CHAPTER FOUR

development framework

IN THIS CHAPTER...

There is a great opportunity for new development to bring about the improvements envisioned within both the private and public realms in the Transit Corridors Area. This chapter provides the **strategic thinking and foundation for development and redevelopment** in the Transit Corridors Area. Land use goals and policies establish the overall type and location of development activity and follow from the vision statement and elements presented in Chapter 3 - Vision Framework. In addition, this chapter outlines the desired character and makeup of the Character Areas introduced in Chapter 2 - Existing Conditions, and identifies catalytic opportunity sites that can help spur development in the Transit Corridors Area. The standards and guidelines described in the following chapter, Chapter 5 – Private Realm Development Standards and Design Guidelines, provide the regulatory framework for development within the plan area that supports the development strategy outlined in this chapter. This chapter is organized as follows:

- **4.1 Character Area Development -** a description of the five specific Character Areas within the plan area.
- **4.2 Catalytic Opportunity Sites -** highlights sites throughout the plan area that were identified as opportunities to spark future development.
- **4.3 Land Use Goals and Policies -** a summary of key Land Use Goals and Policies from the City's General Plan that influence the Transit Corridors Area.
- **4.4 Plan Area Buildout Assumptions -** a summary off the potential buildout of the Transit Corridors Area

4.1 CHARACTER AREA DEVELOPMENT

Strong urban fabric along San Mateo Avenue.

Intersection of San Mateo Avenue and El Camino Real.

The Character Areas are the building blocks that make up the Transit Corridors Area (see Figure 4.1: Character Area Development). They foster the creation of distinct districts that define the specific character and objectives of each of the five areas (San Mateo Avenue, El Camino Real, San Bruno Avenue, Huntington Avenue, and the Station Area). The following describes how each of the Character Areas can be enhanced and the overall development potential within each one of the areas.

San Mateo Avenue: Revitalized Downtown Core

The development strategy for San Mateo Avenue generally aims to **preserve its "main street" urban fabric and character**. However, the framework provides for targeted **enhancement of commercial uses** and the addition of **residential units and streetscape improvements** to create a more vibrant Downtown. In addition, the Transit Corridors Plan proposes that the City consider a large plaza area which necessitates reconfiguration at the intersection of San Mateo Avenue and El Camino Real to allow for a greater physical and visual connection from El Camino Real to Downtown. The realigned intersection will create the potential for new and more intense land uses to activate and anchor the southern end of Downtown. It will also allow for the creation of a great civic plaza or community space that will be a gateway amenity to signify the entrance into Downtown. The northern end of Downtown will be anchored with a redesigned Posy Park, the new Caltrain Station, and higher intensity mixed-uses. In addition, the Transit Corridors Plan recommends establishing diagonal street parking along San Mateo Avenue and potentially installing a traffic circle at the intersection of San Mateo Avenue and Huntington Avenue to further enhance the pedestrian experience.

