

Grand Boulevard Initiative



21 Elements

Technical Advisory Committee

December 18, 2008



San Mateo County
TRANSIT DISTRICT



El Camino Real - State Route 82

Context:

- Only major north-south arterial
- 43 miles long
(25 in San Mateo County, 18 in Santa Clara County)
- **Daly City** (Mission Street) to Diridon station in San Jose (The Alameda)



Existing Conditions

- Relatively low density development
- No high-population **and** employment nodes
- Auto-oriented streetscape
- Outdated Strip Commercial Development
- No “sense of place”
- Low commute alternative use
- Jobs - Housing Imbalance

Grand Boulevard Task Force (March 2006)

A map of the San Francisco Peninsula is shown in the background. The landmass is colored light green, and the surrounding water is a pale yellow. The map shows the outline of the peninsula, including the San Francisco Bay area and the surrounding land.

Federation

- Two counties and 19 cities
- San Mateo County Transit District, VTA, C/CAG
- Joint Venture: Silicon Valley Network, San Mateo County Economic Development Association (SAMCEDA)
- Caltrans
- ABAG, MTC, BAAQMD
- Business, Labor, Environmentalists
- State, Federal Elected Representatives

Grand Boulevard Initiative Vision

El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking, biking, and transit and an improved quality of life.



Progress to Date

- Developed *Existing Conditions Report* as a first step toward understanding the corridor - its infrastructure, land use, transportation role and residents
- Quarterly meetings of the Task Force
- Working Committee comprised of city and agency staff and three subcommittees
- Adoption of *Guiding Principles* by fourteen cities and eight other member entities



Guiding Principles

1. Target housing and job growth in strategic areas along the corridor
2. Encourage compact mixed-use development and high-quality urban design and construction
3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments
4. Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor
5. Manage Parking Assets



Guiding Principles (Con't)

6. Provide vibrant public spaces and gathering places
7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods.
8. Improve safety and public health
9. Strengthen pedestrian and bicycle connections with the corridor
10. Pursue environmentally sustainable and economically viable development patterns



Agencies which have adopted the Guiding Principles in San Mateo County

1. Redwood City	12/10/2007
2. San Mateo County Transit District	1/9/2008
3. South San Francisco	1/9/2008
4. Belmont	2/12/2008
5. Millbrae	2/12/2008
6. San Bruno	2/12/2008
7. Colma	2/13/2008
8. Burlingame	2/19/2008
9. SAMCEDA	2/19/2008
10. Daly City	2/25/2008
11. Hillsborough	3/10/2008
12. San Mateo City/County Association of Governments	3/13/2008
13. San Mateo (City)	4/7/2008
14. Building Trades Council of San Mateo County	9/2008
15. Atherton	10/15/2008
16. The Committee for Green Foothills	10/22/2008
17. County of San Mateo	10/28/2008
18. Greenbelt Alliance	11/3/2008



Progress to Date

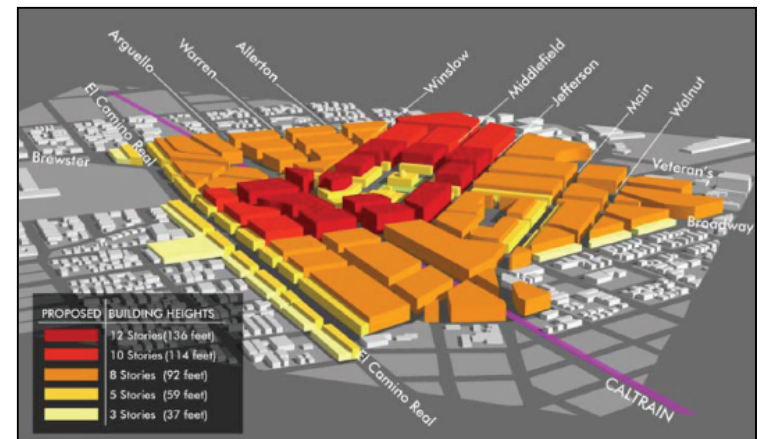
In 2007, we conducted the first Grand Boulevard Recognition Program:

1. *Trestle Glen, San Mateo County*
2. *Villa Montgomery, Redwood City*
3. *War Memorial Community Center, Daly City*
4. *Downtown Redwood City Precise Plan*
5. *Sunnyvale Precise Plan for El Camino Real*



Redwood City

- Villa Montgomery
- Downtown Redwood City Precise Plan



Daly City & Unincorporated SMC



War Memorial Community Center

Trestle Glen



GBI Website

www.grandboulevard.net



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California's Grand Boulevard: From Mission St in Daly City, to El Camino Real and The Alameda in San Jose

The Grand Boulevard Initiative

The **Grand Boulevard Initiative** is a collaboration of 19 cities, San Mateo and Santa Clara counties, and local and regional agencies united to improve the performance, safety and aesthetics of El Camino Real.

