Visioning Workshop
Summary Report

September 14, 2017

Prepared by
DYETT & BHATIA
Urban and Regional Planners
# Table of Contents

1 Visioning Overview .................................................................................................................. 1

2 Activity #1: Headlines .............................................................................................................. 3

3 Activity #2: Key Questions ....................................................................................................... 7

4 Next Steps .................................................................................................................................. 11

Appendix A: Individual Headlines .............................................................................................. 13

Appendix B: Flipchart Notes ....................................................................................................... 61

Appendix C: Key Questions Data ................................................................................................ 75
This page intentionally left blank.
I Workshop Overview

In June 2017, the City of San Bruno initiated a planning process to develop a Specific Plan for the 103-acre Bayhill district, bounded by Interstate 380, Interstate 280, El Camino Real, and San Bruno Avenue. The Bayhill Specific Plan will outline a cohesive, long-term vision for this key district, which is home to the largest employment cluster in the city. As one of the first steps in the plan-preparation process, the planning team is reaching out to the community, property owners, agencies, and other stakeholders to develop a community-driven vision for the area.

On August 30, 2017, a visioning workshop open to the community was held. The objective of the meeting was to introduce the community to the planning process, and encourage participants to engage in a dialogue about the future of Bayhill. The workshop was designed to help the City and the planning team understand community visions, priorities, and concerns. Together with other outreach, ideas gathered at the workshop will help establish the initial vision and guiding principles, which will set the stage for development of alternatives, and, ultimately, the Specific Plan. This was one of the first of a series of events for the Specific Plan open to the community, with additional outreach planned at each subsequent stage in the process.

The workshop was structured to gain feedback from each individual participant, as well as encourage participants to deliberate with one another to formulate group visions. A total of 46 community members attended, seated at six tables of seven or eight participants each. The workshop began with a presentation about the project, addressing the role of specific plans in general; the purpose and objectives of the Bayhill Specific Plan; the project schedule; and a brief overview of the workshop’s two interactive exercises. Each table was provided a large-scale basemap of the Planning Area in the context of the surrounding neighborhood, and images to help participants orient themselves, and for reference during the activities and discussions. The results of the workshop’s two activities are summarized on the following pages.
2 Activity #1: Headlines

In the first activity, workshop attendees were asked to design a “Special Edition: San Bruno” magazine cover from the year 2040, showcasing changes in San Bruno in general or Bayhill in particular. Participants had the opportunity to write and/or illustrate their vision on the magazine cover. After working on individual headlines, the six small groups were asked to discuss their headlines and work to prepare one or more group headlines.

A few major themes emerged from the magazine cover activity and group discussion that followed. All the tables’ group headlines emphasized the importance of the integration of Bayhill into the greater San Bruno community. Tech identity, walkability, open/green spaces were emphasized. Participants supported continued growth, vibrancy, retention of neighborhood commercial uses, and new community spaces and/or other amenities such as a library.

Multi-modal transportation connectivity was also emphasized in the group discussions. Specific suggestions included shuttle service, bus service, bike facilities, and connections to Caltrain. On a similar note, walkability featured prominently in the discussion notes, with a range of suggestions to reduce car usage and increase walkability and bikeability. Every table had headlines that mentioned walkability/pedestrian-focus.

Individual headlines also highlighted the importance of Bayhill creating positive impact on the greater San Bruno community beyond Bayhill. Four out of six tables had headlines that were related to community benefits. Participants imagined benefits such as job creation, ecological harmony, farmer’s market, community centers, and downtown stimulus. Three out of six tables had headlines that saw Bayhill as a model for Silicon Valley cities that are managing the expansion of tech companies.
Below are the group headlines; individual headlines are included in an Appendix at the end of this report.

**Group 1:**
- A Model
- Upscale Office Center with Diversity of Businesses – Office, Shops, and Restaurants
- Abundant Open Space/Green/Arts/Dog-friendly
- City Within a City: Integrated with Surrounding Community
- YouTube’s Bayhill Integrated Campus Brings a Softer Edge to the San Bruno Community

**Group 2:**
- Bayhill: A Campus for the Community and for Businesses
- Bayhill Opens Up to the Community, Adding a Library and Park for City Residents

**Group 3:**
- A Town Reborn with a Walkable, Ecological Soul: Do’s and Don'ts for Metropolitan Living with a Small Town Feel
Group 4:
- Bayhill Park: High Tech/Low Stress

Group 5:
- Integrated
- Tech Identity
- Sustainability
- City with a Heart
- Livable
- A Tech Corridor with a Heart

Group 6:
- Green Space at Bayhill
- San Bruno Tech Center!
- Alive, Growing and Diverse
This page intentionally left blank.
3 Activity #2: Pop Questions

In the second activity, participants were asked seven specific questions pertaining to the desired vision of the Planning area. Participants were given post-it notes and pens, asked to respond individually to each question, and the culmination of the questions, place their post-it notes on the respective posters. Because some participants used more than one post-it for some questions, or did not answer a question, responses do not necessarily add up to the total number of participants or post-its.

**Question #1: What types of uses do you want to see in the Planning Area?**

The most common response to the first question was a mix of uses. Of the 40 post-it notes in total, 18, or 45 percent, either cited “mix of uses” or listed different uses or use categories. In terms of specific use types, the following uses were the most-often cited on the post-its: retail (mentioned 12 times); restaurant or café (11), office or incubator space (11); commercial uses (ten), and residential (seven).

The next most common theme that emerged was open space and parks; of the 40 post-its, 15 of the post-its, or 38 percent, specifically mentioned open space. Suggested amenities related to open space included bike and pedestrian infrastructure, trails, dog areas, and trees (retaining existing trees as well as planting new trees). Similarly, there were several mentions of public uses, including a library (3); educational uses (2); community centers (2), and affordable daycare (1).