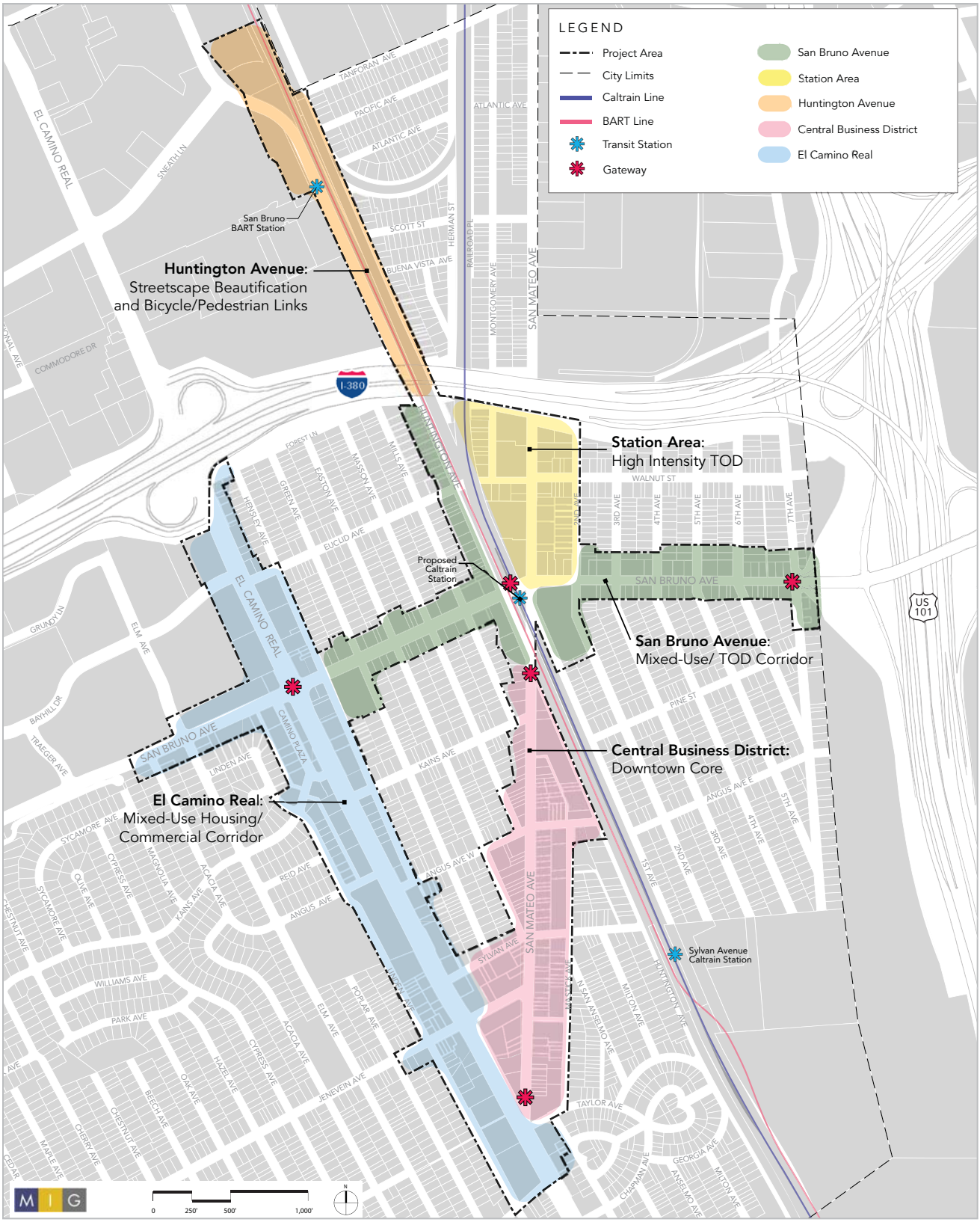


Figure 4.1: Character Area Development

El Camino Real with a wide right-of-way dominated by vehicular traffic.

Streetscape lacking amenities for pedestrians and bikers.

El Camino Real: Mixed-Use Housing and Commercial Corridor

The development strategy for El Camino Real is to install **pedestrian-oriented streetscape improvements** and promote the development of **high-density residential uses** to transform the auto-oriented corridor into a vibrant mixed-use housing an commercial corridor. The objective is to take advantage of its proximity to the new Caltrain station and the many neighborhood retail and services available on San Mateo Avenue. The southern end of El Camino Real as it approaches San Mateo Avenue is zoned with a Central Business District (CBD) designation with the purpose of focusing retail in that area adjacent to Downtown. New high-density residential development, anchored with ground-floor retail at significant intersections, will create a stronger physical presence and character along this key roadway.

New Transit Oriented Development, The Crossing, along El Camino Real.

San Bruno Avenue: Mixed-Use TOD Corridor

The development strategy for San Bruno Avenue aims to transform this street into a **mixed-use transit-oriented development (TOD) corridor** with a higher intensity of uses. This will help foster an environment that caters to **pedestrians**, encourages **multi-modal connections**, and fosters a **sense of entry and identity** to the community. The Transit Corridors Plan encourages upgrades of existing storefronts and landscaping to improve the appearance of the street. New bicycle lanes, building setbacks, higher density housing, streetscape improvements, and a potential road diet (reduction of vehicle travel lanes) are components of the future San Bruno Avenue. The Transit Corridors Plan focuses on two distinct sections of San Bruno Avenue—between El Camino Real and Huntington Avenue, and east of Huntington Avenue—to highlight proposed improvements and enhance this important gateway to the City of San Bruno. The City will explore funding opportunities to encourage upgrades to building facades and landscaping along San Bruno Avenue east of the Caltrain tracks. New housing is prohibited on most of San Bruno Avenue east of San Mateo Avenue due to the 70 decibel noise contour from planes taking off and landing at San Francisco International Airport.

Fast moving traffic accessing freeway ramp.

Example of a road diet with outdoor seating and landscaping buffering pedestrians from vehicular traffic.

Existing residential uses along Huntington Avenue.

Huntington Avenue has the potential to become a bicycle and pedestrian-friendly environment.

Huntington Avenue: Streetscape Beautification and Bicycle/ Pedestrian Links

The development strategy for Huntington Avenue is intended to **preserve the existing residential character** of Huntington Avenue while simultaneously taking advantage of **development opportunities around the Caltrain and BART stations**. Areas along Huntington Avenue that fall within the TOD overlay are slated for an increased intensity of uses and building heights to accommodate retail and office uses and higher density residential uses. The design guidelines in the following chapter for Huntington Avenue encourage streetscape improvements and traffic calming measures to create a pedestrian- and bicycle-friendly environment throughout what is one of the main corridors adjacent to Caltrain station. Additional residential units are not permitted in the northern portion of Huntington Avenue because the airport noise contour is over 70 decibels. However, this area could accommodate new commercial and office uses. The southern half of the street is designated to allow a mix of uses including medium-density residential units. A key development site is located across the street from the BART parking garage, which is potentially a suitable location for a new hotel.

