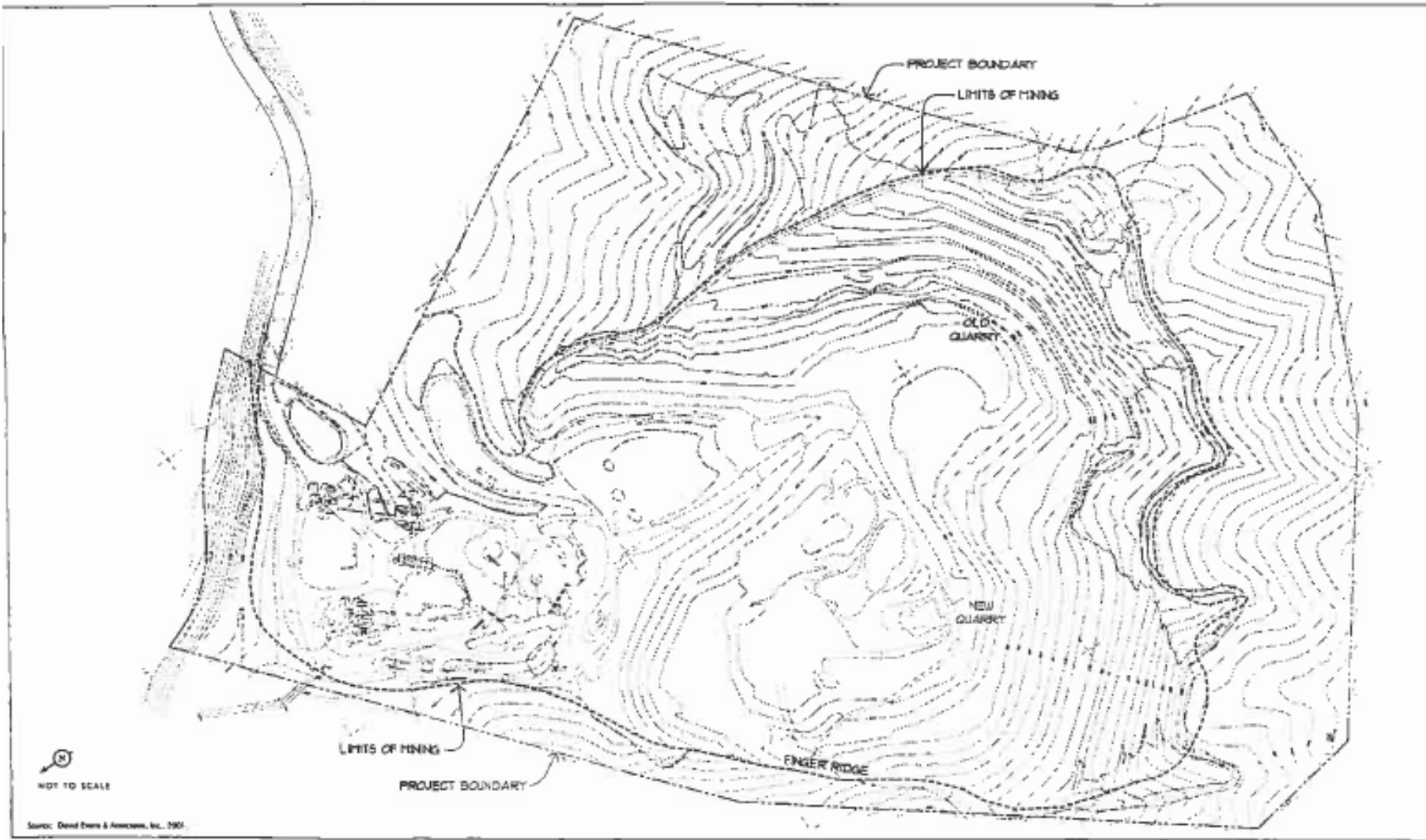
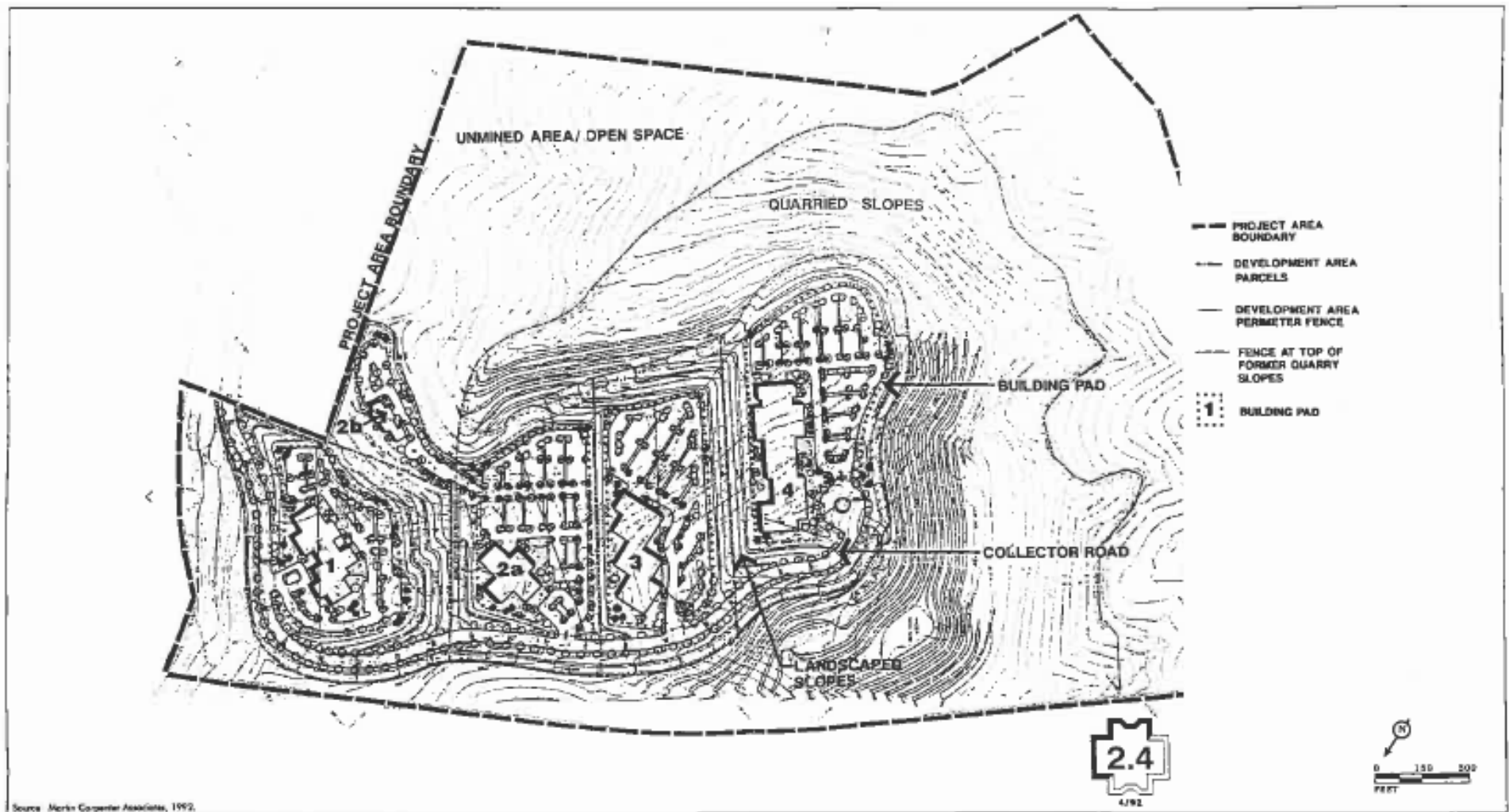


