



Transforming the Grand Boulevard

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STRATEGICECONOMICS

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Grand Boulevard Initiative

- 43-mile State Road 82
- El Camino Real Daly City to San Jose
- Parallel transit lines
- “Coalition of the willing”
 - 19 cities in 2 counties
 - Federal, state and local governments
 - Transportation agencies
 - Business and development community
 - Environmental and housing advocates



Selective History of the Grand Boulevard Initiative

Year	Activity	Agency
2002-2004	Peninsula Corridor Plan TLC Grants	SamTrans with PPS MTC
2002-2004	Main Street Silicon Valley: Shared Issues, Snapshots of Success and Models for Moving Forward	Joint Venture Silicon Valley
2005	Funding for Individual City Improvements on El Camino and Staff support to manage Grand Boulevard Effort in San Mateo County	SamTrans with Federal Earmark in SAFETEA- LU
2006	GBI Bi- County Working Group/Task Force Convened, Adopts Vision Statement Task Force continues to meet monthly	SamTrans
2007	All members adopt Guiding Principals	All
2009	GBI Multimodal Transportation Corridor Plan – Entire Corridor	SamTrans with Caltrans Grant
2010	ECHO I	San Mateo City/County Association of Govts
2010	GBI: Removing Barriers to Sustainable Communities (Complete Streets, ECHO Phase II, Infrastructure/Financing)	SamTrans (TIGER II)
2011-2012	Ongoing Outreach and Communication about Various GBI Activities	SamTrans (Silicon Valley Community Foundation, San Mateo City/County Association of Govts)

The Grand Boulevard Vision



“Walkable”
Mixed-Use



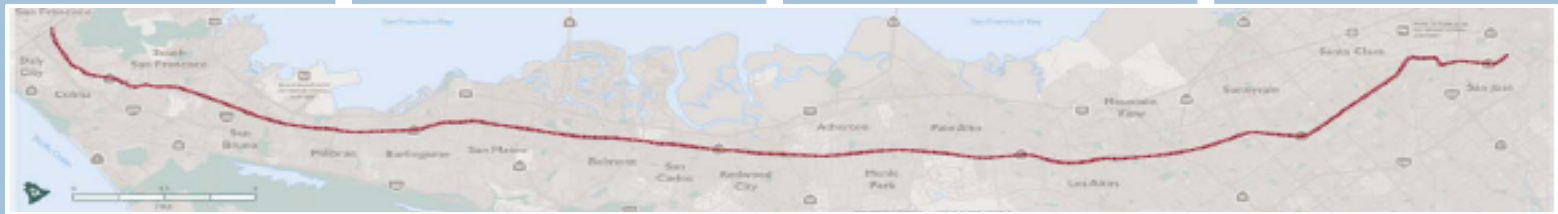
“Complete
Streets”



Land Use
Intensification



Enhanced
Transit
Service



El Camino Real is a Corridor that Encompasses **Eight** of the Common Challenges for Corridor Revitalization