Only four post-its specified uses as undesirable: bars (1), housing (1), parking garages (1) and surface parking (1).
**Question #2: Is it appropriate to consider residential uses in areas besides the El Camino Real corridor? If so, where?**

Of the 28 post-its, an equal number (13 post-its, or 45 percent) responded either positively or negatively to new residential uses in areas other than the El Camino Real corridor (the remaining two responses were unclear).

Of the “yes” responses, many were conditional, indicating that new residential uses should be located along San Bruno Avenue (4); located south of Bayhill Drive only (1); vertically mixed with commercial uses (1); high-density (2); affordable (2); connected to paths and green space (1); and allowed only if it would have minor impact traffic (1) or schools (1).

Aside from one “no” response, which indicated a preference for supporting housing options elsewhere in town, none of the “no” responses specified a particular reason for opposing housing in areas within Bayhill besides the El Camino Real corridor, where housing is already permitted.

**Question #3: Which/how should streets in and around Bayhill be improved?**

The 39 responses to Question #3 generally addressed issues of walkability and safety, with some specific design suggestions pertaining to the roadway network.

Overall, 16 of the 39 post-its (41 percent) focused on walkability, or improvements to the comfort, safety, and ease of walking within the Planning Area. Many specifically mentioned sidewalks, with comments including wider sidewalks, “green and clean” sidewalks, and handicap-accessible sidewalks, and improved crosswalks. There were also repeated mentions of improvements to pedestrian safety needed for the intersection of Cherry and San Bruno avenues.

Many of the comments about roadways go hand-in-hand with enhanced walkability, including suggestions to narrow roadways (3); to reduce vehicular speeds within the Planning Area through narrower roadways and other traffic-calming measures (3), and to create a “finer street grid” (1). Also pertaining to roadways, some participants called for on-street bike lanes (3); separated bike paths (1), or one-way streets (1).
Several of the post-its mentioned specific design ideas relating to streetscapes, including special street lighting, pavers, street trees and foliage, murals or other art, a pedestrian bridge over Cherry Avenue, and making use of the sloping terrain to re-envision the streets.

**Question #4: Is there a need for public open space in the Planning Area? If so, what type (plaza, park, trail, etc.) and where?**

Responses to this question were overwhelmingly positive, with most responses offering more than one suggestion of public open space types needed in Bayhill. Of the 35 post-its, the most popular open space type was walking and bike paths/trails, which was mentioned on 18, or about half, of all responses. These responses included family-friendly paths, trails around the perimeter of the Planning Area, paths to transit, and trails that encourage bicycling.

About the same number of responses—16 in total—simply mentioned “park”, with three of these specifying small or packet parks and one suggesting an amphitheater. A total of eight, or 23 percent of the responses cited plazas, and some of these included specific suggestions for plaza design and amenities, such as colorful plants/flowers, restaurants or cafes, and performance space. Five responses mentioned a need for active recreational areas, including as basketball, disc golf, or soccer facilities.

There were few negative responses. Only one comment saw no need for a specific public open space, instead preferring only some green space for aesthetic purposes, and one warned that a plaza may detract from Downtown.

**Question #5: What transportation improvements would you like to see? (Consider walking, biking, transit, enhanced shuttle services, and driving)**

Of the 37 post-its, the two areas of transportation improvements most cited were walking (16 comments, or 43 percent) and shuttle service (18 comments, or 49 percent). Also popular was biking, which was cited a total of 11 times.

Of the responses that specified walking or biking, suggestions included separate zones or paths for walkers/bikers; covered walkways between buildings; strategically placed “cut through” paths; new housing nearby; and bike share programs. Of the responses citing shuttles, requested routes included to Caltrain, BART, downtown/San Mateo Avenue, other shopping districts, and transit connections.

In addition, responses included transit improvements (3); the building of underground parking (2); charging for parking (1); and limiting the amount of parking (1).

**Question #6: What other amenities and/or experiences would you like to see incorporated into the Bayhill Specific Plan?**

Workshop participants suggested wide range of amenities and experiences to be incorporated into the Bayhill Planning Area. One theme that emerged was community uses: out of a total of 31 responses, 14 responses, or 45 percent, mentioned some type of community or cultural facility such as a community center, childcare facilities, summer camps, a farmer’s market/craft fair, and
outdoor gathering areas, a San Bruno Historical Museum, schools, and tech training/job training centers. There were eight commercial uses cited, including a hotel, restaurants, various personal services (bank, laundromat, etc.), a gym, and a grocery.

Another theme that emerged was community access to YouTube facilities. Four respondents indicated a desire for YouTube to connect more with the community by offering access to its food services and open spaces; by providing a publicly accessible “creator space”, and by proactively engaging with other large Bayhill businesses to support schools, the library, and the arts in the San Bruno community.

**Question #7: Are there any other ideas, inspirations, or concerns that you would like to share?**

A total of 27 post-its were collected for Question #7. While specific responses varied widely, a few themes emerged. One-third of the post-its generally described a future Bayhill that has become a successful and attractive destination. Specific comments referenced unique design elements, a public market and plaza, signature architecture, a grand entrance off of El Camino Real, a rolling central greenway, holistic design, and character.

Other ideas for the Planning Area included community uses such as charities and non-profits; a focus on public health, safety, and open space amenities; and a desire for free Wi-Fi for the area.

The participants who chose to express concerns were generally concerned about YouTube’s integration into San Bruno, and possible friction created by its future expansion. Participants were concerned about a lack of affordable housing; flight of current businesses; traffic; and a need for “parking safeguards”. They also expressed concern that changes to the Bayhill area would alter the dynamics of the San Bruno community.
4 Next Steps

Concurrent with the preparation for this workshop, the planning team held a series of smaller meetings and study sessions with property owners, residents, community organization representatives, City decision-makers, and other stakeholders to create a complete picture of the community’s priorities and visions for Bayhill. Following these meetings, the planning team will develop a “Shared Vision” document for staff review that reflects all feedback gathered to date, and which will guide the development of up to three land use and urban design alternatives.