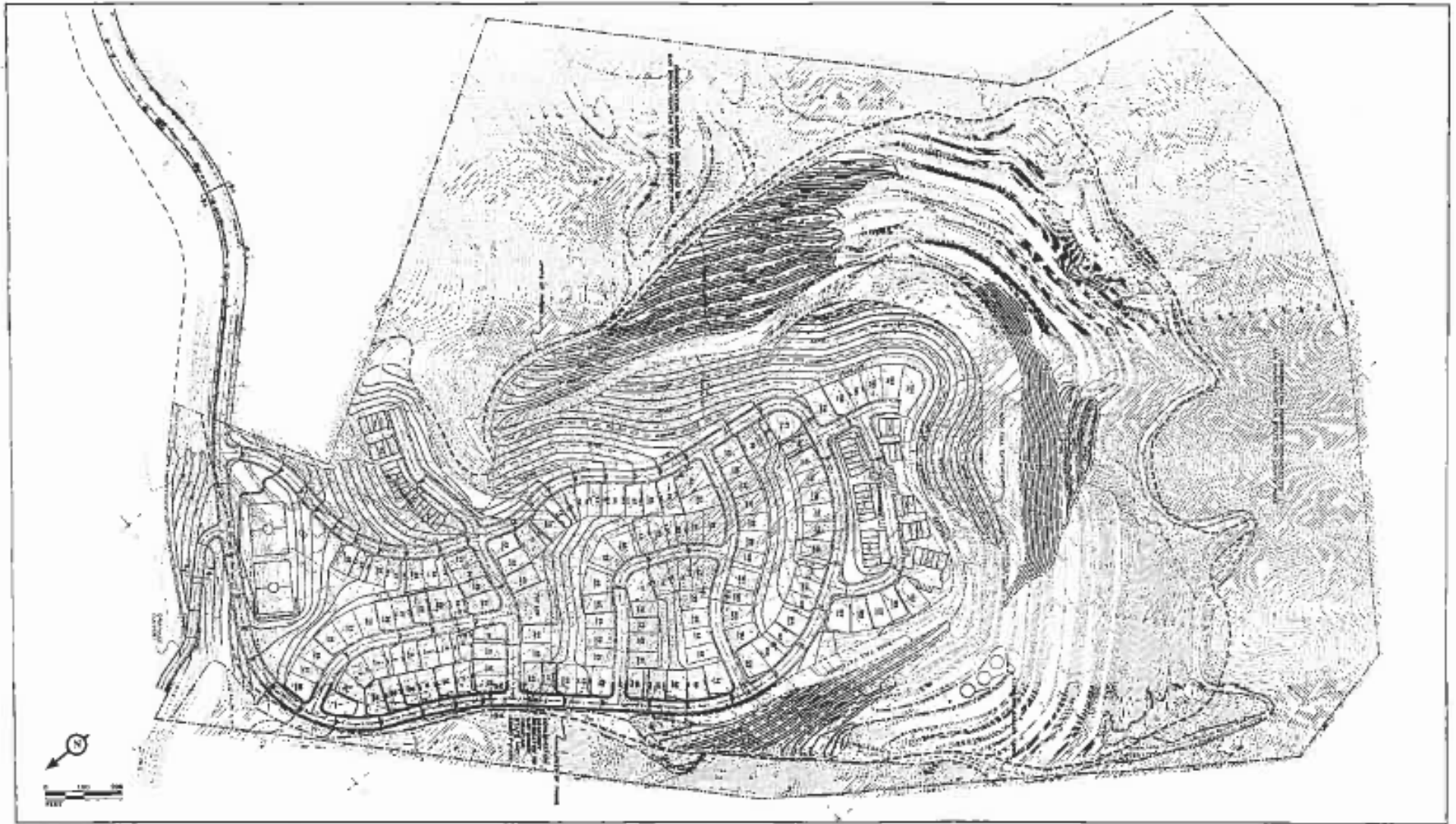
Figure III-3  
 Quarry Site Topography



Source: Markin Carpenter Associates, 1992.

Figure III-18  
 Alternative I -  
 Proposed One Quarry Road Residential Project:  
 Industrial Park Project Site Plan





Source: David Evans and Associates, 2000

Figure III-19  
 Alternative II -  
 Mitigated One Quarry Road Residential Project: Site Plan

- LEGEND**
- Project Site
  - Limits of Mining
  - Limits of Grading
  - Rock Fall Catchment

ONE QUARRY ROAD  
 RESIDENTIAL DEVELOPMENT EIR

LSA

### c. Brisbane Village Shopping Center

The Brisbane Village Shopping Center is an auto-oriented strip mall located adjacent to Crocker Park at the entrance to Central Brisbane. The approximately 2-acre site is developed with a one-to-two-story building, containing 30,375 gross square of space occupied by a mix of local restaurants, specialized retail and assorted service uses. Although the property has frontage on heavily-traveled Bayshore Boulevard, its only street access is via Old County Road, toward which the L-shaped building is oriented. To the southeast is the Bank of America, with which the shopping center awkwardly shares parking access. The Community Park is located across Old County Road from the shopping center. Behind the shopping center, to the northwest, is vacant property within Crocker Park.



