

vision & guiding principles



The Bayhill Specific Plan will serve as the land use, circulation, and infrastructure regulatory document that governs development within the 98-acre area bounded by San Bruno Avenue, El Camino Real, Interstate 280, and Interstate 380.

vision statement

Bayhill is a vibrant mixed-use district that supports a diversity of uses benefitting Bayhill tenants as well as the broader San Bruno community. Attractive streetscape and urban design make for a lively public realm with inviting spaces for working, living, learning, dining, gathering, and recreation. Access and connectivity are enhanced to encourage residents, visitors, and workers to walk, bike, and take transit to and within the Bayhill district.

guiding principles

The following Guiding Principles emerged from community, property owner, and decision-maker input throughout the Bayhill Specific Plan's community engagement process. Together, these Guiding Principles support the overall vision for Bayhill and will be reflected in the goals, policies, and implementation measures of the Specific Plan.

1 Promote a Vibrant Mixed-Use Walkable District

Maintain Bayhill's position as San Bruno's premier employment hub, enabling existing businesses to thrive and expand. Promote a richer array of activities and uses, including flexible office space, retail, dining, residential, hotels, and other compatible uses to foster a vibrant, walkable, 21st century mixed-use district. Ensure that commercial uses at Bayhill are complementary to Downtown and the Tanforan shopping center, while maintaining neighborhood-serving commercial uses at the Bayhill Shopping Center.

2 Enhance the Public Realm & Promote Quality Design

Establish a cohesive image for Bayhill with consistent streetscapes and improved sidewalks within the district and along adjacent streets. Enhance the public realm, including with new paths/trails and open spaces. Encourage design diversity and visual richness by promoting a variety of architectural building styles, responding to the site's topography, and focusing on sustainability and flexibility to accommodate a range of uses and changes over time.

3 Improve Multimodal Mobility

Improve connectivity, accessibility, and safety for all modes of transportation. Enhance pedestrian, transit, shuttle, and bike connectivity to destinations in San Bruno including Downtown, and the BART and Caltrain stations. Promote safer pedestrian crossing of El Camino Real and San Bruno Avenue through visible crosswalks, sidewalk bulbouts, stoplights/signs, and signal timing. Actively manage parking in Bayhill to encourage drivers to access the area via alternative modes or to "park once" and walk or bike to destinations. Periodically evaluate parking standards to respond to technological changes.

4 Foster Housing Development

Promote the development of housing at Bayhill and elsewhere in San Bruno to balance the growing Bayhill workforce and its impacts. Encourage a variety of housing types affordable to a range of income levels to meet the community's evolving needs.

5 Integrate Bayhill with the Greater San Bruno Community

Ensure that Bayhill is cohesively integrated with the surroundings. Promote "soft edges" with streets, bikeways, pedestrian trails, and open spaces that invite the surrounding community in, while encouraging Bayhill workers to engage with and set roots down in the broader San Bruno community.

6 Incorporate Public Amenities

Promote Bayhill as a destination through public amenities that benefit all community members, including workers, neighbors, families, and students. Explore the feasibility of locating a civic use—such as a new technology-oriented City library or a community gathering space—at Bayhill.

7 Ensure Net Positive Fiscal Impact

Ensure that changes in Bayhill over time, including the expansion of YouTube and loss of the other uses that contribute positively to City revenue, result in a net fiscal benefit to the City.

8 Promote Optimal Long-Term Development Patterns

Consider a range of opportunities to achieve optimal use of the Specific Plan area, including augmenting allowable building heights, parking standards, and other development regulations to capitalize on Bayhill's strategic location and enable realization of its long-term development potential.

