

introduction

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The community of San Bruno has taken bold steps to redefine itself in the 21st century. The San Bruno Transit Corridors Plan (the Transit Corridors Plan) outlines an **exciting new vision for the City** and provides a **road map for improving both the public and private realms** to transform the community. Specifically, the Transit Corridors Plan provides a vision for the Downtown core of San Bruno, historically represented by San Mateo Avenue and the streets directly adjacent to it, including El Camino Real, San Bruno Avenue and Huntington Avenue.

The San Bruno Transit Corridors Plan area (Transit Corridors Area or plan area) has a strong foundation of existing commercial services and major transit connections that provide a solid physical and social framework to build upon with future developments and improvements. The Plan is designed to facilitate new development and renovation through private investment. **The Plan will not allow eminent domain over private residential property in the Transit Corridors Area.**

With plans for a future Caltrain station underway, the Transit Corridors Area is poised to evolve into a **well-connected transit hub** within the Bay Area region and take advantage of transit-oriented development opportunities. Located in close proximity to the City of San Francisco, San Francisco International Airport, and Silicon Valley, San Bruno also has the potential to continue to evolve as an increasingly **attractive destination for residents, visitors, and businesses.**

Despite the many assets that the Transit Corridors Area possesses, it lacks a cohesive sense of identity and a desired transition to the residential areas surrounding the Downtown core. The plan area does offer great spaces along major corridors such as San Mateo Ave, that include an eclectic mix of uses and an architectural scale and character that fosters an inviting pedestrian environment. However there are stretches along some of corridors that are characterized by inconsistent streetscape elements (trees, lighting, sidewalk furniture, etc.), auto-oriented strip commercial uses and street fronting parking lots, and an overall lack of pedestrian amenities. In addition, the plan area currently has a limited range of retail uses and few public gathering spaces.

Fortunately, conditions and trends are encouraging for development of a commercially vital, physically attractive and socially inclusive Transit Corridors Area of which all residents of San Bruno can be proud. This document addresses the concerns voiced by the general public and provides solutions to transform the area into a dynamic, pedestrian-oriented and interconnected Transit Corridors Area.



Pedestrian facilities throughout the Transit Corridors Area are characterized by a mix of friendly and unfriendly environments.

The Transit Corridors Plan is the culmination of efforts by a wide range of stakeholders, members of a steering committee, and community members to evaluate the assets and opportunities and to cultivate a shared vision for this unique area. In particular, the objectives of the Transit Corridors Plan include: stimulating the economic expansion of the Downtown and station areas; reinvigorating the community's identity; capturing the potential for Transit-Oriented Development (TOD); strengthening the area's walkability and bikeability; and creating a cohesive implementation approach to enhance the character and development of the Transit Corridors Area. Under the framework established by the Transit Corridors Plan, San Bruno's Downtown and surrounding areas will provide a variety of amenities for living, working and community life.

This chapter is organized as follows:

- **1.1 Purpose and Objectives** - an overview of the purpose and objectives of the Transit Corridors Plan.
- **1.2 Definition of a Specific Plan** - a description of the major components of a Specific Plan.
- **1.3 Area Context and Planning Area Boundaries** - an outline of the plan area and how it fits into its surrounding.
- **1.4 Planning Context** - a description of the existing plans and initiatives that impact the Transit Corridors Area.
- **1.5 Planning Process** - an overview of the planning process and its influence on the development of this Plan.
- **1.6 Community Involvement** - a summary of the outreach process.
- **1.7 Document Organization** - an outline of chapters in the Transit Corridors Plan.

1.1 PURPOSE AND OBJECTIVES

The Transit Corridors Plan is focused on crafting a vision and specific steps to improve the public and private realms along the streets of El Camino Real, San Bruno Avenue, San Mateo Avenue and Huntington Avenue in the core of San Bruno. Many types of commercial services and major transit connections (including a future Caltrain station) are located in the Transit Corridors Area, offering a strong physical and social framework to build upon in future improvements.

