Agenda

1. Brief Overview of the El Camino Real Corridor Plan Study Process
2. Section-by-Section Overview and Discussion of the CAG Draft Corridor Plan
   1. Mobility
   2. Economic Vitality
   3. Housing
   4. Place-Making
   5. Implementation
3. Public Comment
4. Next Steps
5. Adjournment & Conclusion of the CAG
Process Overview

• Project Phases
  – Background Research
  – Concept & Options
  – Draft Plan

• Outreach Efforts
  – CAG (6 meetings)
  – Stakeholder Interviews
  – Community Workshops (2)
  – Online Surveys (2)
  – Committee/Group presentations (6)
  – Community Events (2)
  – Mailings & Door-to-Door
CAG Draft Corridor Plan

REDWOOD CITY
EL CAMINO REAL CORRIDOR PLAN
CITIZENS ADVISORY GROUP DRAFT | SEPTEMBER 2017
Executive Summary

1 Mobility
1.1 Walking
1.2 Bicycling
1.3 Riding Transit
1.4 Driving
1.5 Street Network & Circulation

2 Economic Vitality
2.1 Neighborhood Serving Retail (Activity Centers)
2.2 Off-street Parking
2.3 Marketing

3 Housing
3.1 Affordable Housing
3.2 Housing/Jobs Balance
3.3 Childcare Facilities
3.4 Neighborhood Program

4 Place-making
4.1 Aesthetics And Branding
4.2 Public Art
4.3 Parks & Plazas
4.4 Street Trees & Landscaping

5 Implementation
Plan Components and Discussion
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**.
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
• Designate loading areas
• Develop a Parking Management Plan

1.5 Street network & circulation:

• Extend street grid
• Remove slip lanes
Discussion: Mobility Chapter

Considering CAG discussion and public input to date:

• Do these strategies generally reflect the primary objectives for the Corridor?

• Is there anything that we have missed?

• Would you like to see any specific strategies refined or changed?
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
Discussion: Economic Vitality Chapter

Considering CAG discussion and public input to date:

- Do these strategies generally reflect the primary objectives for the Corridor?
- Is there anything that we have missed?
- Would you like to see any specific strategies refined or changed?
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 through an FAR exemption and/or bonus height provisions

3.4 Neighborhood Program

• Direct portion of new development funds to improvements benefitting adjacent neighborhoods
Discussion: Housing Chapter

Considering CAG discussion and public input to date:

• Do these strategies generally reflect the primary objectives for the Corridor?

• Is there anything that we have missed?

• Would you like to see any specific strategies refined or changed?
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
- Establish a 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 funds put towards public art through community benefits 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 Place-Making

Strategies

4.4 Street Trees and Landscaping

• Increase street and median trees
• Provide landscaping within the bikeway barrier
• Incorporate bioswales along/within sidewalks
Discussion: Place-Making

Considering CAG discussion and public input to date:

• Do these strategies generally reflect the primary objectives for the Corridor?
• Is there anything that we have missed?
• Would you like to see any specific strategies refined or changed?
Implementation

- Implementation items are organized according to anticipated timelines:
  - short-term
  - short-to medium-term
  - medium-term
  - medium-to long-term
  - long-term
- Many items correspond to several strategies
- ‘Responsible parties’ column identifies which parties need to collaborate to realize item
Discussion: Implementation

Considering CAG discussion and public input to date:

- Do these implementation programs generally reflect the primary objectives for the Corridor?
- Is there anything that we have missed?
- Would you like to see any specific programs refined or changed?
Public Comment

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Next Steps
Next Steps

- November 7\textsuperscript{th} - Planning Commission for review and recommendation
- December 4\textsuperscript{th} - City Council for review and adoption
- Begin implementing the Plan, including:
  - Evaluate signal timing and left turn restrictions to improve traffic flow
  - Design drawings (30\%) for streetscape improvements between Maple and Charter (funded by the Caltrans Sustainable Transportation Planning Grant)
  - Amend zoning consistent with the Corridor Plan
  - Business outreach on TMA, PBID, marketing & banner programs
THANK YOU!