Station Area: High-Intensity TOD

The development strategy for the Station Area is to create a **dynamic, active, high-intensity TOD development**, leveraging its proximity to San Francisco International Airport (SFO) and the southern Bay Area region. The strategy encourages an intensified mix of uses including **high-density residential, office, and retail uses** that support and synergize with the new Caltrain station. In areas located within the 70 decibels airport noise contour, residential uses are not allowed. The Station Area will be designed to be a highly desirable place to work, as well as to encourage Caltrain ridership with an attractive station surrounded by active uses and easy access. The Station Area includes an approximately two-acre vacant development site directly adjacent to the Caltrain station platform, which is envisioned as the focal point of a major mixed-use office/retail center. Gateway elements will be integrated to frame and enhance the area around the elevated tracks at the railway crossing to emphasize both the significance of the station and the entrance into Downtown. The development strategy for the Station Area seeks to create a well connected node of activity that encourages Caltrain ridership and is surrounded by active uses.

Existing auto-oriented development around the Station Area.

Future view looking west along San Bruno Avenue at the Caltrain Station grade separation. Potential for development that combines office and commercial uses adjacent to the train station.

4.2 CATALYTIC OPPORTUNITY SITES

Early in the planning process three catalytic sites were identified to stimulate development and **synergize public improvements with private project opportunities**. The sites are considered catalytic due to their prime location at key gateways within the plan area and their ability to provide much needed services and/or land uses currently lacking in the Transit Corridors Area. In addition, these sites were identified in partnership with the private sector based on their existing utilization and ownership.

Development of the catalytic opportunity sites (see Figure 4.2) has the potential to significantly influence and transform the Transit Corridors Area and should be considered top priority. A financial feasibility analysis (located in Appendix B) was performed based on the conceptual analysis for each site to address their viability from land use, design and development perspectives.

The three catalytic sites include: 1) Caltrain Station, two-acre vacant site just north of the future station; 2) Southwest Corner of San Bruno and Huntington Avenues; and 3) San Mateo Avenue and El Camino Real Gateway.

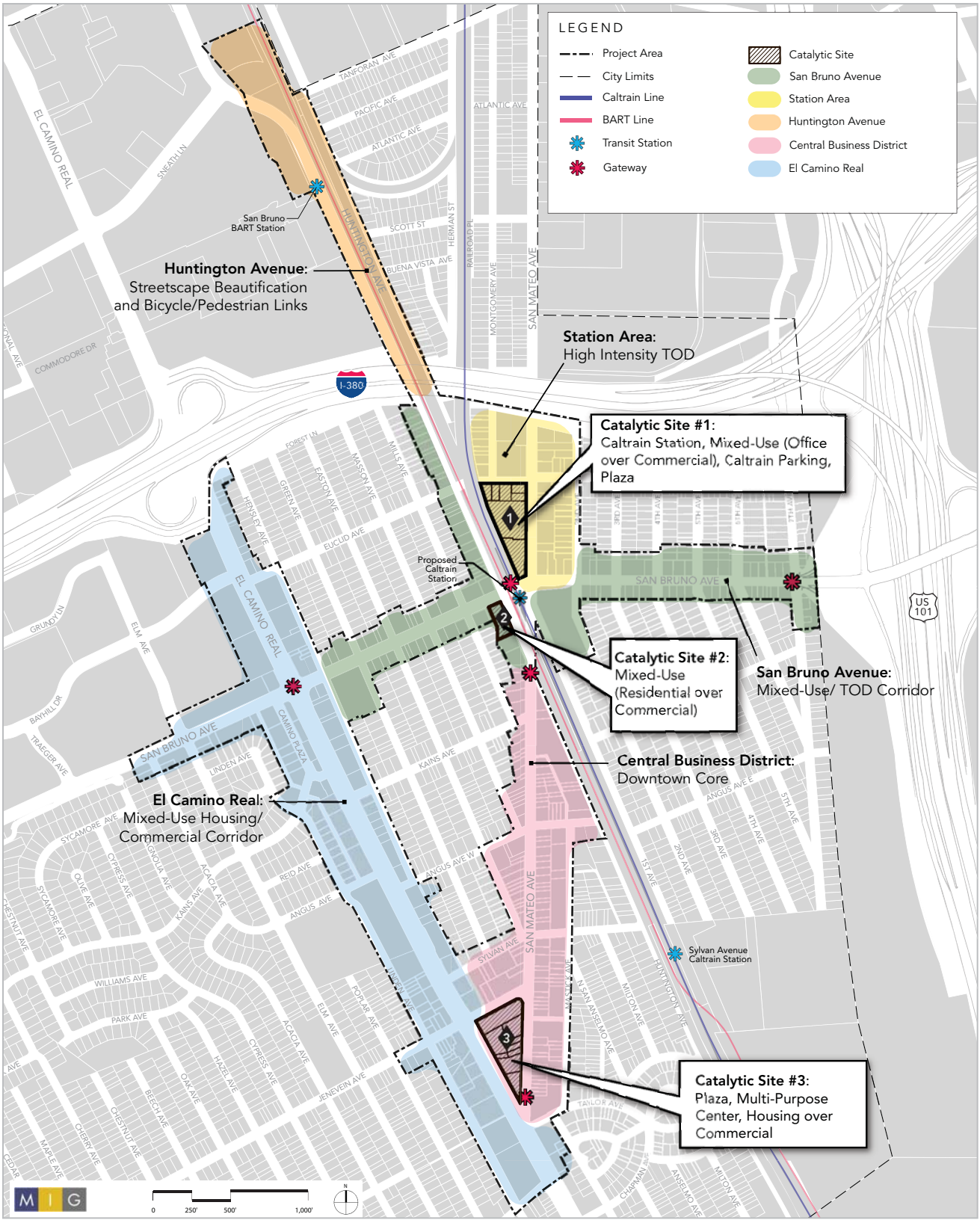
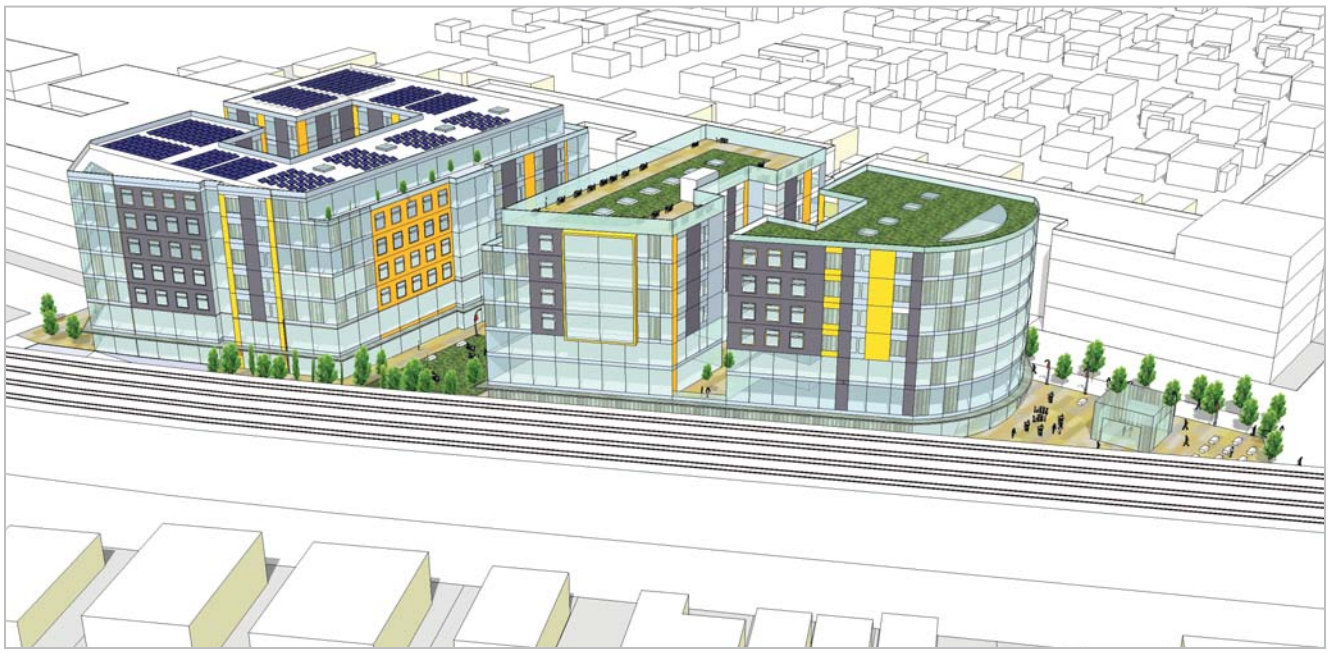


