Agenda

• Update on the Planning Process
• Presentation on Concepts and Options (continued from last meeting)
• Discussion
• Public Comment
• Next Steps
Update on the Planning Process

• Stakeholder Interviews
• Existing Conditions Reports
• Community Workshop (November 2016)
• Online transit survey (November 2016)
• Last CAG meeting, we discussed concepts for:
  – Bicycling and Parking
  – Pedestrian Safety and Comfort
  – Transit
• Today, discuss remaining concepts:
  – Land Use: Activity Center(s)
  – Community Benefits
  – Economic Development + Small Business Support
Study Area

EL CAMINO REAL CORRIDOR PLAN
Study Area

- Caltrain Station
- Caltrain
- US Highway
- State Highway
- Ramps
- Railroads
- Study Area Parcels
- Parks/Open Space/Public Facilities
- Schools/Educational Facilities
- El Camino Real Corridor Planning Boundary
- Downtown Precise Plan Boundary
- Redwood City Limits
Land Use: Activity Center(s)

- Improved Crossings
- Ground floor active uses
- Plazas
Concept - Focus Activity Near Downtown

Figure 10: Focus Activity Near Downtown Concept

- Brewster to Main
- 15 min. walk

Potential Opportunity Sites By Category:
- Vacant
- Underutilized (AV Ratio less than or equal to 0.5)
- Underutilized (AV Ratio over 0.5 and less than 1.0)
- Current Development Projects

- Caltrain Station
- Caltrain
- US Highway
- State Highway
- Ramps
- Railroads
- Potential New Streets
- Study Area Parcels
- El Camino Real Corridor Planning Boundary
- Downtown Precise Plan Boundary
- Redwood City Limits

Potential Activity Centers:
- Potential Activity Center/Node

2/3 mile
(15 minute walk)
Figure 9: Small Activity “Nodes” Concept

Potential Opportunity Sites By Category
- Vacant
- Underutilized (AV Ratio less than or equal to 0.5)
- Underutilized (AV Ratio over 0.5 and less than 1.0)
- Current Development Projects

Centers on
Charter

Whipple to 
~ Hopkins

Brewster to 
Jefferson

Maple to 
Pine

Potential Activity Centers

1/4 mile (5 minute walk)

2/5 mile (10 minute walk)
# Land Use: Activity Center(s)

## Near Downtown

**Advantages:**
- Positions new development near transit
- Contributes to Downtown
- Supports redevelopment of Sequoia Station

**Disadvantages**
- Potential strain on infrastructure
- May not adequately support business elsewhere
- Many parcels aren’t good redevelopment candidates

## Series of Activity Centers

**Advantages:**
- Supports businesses outside of Downtown
- Potential to create travel options and improvements along more of El Camino
- Supports shared parking

**Disadvantages**
- May be less market support
- Potential to impact poor performing intersections (Woodside Rd)
Discussion - Activity Centers

• How many Activity Centers should there be along El Camino Real?

• Where should Activity Center(s) be located?
  – Near Downtown
  – Near Downtown, plus additional locations

• In what ways should Activity Centers look and feel different from the rest of El Camino Real?
  – Changes to parking provision and regulations
  – Plazas and open spaces
  – Permitted land uses, especially at ground floor
  – Public art and public realm improvements
  – Varied building heights (not proposing to change existing maximum building heights)
Community Benefits

Community Benefits Programs: new development is given incentives (*bonus*) in exchange for providing a *benefit* to the community.

- **Bonus.** Developers are offered a “bonus” in terms of additional building height or building floor area, or other modifications to requirements, such as reduced parking or building setbacks.

- **Benefits.** Examples of benefits include affordable housing, parks and open space, public improvements, public art, cultural facilities, and other amenities.
Concepts - Community Benefits

Affordable Housing

- Existing Program
  - Density bonus available under State law
  - Affordable Housing Impact Fee is required of new residential & commercial development of a certain size. Fees collected goes toward providing affordable housing.

