El Camino Real

CORRIDOR PLAN

Planning Commission Meeting
PC DRAFT CORRIDOR PLAN
November 7, 2017
Agenda

1. What Prompted the Plan
2. Citizens Advisory Group (CAG) process and public input
3. Corridor Plan Analysis and Strategies
4. How the Plan Will be Implemented
5. Next Steps and Further Environmental Review
6. Planning Commission Action and Next Steps
Overview of the El Camino Real Corridor Plan Process
What Prompted the Plan

• Desire to:
  – Promote walking, transit, bicycling, and economic development along the Corridor
  – Incorporate community benefits, such as strategies for affordable housing, transitions from the Corridor to the neighborhoods, and improvements to the public realm
  – Create a friendlier place for people who live and work in the area
  – Support small and local businesses
Plan Area
Citizens Advisory Group

- Ten-member group appointed by City Council and key Boards and Commissions to represent a variety of groups and interests
- Provided direction on priorities, information, and strategies that they wanted to see in the plan
- Met 6 times over the course of 10 months on the topics at right.

#1 - Introduction and Background
#2 - Review Existing Conditions
#3 - Streetscape Options and Concepts
#4 - Land Use Options and Concepts
#5 - Draft Plan Outline with Final Options
#6 - CAG Draft Review and Final Comments
Public Input

- CAG Meetings
- Stakeholder Interviews
- Online Surveys
- Business Outreach
- Community Workshops (2)
- Additional Community Outreach
Based on this input, the CAG developed the following Goals and Priorities:

**GOALS**
- Use the right of way **efficiently**
- Remove/ mitigate **bottlenecks**
- Focus on **movement** of people, cars, bikes, transit
- Emphasize **safety** for all users
- Upgrade the **overall experience** of the Corridor

**PRIORITIES**
1. Bicycles/ Cars
2. Transit
3. Pedestrians
4. Parking

Aesthetics
Key Question

• Should the Plan include the goals and priorities (as developed by CAG) to help evaluate tradeoffs if strategies are conflicting?
Plan Components
El Camino Real is a lively, attractive, tree-lined boulevard that provides a welcoming introduction to Redwood City and is a source of civic pride for the community. Moving along and across the Corridor is a safe, pleasant, and efficient experience for all modes. Opportunities to live on the Corridor are available for households of all income levels. Numerous pockets of restaurants, retail stores, plazas, and open space invite people to meet their daily needs, spend time, and enjoy El Camino’s vitality and ambiance.
Key Topic Areas

MOBILITY
- Walking, Biking, Riding Transit, Driving and Street Network

HOUSING
- Affordable Housing, Jobs/Housing Balance, Childcare, Neighborhood Program

ECONOMIC VITALITY
- Neighborhood-Serving Retail, Off-street Parking, Marketing

PLACEMAKING
- Aesthetics and Branding, Public Art, Parks and Plazas, Street Trees & Landscaping
1 Mobility

Vision:

Safe, convenient and efficient movement along and across El Camino for all modes of travel. Major traffic and safety issues are addressed. A better street grid improves connections between the west and east sides of town for all modes of travel.
1 Mobility

Strategies

1.1 Walking:

• Improve pedestrian crossings, sidewalks, and streetscape design

1.2 Bicycling:

• Provide protected bikeways
1 Mobility

Roosevelt - Existing
1  Mobility

Roosevelt - Proposed
1 Mobility

Strategies

1.3 Riding transit:

- Improve bus operations/efficiency
- Enhance bus stops (ex. benches, schedule, shelters, lighting, real-time arrival info)
- Redesign the Transit Station (Transit Station Plan)
1 Mobility

Strategies

1.4 Driving:

• Improve signal timing and spacing
• Restrict left turns to reduce bottlenecks

1.5 Street network & circulation:

• Extend street grid
• Remove slip lanes
• Address offset intersections
2 Economic Vitality

Vision:
Local businesses along El Camino Real thrive, meeting the needs of residents and visitors alike. Several neighborhood retail centers at key nodes provide vibrant, walkable, easily accessible clusters of businesses.
2 Economic Vitality

Strategies

2.1 Neighborhood Serving Retail:

• Designate Activity Centers with active ground floor uses, outdoor spaces, and pedestrian-friendly building design
2 Economic Vitality

Proposed Activity Centers
2 Economic Vitality

Strategies

2.2 Off-Street Parking:

- Develop a parking management program
- Identify opportunities for publicly available parking
- Create short term parking zones on side streets near ECR intersections
2 Economic Vitality

Strategies

2.3 Marketing

• Explore establishment of a Corridor special assessment district for marketing, parking, beautification etc.