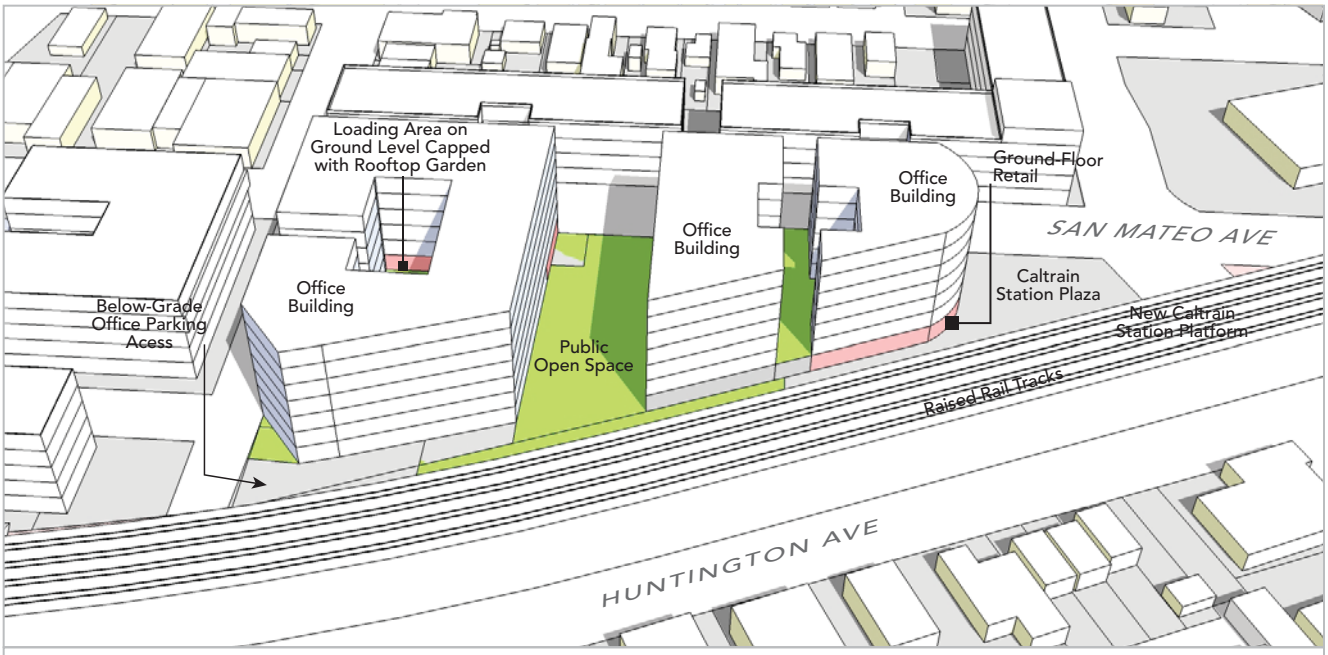
Figure 4.2: Catalytic Opportunity Sites

Catalytic Opportunity Site #1: Caltrain Station

The new Caltrain station will play a pivotal role in spurring development throughout the Transit Corridors Area. Centrally located in between the railroad tracks and San Mateo Avenue at the corner of San Bruno Avenue, the site should include iconic architectural elements that create a prominent gateway presence. The Transit Corridors Plan envisions buildings up to seven stories high that could house a mix of approximately 350,000 square feet of office and ground floor retail uses. To balance the high intensity of uses, the area has the potential to provide a public gathering space in the form of a park, plaza, and other open space amenities. Any development on this site will need to accommodate parking for the Caltrain Station and serve the office and retail uses in the area, potentially in a below-grade parking structure (see Figure 4.3: Catalytic Site #1 - Station Area).



A 3-D model representing a conceptual prototype of a mixed-use development within the Station Area. Any actual project will be subject to the development standards and a public meeting and may vary from this design in massing, site planning, and architectural finish.



Project Description	Separated Office (Private) and Caltrain (Office) Parking
New Caltrain Station	1 level at grade , 1 level below parking for Station
358,500 s.f. Class A Office Space over Ground Floor Retail	2 levels below grade parking for Office
7-Story Buildings	Commercial uses must have 15' min. floor-to-floor height
Loading areas screened from all sides	Office uses must have 12' min. floor-to-floor height
Large Public Open Space/Park	
Iconic Architecture facing the Station Platform	

Mixed-use, Offices over Retail over Parking

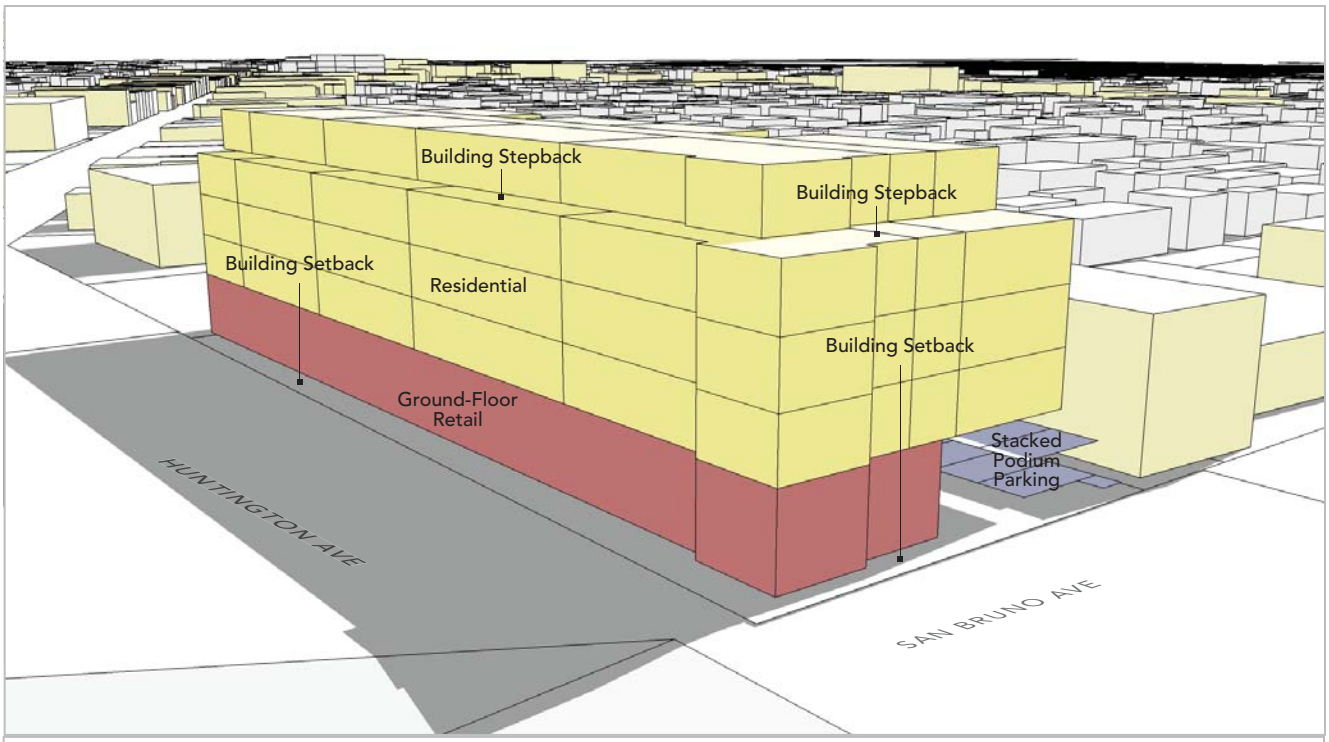
Land Use	Product/Type	SF/unit	# of Parking Spaces	Total SF
Office	Class A Office	59,751		358,506
Retail	Ground-Floor Retail	59,751		59,751
Parking	Station: At-Grade Podium		25	4,500
	Station: Below-Grade		332	59,760
	Office: Below-Grade		388	69,840
	Total Parking		745	
			Total Land (SF)	113,293
			Total Building (SF)	552,357
			Parking Ratio for Office	1.5 spaces / 1000 SF
			Parking for Station	357