The Vision

El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life.

The Grand Boulevard Challenge

El Camino Real will become a "grand boulevard of meaningful destinations" shaped by all the cities along its length and with each community realizing its full potential to become a destination full of valued places.

The Grand Boulevard Task Force is a broad federation of interested public and private parties that challenges communities to rethink the corridor's potential for housing and urban development, balancing the need for cars and parking with viable options for transit, walking and biking.

Stretching from Daly City to San Jose, the vision is of a boulevard that connects communities by a mix of land uses designed to attract people. Cities are encouraged to design for neighborhoods that include high quality building designs and diverse land uses, preserve historic buildings and places, and enhance our economic and cultural diversity, with the broad involvement of residents, workers and local businesses. Rail stations and bus facilities are valued not only as vital transportation services, but as public gathering places and assets to spur transit oriented development. Roadway improvements will be context sensitive while continuing to meet the need to move people and commerce and preserve environmental resources. Above all, change will recognize and incorporate our history and create a sense of community.

The Grand Boulevard initiative will succeed only with the enthusiastic support of public agencies, leading businesses, non-profit agencies, neighborhoods and community advocates. The Task force endeavors to coordinate planning efforts, develop incentives and other mechanisms, and secure funding to make this vision a reality.

Latest News

Grand Boulevard Project List now viewable in Google Earth and Google Maps!

The Grand Boulevard Initiative recently launched an online interactive map of projects currently underway or recently completed along Mission St/El Camino Real/The Alameda in San Mateo and Santa Clara Counties.

The projects can be viewed in Google Earth by clicking [here](#) to download the file. The Google Earth software can be downloaded free at <http://earth.google.com/>.

The file can also be viewed in Google Maps by clicking [here](#).

News

"Leading to the Grand Boulevard"
a presentation by Michael Freedman at the 2008 State of the Valley Conference