Auto-oriented Brisbane Village Shopping Center

Despite recent efforts to improve its appearance, the shopping center has been underperforming for a number of years. At one time, the shopping center included two anchor restaurants and the community's only drug store, but it is lately characterized by high turnover and lengthy vacancies, including the two anchor spaces. Retail uses at the Brisbane Village Shopping Center are limited to a number of small restaurants and a few specialty shops. No major retail use has occupied the shopping center in years. Part of the difficulty may be that the small population base served by the Brisbane Village Shopping Center must be shared with retail and service uses located on nearby Visitacion Avenue (Downtown Brisbane). Lease rates within the Brisbane Village Shopping Center are approximately \$2.00 per sq. ft.





**Brisbane Village Shopping Center  
Unit Sizes and Usage**

<b>Business Address</b>	<b>Square Footage</b>	<b>Tenant</b>	<b>Use</b>
100B	1,198	Dr. Fitzgerald	Dentist office
100C	1,050	Best Design	Property manager
100D	463	Kang's Home Co.	Herbal sales
100E	422	-	Vacant
100F	463	-	Vacant
100G	382	-	Vacant
100H	463	Magellan Solutions	By Appt Showroom
102A	324	Amer. Tibetan Health	Online Sales Office
102B	452	Pro Nails	Beauty salon
102C	452	Pro Nails	Beauty salon
106A	382	Iris Gallagher Attorney	Taxes and finance
108	925	M.A.D.	Martial arts studio
110	3,300	-	Vacant
114	1,100	Teriyaki House	Sushi restaurant
118	900	House of Thai	Thai restaurant
120	900	Bethel Church	Protestant church
126 (& 124 & 130)	2,488	Bethel Church	Protestant church
134	973	-	Vacant
138	1,066	Christy's Donuts	Donuts & ice cream
140	1,066	Saigon BBQ	Vietnamese restaurant
142	1,066	Kika's Taqueria	Mexican restaurant
144	1,066	-	Vacant
146	507	Lloyd's Jeweler	Jewelry store
150	966	Subway	Sandwich shop
154	2,131	-	Vacant
156	1,626	Green Spa	Spa
160	531	Dry Cleaner	Dry cleaner
174	1,500	Laundromat	Laundromat
182	3,200	-	Vacant
<b>TOTAL</b>	<b>31,362 (38% vacant)</b>		

The parking lot for the Brisbane Village Shopping Center currently accommodates 126 vehicles. Based on recent parking surveys by the City, if it were fully leased, based on the current use/parking ratios, there would be a shortfall of parking during the weekday, lunch-hour use times. This lunch-time peak use reflects the relatively high percentage of restaurant uses which predominantly serve workers from Crocker Park.





In addition to Brisbane Village's issues as a standalone facility, the implications of this site as a City gateway and on potential adjacent mixed use development is discussed in the following *Central Brisbane Interface* section.



Barrier Placed between the Shopping Center and Bank of America belies the conflict over parking and awkward layout



Brisbane Village designed with the rear to Bayshore Boulevard; bike lane included on Bayshore, but lacking pedestrian access

#### d. Central Brisbane Interface

The Central Brisbane Interface for purposes of this document is defined as parcels at the southeasterly edge of Crocker Park proposed for mixed use and /or residential conversion along with the Brisbane Village Shopping Center. The primary interface with Central Brisbane occurs at the Community Park, although the Post Office site, and skate park/basketball courts are other adjacent public facilities which relate as well.



The Community Park is located at the edge of Crocker Park and serves as the key outdoor gathering space for City events and provides for daily outdoor recreation for people of all ages

The City had adopted policy language in its 2007 Housing Element to redesignate several parcels (28-43 Park Place, 125 Valley Drive) along the southeasterly boundary of Crocker Park adjacent to the Brisbane Village Shopping Center to mixed use (residential and commercial). These parcels total approximately 6.9 acres. These parcels are proposed to be rezoned at a minimum density of 20 dwelling units/acre with a 25% public space dedication. The minimum residential yield was estimated as 125 units. The Housing Element policy language further proposed a 3-story 35-foot building height for this new mixed use district. No policy guidance regarding the non-residential mixed use component is provided under the adopted Housing Element policy language. The City's intent is to establish appropriate development standards and design guidelines through adoption of form-based codes for this new mixed use district, thereby providing a higher level of certainty for the community and prospective developers regarding the future development of these sites.

Parcels at 91-145 Park Lane are being evaluated for designation to residential uses at the 20 dwelling unit/acre minimum density. These lots total approximately 6.8 acres and could yield in excess of 120 units at the minimum density proposed. If the City were to proceed with residential rezoning, development standards and design guidelines would be established through the establishment of a form-based code for this new residential district.

The establishment of residential and mixed use as considered provides a great opportunity to support and strengthen Central Brisbane at a number of levels. Creating residential units in close proximity to Brisbane Village and historic Visitation Avenue commercial corridor will support these areas and contribute to a more vibrant retail



climate. Well designed projects will strengthen physical connectivity with Central Brisbane, providing a more walkable community and strengthening the social fabric of the community. It also provides the opportunity to revitalize and enhance the gateway to Brisbane.

Constraints and opportunities associated the possible reuse of these edge parcels for residential or mixed use are noted on the attached map, including issues associated with the adjacent Brisbane Village Shopping Center.