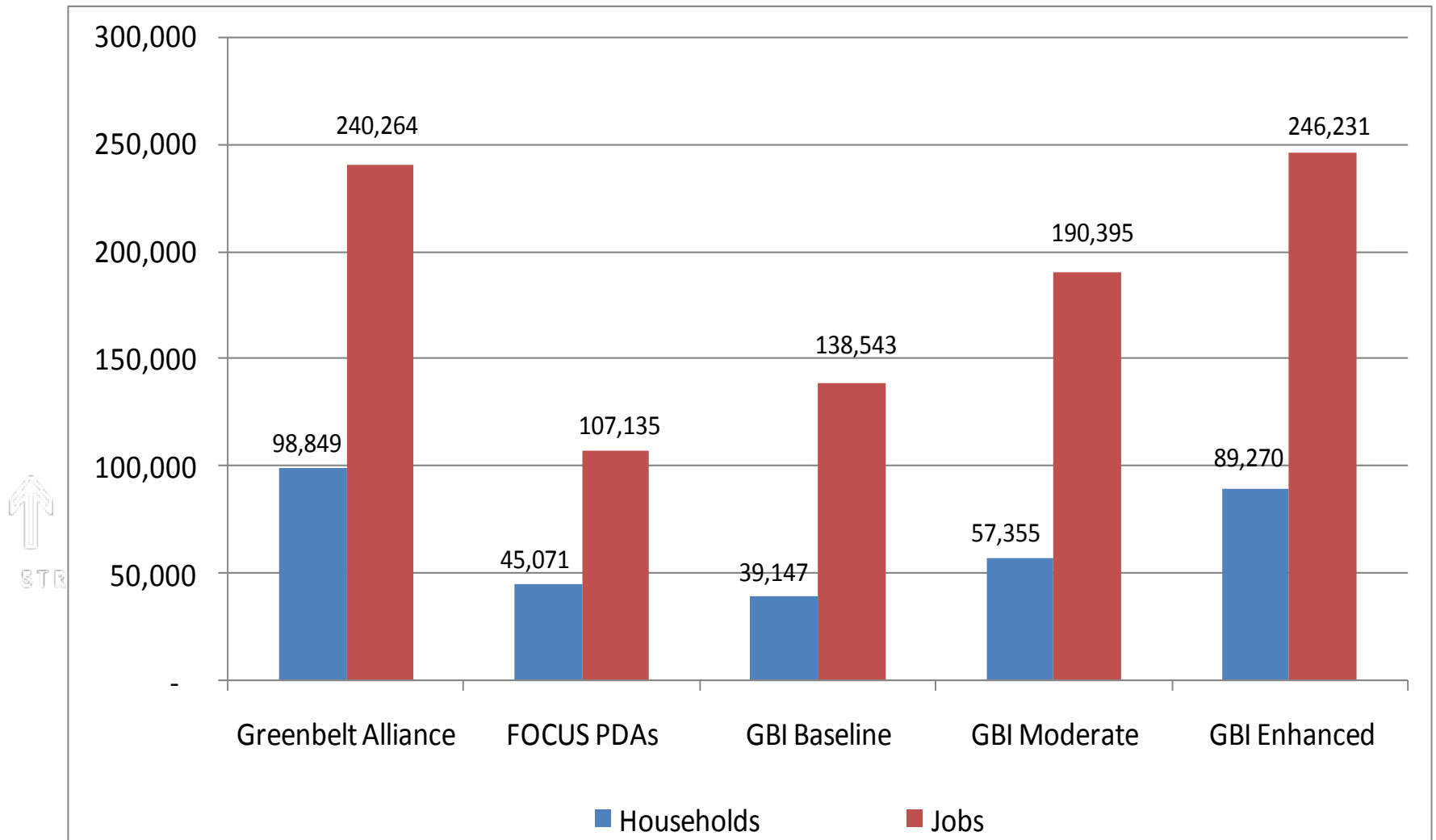
1. Wide but variable Right of Way
2. State highway, not a locally controlled road
3. Small fragmented parcels
4. Large parcels with viable retail uses that might not be “pretty”
5. Variable market conditions: some weak, some relatively strong
6. Property owners with a wide range of goals and income thresholds
7. Significant existing infrastructure deficiencies that could inhibit, but won't be paid for, with new development
8. Adjacent well-established single family neighborhoods that do not want to change

