

vision framework

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The future vision for the San Bruno Transit Corridors Plan area is a comprehensive and guiding force for directing strategies and improvements that will transform central San Bruno. This vision builds on the assets and opportunities analysis and reflects extensive community and stakeholder input on **what the future should look like and how we can get there**.

The sections in this chapter define the vision for the Transit Corridors Area and provide strategies of how to realize them. Specifically, this chapter includes the following sections:

- **3.1 The Vision** - created from extensive discussions with the community and stakeholders, reflects and articulates the community's long-term desired future for the Transit Corridors Area and heart of the City.
- **3.2 Vision Elements** - designed to support the community's Vision, help define the plan area's long term direction.



3.1 THE VISION

San Bruno's Transit Corridors Area is a **unique urban village** with a sense of community, activity and vibrancy. Building on its multicultural diversity, close proximity to San Francisco International Airport, and high-speed bus and train connections to San Francisco, the Silicon Valley and beyond, the Transit Corridors Area is a **modern, globally-oriented city** with distinct, local character. Taking advantage of its unparalleled location in the San Francisco Bay Area, San Bruno has transformed its geographic and economic assets to great avail and is a **bustling regional destination**.

Striking **gateways** welcome visitors and patrons into San Bruno's Transit Corridors Area. San Bruno is a terrific place to get business done, with great companies located right in the city center as well as **fast transportation connections** that allow residents to travel easily to jobs all along the Peninsula. With the right balance of commercial activities, government services and housing options, the Transit Corridors Area is a place where residents, visitors and workers can spend a full day and night busy with different activities.

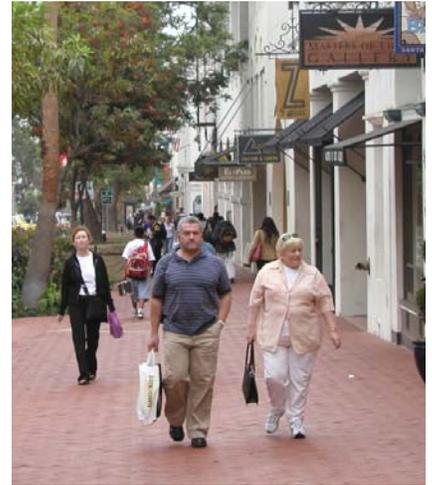
San Mateo Avenue is an **artistic place** that serves the local community as well as attracts visitors from all over the San Francisco Bay region. An eye-catching information center is a hub of activity that orients visitors to the many amenities and interesting destinations in the Transit Corridors Area, as well as informs residents about the many entertainment and community events throughout the city. Building on its natural and historic character, San Mateo Avenue is a retail-oriented street with a **pleasant outdoor shopping experience** with a range of interesting shops, sidewalk dining and important services for locals and visitors. This includes a one-of-a-kind mix of ethnic markets and goods, from Mexican groceries and Chinese food to South Asian retailers. From Polynesian dance to mariachi, a diverse range of **performers and musicians** fill up the streets and restaurants and underscore the cultural diversity in San Bruno. San Bruno residents and visitors know its **history** and are proud of how the city has evolved.

Walking in the Transit Corridors Area San Bruno is a delight! Beautiful streetscape designs foster **pedestrian-oriented streets and “green streets”** that help the ecological sustainability of the Transit Corridors Area. Well-maintained, clean and inviting, the city center boasts a vast **array of shops and services** that cater to all the daily needs of the local community. It also provides a terrific place for visitors to stroll and browse through on a leisurely day. Within the lively city center, several new **urban plazas and pocket parks** provide relaxing areas for social gathering or a peaceful moment of respite away from the excitement.

Surrounding San Mateo Avenue on El Camino Real and San Bruno Avenue, taller and more dense **mixed-use development, offices and residential** complexes are conveniently located a few blocks from Caltrain, BART, and bus rapid transit stations on pedestrian-friendly streets. These new **transit-oriented developments** not only add character to the area but also form an important base of new residents, workers and economic opportunities for the Transit Corridors Area.