### Central Brisbane Interface Photos



Vacant portion of the 125 Valley Drive site (right) with the back of the Brisbane Village Shopping Center (left)



View from Old County Road (adjacent to the Community Park) to 125 Valley Drive



View from City Hall to 25 Park Lane



View from Old County Road (adjacent to the Community Park) to the back of 43-45 Park Lane





145 Park Lane with Central Brisbane residences above



91 to 105 Park Lane buildings



Back of 91 to 105 Park Lane, Old Quarry Road Trail above, left



60 to 120 Park Lane, potential new Industrial/Residential interface



Post Office at Interface between the Community Park/ Crocker Park and Central Brisbane



Back Post Office



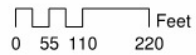
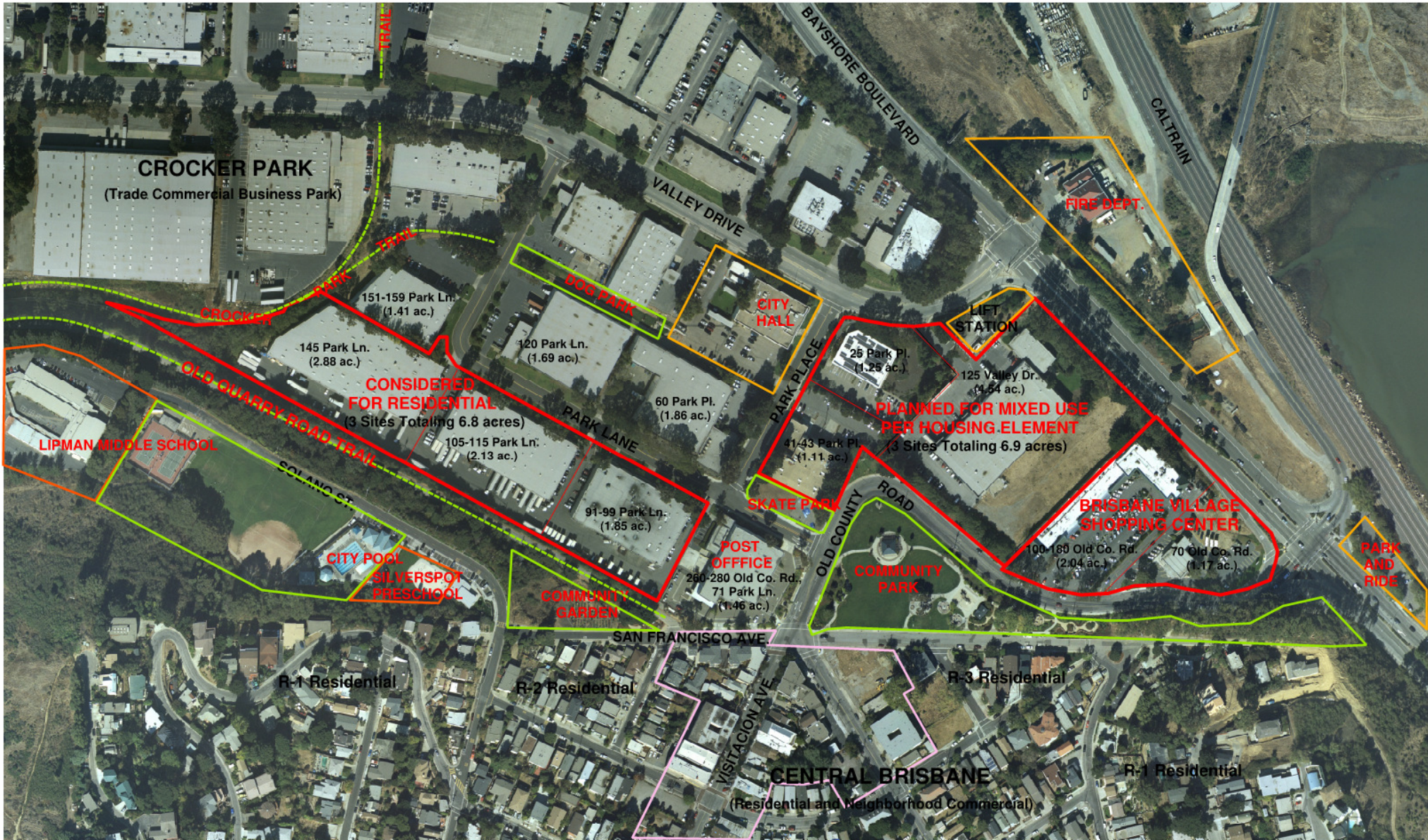


Top: Park to Shopping Center Interface and Bayshore Blvd. “Gateway” to Central Brisbane at the Shopping Center

Middle: Skate/Basketball Park and Old Quarry Road Park and Trail

Bottom: Dog Park adjacent to City Hall

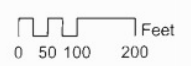




- ▬ TRAIL
- ▬ RECREATIONAL AMENITY
- ▬ NEIGHBORHOOD COMMERCIAL DISTRICT
- ▬ SCHOOL FACILITIES
- ▬ CITY FACILITIES

**CITY FACILITIES & AMENITIES  
CENTRAL BRISBANE INTERFACE AREA**





**CONSTRAINTS/OPPORTUNITIES ANALYSIS  
 CENTRAL BRISBANE INTERFACE**



#### IV. Government and Community Concerns

There are a number of federal, state and local regulations that control development within the study areas. Given Brisbane's small size, community involvement in the development review process can be extensive, giving local concerns an opportunity to be expressed.

In compliance with the federal Endangered Species Act, the San Bruno Mountain Area Habitat Conservation Plan (HCP) was approved in 1982. Proposals for development under the HCP are subject to a special approval process with multi-jurisdictional review to determine compliance with the Plan's goals to conserve and maintain habitat for endangered species. The Quarry is included within the HCP's jurisdiction, and Crocker Park interfaces with the HCP along its northern, western and southwestern boundaries.

The regional NPDES Permit is another issue which impacts Crocker Park in particular. Building expansions and site alterations which would result in new or replaced impervious surfaces of 10,000 sq ft or more trigger state requirement for on-site retention and treatment of storm water. Given the large sites, this requirement is easily triggered with site renovations, with the exception of maintenance of existing facilities or paving.

In Crocker Park, ongoing community concerns with truck traffic impacts led to the adoption of TC-1 District zoning regulations imposing square footage cap limits and use permit requirements for freight forwarding businesses. Individual proposals have identified environmental concerns with the traffic, noise and air quality impacts of such uses upon surrounding residences, schools and businesses. Use permit requirements are also imposed on night operations in proximity to residentially zoned properties.



