



RAVENSWOOD / 4 CORNERS

TRANSIT ORIENTED DEVELOPMENT SPECIFIC PLAN

City of East Palo Alto
Community Workshop #3:
Preferred Alternative Creation
October 12, 2010

TONIGHT'S WORKSHOP

- ◆ Welcome and Introductions
- ◆ Project Alternatives Presentation
- ◆ Alternatives Analysis Presentation
- ◆ Small-Group Exercise: Create Preferred Alternative
- ◆ Report Back from Small Groups
- ◆ Synthesis/Wrap-up/Adjourn

PROJECT FUNDING



Funded through the Metropolitan Transportation Commission's Station Area Planning Program



Additional funding provided by the City of East Palo Alto Redevelopment Agency

DESIGN, COMMUNITY & ENVIRONMENT

GROUND RULES FOR THIS EVENING

- ◆ Be concise
- ◆ Don't interrupt
- ◆ Take turns speaking
- ◆ Listen to one another
- ◆ Be polite to one another



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OVERVIEW OF PROCESS

Refinements from March 31 workshop:

- ◆ Added open space on Facciola property, north of Demeter
- ◆ Added park at end of Bay Road
- ◆ Expanded community service uses (Alts 1 and 2)
- ◆ Expanded R&D/industrial uses (Alt 2)
- ◆ Expanded office and residential uses (Alt 3)



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SUMMARY OF POTENTIAL LAND USES

- ◆ Residential
- ◆ R&D/Industrial and Light Industrial
- ◆ Office
- ◆ Retail
- ◆ Mixed Use
- ◆ Parks/Open Space
- ◆ Civic/Community Service



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RESIDENTIAL



2 to 6+ stories / 20 to 60+ du/ac

- + High demand over the long term
- + Could include affordable housing
- + Supports neighborhood shops
- Does not create permanent jobs
- Potential conflicts with R&D/industrial uses
- Lower revenue potential

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R&D/INDUSTRIAL AND

LIGHT INDUSTRIAL



1 to 2 stories / 0.25 to 0.5 FAR

- + Good fit with existing uses in Ravenswood
- + Could employ East Palo Alto residents
- ± Revenue potential varies from low to high
- Lower job density per acre
- Less supportive of TOD
- May not create a strong "sense of place"

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OFFICE



2 to 7+ stories / 0.25 to 1.5+ FAR

- + Highest potential to create new jobs, provide community benefits
- + Helps to support commuter rail service
- + High revenue potential
- Some jobs will not match the skills of East Palo Alto residents
- Limited demand in the near term
- High traffic generation

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MIXED USE



3 to 6+ stories / 0.75 to 1.5+ FAR

- + Makes efficient use of available land
- + Can include retail with offices and/or housing
- + Supports transit use and "sense of place"
- + Medium to high revenue potential
- May conflict with industrial/R&D uses
- Residential component provides little revenue

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PARKS/OPEN SPACE



- + Addresses community needs
- + Supports community health by encouraging physical activity
- + Potential connections to Bay Trail
- Does not generate revenue
- Requires funding for construction and ongoing operations

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CIVIC/COMMUNITY SERVICE



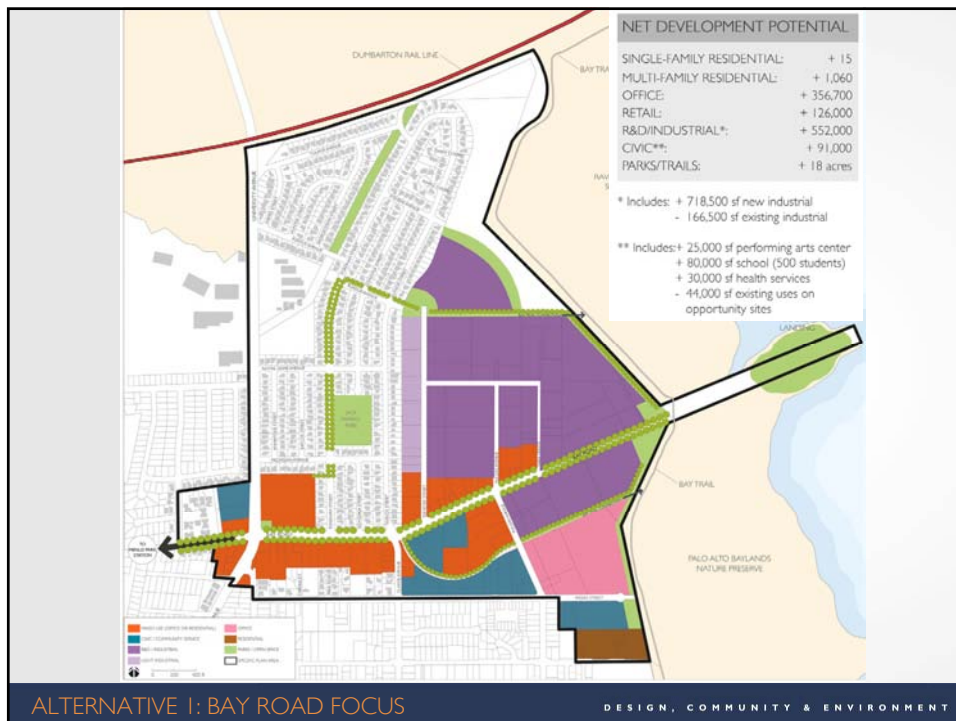
- + Improves quality of life
- + May create jobs
- Does not generate revenue
- Requires funding for construction and ongoing operations
- Schools can generate large amounts of traffic