Upcoming Meetings

Wednesday, June 18, 2008 - Task Force Meeting

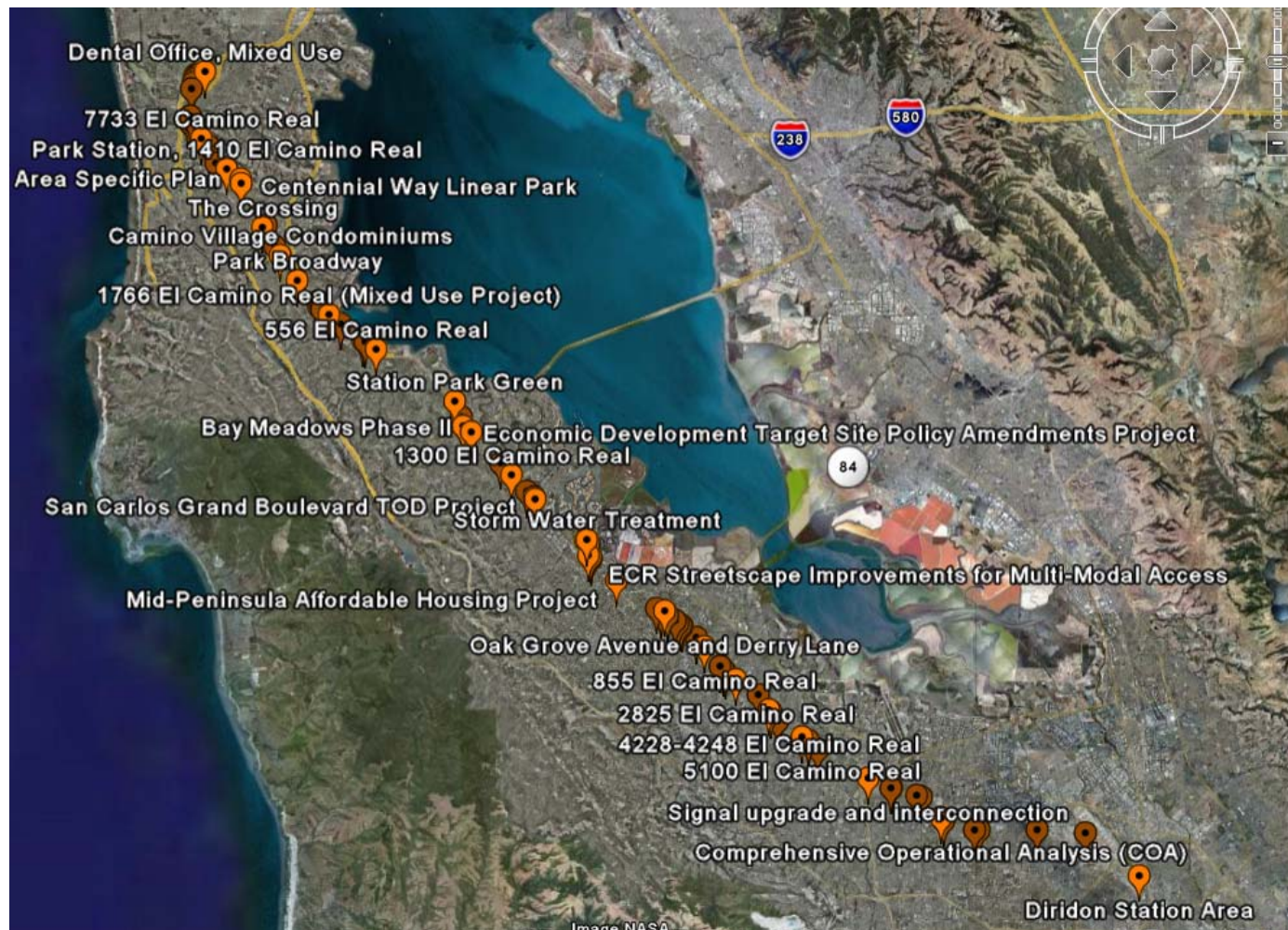
Full Calendar Agendas and Meeting Notes

Grand Boulevard Fact Sheet

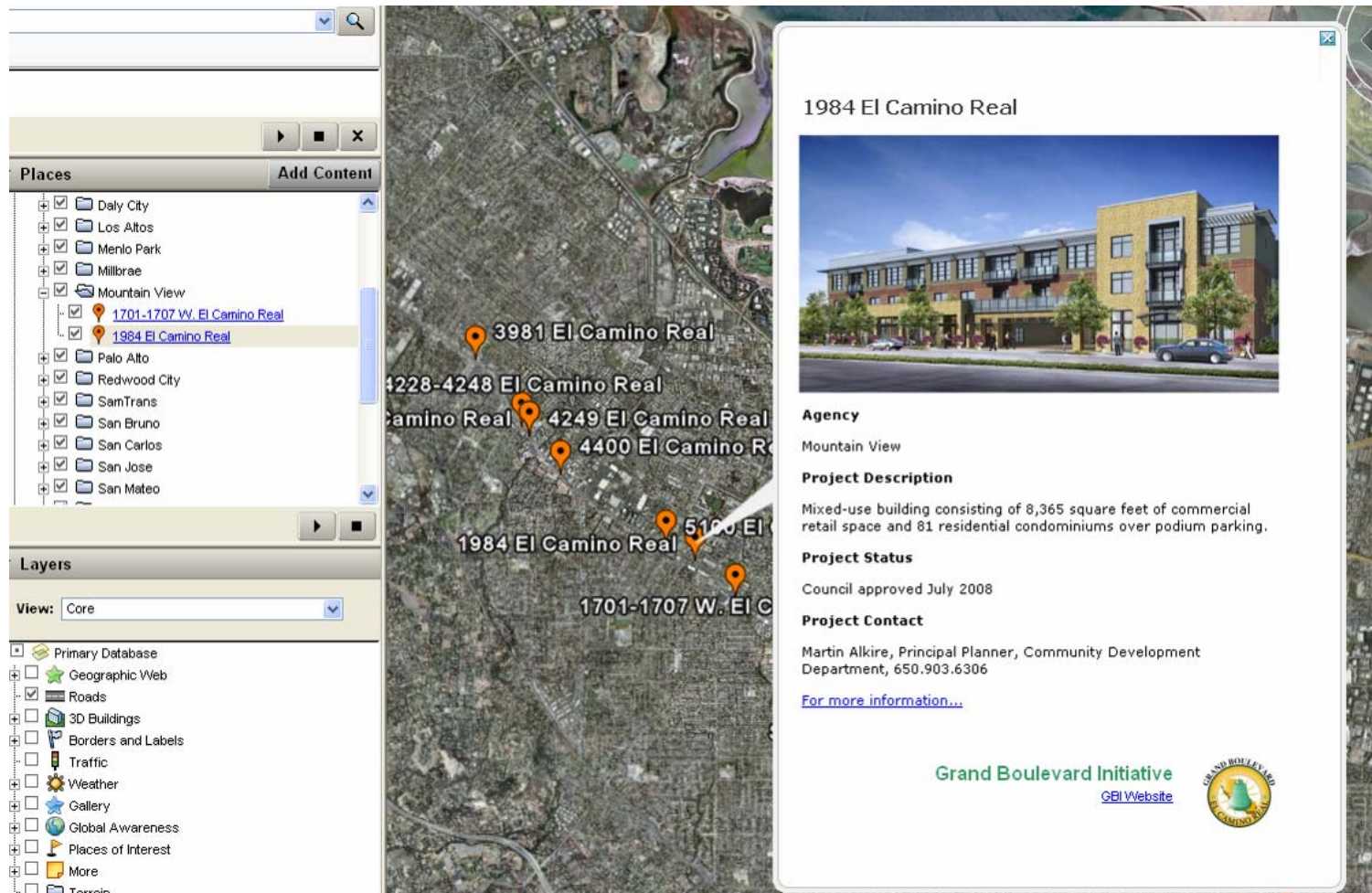
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GBI Google Earth Project Map



