

**Grand Boulevard Initiative**  
*People Friendly Places*

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## 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

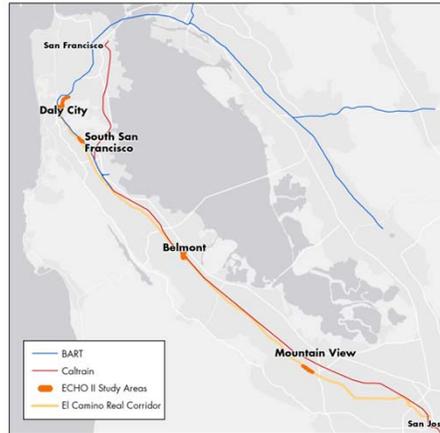
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## ECHO Phase II



- 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



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## 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



Surface parking lots



Aging strip retail



Retail zoning in Belmont

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# 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

Change Areas



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Data Source: City of Daly City, 2012; San Mateo County Assessor's Office, 2010 and 2011; Freedman Tung + Sakai, Strategic Economics, 2012



# Strategies for Implementation

## Tools for Action

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## 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

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## Concentrate Retail Development in Key Nodes



Consider:

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



Downtown Burlingame

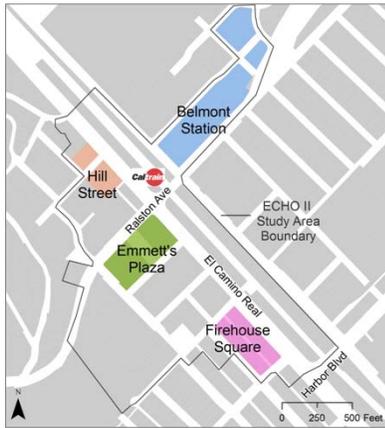


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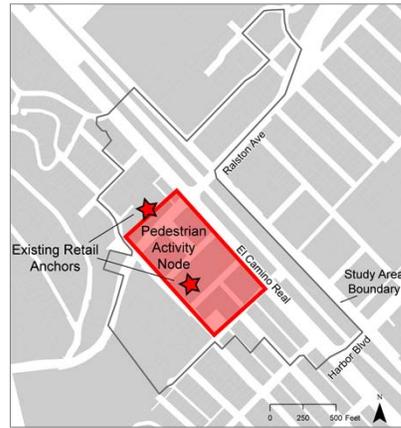
## Example: Focusing Belmont's Downtown Retail Core



Original Target Sites



Revised Pedestrian Retail Core



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## 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



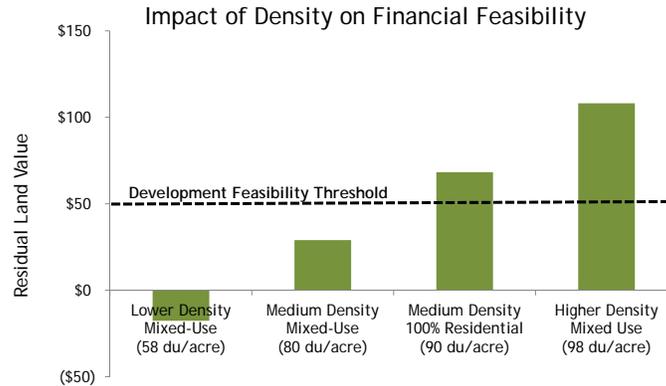
New apartments in Redwood City



Condominiums in Millbrae

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## Adjust Zoning to Allow Feasible Building Types



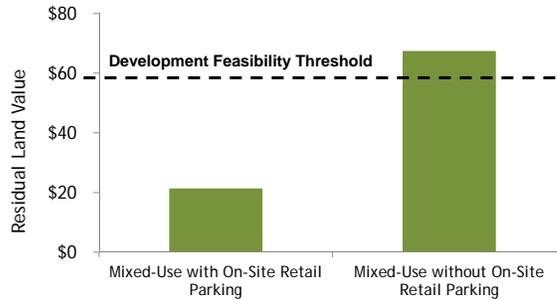
Retail rents at \$2.25/s.f.; condo prices at \$510/s.f. Simplified diagram based on Daly City analysis. Source: Strategic Economics and VMWP, 2013.

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## Reduce On-Site Parking Requirements



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



Condo prices at \$500/per s.f. Diagram based on Mountain View analysis.

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## 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



Ground Floor Medical Office in Atherton



Ground Floor Residential in South San Francisco

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## 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



Centennial Way Trail in South SF



Streetscape improvements at new Burlingame Safeway

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## Target Public Improvements to Activity Nodes



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



Top of the Hill Improvements, Daly City



Bike share station, Downtown Mountain View

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## Ensure New Development Supports Walkability



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



Versailles senior condominiums in San Mateo



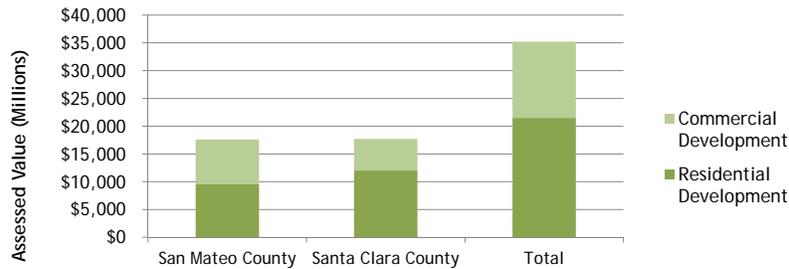
Pedestrian amenities at Archstone San Bruno

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# 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



Source: GBI Infrastructure Needs Assessment and Financing Strategy, 2013

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# Thank you

## Questions?

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