The Transit Corridors Plan outlines detailed policies, design guidelines and development standards to steer future public and private realm improvements in the Transit Corridors Area. Building on the input gathered during the comprehensive community and stakeholder engagement process, the Transit Corridors Plan will help create a stronger retail environment. In addition, the guidelines and standards in this plan are designed to encourage a mix of housing opportunities and commercial uses, improved pedestrian and multi-modal connections to key locations throughout the plan area, and access to transit to establish a place for people to live, work and shop.



View of the north entry into Downtown from Huntington Avenue, prior to the Caltrain Grade Separation.

1.2 DEFINITION OF A SPECIFIC PLAN

The Transit Corridors Plan is a specific plan document that defines the desired development framework for the Transit Corridors Area. In the State of California, a specific plan is one of the many policy and regulatory tools used by local governments to complement a general plan. Specific plans implement a city or county's general plan through the development of more detailed policies, programs and regulations for a localized area. Although the goals and policies of a specific plan must be consistent with the general plan of a jurisdiction, a specific plan document generally illustrates a vision, supported by standards and guidelines that may present a departure from the existing zoning. A specific plan document may allow uses and increased densities that are designed to achieve a desired mix of uses and physical environment.

A specific plan can focus on broad policy concepts or detailed development regulations, but it must address:

- Land use;
- Transportation and circulation;
- Utilities and infrastructure;
- Public facilities;
- Development standards; and,
- Implementation and financing.

Once adopted, the Transit Corridors Plan will guide all new development in the Transit Corridors Area in both the public and private realms. New development projects will be required to follow the policies, programs and guidelines set forth in the specific plan. Existing developments will not be directly affected unless the occupants or owners choose to expand or change their structures, grounds or uses. However, through design guidelines the Transit Corridors Plan does delineate performance standards for the maintenance of existing properties to promote physical improvements on properties that may not be redeveloped.

Specific Plans

A specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.

Governor's Office of Planning
and Research
State of California

Environmental impacts that could result from implementation of the specific plan, such as noise, traffic and school enrollment, will be anticipated and analyzed in the state-mandated environmental review before the specific plan is adopted.

The authority for preparation and adoption of specific plans is set forth in the California Government Code, Sections 65450 through 65457. The law stipulates that a specific plan must include text and diagrams detailing:

- The distribution, location and extent of the uses of land, including open space, within the area covered by the plan;
- The proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy and other essential facilities proposed to be located in the area covered by the plan and needed to support the land uses described in the plan;
- Standards and criteria by which development will proceed, and standards for the conservation, development and utilization of natural resources, where applicable; and,
- A program of implementation measures including regulations, programs, public works projects, and financing strategies necessary to carry out the plan.

1.3 AREA CONTEXT AND PLANNING AREA BOUNDARIES

The City of San Bruno is conveniently located on the San Francisco Peninsula between San Francisco (12 miles to the north) and San Jose (39 miles to the south). The City is situated between Highway 101 to the east to the hilly western neighborhoods, which are located on the eastern facing slope of the Coast Range, gaining almost 1,200 feet in elevation. Interstate 380 traverses east-west through the City and provides a connection between Highway 101 and Interstate 280. San Francisco International Airport is located directly to the east of the City on the other side of Highway 101. Additionally, the City has strong regional transit linkages across the Bay Area with both Caltrain and BART stations (see Figure 1.1: Sub-Regional Context) and SamTrans bus routes.