Regarding Brisbane Village Shopping Center, community concerns that national chains and franchises would unfairly compete with local businesses and adversely affect the unique character and visual appearance of Central Brisbane led to adoption of an emergency moratorium on "formula retail" uses in the NCRO-1 District (Brisbane Village Shopping Center) and the NCRO-2 District (Downtown Brisbane) by the City Council in 2007. While the moratorium expired the following year and no city



regulations on formula businesses were established, the perception that formula businesses are not welcome may still remain in the business community. Additionally, the zoning regulations for Brisbane Village Shopping Center require the approval of a conditional use permit by the Planning Commission for businesses to remain open past 10pm.

On the other hand, a community has consistently expressed its support for the shopping center and expressed its desire for improved local shopping opportunities as reflected in the community survey conducted in 2005 as part of the City's ongoing effort to update the General Plan. The community has also taken an interest in the shopping center and improving its connectivity with Central Brisbane. The City hired Project for Public Spaces (PPS) to hold placemaking workshops in 2005 focused on improving public spaces in several areas of the City, including the Community Park and Brisbane Village Shopping Center. A desire was expressed to create a larger and more cohesive town center integrating the Community Park, Village Shopping Center and the Crocker Park parcels now proposed for mixed use. Excerpts from the PPS Report are attached for information. While these concepts were not universally supported and few of the suggested long term physical design improvements were adopted, the concepts of enhancing the relationship between Central Brisbane, the shopping center and the edge of Crocker Park and providing active and vital public spaces which benefit the community overall remain relevant.

## **V. Acknowledgements**

This document was prepared by the Community Development Department, with special thanks to;

Tim Tune, Special Assistant  
Ken Johnson, Senior Planner  
Angel Ibarra, Office Specialist  
Trisha Taylor, Administrator Assistant



**Attachment A**  
**2001 Brisbane Economic Development SWOT Analysis**

**City of Brisbane  
Local Economic Development**

**SWOT Analysis and  
Economic Development Action Plan (EDAPT) Items**

**November 30, 2011**

**Community Profile** (sources: 2010 Census; 2005-2009 American Community Survey 5-Year Estimates):

- Population: 4,282
- 18 and over: 3,457
- Total Housing Units: 1,934
- Owner Occupied: 1,169
- Educated Pool of Workers: higher percentage of Bachelor's degree or higher (47%) and high school (94%) graduates compared to the County (44% bachelor's or higher and 88% high school) and State (30% bachelor's or higher and 80% high school).
- High owner-occupancy (60%) than County (56%)
- High unemployment rate (14.3% versus County's 8.3%, EDD August 2011)
- City of Brisbane Total Budget (expenditures): \$12.8M
- Sales Tax Revenue: \$4.3M. (VWR = \$2.1M) Of the Top 25 Sales Producers in 2000-2001, only 9 remained in the Top 25 in 2010-2011. Further deterioration as VWR International, Freeman and Champion are or will no longer be in Brisbane.
- Overall Vacancy rates as of Q3 2011 are: 38.63% Office and 15.75% Industrial (may not reflect recent and/or staggered departures by Walmart.com, Freeman and Champion). VWR vacancy expected in 2012.

**Subdivisions**

There are 13 subdivisions in Brisbane. For the purposes of the economic development strategy, the sub-committee's discussion focused on Central Brisbane, Crocker Park, and Sierra Point with some brief discussion of the Baylands, the Quarry and along Bayshore.

**SWOT Analysis**

The following is a summary of Strengths, Weaknesses, Opportunities, and Threats (SWOT) identified during the series of sub-committee interviews and discussions.