- Potential Program Concepts
  - Require and/or incentivize more affordable housing than what existing regulations provide
  - Require existing affordable housing to be retained
  - Require on-site production of affordable housing
Concepts - Community Benefits

Parks and Open Spaces

– Existing Program
  • New residential development is required to pay a fee into the Parks Impact Fund

– Potential Program Concepts
  • Extend current requirements to non-residential development
  • Include specific elements as part of the El Camino Real Corridor Plan
  • Provide publicly accessible open space on site of development projects
Concepts - Community Benefits

Neighborhood Program

- Potential Program
  - Traffic calming where the Corridor transitions to residential neighborhoods
    (e.g., trees, entry signage, speed humps, paving treatments)

Child Care

- Existing Program
  - State density bonus program
  - Floor Area exemption in Commercial Park District

- Potential Program
  - Extending Floor Area exemption to El Camino Real Corridor Plan Area
Concepts - Community Benefits

Community Project Fund

– Potential Program Concepts
  • Funds to support community projects in the El Camino Corridor Plan Area
  • Funds to support businesses in Plan Area

Community Facilities

– Potential Program Concepts
  • Provision of community facilities (on the development site or elsewhere)
  • Funds for community facilities
Discussion - Community Benefits

Which community benefits are the most important for the Plan to require or incentivize?

- Prioritize the list of community benefits
  - Affordable housing
  - Parks and open spaces
  - Child care
  - Neighborhood program
  - Community project fund
  - Community facilities
Concepts - Economic Development + Small Business Support

Promote economic development through public realm improvements

- Establish a Corridor Business Assessment District, which could create funds for:
  - Regular cleaning and upkeep
    - *Clean the protected bike lane!*
  - Signage and banners
  - Landscaping and planter boxes
  - Public art

- Businesses that are financially committed to the Corridor are more likely to take ownership
Concepts - Economic Development + Small Business Support

Redevelopment Program

- **Tenant retention program**: require existing businesses to be kept in redevelopment projects
- **Parcel assembly density bonus**: incentivize projects that assemble small sites

Signage Program

- Wayfinding signage
- Banners on streetlights
- On-site, private signage guidelines and funding to improve existing signs
Concepts - Economic Development + Small Business Support

Transportation Management Association

- An organization that shares resources to promote a range of transportation options:
  - Shuttles
  - Buses
  - Off-street parking

Business Loyalty Program

- Incentives to shop and dine locally
Concepts - Economic Development + Small Business Support

Supporting small businesses through potential grant funding for:

- Regulatory compliance (e.g., code compliance)
- Professional marketing strategy
Discussion - Development + Small Business Support

What are the best ways to support small businesses and enhance economic development along El Camino Real?

– Corridor Business Assessment District
– Tenant retention program
– Parcel assembly density bonus
– Signage program
– Transportation Management Association
– Business loyalty program
– Grant funds for:
  • Regulatory compliance (e.g., code compliance)
  • Professional marketing strategy
Discussion – Land Use

1. How many activity centers should there be?
2. Where should the activity centers be located?
3. In what ways should Activity Centers look and feel different from the rest of El Camino Real?
   - Changes to parking regulations
   - Plazas and open spaces
   - Permitted land uses, especially at ground floor
   - Public art and public realm improvements
   - Varied building heights (*not* proposing to change existing maximum building heights)
Discussion – Community Benefits

Which community benefits are the most important for the Plan to require or incentivize?

- Prioritize the list of community benefits

  - Affordable housing
  - Parks and open spaces
  - Child care
  - Neighborhood program
  - Community project fund
  - Community facilities
Discussion – Economic Development + Small Business Support Discussion

What are the best ways to support small businesses and enhance economic development along El Camino Real?

– Corridor Business Assessment District
– Tenant retention program
– Parcel assembly density bonus
– Signage program
– Transportation Management Association
– Business loyalty program
– Grant funds for:
  • Regulatory compliance (e.g., code compliance)
  • Professional marketing strategy
Public Comment
Next Steps

Public Input on Concepts & Options
- Community Workshop: March 1st
- Online Survey: ~ March / April

Progress Update
- Complete Streets Advisory Committee: March 14th
- Planning Commission: March 21st

Refine Options & Draft Outline
- Citizens Advisory Group: ~ April

Visit [www.redwoodcity.org/elcaminoplan](http://www.redwoodcity.org/elcaminoplan) for information and updates