The Transit Corridors Area is an **architecturally exciting** place, with well designed new developments adjacent to restored historic buildings. No single architectural style dominates, rather an eclectic ensemble of expressive buildings highlights San Bruno’s inimitable character. Higher buildings and rooftop terraces take advantage of **unique views** of the city’s natural surroundings while respectfully scaling down in height toward adjacent neighborhoods.

The hard work to revitalize the city center and proactively shape its future has paid off. A whimsical yet handsome combination of old and new characteristics makes San Bruno’s the Transit Corridors Area a **sustainable, livable, and authentic place** that will be enjoyed by many future generations to come.



3.2 VISION ELEMENTS

The community's vision for the future is also supported by several elements that further define the area's long term direction. These elements offer a more specific context for the vision while providing direction for the goals, policies, and actions outlined in the remainder of the document.



Downtown as a Day and Night Destination

- Make San Mateo Avenue into an exciting destination for visitors, workers and residents alike.
- Intensify commercial and residential uses to attract and sustain activities throughout the day and into the night.
- Create new developments, invigorate existing businesses and program activities to support an economically vibrant Downtown that is busy with business and community life.



Local Character and Distinctive Identity

- Cultivate a more distinctive identity for San Bruno while building upon its local character in future growth.
- Integrate San Bruno history into public art and streetscape designs while also developing new themes and motifs for a contemporary identity.
- Install exciting and attractive new gateways to direct visitors and patrons to destinations while creating a welcoming atmosphere.



Convenient Multi-modal Network

- Cultivate an easy-to-use network linking across different modes of transportation including pedestrians, bicycles, shuttles, buses, BART and Caltrain, as well as automobiles.
- Create circulation improvements that make arriving in and getting around the Transit Corridors Area a pleasant, easy and convenient experience for all users.
- Create linkages to area office parks, commercial centers, and San Francisco International Airport to encourage visitors and employees to use transit and visit San Bruno's Transit Corridors Area.



Economic Vitality

- Create a development- and business-friendly Transit Corridors Area with a strong, sustainable economic environment.
- Ensure that land uses reflect a diverse range of economic activities.
- Utilize a strategic development-oriented approach to cultivate appropriate growth in San Bruno and respond to local and regional market demands.



Sustainable, Mixed-Use Development

- Encourage horizontal and vertical mixed-use development that will generate increased social and business activity.
- Combine new development with housing on top to generate additional vitality and foot traffic in the Transit Corridors Area, as well as provide ridership for transit.
- Support a range of land uses to provide activities and opportunities for all community members.
- Support green building design strategies to promote energy and resource-efficiency in new buildings.
- Explore opportunities for “sustainable” infrastructure that beautifies the urban environment with ecological technologies such as “green streets” and drought-tolerant plantings.



Safe and Inviting Pedestrian Realm

- Develop circulation and streetscape improvements that provide highly visible crosswalks, sidewalk plantings, engaging sidewalk design and traffic-calming strategies to support a safe and inviting pedestrian realm.



Vibrant Transit Village

- Design an attractive, feasible and vibrant transit village around the future Caltrain station.
- Create a memorable station area that serves as an iconic gateway into San Bruno and is valued by visitors and residents alike.
- Leverage the transit village to increase and foster additional economic ties to high-tech companies in the Silicon Valley, San Francisco, and the greater region.

Streetscape Beautification and Bicycle/Pedestrian Links

3-5

HOTEL

PARKS + PLAZAS

OFFICE

RETAIL

HOTEL

RESIDENTIAL

MIXED-USE

MIXED-USE

BUILDING HEIGHT

BUILDING HEIGHT

PARKS + PLAZAS

RESIDENTIAL

RESIDENTIAL

RETAIL

OFFICE

PARKS + PLAZAS

PARKS + PLAZAS

Development Strategy

San Bruno Downtown and Transit Corridors Plan



Mixed-Use/T.O.D. Corridor

T.O.D./ Station Areas

Mixed-Use Housing/ Commercial Corridor

Downtown Core

Full Width

Gateway

Streetscapes

emphasis