ECHO I: Making the Case

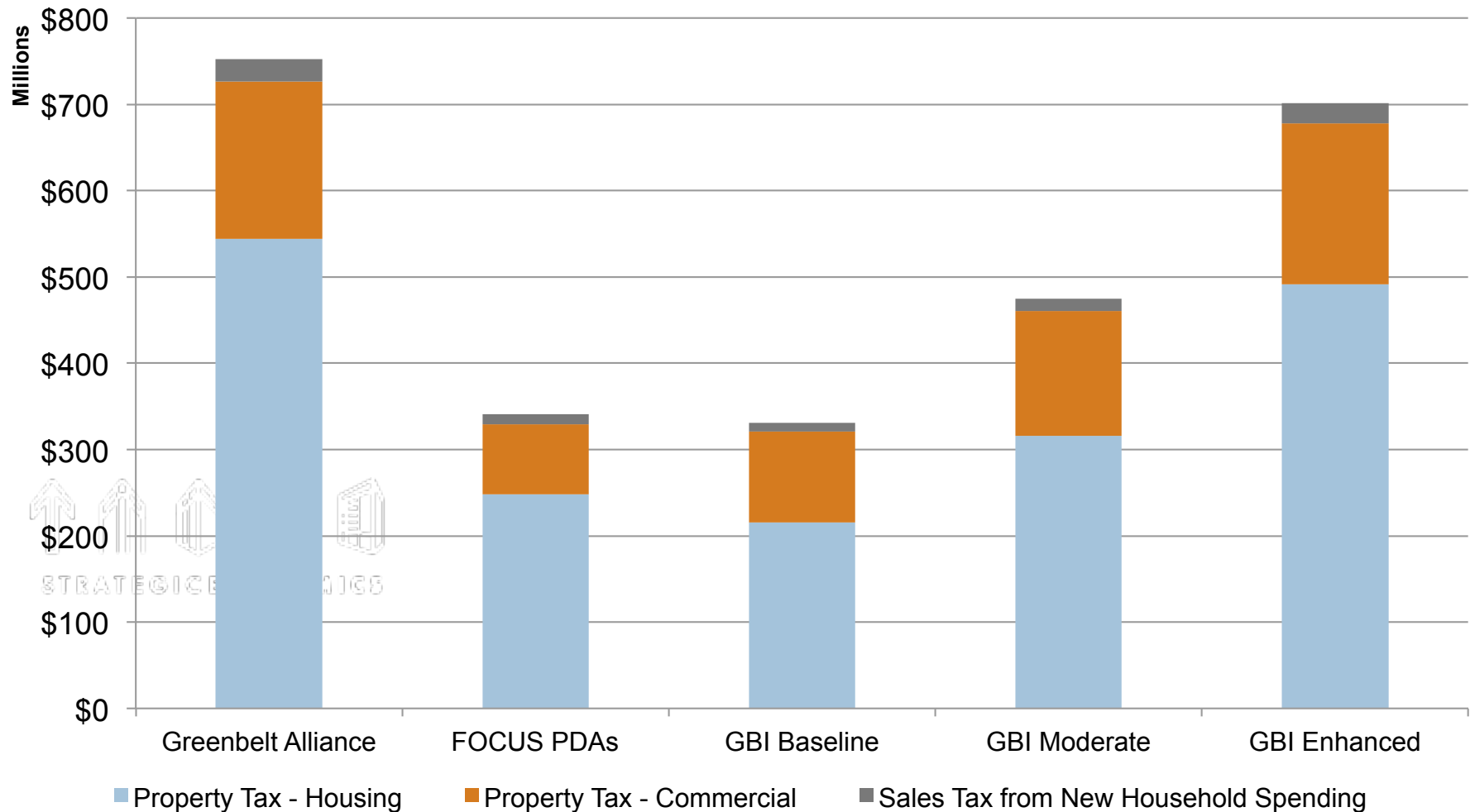


Photo credit: Grand Boulevard Initiative