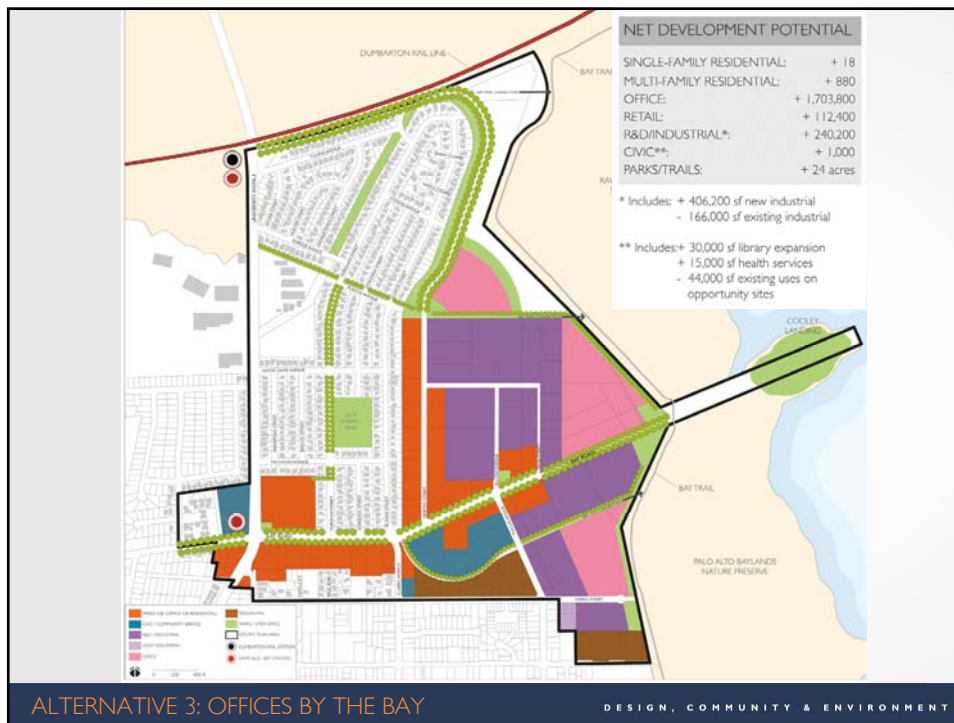
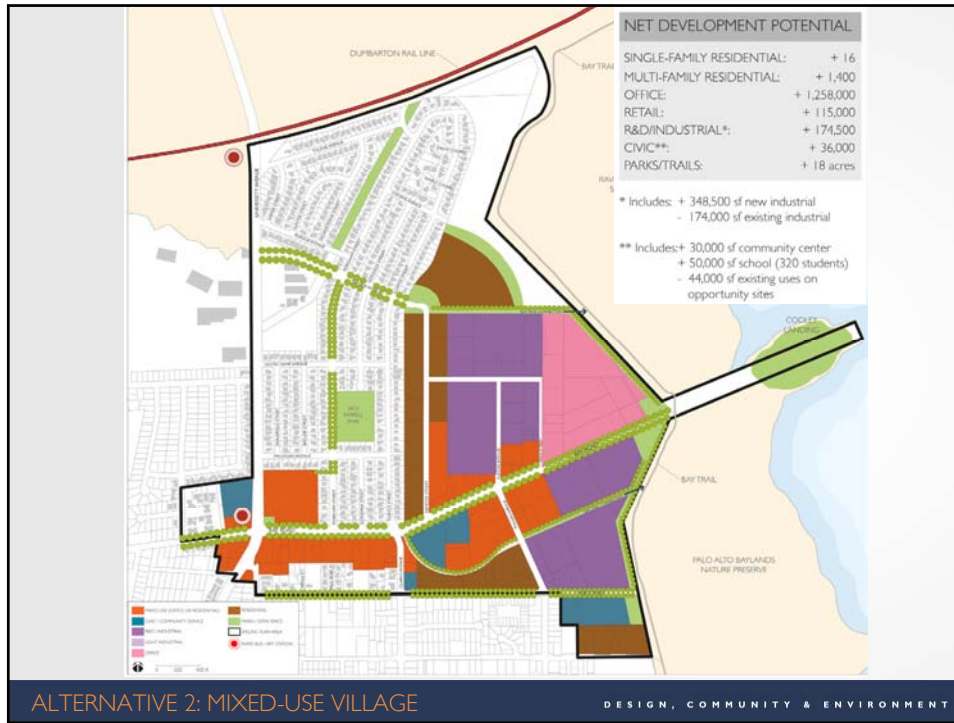
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OVERVIEW OF ALTERNATIVES