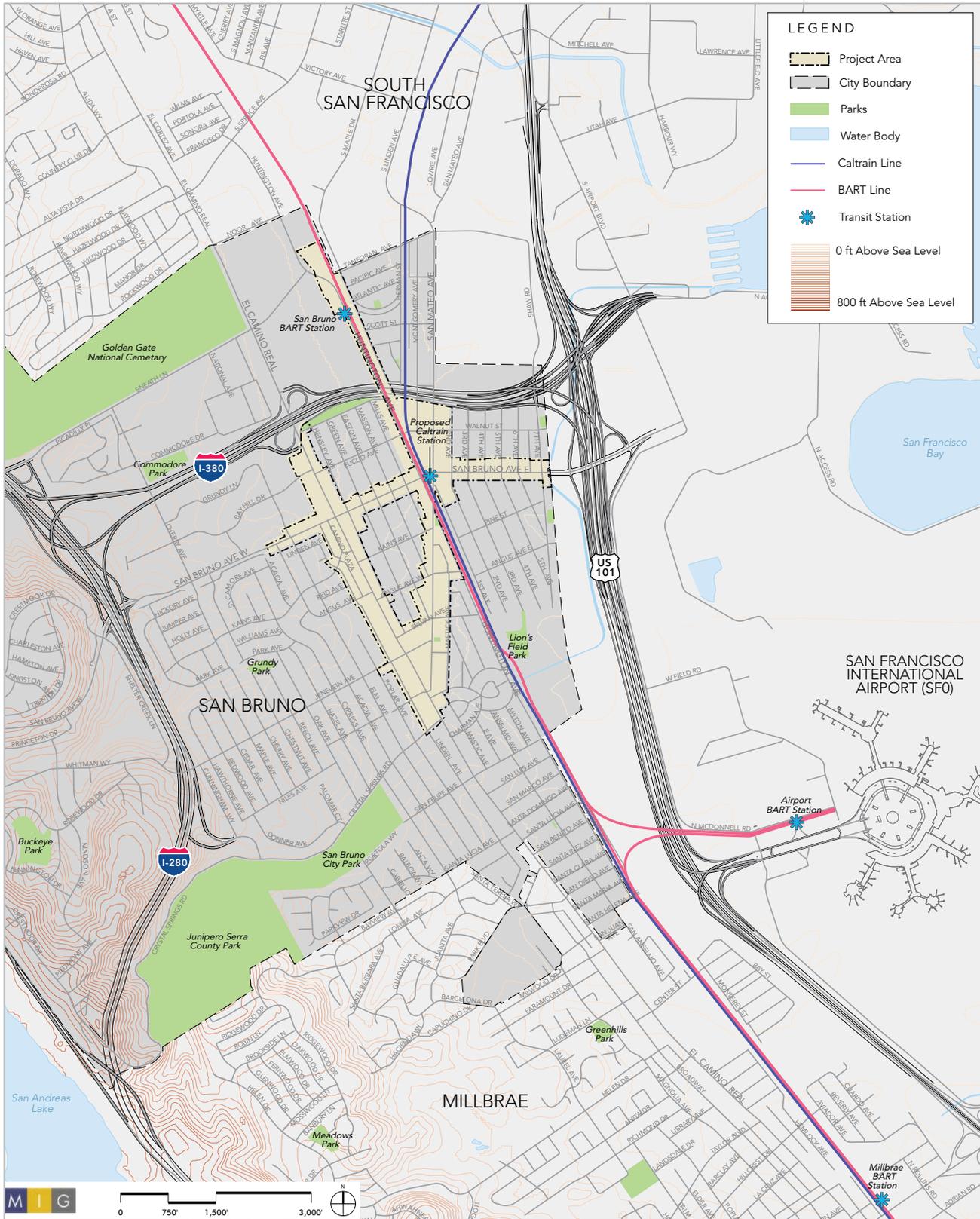


Figure 1.1: Sub-Regional Context

The Transit Corridors Area is anchored by the intersections of four major streets in the heart of San Bruno: El Camino Real, San Mateo Avenue, San Bruno Avenue and Huntington Avenue. The Transit Corridors Area encompasses parcels fronting onto these streets and generally does not include the residential neighborhoods between the corridors. Specifically, the plan focuses on the segment of El Camino Real between Interstate 380 and Crystal Springs Road, the Downtown core along San Mateo Avenue between Interstate 380 and El Camino Real, San Bruno Avenue between Highway 101 and Acacia Avenue, and Huntington Avenue between San Bruno Avenue and the San Bruno BART station (see Figure 1.2: Transit Corridors Area). In addition, through the planning process five specific “Character Areas” were identified within the plan area that include; San Mateo Avenue, El Camino Real, San Bruno Avenue, Huntington Avenue, and the Station Area. A detailed description of the land uses both within the Character Areas and adjacent to the Transit Corridors Area are included in Chapter 2: Existing Conditions.