The public engagement process in the next stages would include an online survey and a second community workshop in the fall of 2017. Both the survey and the workshop will be designed to designed to gather feedback on and reactions to the alternatives, with the aim of narrowing down the options in a single Preferred Plan by the end of fall 2017.
Appendix A: Individual Headlines
CALIFORNIA TODAY
August 2040

#5

A TECH CORRIDOR WITH A HEART

SPECIAL EDITION
San Bruno
# 6
- Green Spaces
- Public Spaces
- Walkable
- Sustainable
- Affordable Housing

# 5
- Integration
- City's History
  - "Tech Corridor W/ A Heart"

# 4
- Bayhill - A Campus for Community + Business
- Park-like Feel
- Affordable
- Amenities
- Open

# 1
- Softed Edge to Community
- Walk paths, green

# 3
- Connections W/ City
- Dos & Don'ts
  - Walkable, Foot Traffic
  - Town Feel
  - Renaissance/Revival

# 4
- Bayhill Park: High Tech/low Stress
  - No "Office" Park
CALIFORNIA TODAY
August 2040

BAYHILL - A SUSTAINABLE PLACE TO WORK, GATHER, AND PLAY

SPECIAL EDITION
San Bruno
Sustainability
Work, Gather, Play
Leadership / Forefront
Fun
Farmers Market
Beer Garden
Music / Concerts
Very Pedestrian / biker-friendy
Preservation of trees / new landscape architecture / stormwater management features
LEED Bldgs
Residents allowed to walk through areas / not feel like trespassing
Modern Structures
Green buildings
Wooded Open Spaces
Well integrated in Community
Community benefits
Proper Scale

20 years in the making
The Bay Hill Office Park
is the jewel of the Peninsula
Bayhill - A Livable Business Community
Bayhill - Fun and Function - A Model for Business and Residential Partnership
Bayhill - A Hidden Bay Area Gem
A City in A City, Bayhill, Home to
A Multi-use Community
- Sustainable
- Green
- Fun
- Gathering place
- Scale
Bayhill Development created new area without overcrowding and congestion. Area has lots of green and open space, charming shops, restaurants, and an indoor pool.
CALIFORNIA TODAY
August 2040

Alive! Growing!
Diverse! Busy! Safe!
Creative! Well-resourced!
Tons of jobs! Great schools!
Variety of restaurants! Destination!
Easy to navigate (foot, bike, bus)!
Mixed use + affordable housing!
Job training

SPECIAL EDITION
San Bruno
California Today

August 2020

SPECIAL EDITION

San Bruno

- Native Plants
- Public Eateries
- Jobs
- Restaurants
- Workforce Housing
- ECR in TCP
- Free Circulating Shuttle
- Arts Plaza - Outdoor Performing Public Arts
- Free WiFi Fiber Campus
- Tai Chi
- Morning Yoga
- Dog Park
- Open Space for Outdoor Gathering
- Walking Paths
Green Space
Community/Public Facilities
Shuttle, Walking & Biking
Restaurants & Cafe
Vitality/Energy
Employment Center - LEED Bldgs
San Bruno
SAN BRUNO TECH CENTER
Sustainability/LEED Blugs
SPECIAL EDITION
San Bruno
I would like a park setting near the parking lot 1 is now on San Bruno ave.
<table>
<thead>
<tr>
<th>Table 1</th>
<th>Impact on the Community</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Schools</td>
</tr>
<tr>
<td></td>
<td>City Growth</td>
</tr>
<tr>
<td></td>
<td>Impact on S.B. Schools</td>
</tr>
<tr>
<td></td>
<td>Taxes</td>
</tr>
</tbody>
</table>

**SPECIAL EDITION**

San Bruno
Bayhill Center with more upscale shops/rest.

Surrounded by an office park.
Tech industry provides opportunity to community...

But at what expense,

more industry, more people,
more traffic.

What is impact to traffic in our city? What is impact to our schools.
viewed as a model for "how it should be done"

- green
- walking everywhere
- part of the neighborhood
- thoughtful
- compliments the area
- YouTube - I show it off to visitors, proud of what they did
- many years ago were good for many
TODAY

San Bruno

Special Edition

Multi-Generational Space

Campus Lives Up To

Flexible Bay Hill Office
Garden-like; Picturesque; less vehicles
Biking/Walking trails; diverse seating space
Trendy/Artsy; dog-friendly
Alternative Downtown
Unique Boutiques & Eateries; Rooftop views
Family-friendly; Office space

Cooperative vision

YouTube brings a softer edge
to the San Bruno Bayville Community
Bay Hill office Park
A City within San Bruno
Bayhill: A Campus for the Community and for Business.

Bayhill opens up to community, adding a library and park for city residents.
A community restored into both a village and a place for business.
- open
- park like
- less visible parking
- affordability - housing & businesses
- transportation
- library
- lands eking & natural appearance
- paths, biking, walking
Long term San Bruno Residents coexist with Tech Companies (Housing)
Family Oriented Gathering Place for Family and Friends
Better SamTrans Route to BART & Caltrain
Possible Shuttle for Residents
Pleasant Area to Walk In
Make Sure It Has Key Services (Groceries, etc.)
More busy in downtown area near San Mateo Ave
Cost of products not driven up by Google/Youtube
More commercial area for other businesses besides Youtube
Traffic flow remains the same as 2017
Have the shopping center have bike lanes. Flowers bins around the shopping area to brighten it up.
The green grass off home.
BUSINESSES NOW THRIVE IN PARK-LIKE SETTING
PEOPLE DOMINATE, CARS SCARCE.

