

**PLANNING COMMISSION
AGENDA REPORT**



**CITY OF MILLBRAE
621 Magnolia Avenue
Millbrae, CA 94030**

SUBJECT: General Plan/PDA Alternatives ATTACHMENTS: 1. Urban Form and Use Diagram 2. Community Workshop Series Summary Report	Report No. 7.a.
	For Agenda of: February 22, 2017
	Department: Community Development
	Originator: Tonya Ward, Director
Approved:	
Budget Action Yes: ___ No: <u>X</u>	

REPORT TYPE: ACTION <u>X</u> INFORMATIONAL _____
ITEM TYPE: CONSENT ___ PUBLIC HEARING ___ EXISTING BUSINESS <u>X</u> NEW BUSINESS ___

RECOMMENDATION:

That the Planning Commission receive a presentation from the General Plan/Priority Development Area (PDA) Specific Plan Consultants and provide input on the alternative concepts for consideration in the General Plan/PDA Specific Plan. Specifically, that the Planning Commission provide feedback on the following:

- Concept: Create Anchors
 - Does the Planning Commission support the approach of generating more foot traffic downtown by creating a community anchor?
 - Are the locations for community and neighborhood anchors on the attached PDA Concept Alternatives diagram appropriate?
 - What challenges does the Planning Commission foresee?

- Concept: District Character and Urban Form
 - Are the recommended character and urban form for and the districts defined, within the PDA (heights, active frontages, etc.), appropriate?

- Concept: Flexible Land Uses
 - Does the Planning Commission agree with the recommendation to allow a flexible range of land uses within the PDA?

 - What uses are preferred, and why?
 - What uses are not appropriate for the area, and why?

- Concept: Public Realm – Circulation Network
 - Does the Planning Commission prefer Alternative 1 (bike loop around downtown) or

- Alternative 2 (bike lanes on El Camino) or both?
- Does the Planning Commission have a preference for a streetscape concept for Broadway?
 - Does the Planning Commission concur with the improvement of pedestrian crossings at key intersections along El Camino Real?
 - Does the Planning Commission agree with the recommendation for reconfiguring of the frontage road entry/exit and extending frontage road improvements to the block between Hillcrest and Taylor?
- Concept: Public Realm – Public Spaces
 - Does the Planning Commission prefer Alternative 1 (public plaza at anchor and public park at current City parking lot) or Alternative 2 (dispersed open space/parklettes) or both?

BACKGROUND:

During the week of November 1 through November 7, 2016, the City’s consulting team preparing the General Plan, PDA Specific Plan and the Active Transportation Plan, held a series of events to receive community input. These events were held at the Chetcuti Room on November 1 and November 7, 2016 and in a storefront, sidewalk frontage and temporary parklet at 439 Broadway during the day and evenings on November 2, 3 and during the day on November 4, 2016. Prior to the event, 11,000 postcard mailers were sent to all residential and commercial property owners in Millbrae in addition to residents and businesses. Fliers were hand delivered to every business in the downtown and along El Camino Real. A banner advertising the event was installed at the Broadway/Hillcrest site downtown. The event was also posted on the City website and email “blasts” were sent to everyone that has subscribed to the www.Millbrae.2040.com website. The events were posted on the City’s calendar and Facebook page. All print pieces were produced in English and Chinese. Interpretive services were provided at the morning walking tour as well as every evening event.

Special Meetings of the Senior Advisory Committee, the Community Enhancement Advisory Committee, and the Economic Vitality Advisory Committee were conducted to receive input on November 4, 2016. The November 7, 2016 “wrap-up” included a Special Meeting of the Planning Commission, which was televised live and is replayed by MCTV.