Figure 4.3: Catalytic Site #1 - Station Area

Catalytic Opportunity Site #2: Southwest Corner of San Bruno and Huntington Avenues

This site is located just west and south of the future Caltrain station at the corner of Huntington and San Bruno avenues. Strategically located, it provides an opportunity to develop a gateway connection that ties the Station Area to Downtown. The site is a prime location for a prominent building with active storefronts and uses such as outdoor dining. The building should include strong and distinctive architectural elements, particularly at the corner facing San Bruno and Huntington avenues that announces entry into Downtown. The Transit Corridors Plan envisions a five story mixed-use building with approximately 9,000 s.f. of ground floor retail and residential above (see Figure 4.4: Catalytic Site #2 - Mixed-Use San Bruno Avenue at Huntington Avenue).

A concept representing a mixed-use building at the gateway location that is connected to the pedestrian realm. Any actual project will be subject to the development standards and a public meeting and may vary from this design in massing, site planning, and architectural



Project Description

5 StoryMixed Use Building

9,000 s.f. of ground floor retail (across from new Caltrain station)

10' setback along Huntington Ave to allow outdoor seating/plaza

15' high ground floor

9 street parking stalls (for shoppers/retail users)

loading area at rear garage

2nd to 5th floors with residential units

residential units with rear stacked parking

one parking stall per residential unit

double loading building structure (from central distribution hallway)

west facing units with balconies

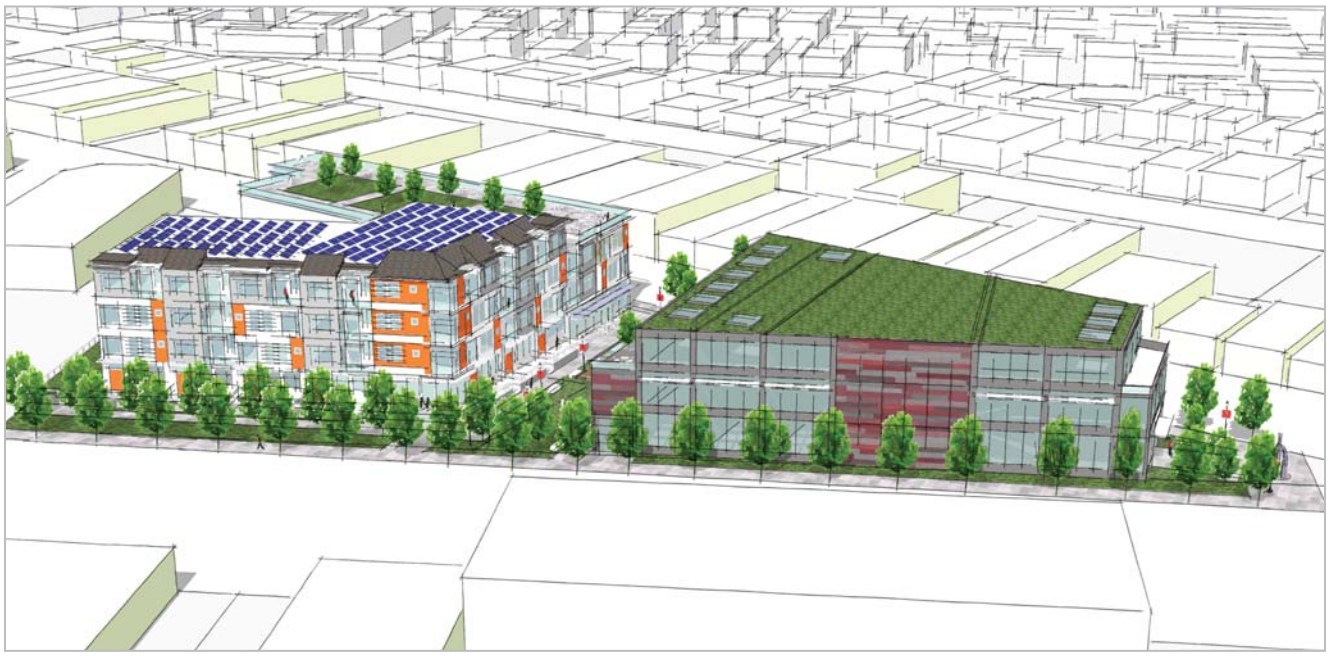
Mixed-use, Residential over Retail

Land Use	Product/Type	SF/unit	# of Units/ Parking	Total SF
Residential	Studios	600	4	2,500
	1 bedroom	800	8	6,400
	2 bedroom	900-1100	20	19,800
	3-4 bedroom	1,300	8	10,200
	Total Units		40	
Retail	Ground-Floor Retail	9,000		9,000
Parking	Residential Parking: Stacked		40	
	Street Parking (for commercial use)		8	
	Total Parking		48	
			Subtotal Land Area (SF)	20,623 (0.47 acres)
			Total Building (SF)	47,900
			Density (du/ac)	85
			Parking Ratio for Residential (spaces/unit)	1.00
			Parking Ratio for Retail (spaces/SF)	1 per 1000 sf