San Bruno
CALIFORNIA TODAY
August 2040

AT HOME IN THE CROSSROADS

CITY

[Sketch of a map with locations labeled]

YOUR VOICE WILL BE HEARD, or at least heard if the video is funny enough!

ALL ROADS LEAD TO SAN BRUNO!

SPECIAL EDITION
San Bruno
CALIFORNIA TODAY
August 2040
BAYHILL PARK
HIGH TECH
LOW STRESS
SPECIAL EDITION
San Bruno
CALIFORNIA TODAY
August 2040

v-TUBE

IS COMING TO TOWN!

SAN BRUNO

SPECIAL EDITION

San Bruno
CALIFORNIA TODAY

August 2040

BAYHILL PARK
SAN BRUNO

Leading the Bay Area in successful, innovative
cLow STRESS
cHigh Tech

2040

SPECIAL EDITION
San Bruno
CALIFORNIA TODAY

COMMUNITY CONNECTIVITY THRIVING

August 2040

SPECIAL EDITION

San Bruno
Bayhill Complex transitions to pedestrian-friendly open spaces among in San Bruno's only commercial park enjoyed by all residents open for all residents.
HOW TO DO A LARGER PROJECT.
THE DO'S & DON'TS.
You Tube has revived San Bruno's Downtown
Metropolitan Living
with a Small Town Feel

or

San Bruno - the "City With a Heart"
has a New Soul

Benaissane

San Bruno
A TOWN REBORN WITH A WALKABLE ECOLOGICAL SOUL

Do's & Don'ts for Metropolitan Living

with a SMALL TOWN FEEL

San Bruno
Bay Hill Business Park has become part of San Bruno.

A town reborn with a walkable ecological soul; do's and don't's for metropolitan living with a small town feel.

San Bruno
BAYHILL SAFE FOR WALKING AND BICYCLING

BAYHILL SETS EXAMPLE OF MODERN, WALKABLE
OFFICE PARK

YOUTUBE REVOLUTIONIZES ITS OFFICE PARK
BY ENDING PARKING SUBSIDIES
A Vibrant Ecology: A new paradigm for a corporate center

San Bruno

August 2040

SPECIAL EDITION
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 minutes</td>
<td><strong>Share Headlines (one minute per person)</strong></td>
</tr>
<tr>
<td>Completed by 7:20 pm</td>
<td>• Go around the table, and ask people to share their headline and any</td>
</tr>
<tr>
<td></td>
<td>explanation/meaning</td>
</tr>
<tr>
<td></td>
<td>• On the flip chart, record keywords from the headlines as well as</td>
</tr>
<tr>
<td></td>
<td>explanations that will help the project team understand the vision. If</td>
</tr>
<tr>
<td></td>
<td>more than one person says the same word, mark a check instead of</td>
</tr>
<tr>
<td></td>
<td>rewriting</td>
</tr>
<tr>
<td>14 minutes</td>
<td><strong>Group Headline</strong></td>
</tr>
<tr>
<td>Completed by 7:35 pm</td>
<td>• Ask the group to come up with a “group headline” that depicts some of</td>
</tr>
<tr>
<td></td>
<td>the major ideas discussed. This may be a combination of individual</td>
</tr>
<tr>
<td></td>
<td>headlines, or an entirely new headline using common keywords</td>
</tr>
<tr>
<td></td>
<td>• On the flip chart, record the group headline. Use a few bullets if</td>
</tr>
<tr>
<td></td>
<td>appropriate to elaborate; use the base map instead if that works</td>
</tr>
<tr>
<td></td>
<td>• Ask for a volunteer to present the headline to the group-at-large.</td>
</tr>
<tr>
<td></td>
<td>Review group headline in advance, and remind them to keep it to a</td>
</tr>
<tr>
<td></td>
<td>minute</td>
</tr>
<tr>
<td>Two minutes per table</td>
<td><strong>Report out Group Headline (only)</strong></td>
</tr>
<tr>
<td></td>
<td>• Add short bulleted elaborations/explanations of headline, if</td>
</tr>
<tr>
<td></td>
<td>appropriate. Keep to a minute or two</td>
</tr>
</tbody>
</table>

**GROUND RULES**

Reviewing the following rules will help to establish an environment where participants both actively listen and consider others' input in addition to sharing their ideas and opinions.

- **Only one person to speak at a time...**  
  everyone participates.

- **Listen for understanding...**  
  not for response.

- **Suspend snap judgments...**  
  try on other’s ideas for size; however, agree to disagree.

- **Stay on the timeline; keep comments concise, avoid repetition...**  
  avoid war stories or soapboxes.

- **Each member of the group is equal, all comments matter...**  
  share the airtime
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 minutes</td>
<td><strong>Share Headlines (one minute per person)</strong></td>
</tr>
<tr>
<td>Completed by 7:20 pm</td>
<td>- Go around the table, and ask people to share their headline and any explanation/meaning</td>
</tr>
<tr>
<td></td>
<td>- On the flip chart, record keywords from the headlines as well as explanations that will help the project team understand the vision. If more than one person says the same word, mark a check instead of rewriting</td>
</tr>
<tr>
<td>14 minutes</td>
<td><strong>Group Headline</strong></td>
</tr>
<tr>
<td>Completed by 7:35 pm</td>
<td>- Ask the group to come up with a “group headline” that depicts some of the major ideas discussed. This may be a combination of individual headlines, or an entirely new headline using common keywords</td>
</tr>
<tr>
<td></td>
<td>- On the flip chart, record the group headline. Use a few bullets if appropriate to elaborate; use the base map instead if that works</td>
</tr>
<tr>
<td></td>
<td>- Ask for a volunteer to present the headline to the group-at-large. Review group headline in advance, and remind them to keep it to a minute</td>
</tr>
<tr>
<td>Two minutes per table</td>
<td><strong>Report out Group Headline (only)</strong></td>
</tr>
<tr>
<td></td>
<td>- Add short bulleted elaborations/explanations of headline, if appropriate. Keep to a minute or two</td>
</tr>
</tbody>
</table>

**GROUND RULES**

Reviewing the following rules will help to establish an environment where participants both actively listen and consider others' input in addition to sharing their ideas and opinions.