A. Overall

SWOT: Brisbane Business Districts (overall)
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Strengths	<ul style="list-style-type: none"> <li>• Location: near SF, Biotech hub, and SFO; half hour away from Silicon Valley; and centered between world renowned universities.</li> <li>• Near SF without having to be in SF (i.e., ability to service SF market without having to do business with City and County of SF).</li> <li>• No Payroll Tax.</li> <li>• Small city government wherein staff is accessible and easy to work with.</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Lack of City staffing and resources for economic development.</li> <li>• Lack of revenue diversification (loss of VWR will result in a revenue loss of \$2.1M; second largest revenue generator brings in approximately \$400K).</li> <li>• Lack of visibility/presence in the Bay Area. Not a destination. Businesses are either in SSF so they are close to SFO or in SF because that's where they need to be.</li> <li>• Accessibility:       <ul style="list-style-type: none"> <li>○ For the majority of the City's business districts, access to major transit corridors (101, El Camino Real) is not direct or convenient.</li> <li>○ Most business districts are too far off the freeway.</li> <li>○ Too far from SFO for businesses that need to be near SFO.</li> <li>○ Limited public transportation options for employees and residents.</li> </ul> </li> <li>• Business Reputation:       <ul style="list-style-type: none"> <li>○ Community's history of setting up roadblocks for businesses – <i>"It's more hassle than it's worth to come into Brisbane."</i> Examples cited were Baylands Project, DHL, FedEx, and <i>"Us against the Hill Group"</i>.</li> <li>○ Difficulty and length of time to get approval from Planning and Fire, historically.</li> <li>○ Lack of clarity on issues. (e.g., Purpose of freight forwarding cap? Community doesn't like freight forwarders but appears to be tolerant of businesses who transport their own products even when both business types have similar truck traffic, and although a freight forwarder may use ecology friendly trucks.)</li> </ul> </li> <li>• Lack of basic services such as fueling, pharmacy, and grocery retail services. No medical facility within the City. Lack of restaurants and other amenities. <i>"You have to get in the car for everything."</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Lack of downtown presence or identity.</li> <li>• Insufficient population, even with daytime population, to support the requirements of desired businesses (e.g., Trader Joe's).</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• Location: Don't have to be SF, Biotech, SFO, Silicon Valley, but can attract businesses that can supplement their businesses (e.g., VWR for biotech).</li> <li>• Large number of vacancies offers an opportunity for the City to be involved in filling vacancies, allowing it to mold an identity for itself and foster diversity by shaping business districts and encouraging clusters.</li> <li>• Opportunity to pursue more point-of-sale, revenue generating businesses.</li> <li>• Vacancy rate in SF is down and Mountain View is in high demand so could push demand for space to Peninsula. In particular, when economy begins growing again, more businesses will be pushed out of SF and looking for new locations.</li> <li>• Industrial market is shrinking.</li> <li>• Aesthetics: Beauty of the Mountain and the Bay. While most businesses are bottom-line oriented and aesthetics are not factors in where they choose to locate their businesses, developing access to Mountain and Bay trails can create a niche market for Crocker Park and Sierra Point. Identify those unique businesses that would value aesthetics (e.g., artist studios, design centers, home furnishings warehouse retail showrooms) and/or attract water, hiking and biking enthusiasts (e.g., app developers, clean tech, incubators).</li> <li>• Significant number of vacancies allow for a re-envisioning of the business districts.</li> <li>• Designation of San Mateo County as an International Free Trade Zone</li> <li>• 34<sup>th</sup> America's Cup World Series in 2012 &amp; 2013 (Aug-Sep 2012; Jul-Sep 2013) – 45 to 58 days of racing with 300,000 spectators (Golden Gate to Bay Bridge)</li> <li>• Planned high-growth in SF's Eastern Neighborhoods (anticipate 11,000 new households and 13,000 new jobs over the next 25 years) and impending need for a Geneva Muni Extension.</li> <li>• Baylands Development - opportunity to create a model of sustainable development.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>• Lack of understanding by community of role and importance of business within the community, beyond revenue.</li> <li>• Conflicting community priorities:             <ul style="list-style-type: none"> <li>○ zero carbon emission vs. need to drive for basic services;</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>○ desire for walkable services (zero carbon) vs. lack of community appetite for additional development to support those services (limit new housing to maintain population below 5,000; little to no tolerance for anything that will bring traffic into town).</li> <li>• Community seems dismissive of difficulty for property owners—both large and small—to lease space or develop their land.</li> <li>• Fears that any corporate models of retail or restaurant will erode Brisbane’       <ul style="list-style-type: none"> <li>○ Tendency to create blanket moratoriums or bans on businesses.</li> <li>○ Anti-chain store sentiment which:           <ul style="list-style-type: none"> <li>▪ prevents proven, successful businesses from coming to the City because of their past success; and</li> <li>▪ does not recognize franchises as locally owned businesses.</li> </ul> </li> <li>○ Blanket anti-“Big Box” retail store sentiment which fails to recognize:           <ul style="list-style-type: none"> <li>▪ the City’s varying business districts wherein “Big Box” retail may be appropriate; and</li> <li>▪ that there are “Big Box” retailers that are strong supporters of the communities they are located in; and</li> <li>▪ that in many communities, “Big Box” are the main generators of City revenue which allow the City to provide services to its community.</li> </ul> </li> </ul> </li> <li>• Community’s concept of sustainability appears to focus on the environment without regard for and at the expense of its economy and social well-being.       <ul style="list-style-type: none"> <li>○ Requiring businesses to comply with highest possible building standards (e.g., requiring LEED Gold when requirement is LEED Silver). Deters new businesses and remodels, and hurts property owners with vacancies.</li> </ul> </li> <li>• Possible loss of County’s tax advantage over SF in the event the SF Payroll Tax is eliminated.</li> <li>• High Speed Rail – potential loss of private land development opportunity and related revenue generation.</li> </ul>
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B. Central Brisbane

SWOT: Central Brisbane (includes Brisbane Village)	
Strengths	<ul style="list-style-type: none"> <li>• Good "bones".</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Underutilized assets</li> <li>• Insufficient population to support desired businesses.</li> <li>• Long time property owners lack incentive to invest or have the financial means to upgrade their buildings.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• Charm and potential of street.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>• Declining day-time population.</li> </ul>

C. Crocker Industrial Park

SWOT: Crocker Industrial Park & Technology Park	
Strengths	<ul style="list-style-type: none"> <li>• Buildings:               <ul style="list-style-type: none"> <li>○ Newer, larger and cleaner buildings (relative to immediate neighboring cities and not East Bay).</li> <li>○ Variety of shapes and sizes.</li> <li>○ Many have sprinkler systems.</li> <li>○ Good office space that's separate from the building.</li> </ul> </li> <li>• Beautiful setting and landscape design.</li> <li>• Safe environment and well-lit streets.</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Visibility/Presence. Far removed from El Camino Real and 101.</li> <li>• Buildings were built for specific uses, primarily warehousing and distribution facilities. Today's buildings are built for different uses so they are easily adaptable to industrial space, R&amp;D, or office space.</li> <li>• Buildings are outdated for their original purpose which, in general, was for freight forwarding and distribution. Park buildings no longer meet needs for today's freight forwarders and distributors. For example, buildings are:               <ul style="list-style-type: none"> <li>○ Old (40 to 50 years old). Hayward has newer buildings with sprinkler systems, 30-ft heights, and ample doors. Large distribution services are going to district hubs such as in Stockton/Modesto where buildings are over 200K SF.</li> <li>○ Lack clear height. Need at least 24 feet. Park has mostly 20-22 ft heights.</li> <li>○ Small. Buildings are 70-100K SF when Hayward has 16 buildings over 100K SF and space for larger trucks.</li> <li>○ Limited truck parking and turning radius (120 ft minimum and most distances are shallow).</li> <li>○ Insufficient parking for other uses (e.g., wholesale/retail,</li> </ul> </li> </ul>



	<p>public assemblies).</p> <ul style="list-style-type: none"> <li>• Price. Not competitive with East Bay. Significant number of buildings were bought high so leasing low would cut NOI (net operating income). Property owners would rather leave vacant than accept a lowball offer.</li> <li>• Absentee property owners. Involvement of owners is difficult.</li> <li>• Near residential homes so 24/7 use can be a problem.</li> <li>• Lack of connectivity (i.e., high speed fiber network)</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• No longer appropriate for freight forwarding or large distribution centers, Valley has more distribution buildings.</li> <li>• Outdated buildings allow for a re-envisioning of building/land use.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>• Competition. SSF and SF have staff and resources to attract, pursue and retain desired businesses.</li> <li>• Replacement costs</li> </ul>

D. Sierra Point Business Park and Brisbane Marina

SWOT: Sierra Point Business Park and Brisbane Marina	
Strengths	<ul style="list-style-type: none"> <li>• Brisbane Marina</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Lack of Identity; confusion with Oyster Point and South San Francisco (part of Sierra Point is in South San Francisco)</li> <li>• Perceived lack of Accessibility</li> <li>• Lack of easy access to Southbound 101 Freeway</li> <li>• Association with Candlestick traffic</li> <li>• High vacancy rate/unoccupied buildings</li> <li>• Lands slated for development that are left undeveloped</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• SSF-Oakland Ferry service is anticipated to begin in March 2012.</li> <li>• Bay Access.</li> <li>• Planning and funding for AB1296 SF Bay Area Water Trail</li> <li>• Public space and recreational opportunities resulting from pending revision of Sierra Point guidelines.</li> <li>• Retail amenities resulting from future build out of HCP project.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>• Lack of flexibility by BCDC</li> <li>•</li> </ul>

The following is a compilation of the various thoughts discussed during the series of interviews and meetings of the Economic Development sub-committee.

