Removing Barriers to Implementation: ECHO II Final Report
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Economic & Housing Opportunities (ECHO) Assessment

- Phase I: Made the case for transformation of the corridor through infill development
- Phase II: Removing barriers to implementation

Auto-dominated intersection along El Camino
Potential transformation with infill development and complete streets
**ECHO Phase II**

- One of three projects funded by TIGER II Grant
- Four case studies
  - Selected through competitive process
  - Diverse range of places, common challenges
  - Extensive technical analysis
- Implementation guidebook for all cities on the corridor

**Key Implementation Challenges**

1. Auto-oriented character
2. Lack of developable parcels
3. Changing retail landscape
4. Limited public resources
5. Mismatch between policies and market
Moving from Vision to Implementation

- Adapt the vision to suit local conditions
- Consider implementation from the beginning by considering potential for change
- Build off of a pattern of market supportable activity nodes

Strategies for Implementation

Tools for Action
Strategy A: Plan for Vibrant Activity Nodes

Focus public investment and higher intensity development at activity nodes

Benefits:
- Support successful mixed-use districts
- Encourage pedestrian activity and transit use
- Be strategic about use of public resources

Top of the Hill development and streetscape improvements in Daly City

Concentrate Retail Development in Key Nodes

Consider:
- Comfortable walking distance
- Proximity to transit
- Market momentum
- Opportunity sites

Downtown Burlingame
Example: Focusing Belmont’s Downtown Retail Core

Original Target Sites

Revised Pedestrian Retail Core

Strategy B: Align Land Use Regulations with Market and Physical Conditions

Set zoning, parking, and other regulations to:

- Enable new investment to occur in the short-term
- Support the long-term vision for transformation

New apartments in Redwood City

Condominiums in Millbrae
Adjust Zoning to Allow Feasible Building Types

Impact of Density on Financial Feasibility

Residual Land Value

Development Feasibility Threshold

Retail rents at $2.25/s.f.; condo prices $510/s.f. Simplified diagram based on Daly City analysis.


Reduce On-Site Parking Requirements

• Works best in places with good transit service and/or a comprehensive parking management strategy

Allow Flexibility on Ground Floor Uses

- Limited demand for new retail space along the corridor
- Consider allowing ground floor residential, office and community space outside of activity nodes

Strategy C: Coordinate Public & Private Investment

- Make El Camino Real attractive and functional for existing and new residents
- Encourage developers to invest in the corridor
- Facilitate walking, bicycling, and transit ridership
Target Public Improvements to Activity Nodes

- Utilize scarce resources efficiently
- Support activity nodes and pedestrian activity

Ensure New Development Supports Walkability

- Implement design guidelines and development standards to ensure that development supports desired character
Leverage Private Investment

- New development in the corridor could result in a $35 billion in new assessed property values.
- Private development may be able to contribute to the public realm improvements

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Assessed Value (Millions)

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<th>San Mateo County</th>
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Thank you

Questions?

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