- **Only one person to speak at a time...**
  everyone participates.

- **Listen for understanding...**
  not for response.

- **Suspend snap judgments...**
  try on other’s ideas for size; however, agree to disagree.

- **Stay on the timeline; keep comments concise, avoid repetition...**
  avoid war stories or soapboxes.

- **Each member of the group is equal, all comments matter...**
  share the airtime
Appendix B: Flipchart Notes
Individual Headlines

Tech growth - positive/neg impacts
- Opportunities
- Traffic impacts on schools
✓ Upscale BH center - shops/restaurants
  - large office
  - open space
✓ 3-story (walk/bike/open space/park-like)
- Arts, dog friendly, views/green
- Diversity business types
✓ Integrated in community
- Youtube welcoming
- Benefits to City

Futuristic City
Model
58
A MODEL
Upside office center with diversity
of businesses - office, shops, restaurants
Abundant open space / green / arts /
dog friendly
City within a city integrated with
surrounding community.
**Group Headline**

Integrated

YouTube's $\textit{Bryhill Office campus}$

brings a softer edge to the $\textit{SB community}$.
- Downtown, close
- Coast of things
- Small Commercial Area
- Family Oriented
- Better Bus Service or Shuttle
- Return Key Service (Grocery)
- Parking Lots (covered (don't see the Cars))
- Parked setting, landscaping, places to buy/new
- More friendly, workout paths
- Hotel (but nice hotel)
- Place to do small function
- More Activities
  - Not a Concrete Jungle
    - More engaging
  - Place for Everyone
- Tech companies coexists with Community
- Multi Use development
- A campus for Community and Business.
Bayhill - A Campus For the Community & For Business.

- Bayhill opens up to community, adding a library and park for city residents.
TABLE 3

- Connect (town of San Bruno a success)
- Do’s: Don’ts (to get it right)
- Ecology (new model for people and nature)
- Walkable (foot traffic friendly!)
- Town (for everyone)
- Renaissance (for whole city)
Revival (of Downtown)

A small town reborn ecological with a walkable soul:
Do's and Don'ts for metropolitan living with a small town feel

San Bruno
Headlines

• Increased Employment
  Revenue

• The Crossroads City / The Hub City

• Bayhill Park (Limit Vehicles)
  ✔️

• Community/Connectivity/Thriving

• Successful / Innovative / Low Stress

High Tech – Leading the Bay Area

Low Stress / High Tech

Bayhill Park // High Tech // Low Stress
Sustainability ✓
gathering places ✓
community-centered ✓
pedestrian/bike friendly ✓
open space ✓
appropriate scale ✓
"Sewel of the Peninsula" ✓
Good place to Live/Work/Play ✓
Something for everyone ✓
multi-modal transport ✓
integration ✓
business + community
**GROUP HEADLINE**

- Integrated tech identity
- Sustainability
- City with a heart (maintain identity)
- Livable

A Tech Corridor with a Heart
- Grand entrance from ECR
- To draw people in
- Big amphitheatre/park
- Outdoor cafes
- Not car-centric
- Expand library/City Hall!
  - Modernize! Green connections to City Hall!
  - San Bruno Tech Center!
    - More offices - full it in! (sustainable/features)
- Good buses + good bike routes
- Good connection to Caltrain
- Close by housing + condos
- Create new area with convention
- Restaurants + community/pool
6 CALIFORNIA TODAY

- GREEN SPACE
- DOG WALKS + WALKING PATHS
- ALIVE GROWING DIVERSE
- SAFE ENERGIZED ACTIVE
- DESTINATION
- MIXED USE + AFFORDABLE HOUSING
- BAYHILL CENTRAL LOT OF RESTAURANTS + JOBS
- OUTDOOR SPACES ARE PLAZA-LIKE
- ARTS + FARMERS MARKET
- NOT JUST A U-TUBE CAMPUS
- CIRCULATING SHUTTLE FOR ALL
- CONNECTS W/ REST OF SANTA CRUZ
- FREE PUBLIC WI-FI / FIBER
Appendix C: Key Questions Data
Public Open Space
OTHER IDEAS OR CONCERNS
**Question 1: Uses**