**Attachment B**  
**Excerpts – 2005 Brisbane is Awesome! Place Evaluation Workshop**





# Brisbane



# is Awesome!

DEFINING THE CORE PLACES IN  
DOWNTOWN BRISBANE

PLACE EVALUATION WORKSHOP  
RESULTS

Brisbane  
December 2005

REVISED  
DRAFT

 **PPS**  
PROJECT for  
PUBLIC SPACES

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- Create a Visitation Avenue business or merchants association to ensure proper care is given to the business district. The business association can work with the City on retail recruitment, on instituting policies (such as rent stabilization, façade improvement grants, loans to help businesses expand) to help merchants prepare to enhance their economic viability and remain competitive. They also can coordinate and offer special promotions, events, marketing campaigns, and beautification efforts.
- Establish a lunch-time shuttle bus to bring office workers from Sierra Point and Crocker Industrial Park downtown without having to deal with driving and parking.



Community event at the park.

## SITE 2: THE COMMUNITY PARK INCLUDING CONNECTIONS TO THE SURROUNDING STREETS AND USES

### Evaluation of the Place

The Community Park is seen as the lynchpin of Brisbane, the heart of the town center – the place which all others surround. The connections between the park and other key central areas can be described as a star – one of the City’s longstanding themes - with the center being the park and other places radiating towards it. This place is the pride of Brisbane, its natural gathering spot, and the place that could best define the town.



Southern edge of park, along San Francisco Avenue.

Participants rated this area as one of the most successful in Brisbane due to its location, the activities available in the park, and the views from and to the park. People like the large green openness of the meadow and the smaller, more intimate garden space behind the restroom building. The public bathroom provides an important amenity for the area. In addition, the park is very well maintained and regularly programmed with concerts and special events. It is also heavily used for picnicking, to the point that picnic tables are often unavailable at peak times.





## Long Term Physical and Design Improvements

The elements that could be incorporated in the longer term include:

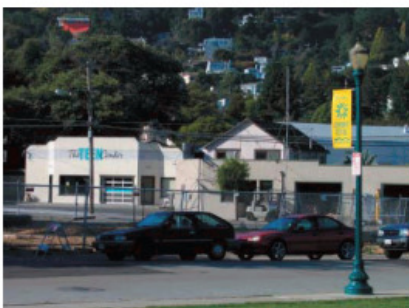
- Plant the painted median along Old County Road. This also will slow cars and will make it safer for pedestrians to cross the street by providing them with a refuge where they can wait.
- Build a landscaped buffer between the park and the Old County Road to provide a protected edge for the east side of the park, making sure it is not too high to cut off sight-lines.
- Transform this area into a civic plaza by reconfiguring or removing the section of Old County Road that circles the park so that it no longer separates the park from its edges but connects it and the park to City Hall. An alternative to that is to brick the streets to slow down traffic on Old County Road. (See attached sketch on page 36).
- Reprogram surrounding buildings around new civic plaza for community use, (i.e. the warehouse next to the State Teachers Retirement System property, whose lease is up in two year) such as a new library/community center and charter high school.



Intersection, from Old County Road looking southwest up Visitacion Avenue.



The town Post Office.



Site of the future One San Bruno Development.

### SITE 2A: INTERSECTION OF SAN FRANCISCO AVENUE, SAN BRUNO AVENUE AND VISITACION AVENUE AND THE SOUTHWEST CORNER OF THE PARK

#### Evaluation of the Place

This intersection has the potential to become a true retail and entertainment “hot spot” for Central Brisbane. Here lies the confluence of the Post Office, the Community Park, a bus stop, the main commercial street in town (Visitacion Avenue), the Teen Center, the Senior Center, and One San Bruno, a future mixed use redevelopment site, and a hardware store. A key issue facing this intersection is the lack of a reason to stop and enjoy the space. The Post Office is designed for a suburban setting, and does little to attract anyone on foot because the building is set back behind its parking lot. Neither the senior center nor teen center have any “front lawns” or outdoor space where patrons can gather; the narrow sidewalks, speed of cars and width of the



Add angled parking on Old County Road.



Improve the newspaper stands in front of the Post Office.



One-laned street with planted median.



Consider a roundabout at the intersection of Old County Road, San Francisco Ave, Visitacion and San Bruno Streets.

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can significantly increase response times. Wide, high-speed streets – particularly those in residential neighborhoods or near schools and shopping areas – also increase the risk of accidents with other vehicles and pedestrians. Moreover, as cited in “Eliminating Code Barriers to Smart Development” (School of Urban Studies and Planning, Portland State University, June 2003) “If block lengths are short, 300 feet or less, fire trucks can park at the end of a block and stretch their hoses up to 150 feet to reach a fire anywhere on the block without needing access to the street.”

- Improve the look of the newspaper stands in front of the Post Office by consolidating them into one newsbox structure with space for four to eight newspapers to be displayed.

### Long Term Physical Improvements

Reconfigure the intersection to make it into an internal gateway for the City by:

- Narrowing Old County Road and San Francisco Avenue to improve traffic flow and pedestrian access at this intersection. These streets could be reduced to one lane in each direction .
- Exploring the feasibility of installing a roundabout at the intersection of Visitacion, San Francisco and Old County road, which also would slow traffic.
- Tie the Post Office programmatically to the park by placing the parking behind the building and allowing the building to be used as a mixed-use facility, with an outdoor café and plaza up front where patrons can socialize and read their mail. Consider a country store or market next to the Post Office as well.
- Ensuring the development at the vacant site at One San Bruno has active ground-floor uses to attract pedestrians and contribute to the street life in the area.