GBI Google Earth Project Map



Places Add Content


- ☒ Daly City
- ☒ Los Altos
- ☒ Menlo Park
- ☒ Millbrae
- ☒ Mountain View
- ☒ 1701-1707 W. El Camino Real
- ☒ 1984 El Camino Real
- ☒ Palo Alto
- ☒ Redwood City
- ☒ SamTrans
- ☒ San Bruno
- ☒ San Carlos
- ☒ San Jose
- ☒ San Mateo

Layers

View: Core

- ☒ Primary Database
- ☒ Geographic Web
- ☒ Roads
- ☒ 3D Buildings
- ☒ Borders and Labels
- ☒ Traffic
- ☒ Weather
- ☒ Gallery
- ☒ Global Awareness
- ☒ Places of Interest
- ☒ More
- ☒ Terrain

1984 El Camino Real



Agency
Mountain View


Project Description
Mixed-use building consisting of 8,365 square feet of commercial retail space and 81 residential condominiums over podium parking.

Project Status
Council approved July 2008

Project Contact
Martin Alkire, Principal Planner, Community Development Department, 650.903.6306

[For more information...](#)

Grand Boulevard Initiative
[GBI Website](#)



GBI Development Resource Wiki

<http://gbi-development.wetpaint.com/>



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Welcome! This is a website that everyone can build together. It's easy!

GBI Corridor Development Resource Home

Explanation of site and goals

The Land Use Corridor Development Tool was proposed by the GBI Land Use Subcommittee last year to aid cities in addressing the common barriers to development along El Camino Real by exploring creative solutions. Since then we have explored different options for how best to portray the information. We recently began to explore the possibility of creating a wiki to host the Tool. This publicly available web-based method would allow various people to contribute their knowledge and experience to the different development barriers and solutions directly to the site. This is a demonstration of a test-wiki for the Tool. Feel free to explore the site and discuss the advantages and challenges of using this method.

NOTE: We very much value your expertise. We welcome any content contributions (definitions, pictures, case studies, examples, links, etc.) that you feel will further enhance the use of the tool.

Check out some of the identified [barriers](#) and the creative [solutions](#) behind them.

Want to edit the GBI Wiki. but don't know how? Click [here](#) to get some



Economic & Housing Opportunities Assessment (ECHO)

Goal:

Define the overall development potential for the Mission Street/El Camino Real Corridor from Daly City to San Jose and make the case for why new development will benefit individual communities as well as the region.



ECHO: Phase 1

“Assess the Opportunity and Make the Case”

- Examine market trends and conditions and use parcel-based tax assessor data to determine “underutilization”
- Profile existing transformational projects
- Creating a “redevelopment scenario” to demonstrate potential profitability for both property owners and cities.



ECHO: Phase II

“Implement the Change”

- Work with up to four case study communities to focus on the tools, techniques and mechanics of implementation, define development scenarios, measure the potential impacts, and address opportunities, barriers and constraints



GBI and the 21 Elements

How can we integrate these efforts?

1. Incorporate the Guiding Principles into Housing Elements policies
2. Support planning efforts focusing on land use around El Camino Real
3. Additional suggestions/ideas?



Thank you

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