1. Commercial
2. Electrical car supply shop/stations, medical supply shops for the aging, educational
3. Mix - Commercial, Residential
4. Use Mix Professional/Admin Mixed Use Retail
   - Mixed use, commercial, housing, city/government, (cable company - leaves space on El Camino open to development), library, school
   - extension/state/UC, incubator spaces for new business
5. Commercial, Retail, Restaurants, Pedestrian spaces, Park/public spaces, library or other public community building
6. Office, retail, open
7. Commercial + entertainment like eating, make it lively
8. Use mix, commercial & eating & open area like a park to hang around with trees
9. Commercial, offices, less restriction re: height
10. Residential, retail, and office uses are all fine
11. YouTube unique office, housing creates a "complete community" open space - knit together the neighbors
12. Use mix, ground floor retail
13. Retail/Restaurant, Commercial/office, Residential, Recreation/walking/bike/park
14. Offices, professional services (one medical office, dentists, lawyers, etc.), cafes, services (dog sitters, salons, etc.)
15. Offices, upscale restaurants, park, trails (walk/bike)
16. open space, recreation, offices, housing, small business
17. successfully, socially responsible corporate high tech companies, restaurants/health club conferences facilities
18. open space with cultural arts programming, jobs, jobs, jobs, commercial/retail eateries, cafes, restaurants, no more parking garages, shuffle, walk, bikes
19. office, hotel, residence
20. Incubator space
21. Community space for clubs, characters
22. Residential use, parking lot
23. Restaurants + shops
24. More retail space
25. Shopping (grocery), Gym, Restaurants, Banking, Shopping (specialty) CCUs
26. Small shops, restaurants, outdoor park-like area
27. restaurants, small shops
28. Restaurants, parks, walking paths family friendly activity areas.
29. café’s - tables + umbrellas - sprawling campus feel for YouTube
30. bike/walking paths, open retail (restaurants), park
31. small retail for residents, NO housing
32. food/retail/clothing
33. retail food, café, no bars, parks, walkability, daycare affordable, retain trees
34. Corporate convenience (i.e. friendly to Google bikes) Recreational, e.g. walking, open, green space
35. Parks, entertainment
36. incorporate San Bruno cable into YouTube property
<table>
<thead>
<tr>
<th>Question</th>
<th>Post-it Note Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question 1: Uses Cont.</strong></td>
<td>Uses should be for YouTube + encourage patronage of existing business</td>
</tr>
<tr>
<td></td>
<td>No exposed surface parking lots. Public park, water feature, a focus on ecology - green roofs, urban forest, public library, dog park</td>
</tr>
<tr>
<td></td>
<td>walkable, family friendly, bikable</td>
</tr>
<tr>
<td><strong>Question 2: Residential</strong></td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>No other areas for residential space</td>
</tr>
<tr>
<td></td>
<td>No additional residential in planning area</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Additional residential only if impact to infrastructure is taken into consideration particularly schools</td>
</tr>
<tr>
<td></td>
<td>Yes throughout - specific floors of buildings can be residential while others are commercial</td>
</tr>
<tr>
<td></td>
<td>Yes! Near El Camino (Housing density near transit and freeway)</td>
</tr>
<tr>
<td></td>
<td>More residential on the southern edge as a buffer, actual park areas, lots of workspace for the tubers</td>
</tr>
<tr>
<td></td>
<td>Additional residential should be incorporated along San Bruno Ave.</td>
</tr>
<tr>
<td></td>
<td>Yes - connected to walking paths, greenspace, &quot;soften&quot; the office park</td>
</tr>
<tr>
<td></td>
<td>Yes south of Bayhill Dr.</td>
</tr>
<tr>
<td></td>
<td>Yes, I think residential areas are fine anywhere in the area that makes sense, maybe on top of existing parking lots</td>
</tr>
<tr>
<td></td>
<td>residential (if needed, I don’t have data on it), in quieter area, affordable housing</td>
</tr>
<tr>
<td></td>
<td>yes, where least traffic jam</td>
</tr>
<tr>
<td></td>
<td>Residential should be on the perimeter of the area for public honest use</td>
</tr>
<tr>
<td></td>
<td>Yes! Along San Bruno Ave, TCP (ECR) high density townhouses</td>
</tr>
<tr>
<td></td>
<td>Where in area should residential space be? Zone for higher/more stories if possible? (Q: does SFO path prevent this?)</td>
</tr>
<tr>
<td></td>
<td>Have no idea anywhere to build more houses</td>
</tr>
<tr>
<td><strong>Question 3: Streets</strong></td>
<td>Elm, Bayhill, and Cherry are too wide. Narrow them by replacing a general lane with a bike lane.</td>
</tr>
<tr>
<td></td>
<td>Additional bike lanes (needed on or adjacent to San Bruno Ave. - it is hard to bike straight up San Bruno Ave. So maybe a &quot;wiggle&quot; through Bayhill would help</td>
</tr>
<tr>
<td></td>
<td>Bike lanes wide sidewalks</td>
</tr>
<tr>
<td></td>
<td>Wider sidewalks with curb cuts for strollers, wheelchairs, bike paths w/ separation from cars, protected bike lights</td>
</tr>
<tr>
<td></td>
<td>By adding a lot of lights &amp; safety signs</td>
</tr>
<tr>
<td></td>
<td>Streets: landscaping, crosswalks/pavers, lighting-designed specifically for Bayhill</td>
</tr>
<tr>
<td></td>
<td>wider sidewalk, pavers not concrete slabs, more lamp posts</td>
</tr>
</tbody>
</table>
Question 3: Streets Cont.

- More trees, greenery + color, flowers, San Bruno Ave W.
- Make some streets more interesting i.e. use slope to make some streets a steps or ramps
- There should be a bridge connecting YouTube on Cherry instead of crosswalk
- Murals art/History of San Bruno
- Streets are fine as currently laid out
- Streets around Bayhill are being repaved but Cherry should be wider. If there are streets inside of Bayhill they should be around the open space - not in the middle of it lined w/ low maintenance trees
- Good traffic flow. Streets easy to cross. Trees or foliage line streets
- Take into consideration access into area - larger area, more cars. More cars, easier access into area.
- Improve streets by adding more trees along streets or medians
- Narrow streets wide sidewalks
- 5'-6' sidewalk widths: pop-up parks to encourage lunching, conversations, traffic mitigation, roundabouts/traffic restricted areas
- Add sensors around the traffic lights surrounding the planning
- One-way streets
- Traffic calming measures used
- Intersection of San Bruno Ave. and Cherry Ave. is extremely dangerous for walking
- Enhance safety - esp San Bruno & Cherry - already dangerous
- San Bruno Ave/Cherry intersection MAJOR UPDATE A) dedicate left turn lane southbound B) lead time for pedestrian C) improved signage
- Can be narrower to slow traffic - walkable
- Streets should encourage safe driving BY DESIGN. (cars don't speed even if no limit posted, pedestrian safety, etc)
- Make walking a priority. Think of removing car St. a perimeter circular road. Rather than primary route.
- Great sidewalks! Walking is open space, bikes first cars second, "green and clean"
- Sidewalks handicap accessible hardscape (pavers) in central plaza
- Make them more walkable and easy to get to
- Finer street grid is needed i.e. more ways to walk through site. Make site much more permeable so walking is an attractive option
- Utilize Bayhill Drive as a walking trail with bicycle lanes
- Limit street parking. Focus more on alternative means of travel (bike, walk, etc)
- El Camino Real
- Yes to public place, less consolidating
- Expand shuttle routes to large Apts. Schools, Stanford Shopping Center
- Streets should plan for Share Car pick-up drop-off zones, plan for circulating free shuttle stops, encourage pedestrian and not private car use
- The streets should be improved. I will leave it to the planners to present it to us.
- Streets should be improved keep building along El Camino lower 2 stories