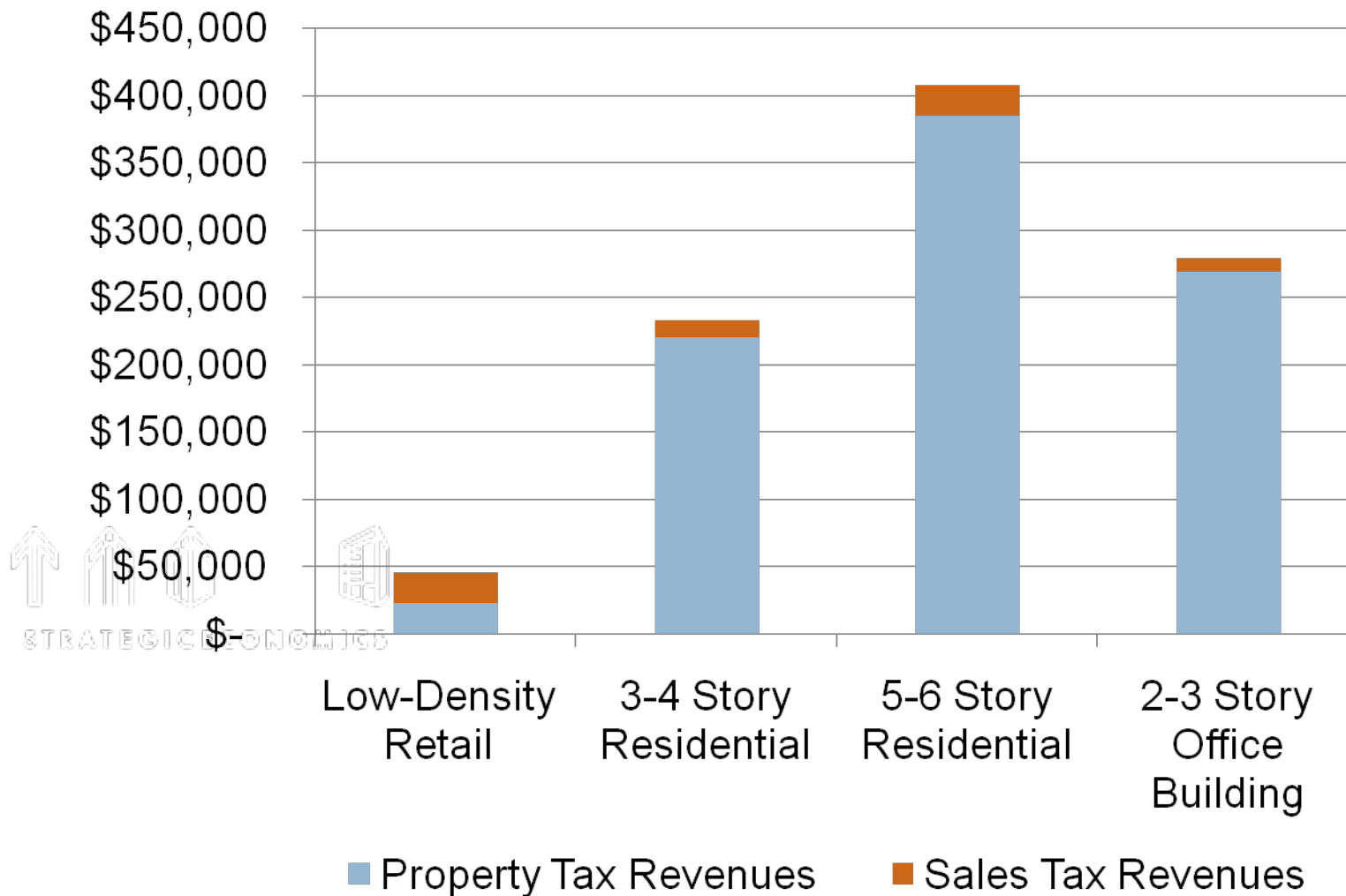
The Corridor is a Key Growth Opportunity Area for the Bay Area Region