Key intersection at San Bruno Avenue and El Camino Real.



Figure 1.2: Transit Corridors Area

1.4 PLANNING CONTEXT

Building on the planning framework established by the City of San Bruno's General Plan, the Transit Corridors Plan provides a greater level of definition to the area's land uses and character of development than is articulated in the General Plan. The Transit Corridors Plan builds on and incorporates initiatives from previous plans, such as the 1987 Downtown Design Guidelines and the 2000 Downtown Improvement Plan. Additionally, the Transit Corridors Plan links to the Grand Boulevard Initiative, a regional collaboration of 19 cities, two counties, and local and regional agencies with the goal of improving the performance, safety and aesthetics of El Camino Real. The initiative's goal is to create an attractive, livable, walkable and transit-friendly multi-use boulevard that can support higher-density, mixed-use development.

The plan area is also a Potential Priority Development Area (PDA) under the FOCUS program sponsored by the Association of Bay Area Governments and other regional agencies, and will become a Planned PDA upon adoption of the Transit Corridors Plan. Its status as a PDA will play an important role in regional planning efforts and potentially qualifying San Bruno for grants designed to foster development of complete neighborhoods that offer a range of housing choices and allow residents increased opportunities for walking, bicycling, and transit use through the FOCUS program, and other State and regional incentive programs. Building on these planning efforts and the Transit Corridor Area's multiple transit opportunities, the Transit Corridors Plan emphasizes higher-density mixed-use development and inviting walkable streetscapes to capitalize on the proximity of the San Bruno BART station and future San Bruno Avenue Caltrain station.



Key intersection at San Bruno and Huntington Avenues prior to the Caltrain Grade Separation.

1.5 PLANNING PROCESS



San Bruno Transit Corridors Plan Steering Committee meeting.

To prepare this Plan, the City of San Bruno led a four-phase planning process (see Figure 1.3: Project Schedule). One of the first steps in planning process was an analysis of existing conditions by the project team, which consists of City staff and the consultant team, including a thorough analysis of existing data supplemented by additional field observations and research. The summary of that analysis is in Chapter 2: Existing Conditions.

The project team worked together to tailor an outreach strategy that would provide multiple avenues to obtain valuable community input. The outreach process included stakeholder meetings, community workshops, and meetings with a steering committee comprised of key civic and business leaders, property owners and community leaders. From those meetings and workshops a **comprehensive community vision** was developed for the Transit Corridors Area. That vision was the guiding force behind the development of this document.

Following the establishment of the community vision, the project team developed **alternative improvement scenarios** based on community input. These scenarios were then refined, through further community

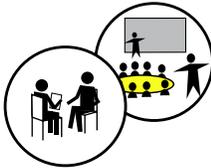
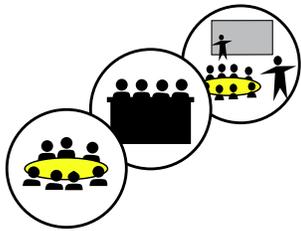
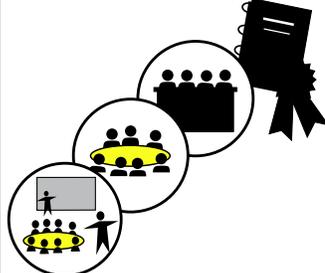
Fall - Winter 2009	Summer 2009	Summer 2010	Fall 2012 - Fall 2013
			
PHASE I: Existing Conditions Analysis/Vision, Issues & Opportunities	PHASE II: Plan Concepts & Strategies	PHASE III: Development of Standards, Guidelines & Regulations	PHASE IV: Draft & Final Plan

Figure 1.3: Project Schedule

and committee participation, into a **preferred alternative** for the evolution of the Transit Corridors Area. With the project description defined, the specific plan document was prepared. The necessary level of environmental review will be determined based on the final development strategy that the plan embraces. The Transit Corridors Plan encompasses topics such as defines land uses, densities, and development standards for specific character areas and catalytic project opportunities; transportation and parking; urban design and character; infrastructure; and an implementation plan. The **environmental analysis and adoption of the plan** will occur in the final phases of the project.