ANALYSIS:

1) Workshop Input

The Workshop events were well attended and the open store front aspect allowing people to drop by and provide comments and ask questions proved successful. On November 1, 2016, the consulting team conducted a “kick-off” of the Community Workshop series with an informational meeting in the Chetcuti Room. The consultants presented background information on the General Plan update process and characteristics of the Priority Development Area, gave an overview of the events to be held during the week, and received comments from the audience. Specifically, the consulting team reviewed the process and findings to date including a presentation of issues, opportunities, market conditions, and fiscal costs of various land uses. The evening was also an opportunity to receive questions and comments. The event was well attended by about 70 people.

At the walking tour held on November 2, 2016, three groups of 10-12 people each were led on a tour of Broadway and El Camino Real. Participants provided with maps and clipboards were asked to think critically about the area and identify positive and negative aspects of the downtown and El Camino Real, as well as opportunities for future improvements. A staff member and a member of the consulting team accompanied each group to guide the tour, answer questions and provide information. During the remainder of the day many individuals stopped by the Broadway location to provide comments and information during drop in hours. In the evening, a visioning exercise was conducted at the 439 Broadway location, where participants described their ideal experiences working, shopping and going out for entertainment in the Downtown and El Camino Real area. A visual preference activity was also conducted with images of infrastructure and types of development in other communities that may be appropriate for Millbrae. About 50 attendees voted their preference with red and green dots. The attendees also provided input for future scenarios for Transportation, Land Use and Community Spaces.

On November 3, 2016 the storefront was open and visitors were greeted and provided opportunities to comment in writing or verbally. Additionally, the consulting team held open working sessions. In the evening, about 40 attendees provided input on table sized maps of the Downtown and El Camino Real regarding land use options including, housing, retail, office, entertainment, open space and civic uses as well as input regarding transportation and parking improvements. On November 4, 2016, again the storefront was open to receive input. During this time, Special Meetings of the Senior Advisory Committee, the Community Enhancement Advisory Committee and the Economic Vitality Advisory Committee were conducted to receive input from these advisory bodies based on their focus area.

On November 7, 2016 a televised “wrap-up” meeting, hosted by the Planning Commission, was held at the Chetcuti Room. About 80 people were in attendance. The findings from the week of events were presented (summarized in the Power Point, Attachment 2) and the consulting team and staff provided an opportunity for public comment. The findings are also more thoroughly summarized in a comprehensive Power Point on the General Plan website and presented on MCTV.

2) Creation of Concepts

In the months following the November 2016 Workshops, the General Plan Consulting Team has been working internally and have met with a few key property owners to review some of the ideas

from the Community Workshops. The Consulting Team has evaluated the input to date and will present concepts for consideration by the Planning Commission on February 22, 2016, and the City Council on March 14, 2017.

During the week of the workshops, the Consultant Team identified consistent themes and ideas from participants. These themes and ideas were considered during the preparation of the concepts that will be presented to the Planning Commission.

The primary objective of the Priority Development Area Specific Plan effort is to leverage Millbrae's key assets into a cohesive, vibrant, and unique El Camino Real and Downtown that serves residents well, attracts visitors to Millbrae, and enhances the City's identity. The Consultant Team has identified four key concepts for the PDA Specific Plan to help achieve this objective: 1) create a community oriented anchor at the northwestern end of Downtown to encourage more foot traffic through the downtown; 2) provide clear guidance on the character, scale, massing, and design of the buildings; 3) maintain a flexible approach to land uses, allowing a range of compatible uses; 4) enhance the public realm with pedestrian crossing, bicycle improvements, plazas, parks, and other community gathering places.

NEXT STEPS:

The City Council will consider the Planning Commission recommendations from this study session and be asked to provide direction to the Consulting Team on a preferred approach to these concepts for the PDA Specific Plan. The Consulting Team will then prepare a Preliminary Draft PDA Specific Plan for review by the Planning Commission, followed by a Public Review Draft PDA Specific Plan for review by the general public at a Community Workshop. The Council will then review and provide feedback on the Draft Specific Plan. The Consultant Team will be working in parallel to prepare the General Plan and Active Transportation Plan and take them through the public review process.

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