- ◆ Alternative 1: Bay Road Focus
- ◆ Alternative 2: Mixed-Use Village
- ◆ Alternative 3: Offices by the Bay

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NET DEVELOPMENT POTENTIAL

Land Use	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Single-Family Residential	15 units	16 units	18 units
Multi-Family Residential	1,060 units	1,400 units	880 units
R&D/Industrial	552,000 square feet ^a	174,500 square feet ^b	240,200 square feet ^c
Retail	126,000 square feet	115,000 square feet	112,400 square feet
Office	356,700 square feet	1,258,000 square feet	1,703,800 square feet
Civic	91,000 square feet ^d	36,000 square feet ^e	1,000 square feet ^f
Parks and Trails	18 acres	18 acres	24 acres

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CIVIC/COMMUNITY USES

- ◆ Alternative 1:
 - Performing arts center
 - Charter high school
 - Health services expansion
- ◆ Alternative 2:
 - Community center
 - Charter high school
- ◆ Alternative 3:
 - Library expansion
 - Health services expansion



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ALTERNATIVES ANALYSIS

Built Environment

- ◆ Land Use Compatibility
- ◆ Community Character

Transportation

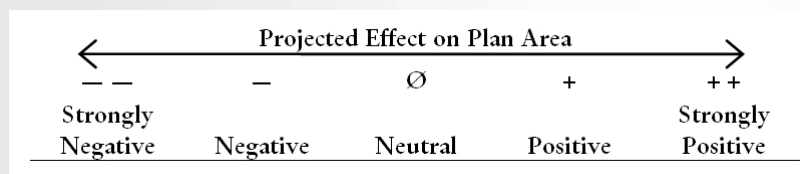
- ◆ Vehicle Traffic
- ◆ Public Transit
- ◆ Pedestrians and Bicyclists

Economics

- ◆ Local Job Creation
- ◆ Overall Job Creation
- ◆ Revenue Potential

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ALTERNATIVES ANALYSIS



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BUILT ENVIRONMENT

- ◆ All three alternatives would create better land use compatibility and a “walkable downtown” for EPA
- ◆ Transitional uses and land use controls would limit negative effects of industry and offices
- ◆ Offices in Alternative 3 create the most potential for waterfront trails and open space

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Built Environment			
Land Use Compatibility	++	++	++
Community Character	+	+	++

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TRANSPORTATION: VEHICLE TRAFFIC

- ◆ All three alternatives would substantially increase traffic at key intersections during AM/PM “peak hours”
 - Alternative 1: 36% increase
 - Alternative 2: 46% increase
 - Alternative 3: 48% increase
- ◆ New roadways in Alts 2/3 could improve traffic in Ravenswood

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Transportation			
Vehicle Traffic	-	--	--

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TRANSPORTATION: VEHICLE TRAFFIC

- ◆ May be possible to mitigate negative effects on traffic
- ◆ Specific Plan and EIR will analyze environmental impacts and mitigation measures in detail

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Transportation			
Vehicle Traffic	—	--	--

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TRANSPORTATION: PUBLIC TRANSIT

- ◆ Alternative 1: No transit improvements
- ◆ Alternative 2: Rapid bus or “bus rapid transit” service on University Avenue
- ◆ Alternative 3: Alt 2 + Dumbarton Rail station, with a loop road connecting the station to Ravenswood



Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Transportation			
Public Transit	∅	+	++

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TRANSPORTATION: PEDESTRIANS/BICYCLISTS

- ◆ Alternative 1: Bay Trail connections, new ped/bike path, and streetscape improvements
- ◆ Alternative 2: Alt 1 + pedestrian route through Costañó Elementary
- ◆ Alternative 3: Alt 2 + loop road connecting Ravenswood to Dumbarton Rail station



Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Transportation			
Pedestrians and Bicyclists	+	++	++

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ECONOMICS: JOB CREATION

- ◆ “Accessible” jobs for EPA residents:
 - Do not require college education
 - Specialized skills can be learned on the job
- ◆ Offices create more jobs overall, and more jobs accessible to EPA residents, than R&D/industrial

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Economics			
Local Job Creation	+	+	++
Overall Job Creation	+	++	++

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ECONOMICS: JOB CREATION

Alternative	Total Jobs	Jobs Accessible to East Palo Alto Residents
1: Bay Road Focus	2,370	1,420
2: Mixed-Use Village	4,650	2,350
3: Offices by the Bay	6,170	3,110

Source: Bay Area Economics, 2010.