Question 4: Public Open Space

- One large public open area, pocket parks, pathways
- Plaza, park, bikable, walkable all over
- Open space plaza serves multiple purposes - leisure, recreation, eateries, etc. A destination
- Campus integrated w/ city, most exterior space open to public
<table>
<thead>
<tr>
<th>Question 4: Public Open Space Cont.</th>
<th>Post-it Note Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>YES amphitheater style, open space, green hills</td>
</tr>
<tr>
<td>4</td>
<td>small parks</td>
</tr>
<tr>
<td>4</td>
<td>Plaza, colorful plants flowers</td>
</tr>
<tr>
<td>4</td>
<td>Type of public open space should be plaza/park</td>
</tr>
<tr>
<td>4</td>
<td>Plaza with food courts</td>
</tr>
<tr>
<td>4</td>
<td>public open space could work to add additional recreational area for YouTube + San Bruno College</td>
</tr>
<tr>
<td>4</td>
<td>Yes, if you want integration then most have open spaces. Recreational? Plaza @ center of park?</td>
</tr>
<tr>
<td>4</td>
<td>Urban Design open Space. Improve streets? One way streets to cut down on traffic, need for open space? WHAT TYPE - pocket Green Spaces</td>
</tr>
<tr>
<td>4</td>
<td>yes - small and frequent and connected throughout... no &quot;big green glob&quot; that is expensive for city to maintain</td>
</tr>
<tr>
<td>4</td>
<td>Park - yes with Bike lanes/trails from both BART + CALTRAIN to + through Bayhill Park, Frisbee Golf Course</td>
</tr>
<tr>
<td>4</td>
<td>Water area, park, picnic area, trail, sports? (basketball, soccer, etc)</td>
</tr>
<tr>
<td>4</td>
<td>Park Basketball Court! Bike trail</td>
</tr>
<tr>
<td>4</td>
<td>Yes... plaza type area in center w/ park, trail (bike, walk) cafes</td>
</tr>
<tr>
<td>4</td>
<td>family friendly open space walking paths</td>
</tr>
<tr>
<td>4</td>
<td>Yes - walking trails around perimeter, park in center</td>
</tr>
<tr>
<td>4</td>
<td>A run/walk green or paved path around/near the perimeter would be good for workers &amp; the community</td>
</tr>
<tr>
<td>4</td>
<td>YES walking paths, waterfalls, ponds, traffic lights benches, open park feel</td>
</tr>
<tr>
<td>4</td>
<td>open walkway paths - no reason for large public open spaces</td>
</tr>
<tr>
<td>4</td>
<td>I would like to see Park like setting with walking trails</td>
</tr>
<tr>
<td>4</td>
<td>Park, trail, all over</td>
</tr>
<tr>
<td>4</td>
<td>Park, trail</td>
</tr>
<tr>
<td>4</td>
<td>park, trail</td>
</tr>
<tr>
<td>4</td>
<td>Yes, Plaza/walking trails</td>
</tr>
<tr>
<td>4</td>
<td>Yes! Park, plaza, public space suitable for performance, farmers markets, etc. Walking path connected to library/city hall</td>
</tr>
<tr>
<td>4</td>
<td>yes, walking/bike paths to connect Bayhill to the rest of San Bruno Caltrain/, BART, to City Hall Library and connect to the Ave. Open space Plaza for the Arts - i.e. Dogpatch Arts Plaza on Indiana &amp; 19th SF</td>
</tr>
<tr>
<td>4</td>
<td>Public open space would be great, maybe a park</td>
</tr>
<tr>
<td>4</td>
<td>Yes there is a need for open spaces</td>
</tr>
<tr>
<td>4</td>
<td>Keep some green space for aesthetic purpose. No need for specific public space</td>
</tr>
<tr>
<td>4</td>
<td>Yes - in whichever area is equidistant from residential and Walk Bike routes</td>
</tr>
<tr>
<td>4</td>
<td>Absolutely need public open space - Good for mental health and physical</td>
</tr>
<tr>
<td>4</td>
<td>Do not do public plaza as that will detract from downtown. Do park like spaces escape into Nature</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 5: Transportation</th>
<th>Post-it Note Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>All of them! Need all tools to get cars off the road, shuttles, bike connections, employee programs, and housing nearby!</td>
</tr>
<tr>
<td>5</td>
<td>All of the above: underground parking, free shuttle for anyone to use, better traffic mgmt off 280/101</td>
</tr>
<tr>
<td>5</td>
<td>shared bike svc, car share - promotes mass trans use</td>
</tr>
<tr>
<td>5</td>
<td>Do not subsidize driving by giving away parking away for free. Read “The High Cost of Free Parking” by the economist Donald Sharp</td>
</tr>
<tr>
<td>5</td>
<td>limit the amount of cars permitted to park</td>
</tr>
</tbody>
</table>
Question 5: Transportation
Cont.