• Raise awareness of El Camino Real businesses through events and partnerships
3 Housing

Vision:

El Camino Real is a desirable, convenient, and affordable place to live in Redwood City. A range of housing types are nearby shops and varied transportation options. New investment along the Corridor also benefits residents of adjacent neighborhoods.
3 Housing

Strategies

3.1 Affordable Housing

- Incentivize provision of on-site affordable housing
- Use FAR and other applicable standards rather than du/ac to determine density
3 Housing

Strategies

3.2 Housing/ Jobs Balance

• Rezone the current live/work zoning districts as MUN or MUC with a Live/Work Overlay

• Identify Live/Work as a public benefit that would qualify for bonus height provisions
3 Housing

Strategies

3.3 Childcare Facilities

• Evaluate requiring on-site child care facilities on large projects
• Incentivize on-site child care facilities

3.4 Neighborhood Program

• Direct portion of new development funds to improvements benefitting adjacent neighborhoods
Vision:

El Camino Real has a distinct character that looks and feels unique in the city and on the Peninsula. Activity Centers are seen as local destinations, and buildings are visually compelling, creating an attractive environment for pedestrians, shoppers, workers, and residents to collectively enjoy.
4 Place-Making

Strategies

4.1 Aesthetics and Branding
• Develop branding for El Camino Real, including a banner and signage program
• Façade improvement program

4.2 Public Art
• Extend the utility box mural program to ECR
• Create a specific ECR public art strategy in the forthcoming Public Art Master Plan
• Direct community benefits funds for public art to ECR projects
4 Place-Making

Strategies

4.3 Parks and Plazas

• Identify locations for new parks and plazas on small lots and “leftover” right of way areas

• Establish standards and guidelines for the provision of parks and plazas within Activity Centers
4.4 Street Trees and Landscaping

- Increase street and median trees
- Provide landscaping within the bikeway barrier
- Incorporate bioswales along/within sidewalks where feasible
Key Questions

1. Does the Commission support the recommended tradeoff of converting on-street parking to a protected bike lane, given the additional parking strategies?

2. Are there any additional strategies or actions that should be considered?
How the Plan Works

• Series of Implementation Actions
  – Outline specific steps the City and other actors can take to achieve the Plan’s visions, goals, and strategies

• Not a Precise Plan, Specific Plan, or zoning amendment
  – Strategies and actions are subject to future consideration by Staff, Council action as needed, and appropriate environmental review
Implementation

- Actions organized according to anticipated timelines:
  - Short-term (1-3 years)
  - Medium-term (3-5 years)
  - Long-term (5-10 years)
- Identifies responsible parties
Short Term Implementation Action Items

• Prepare 30% design drawings for streetscape safety improvements on El Camino Real between Maple and Charter (Caltrans Sustainable Transportation Planning Grant)

• Establish metrics and a monitoring program to track implementation

• Consider amending zoning ordinance to address:
  – Activity Center overlay
  – Bonus height provisions for variety of desired outcomes
  – Incentivizing affordable housing through FAR and other standards
  – Mixed Use Live/Work approach
  – Signal timing
Key Questions

• Should the implementation section include metrics to determine if an action is successful?
Action and Next Steps
Recommended Action and Next Steps

• Discuss Key Questions
• Adopt a resolution recommending that the City Council adopt the El Camino Real Corridor Plan

Next Steps

• December 4th: City Council for review and adoption
• Upon adoption of the Corridor Plan, the City would initiate the implementation programs
Key Questions for the Planning Commission

1. Should the Plan include the goals and priorities (as developed by CAG) to help evaluate tradeoffs if strategies are conflicting?

2. Does the Commission support the recommended tradeoff of converting on-street parking to a protected bike lane, given the additional parking strategies?

3. Are there any additional strategies or actions that should be considered?

4. Should the implementation section include metrics to determine if an action is successful?