El Camino Real

CORRIDOR PLAN

CAG Meeting #1
July 27, 2016
Agenda

• Project Introduction
• Scope and Schedule
• Next Steps
What is a Corridor Plan?

A comprehensive, cohesive document to guide future development and improvements to the El Camino Real Corridor in Redwood City

Key Components:

• Zoning, development standards, design guidelines
• Community benefits
• Streetscape improvements to improve mobility, safety, and aesthetics
Why is a Corridor Plan Needed?

• **Prominence:** El Camino Real is a major transportation corridor that serves and connects Redwood City and the Bay Area Peninsula.

• **Issues:** El Camino Real is an auto-oriented roadway. It has limited transit service, and it is not designed for pedestrians and bicyclists.

• **The Vision for the El Camino Real Corridor:**
  - The Redwood City General Plan outlines a vision to transform El Camino Real into a “Grand Boulevard” that supports walking, transit, bicycling, and economic development.
  - This vision is aligned with the one adopted by the Grand Boulevard Initiative, a collaboration of 19 cities and 2 counties with jurisdiction over El Camino Real.
How will a Corridor Plan Benefit the Community?

- Consolidate the recently rezoned section of the Corridor (MUC-ECR, MUN, MULW, DTPP) into a cohesive plan
  - The plan will not increase existing height limits or allowable densities/intensities
How will a Corridor Plan Benefit the Community? (Cont’d)

• Develop strategies to address current development challenges (e.g., small, narrow lots)

• Improve the Corridor’s relationship with the Caltrain station, Downtown, and surrounding residential neighborhoods
How will a Corridor Plan Benefit the Community? (Cont’d)

• Improve the streetscape to promote walking, transit, bicycling, and economic development

• Incorporate community benefits, such as strategies for affordable housing, transitions from the Corridor to the neighborhoods, and improvements to the public realm
How will a Corridor Plan Benefit the Community? (Cont’d)

• Create a friendlier place for the people who live and work in the area
• Support small businesses
Project Outcome

• Project’s major objective is to encourage investment and appropriate redevelopment in line with the vision for El Camino Real set forth in the General Plan and the Grand Boulevard Initiative.

• The Project will achieve this objective by creating a user-friendly, comprehensive plan for the Corridor.
What will the Planning Process Entail?

- Community Engagement
  - Web Presence
  - Citizens Advisory Committee (CAG)
  - Stakeholder Interviews
  - Community Workshops
  - Online Survey
  - Public Hearings
What will the Planning Process Entail?

• Data gathering and technical analysis
  – Land use, development, zoning existing conditions analysis
  – Streetscape analysis
  – Roadway, traffic, and transportation conditions analysis
    • Transit operations
    • Parking conditions
    • Vehicle traffic data
    • Bicycle facilities
  – Real estate market study and economic analysis
  – Development feasibility analysis
  – Infrastructure financing strategy
What will the Planning Process Entail?

- Reviewing Potential Development Standards and Street Design Options
  - Land Use Policy Report
  - Development Standards Report
  - Conceptual urban design and streetscape options
What will the Planning Process Entail?

- Draft Corridor Plan
  - Background, Issues, Goals
  - Land Use Policies
  - Zoning Ordinance Amendments
  - Development Standards
  - Design Guidelines
  - Streetscape Improvement Policy
  - Recommendations
Schedule

Community Outreach

- CAG #1
- Stakeholder Interviews
- CAG #2
- Community Workshops #1 + #2
- Planning Commission & City Council Study Sessions
- CAG #3
- Online Survey
- CAG #4
- Community Workshops #3 + #4
- CAG #5
- Public Hearings: Planning Commission & City Council

Technical Work

- Data Gathering and Technical Analysis
- Develop and Review Potential Standards and Street Design Options
- Drafting Corridor Plan
Next Steps

- Stakeholder Interviews – Fall 2016
- Existing Conditions Summaries (Land Use & Streetscape, Economic, and Transportation) – Early Fall 2016
- Development Feasibility Memo – Fall 2016
- Next CAG Meeting: October 2016
  - Objective: review existing conditions material on land use, streetscape, transportation, economics
Discussion

• Public Comment
• Citizens Advisory Group
  – Discuss Priorities