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Economics			
Local Job Creation	+	+	++
Overall Job Creation	+	++	++

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ECONOMICS: ANNUAL REVENUE POTENTIAL

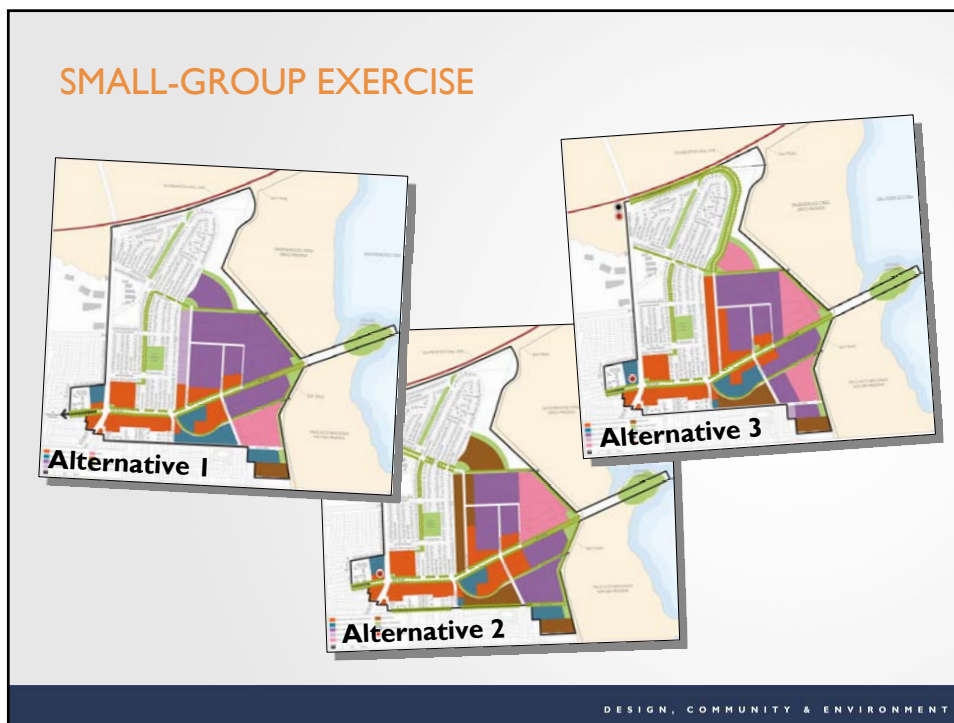
Recipient	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
General Fund	\$500,000	\$1,100,000	\$1,600,000
Redevelopment Agency— Affordable Housing Fund	\$822,000	\$1,648,000	\$1,588,000
Redevelopment Agency— Non-Housing Revenue	\$957,000	\$2,029,000	\$1,951,000

Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Economics			
Revenue Potential	+	++	++

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Topic	Alternative 1: Bay Road Focus	Alternative 2: Mixed-Use Village	Alternative 3: Offices by the Bay
Built Environment			
Land Use Compatibility	++	++	++
Community Character	+	+	++
Transportation			
Vehicle Traffic	-	--	--
Public Transit	Ø	+	++
Pedestrians and Bicyclists	+	++	++
Economics			
Local Job Creation	+	+	++
Overall Job Creation	+	++	++
Revenue Potential	+	++	++

SUMMARY OF ANALYSIS DESIGN, COMMUNITY & ENVIRONMENT



SMALL-GROUP EXERCISE

- ◆ Start with the alternative you like best
- ◆ “Mix and match” by cutting and pasting from the other alternatives
- ◆ Add a new idea by cutting out pieces from the blank map



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SMALL-GROUP EXERCISE

Be sure to address these topics:

1. 4 Corners
2. Bay Road “spine”
3. Core of Ravenswood (north of Bay Road)
4. Ravenswood edge at Demeter
5. Ravenswood south of Bay Road
6. Potential new road (Purdue extension or loop road)
7. Potential new transit service (rapid bus and/or Dumbarton Rail)
8. Community services

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NEXT STEPS

- ◆ Combine your input into Community Preferred Alternative
- ◆ CAC Meeting: Recommend Preferred Alternative
Tuesday, November 9, 6:30 p.m., East Palo Alto City Hall
- ◆ Planning Commission/City Council Joint Study Session
November 2010 (date TBD)
- ◆ Planning Commission Meeting: Recommend Preferred Alternative
Late 2010 (date TBD)
- ◆ City Council Meeting: Select Preferred Alternative
Early 2011 (date TBD)

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FOR MORE INFORMATION

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