Infill Development on the Corridor Generates Fiscal Benefits to Cities

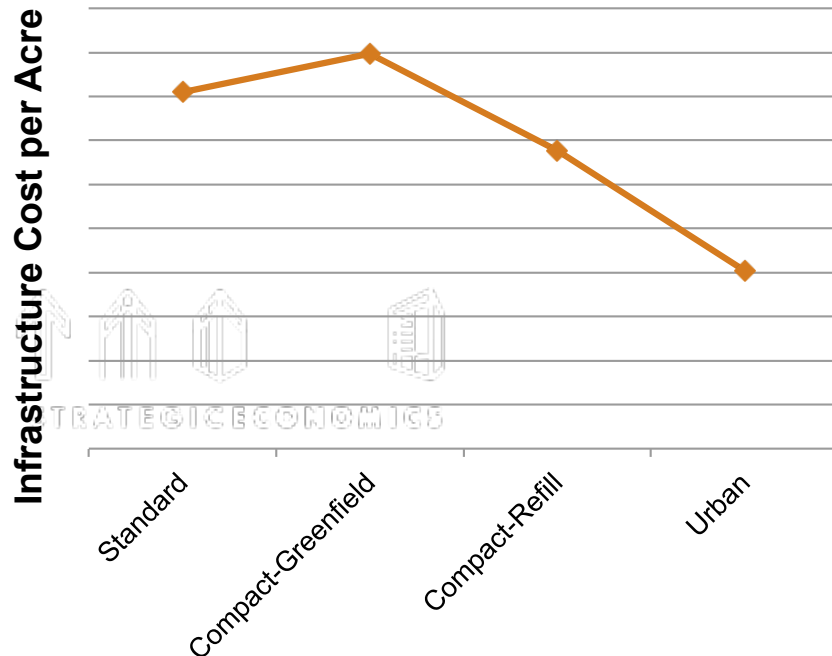


Converting Strip Retail to Mixed-Use Can Generate More Local Revenues



Focused growth can lower infrastructure and service costs

Smart growth can lower infrastructure costs



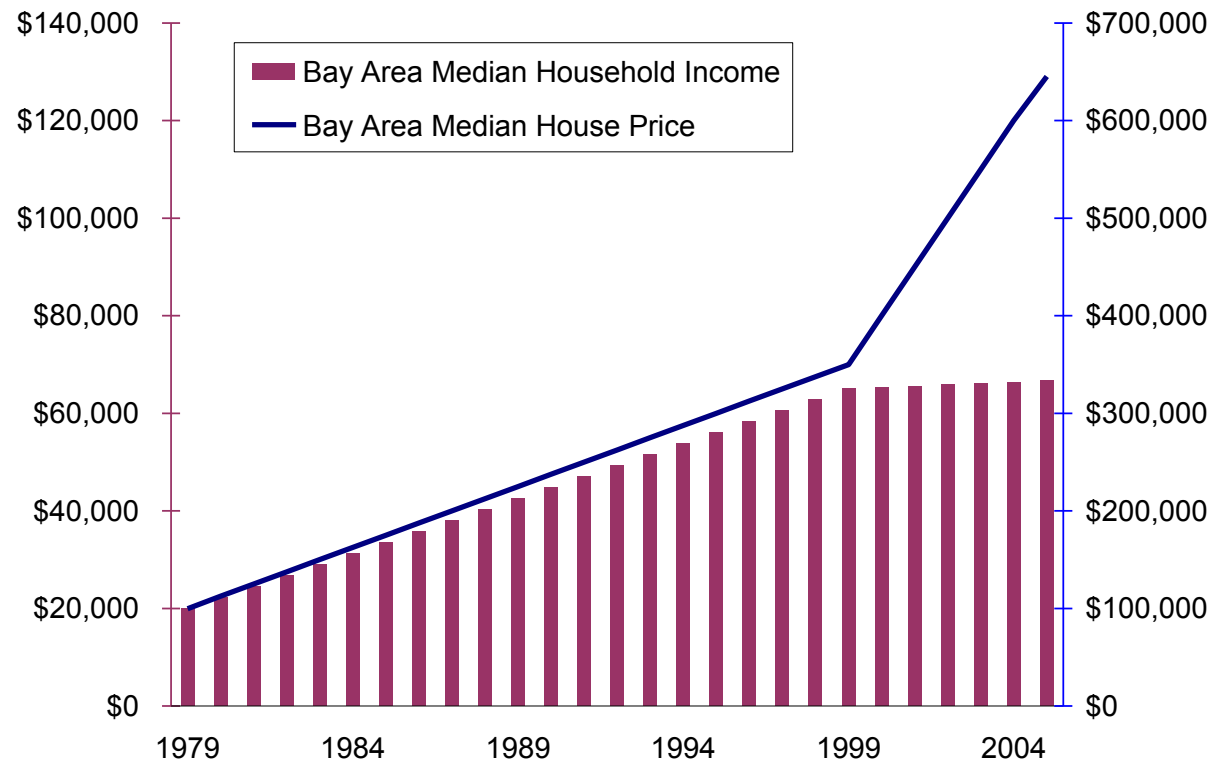
O&M Costs Vary

- Economies of scale for some departments – Public Works, Engineering, etc.
- Marginal vs. average costs
- Requires further analysis at the municipal level

Other Benefits of Transformation

- Housing the workforce & seniors
- Enhance value of the corridor

   
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Save on
transportation
costs



In 2009, 15 percent of the homes for sale in the Bay Area was affordable to households earning median family income

There is no “one size fits all” approach to accommodating growth

- Land capacity > amount of land required for infill
- Can be achieved at a range of densities



20-25 DU/AC – 2+ stories,
attached townhomes,
underground parking



25-35 DU/AC – 3-4 stories,
stacked attached
townhomes, tuck-under
parking



70-85 DU/AC – 6-8 stories,
flats over structured parking/
ground floor retail

South San Francisco

SIMILAR EL CAMINO REAL CONTEXT



FTS

San Mateo

SIMILAR EL CAMINO REAL CONTEXT

Photo Credit: Google



FTS

Sunnyvale

SIMILAR EL CAMINO REAL CONTEXT



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Redwood City

SIMILAR EL CAMINO REAL CONTEXT



FTS

ECHO II: Removing Barriers



Photo credit: Grand Boulevard Initiative

Part 1: Removing Implementation Barriers

Small parcels

- Opportunity sites are small, oddly shaped
- Challenging for higher density development