5. Enable improvement to reduce cars. Both for workers & Residents
5. multimodal - biking/walking, 2040? Ditch the cars! Transit - No SX Google Buses
5. Shuttle services for residents & employees to Caltrain BART & Downtown
5. All aspects of transportation - walking, biking, shuttles - that will not impact walking
5. Enhanced shuttle services, if plan has no road then parking lot necessary
5. More public shuttles between Bayhill + BART Caltrain
5. bike lanes, shuttles
5. enhanced shuttle svc & transit
5. Enhanced shuttle services
5. public shuttle for residents to BART/Caltrain
5. I would like to have a shuttle for residents to BART/Caltrain and a nice trail to walk

5. Smooth traffic flow. No large buses in Neighborhoods. Small shuttles to serve neighborhoods. Not everyone can ride bikes or walk long distances
5. I would like to see shuttle service to ???? Businesses which would encourage using San Mateo Ave.
5. Shuttle services that includes to Downtown Am Avenue and to Skyline College and to Library + Rec Ctr
Bayhill should be connected to San Mateo Ave by circulating free shuttle, by landscaped walking/bike pathways. Circulating shuttle so lots of socializing and commerce can be enjoyed in San Bruno w/out cars. Bring jobs + people + business + culture but not their cars.
5. Shuttle service throughout San Bruno, car pool parking & shuttles from BART + Caltrain

5. Shuttles must be required to offer service to downtown and Shopping districts. Dayworkers must be encouraged to assimilate into community.
5. Shuttle services
5. more public transportation
5. All the ideas are good. Make the parking underground with a green lawn above
5. separate area/zone/space for walkers & bikers
5. Pedestrian, bicycles, trolley > within area, shuttles from area to transit & outer destinations
5. We definitely need improved transportation in our area
5. Covered walkways throughout buildings connecting buildings
5. people want and need their cars
5. build sidewalk farther into campus on San Bruno Ave. It's windy walking with cars driving 40mph
5. walking, biking
5. walking, transit, biking
5. making walking + biking top priorities. Think Stanford University where it is lovely to walk/sit/bikes
5. Sidewalks & parks that "cut through" at an angle to save time for pedestrians and cyclists
5. Brite lighting at night
5. Continue walk/bike path through development

Question 6: Amenities/Experiences

6. Restaurants, fitness center
6. Laundry Mat, more variety of shops
6. Ease of using stores i.e. pharmacy, groceries, hardware
### Question 6: Amenities/Experiences Cont.

- Banks, medical offices
- A community center with different activities for all ages
- Things for the community, not just YouTube... What do neighbors need?
- Music venue, Farmer's Market, Craft fair
- Provide educational use spaces for local schools
- Tech school for residents
- Youth/Educational experiences
- Events
- Provide YouTube creator space! Available to public
- Proactive engagement from YouTube/Google and other large corporate businesses in Bayhill with San Bruno community - the schools, the library, the arts, dynamic engagement
- Farmer's market (mid-week open to public but benefit employees), job training center/summer camp to teach kids code
- Childcare, affordable grocery (Mollie Stone's is expensive)
- Health club, conference facilities, speaker 'parks' - outside conference areas, pop-up seating areas
- Access to certain YouTube buildings by residents to use food service etc
- San Bruno Historical Museum
- Theater with seating of 100
- Hotel
- Frisbee Golf Course + Additional parking for workers
- This area used to be a Eucalyptus forest. Residents would LOVE nature as the main theme - park like spaces where it is good to walk.
- It would be nice if the community had public access to some of YouTube - it is currently too restrictive
- Work & Live in nearby newly created Bayhill community living spaces
- Green Buildings like SFPUC
- Anything that would help San Bruno Cable roll out fiber to rest of the city
- Significant lighting for night-time use
- None
- A giant zipline (just kidding)
- Library, city hall, San Bruno Cable, specific plan should be expanded to include these
- Everything mentioned thru out work group discussions

### Question 7: Other Ideas or Concerns

- Space for charity/community services
- Make room for struggling non-profit to prosper
- New library for students, new equipment for the current schools in San Bruno
- Parking! And a big Christmas tree
- Design elements unique to Bayhill that distinguish it as a destination
- Bayhill should not attempt to increase existing height limits
- Good placement of public mkt & plaza
- Softer edge -> integrated into community -> not just green spaces; needs holistic blending & design, character
Question 7: Other Ideas or Concerns Cont.

- Ease of using green space + shops. Sufficient parking
- Grand entrance off ECR with rolling central greenway (similar to UVA green) found with Circular Road around that
- Add things that keep the area busy on nights/weekends (retail, food, play)
- Incorporate look + feel of Capuchino with modern lines of existing YouTube primary building - Before a small town feel to San Bruno
- Emphasis on walkability and "health"
- Suggestion: impact on health + safety (no bars), food at next workshop
- Q6: water-park, dog-park
- Draw people into a lovely natural area where it is good to breathe deeply, work, walk, cross through to get to El Camino + active areas
- Green technology, public Wi-Fi/internet
- Part of the process have YouTube give the residents of San Bruno Free hi speed WiFi!

Attn: Google, please step up to help San Bruno Cable put in FTTH now and create a free Wi-Fi system in San Bruno. Fiber is the future we need.

Concerns: traffic congestion

Need to be realistic with expectations - possible continued growth of YouTube - how it will impact "open space transportation, ??"

Sharing commercial spaces with other businesses that aligns with YouTube's vision and value


The plan area should be expanded to include the library, City Hall where they are currently located but developed. Also - the plan should include lower rental rates - long term leases for government. And non-profit (that serve San Bruno residents) - 570

My main concern is that all these changes will change San Bruno dynamics too many people

I am concerned that nothing happens to Bayhill Shopping Center and I don't want YouTube taking over the area too late but the board of supervisors should look at a balance of different companies, not so many tech. It's great when the economy is good, bad when it collapses to put eggs in one basket