Once this Transit Corridors Plan is adopted, the City will revise its Zoning Code for the Transit Corridors Area to match the provisions of this Plan. This will include the additions of provisions to reflect development standards and parking described in the Plan, as well as provisions to have the design guidelines become part of the development review process.

As a result of the public review process, the development standards were updated to aid in the transition from new projects to existing low-density residential housing. A summary of aspects of the Plan that emphasize integrating new projects with existing housing, titled "Mixed-Use to Residential Transition Measures," is included as Appendix A.

In addition, for each project, the **Planning Commission would have to make two new findings of fact**: 1) that the project is consistent with the Design Guidelines, and 2) that the project addresses the transition from new development to existing low-density residential uses.

Local Ordinance 1284 Implications

Finally, it is explicitly acknowledged that the height of all buildings and structures over three (3) stories or fifty (50) feet, as well as the construction of any above-ground parking structure, and dwelling units per acre in residential districts in excess of limits permitted on October 10, 1974 under the then existing zoning code, as envisioned in the Transit Corridors Specific Plan, require voter approval by a majority of the citizens of San Bruno in a general or special election (Source: San Bruno Ordinance 1284, adopted in June 1977).



Residents of all ages participated in Workshop #1 - Visioning.



Small group discussion during Community Workshop #2 - Design Charrette.



Small group discussion during Community Workshop #1 - Visioning.

The buildings proposed in the Specific Plan can be developed within the Ordinance No. 1284 guidelines for height. However, they will likely not be built to the same scale or densities identified in the Specific Plan.

The above-grade parking structure could not be constructed; below grade (underground) parking would not be affected. The location of the Transit Corridors Area in San Bruno, combined with the surrounding land uses, the intensity of development, and the proximity of transit facilities, all make the Transit Corridors Area an appropriate location for a Transit-Orientated Development with increased heights and parking structures as allowed with voter approval under Ordinance 1284.



Participant presentation at Community Workshop #2 - Design Charrette.

1.6 COMMUNITY INVOLVEMENT

To help guide the process as the Transit Corridors Plan developed, a Transit Corridors Plan Steering Committee was formed to provide feedback and to serve as a liaison between the consulting team and the community at large. The steering committee which provided input and guidance throughout the planning process included 17 members, representing residents, property owners, business owners, city council, planning commission, developers, community organizations, and youth members. City staff participated in ongoing team meetings to offer additional comments and technical information. The general public also participated in three community workshops to help develop the vision for the Transit Corridors Area, identify improvement concepts and review draft plan contents. A project website was developed at the outset of the planning process and was regularly updated with the latest project material to provide an additional avenue for community involvement.

T.O.D. / STATION AREAS

Land Use Place for workers to sit - park restaurant coffee shop little retail	Building Heights ① 4 floors ② up to 7 <u>IF</u> stepbacks
Design Characteristics Art Deco Curved - not boxy Details = San Bruno Unique	Public Realm Trees larger public art

In one phrase, what is your vision for this area?
 Welcoming, robust, business-area amenities for employees with good bicycle & pedestrian access. Not car oriented.