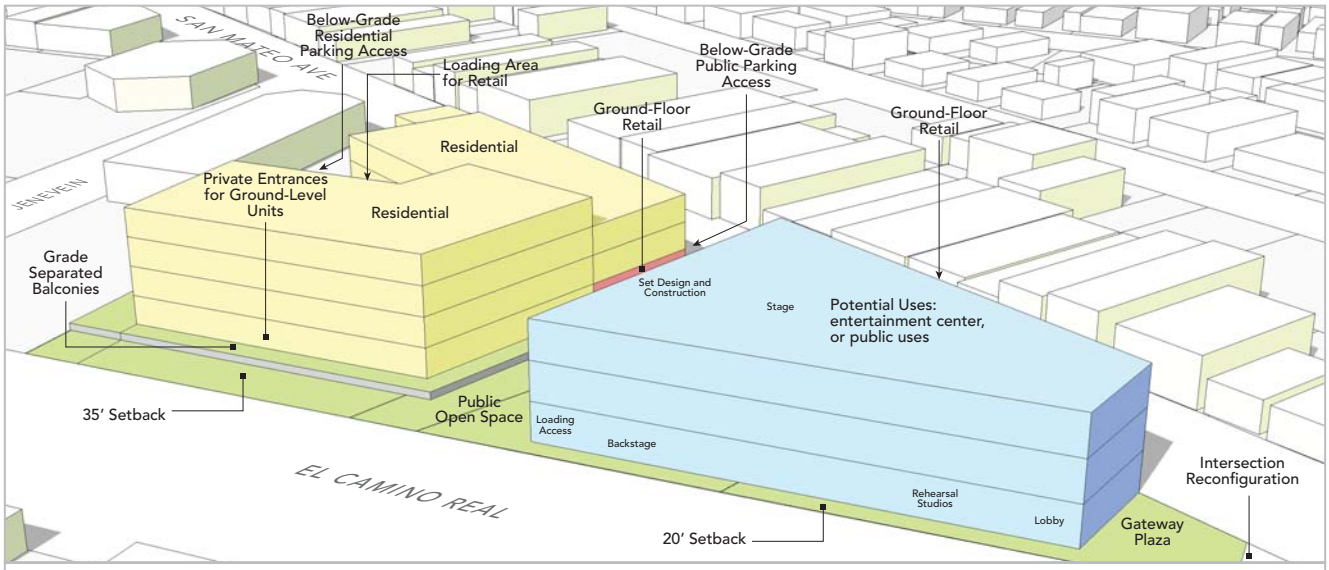
Figure 4.4: Catalytic Site #2 - Mixed-Use San Bruno Avenue at Huntington Avenue

Catalytic Opportunity Site #3: San Mateo Avenue and El Camino Real Gateway

The location of this site lends itself to encouraging a use that can draw visitors into Downtown from El Camino Real. The CBD designation along El Camino Real that is adjacent to the Downtown area supports retail or mixed-use in this location. The Transit Corridors Plan envisions a four story development with a 50,000 square foot facility at the terminus of the triangular parcel, as well as active storefronts along San Mateo Avenue. The site also has potential to house a mixed-use medium- to high-density residential building with retail space on the ground floor to activate the street edge, particularly along San Mateo Avenue. To balance the density on the site and create a welcoming entrance to Downtown, the area would also benefit from a public plaza, park or open space element that would connect San Mateo Avenue to El Camino Real (see Figure 4.5: Catalytic Site #3 - El Camino Real/San Mateo Avenue Gateway).



A 3-D model representing a conceptual prototype of a new development that could establish a gateway presence and provide active community spaces. Any actual project will be subject to the development standards and a public meeting and may vary from this design in massing, site planning, and architectural finish.