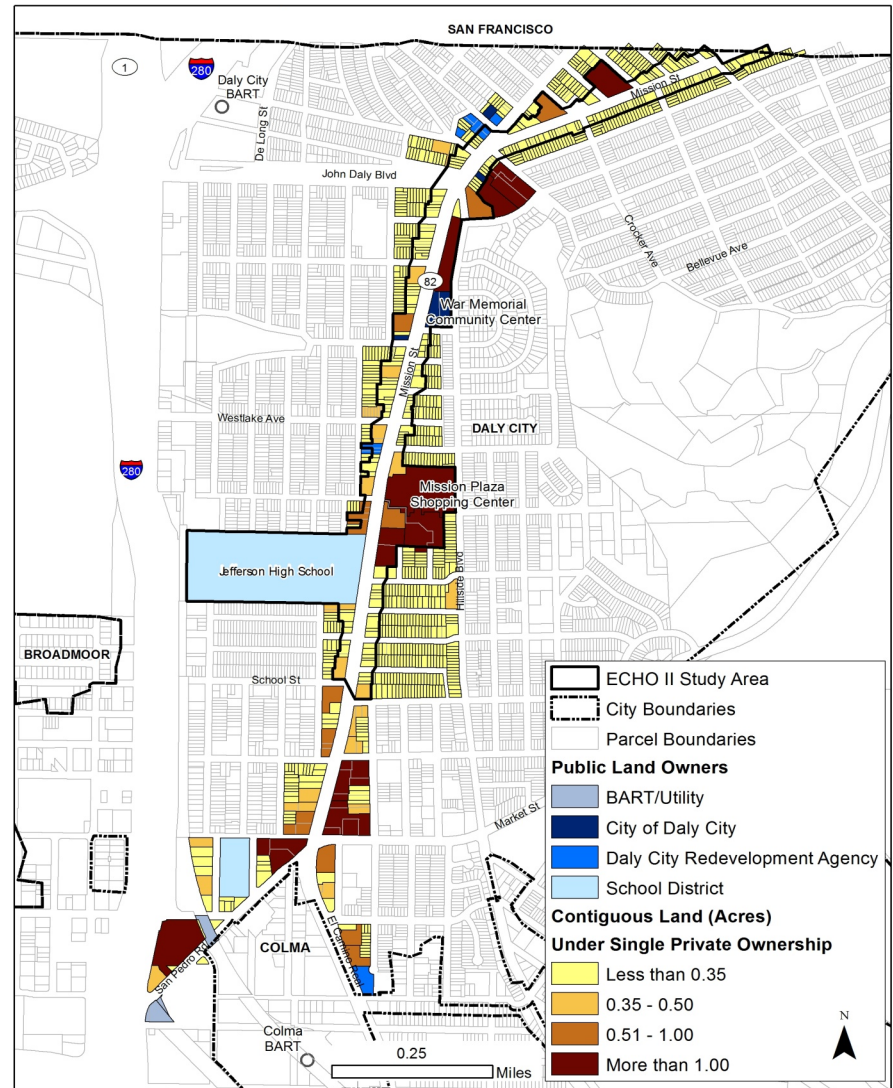
Fragmented development patterns

- Opportunity sites are dispersed.
- Hard to create wholesale transformation.

Financing infrastructure

- Upfront investments required to encourage development.
- Difficult to finance through traditional sources

Daly City - Mission Street



Source: San Mateo County Assessor's Office, 2010 and 2011; City of Daly City, 2012; Strategic Economics, 2012.

Potential strategies for transformation

- Calibrate zoning to be consistent with the market
- Focus retail in existing nodes
- Explore ground-floor residential uses

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- Create an attractive pedestrian environment to support existing retail businesses



Part 2: Corridor-Wide Infrastructure Financing Strategy

- An evaluation of potential funding sources for infrastructure needed to support the GBI vision
 - Begin with infrastructure needs assessment
 - Existing deficiencies
 - Future need based on projected growth
 - Identify and characterize funding gaps
 - Explore ways to fill the gaps without diverting existing City/County funds
- Focus on innovative tools and strategies
 - Raising awareness and setting priorities
 - Potential for cross-jurisdictional partnerships based on shared needs and/or economies of scale



Concluding Thoughts and Lessons Learned

- Reinventing a corridor is a very long-term process
- Having a single entity act as the ongoing “convener” for the effort is critical
- All partners must be equal
- Funding must come from many sources and be used for multiple purposes
- Case making/research and analysis
- Outreach and education
 - Funding actual capital improvements for the road itself
- Despite the hard work, corridors are an asset we must embrace

Thank You

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