SAN BRUNO AVENUE

Land Use different sides of station are different West - residential mixed East - retail & office add commerce	Building Heights
Design Characteristics - look like "houses" - not apartments - separate entrances	Public Realm Improve Ped Crossings - reduction in lane - may be problem for residents - buy homes + widen? ② okay to reduce lanes reduce part of it? (left turn lanes) Setback - landscaping

In one phrase, what is your vision for this area?
 Resident friendly, convenient to amenities, place to do errands, enhance residential character, historic character close to downtown

Bike access across El Camino **Entrance Features** **#3**

EL CAMINO REAL

Land Use Big park / open space	Building Heights Mix heights ① 3-4 ② up to six
Design Characteristics Spanish style Planters Complement neighborhood - Parking under or behind - Trash collection in rear	Public Realm Shrubs - sep traffic & peds Small fence Landscaping @ corners "Bright" Tree screening - parking lots Crosswalk - Center refuge Better bus stops Mini-gateway at Jeneish

In one phrase, what is your vision for this area?
 Reflect history, more car oriented, apartment living. Public space w/ events. Reflective of regional role. Some place you want to stop, get out of your car.

SAN MATEO AVENUE

- a little night life - dinner late (not a dance club)

Land Use Balance - Independent retail and the chains - Multi-cultural aspect - Not too much residential - professional services - Not big box	Building Heights - Current limit 2-3 stories ideal - roof top dining
Design Characteristics - More awnings - Corner like slide show - Funnel people in from ECR/SN corner - park bikes at the plaza	Public Realm Fountain, plaza Park - pocket Improve parking Mastike Parking not too visible Current parking hard to access Entrance - emphasize + add landscaping

In one phrase, what is your vision for this area?
 Gateway plaza to business corridor w/ night life, community gathering, where locals hang out. A place for everybody local + attracting for visitors

Poster capturing input from participants at Community Workshop #2 highlighting preferred land uses and development character.

1.7 DOCUMENT ORGANIZATION

This Plan is the culmination of input received from the community, steering committee, stakeholders and City staff. It represents their collective goals and objectives while respecting the policies set forth in the City's General Plan and the standards and regulations in the City's Municipal Code. The following represents the organization of this document and includes a short summary of each chapter:

chapter one: introduction

This Introduction chapter provides the background and roadmap for the document by defining the project area and describing the purpose and intent of the Transit Corridors Plan.

chapter two: existing conditions

The Existing Conditions chapter includes a summary of the Existing Conditions Analysis Report that provides a baseline analysis of the existing land uses, community character, the five Character Areas, a circulation and parking analysis, and summary of economics and market conditions.

chapter three: vision framework

The Vision Framework chapter describes the desired future for the Transit Corridors Area through a Vision Statement and supporting elements developed through the community outreach process.

chapter four: development framework

The Development Strategy chapter provides the framework for future development within the Transit Corridor Area. The chapter describes the existing land use goals and policies from the City's General Plan that provide guidance for development. It also describes key Catalytic Opportunity Sites that are potential areas for jump starting development.

chapter five: private realm development standards and design guidelines

The Private Realm Development Standards and Design Guidelines chapter outlines the allowed land uses and development standards within

each zoning overlay in the plan area. In addition, architectural guidelines are illustrated through both text and images. These define the desired quality of architecture and character of development with the Transit Corridors Area and specifically within the designated Character Areas.

chapter six: public realm design guidelines

The Public Realm Design Guidelines chapter outlines the characteristics needed to enhance the pedestrian environment along the planning area's key street corridors as well as within public open spaces, such as pocket parks and plazas. This chapter also includes the gateway signage and wayfinding guidelines.

chapter seven: transportation

The Transportation chapter depicts the existing and proposed circulation pattern for all modes of transportation through the plan area, including pedestrian and bike paths. The chapter includes guiding principles from the City's General Plan that support the desired roadway system through the Transit Corridors Area.

chapter eight: infrastructure

The Infrastructure Analysis chapter outlines an assessment of the existing stormwater drainage, water and wastewater conditions, and an analysis of potential impact from future development within the Transit Corridors Area.

chapter nine: implementation

The Implementation chapter provides an outline of the existing funding sources or financing mechanisms available to support future development within the Transit Corridors Area. The chapter also includes an action plan that describes how the Transit Corridors Plan's objectives will be achieved and the responsible parties associated with those actions.