Project Description

49,500 s.f. Building Footprint at the Gateway	Loading Area hidden from both both streets
high ceiling lobby at Gateway	35' setback along San Mateo Avenue with grade separation balconies for street l
Loading Area is located within building near the stage	Large park/open space between the 2 buildings connecting the 2 streets
3-4 StoryMixed Use Building	1 level below grade parking under the Mixed-Use Building
Retail Along San Mateo Avenue	Separated parking areas and ramps for residents and public users

Mixed-use, Offices over Retail over Parking

Land Use	Product/Type	SF/unit	# of Units/ Parking	Total SF
Residential	Studios	500 - 600	12	
	1bedroom	600-800	12	
	2 bedroom	1,000	27	
	3-4 bedroom	1200+	6	
	Total Units		57	
Multi-Purpose Center	Multi-Purpose Center	49,500		49,500
Retail	Ground-Floor Retail	11,500		11,500
Parking	Residential Parking: Below Grade		66	
	Multi-Purpose Center Parking: Below Grade		50-75	
	Total Parking		116-141	
			Subtotal Multi-Purpose Center Land Area (SF)	25,330 (0.58 acres)
			Subtotal Mixed-Use Building Land Area (SF)	46,960 (1.08 acres)
			Total Gateway Land Area (SF)	72,290 (1.66 acres)
			Total Building (SF)	188,794
			Density (du/ac)	53
			Parking Ratio for Residential (spaces/unit)	1.16
			Parking Ratio for Center (spaces/SF)	1 per 800-1200 SF

Figure 4.5: Catalytic Site #3 - El Camino Real/San Mateo Avenue Gateway

4.3 LAND USE GOALS AND POLICIES

The Transit Corridors Area represents a significant opportunity for the City of San Bruno to stimulate economic development, create housing opportunities, and offer additional services to existing residents. The Plan's land use goals and policies provide a regulatory foundation for development of the Character Areas and catalytic opportunity sites.

General Plan Land Use and Urban Design Policies

The City of San Bruno General Plan provides a strong policy basis for the Transit Corridors Plan. Updated in 2009, the General Plan addresses growth and development opportunities throughout the City, with particular attention to the Downtown and the Station Area. Policies in the Land Use and Urban Design Element of the City's General Plan define the vision for the area and provide a framework for the uses and character contained in this Specific Plan. The applicable General Plan policies are summarized below and included in Appendix B.

The General Plan established new land use designations to promote transit oriented development around the future Caltrain station and BART station along El Camino Real, San Bruno Avenue and San Mateo, the area defined as the Transit Corridors Area in this Plan. The new land uses are designed to stimulate re-use and intensification with multi-use development, including high-density residential uses within the Transit Corridors Area. The General Plan promotes infill and revitalization of Downtown San Mateo Avenue and seeks to promote Downtown as the civic and cultural center of San Bruno. El Camino Real within the Transit Corridors Area is envisioned with mixed-use corridor with the potential as a place for residents to work, live, shop, and play, creating links between communities that promote walking and transit and improved and meaningful quality of life. In addition, the General Plan describes the importance of establishing a unified streetscape design and identity though a comprehensive signage program and gateway elements. Design guidelines that help define the character of the Transit Corridors Area, and its sub area, and the quality of architecture expected is also noted in the General Plan.

As new development occurs in the Transit Corridors Area, the General Plan emphasizes the need to be sensitive to surrounding lower density residential uses to ensure the transition is designed effectively to minimize impacts.

San Bruno's General Plan includes many relevant implementation policies related to specific corridors within the Transit Corridors Area, as well as policies associated with preserving views and developing gateways at key locations. These policies were used as the foundation from which the development standards and design guidelines for this Plan were drafted.

Grand Boulevard Initiative

The Grand Boulevard Initiative is a collaborative effort between 19 cities, counties, and local and regional agencies that are working together to improve the "performance, safety and aesthetics" of El Camino Real. El Camino Real is the focus of the initiative from the northern city limit of Daly City to the Diridon Caltrain Station in central San Jose. The principles below provide a guide for the level of performance that is expected along El Camino Real within the Transit Corridors Area, which is supported by the Plan's vision. As noted in Chapter 2, the City is currently participating in the Grand Boulevard Initiative and working with Caltrans on roadway design exceptions to encourage multi-modal transportation options along El Camino Real.

Guiding Principles of the Grand Boulevard Initiative

1. Target housing and job growth in strategic areas along the corridor.

2. Encourage compact mixed-use development in high quality urban design and construction.

3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments.

4. Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor.

5. Manage parking assets.

6. Provide vibrant public spaces and gathering places.

7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods.

8. Improve safety and public health.

9. Strengthen pedestrian and bicycle connections with the corridor.

10. Pursue environmentally sustainable and economically viable development patterns.

4.4 PLAN AREA BUILDOUT ASSUMPTIONS

The catalyst sites described in this chapter coupled with other development and redevelopment opportunities, outline the anticipated growth within the Transit Corridor Area. Table 4.1 details the projected increase in density and intensity of land uses within the plan area as compared to existing development and buildout estimates in the City's current General Plan. The standards and guidelines in Chapter 5 decribe in greater detail where these additional uses may locate throughout the Transit Corridors Area.

Table 4.1: Transit Corridors Plan Buildout Potential

Land Use	What Exists Today [1]	Net New Development Per General Plan Buildout [2]	Net New Development Per Transit Corridors Plan	Net Increase in Development of Transit Corridors Plan Over GP
Residential (dwelling units)	325	720	1,610	890
Retail (square feet)	900,000	128,600	147,700	19,100
Office (square feet)	100,000	321,500	988,100	666,600
Hotel (rooms)	340	0	190	190

Notes:
1 Based on existing land use data estimations performed by Economics and Planning Systems, September 2009
2 Land use data for the study area under the Current General Plan were estimated based on general development assumptions contained in the General Plan Environmental Impact Report (EIR) and the City's General Plan Land Use classification map.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