Brisbane Village Shopping Center, from Bayshore Boulevard.

### SITE 3: THE BRISBANE VILLAGE SHOPPING CENTER

#### Evaluation of the Place

“Knock it down!” one interviewee told participants during their evaluation of Brisbane Village. While this reaction was rather extreme, the shopping center has tremendous untapped potential to positively impact the look and feel of Brisbane. Participants were most satisfied with the location of the center, the convenience it offers, and the fact that there were economic stakeholders in town



Signage for Brisbane Village Shopping Center.

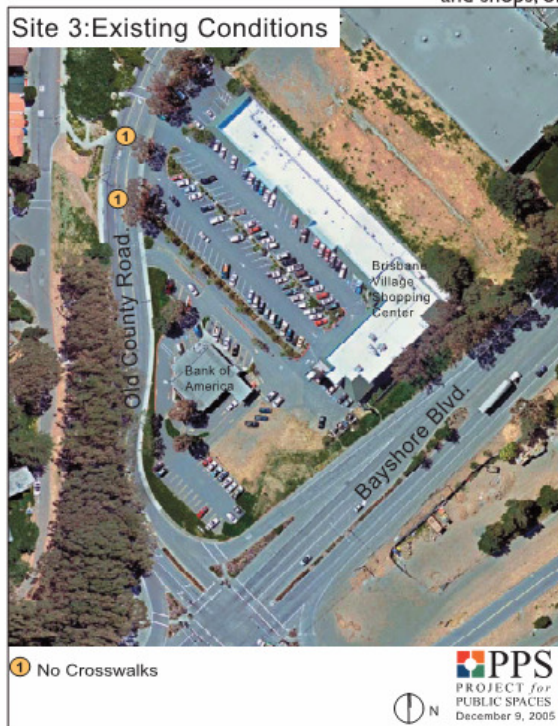
#### Short-Term Improvements

Many people interviewed in this area as part of the workshop activities offered suggestions for improvements. Participants noted that it was difficult for the center to sustain more restaurants and shops, or for the existing ones to stay open late, because

of the size of the residential population base in Brisbane. The ideas they generated included not allowing any more chain stores in the plaza, extending the hours of the businesses in the shopping center when practicable, reducing the rent to attract a larger variety of merchants (both food and non-food related), and repainting the façade. They thought it was great to have a laundromat and a bank there, but they thought the services and items sold were generally over-priced.

In general, participants suggested ways to make the shopping center more inviting and more deeply imbued with a sense of place than it currently exhibits, for both local residents and those who work in Brisbane.

- Improve the general maintenance and cleanliness of the area and its surroundings.
- Remove the fence between the shopping center and the bank to allow better and safer passageway between the two establishments by pedestrians.



- Add well-marked crosswalks across Old County Road to lead people from the shopping center to the park and vice versa.
- Recruit a greater number and variety of merchants to the plaza. Possibilities include a flower shop, a jewelry shop, an insurance company, a coffee shop, a gift store, and a pharmacy. These merchants will be heavily influenced by what type of development occurs in the Baylands.
- Crocker Park, a well-established, thriving industrial park, affects the success of this area, as it provides many of the lunch-time patrons of the restaurants and delis in the shopping center. It was suggested that a lunch-time shuttle be introduced to bring more people to the downtown area during the week without increasing the associated traffic and parking problems. A shuttle that would enable people to leave their cars at the office. The shuttle service should be designed to make it faster for people to use than to spend time driving and parking.



*Improve general maintenance.*



*Well-marked cross-walks across Old County Road.*

### Long Term Physical Design Improvements

Major physical recommendations were considered at the workshop which could be incorporated into other plans for redesigning Brisbane's civic center area. These changes would require the cooperation of the owner of the Brisbane Village shopping center, the owner of the Bank of America building, the State Teachers Retirement System (who owns the vacant lot next to the shopping center) and the City of Brisbane.

- Construct sidewalks along the east side of Bayshore Boulevard to serve pedestrians walking from the Civic Center and City Hall to the shopping center.
- Build an outdoor café/restaurant on the second level of the shopping center, to take advantage of the magnificent views of the water and the mountains.
- Build a bridge over Old County Road to connect the plaza with the Community Park.
- Redesign and rebuild the Brisbane Village Shopping center. As part of the shopping center redesign:
  - o Move the Bank of America building toward the corner of Bayshore Boulevard and Old County Road. The building is currently a trailer and could be moved to make the space more open, attractive and appropriate as a major anchor at the gateway to the City.

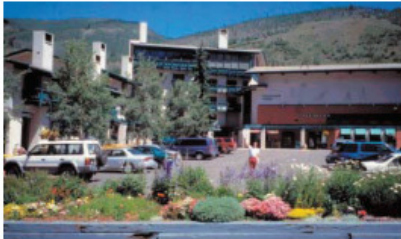


*Two-level outdoor cafe or restaurant.*



*Sidewalks along Bayshore Boulevard and Old County Road.*





Reconfigure the Brisbane Village Shopping Center to be more pedestrian oriented.



Covered parking structure.



Create a piazza or grand plaza for Central Brisbane.



Bayshore Boulevard and Old County Road, a key entrance into Brisbane.

- o Build stores and businesses in the parking lot of Bank of America, moving toward the edge of Old County Road and Bayshore Boulevard.
- o Relocate the shops so they face outwards towards Old County Road and Bayshore Boulevard to increase the retail presence of Brisbane Village Shopping Center.

The shops should dress up their windows with displays that would encourage window shopping, both on Old County Road and Bayshore Boulevard. This pedestrian-scaled activity will naturally reduce the speed of car traffic on these busy roads.

- o Reconfigure all parking at this site, either relocating the parking behind the buildings and away from the edge of the street or creating a covered parking structure with an outdoor space/plaza at the top level for public use.
- Undertake major renovations in the entire area to create a "piazza" type of plaza, with mixed-use buildings surrounding a new public space. The uses here would be both residential and commercial uses. (See Concept Sketch)

