

OCTOBER 12, 2010

COMMUNITY WORKSHOP 3 SUMMARY



The City of East Palo Alto held a public community workshop on October 12, 2010, as part of the public process for the Ravenswood/4 Corners TOD Specific Plan, which started with a Kick-off Workshop in October 2009. Approximately 45 members of the public attended the workshop, which took place at East Palo Alto City Hall. Attendees at the workshop included a wide-ranging group of residents, youth, seniors and business owners.

The workshop built on Community Workshop #2, as well as earlier public meetings for the project, by presenting three land use alternatives for Ravenswood/4 Corners and the results of analysis of the alternatives. The goal for the workshop was to create a Preliminary Preferred Land Use Alternative for the Specific Plan Area. The slideshow presented at the workshop is available in PDF format at the following website:

<http://www.ci.east-palo-alto.ca.us/economicdev/dumbarton.html>

1. INTRODUCTION BY VICE-MAYOR ROMERO

Vice-Mayor Carlos Romero gave an introduction to the workshop and discussed the importance of the Specific Plan process, as well as the potential value of transit-oriented development to East Palo Alto. Vice-Mayor Romero emphasized that developing a community consensus and moving forward were critical at this meeting. He also stressed that compromise would be necessary in any community preferred alternative.

2. ALTERNATIVES PRESENTATION

Bruce Brubaker of DC&E presented three land use and transportation alternatives for Ravenswood/4 Corners. The alternatives incorporated a mix of the following land uses and transportation options:

- ◆ Mixed Use (Office and/or Residential)
- ◆ Civic/Community Service
- ◆ Industrial/R&D
- ◆ Light Industrial
- ◆ Office
- ◆ Residential
- ◆ Parks/Open Space
- ◆ Rail/Rapid Bus/BRT Station

The alternatives included:

- ◆ **Alternative 1: Bay Road Focus.** Emphasizes the transformation of Bay Road into a vibrant mixed-use corridor.
- ◆ **Alternative 2: Mixed-Use Village.** Emphasizes the creation of a new “village center” centered around Pulgas Avenue.
- ◆ **Alternative 3: Offices by the Bay.** Emphasizes the creation of an office park that would enjoy a view of the Ravenswood Open Space Preserve and San Francisco Bay.

Jeff Williams of DC&E also discussed the results of an alternatives analysis that was prepared for the three alternatives. Mr. Williams explained the merits of each alternative as well as the drawbacks. The results of the analysis were intended to help the community understand the impacts associated with each alternative and unique components of each alternative. A summary of the results of the analysis is shown below in Table 1. The complete alternatives analysis document is available on the project website:

<http://www.ci.east-palo-alto.ca.us/economicdev/dumbarton.html>

TABLE 1 SUMMARY OF ALTERNATIVES ANALYSIS

Topic	Projected Effect on Plan Area				
	← --	-	∅	+	→ ++
	Strongly Negative	Negative	Neutral	Positive	Strongly Positive
	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	∅	+	++		
Pedestrians and Bicyclists	+	++	++		
Economics					
Local Job Creation	+	+	++		
Overall Job Creation	+	++	++		
Revenue Potential	+	++	++		

3. SMALL GROUP EXERCISE: PREFERRED ALTERNATIVE DEVELOPMENT

After the presentation, workshop participants were asked to break into small groups to work toward their group's preferred alternative. Groups were asked to work together to choose a single alternative as a starting point. They were then asked to adapt that alternative, or mix and match different components from other alternatives, to create a preferred alternative for their group.

Specific issues discussed at each table included, but were not limited to the following:

- ◆ 4 Corners
- ◆ Bay Road "Spine"
- ◆ Core of Ravenswood (North of Bay Road)
- ◆ Ravenswood Edge at Demeter
- ◆ Ravenswood (South of Bay Road)
- ◆ Potential New Transit Service
- ◆ Potential New Road
- ◆ Community Services

Each group worked for nearly an hour and then was asked to nominate a single group member to share the results of the exercise with the entire workshop. Four options for a preferred alternative were presented by the community. The four maps from the small groups are shown on the following page.

4. REPORT BACK AND SYNTHESIS MAP

Each group presented its preferred alternative to the workshop. During the report back, Bruce Brubaker of DC&E documented the preferences of each group on a larger map. The reports back were interactive in that members in the audience sometimes asked presenters to clarify certain points or components of their preferred alternative.

After each group's preferred alternative was presented, Bruce Brubaker of DC&E presented the results of all four maps on a larger "synthesis map," which distilled the small groups' maps into a single map reflecting a group consensus. Mr. Brubaker asked for feedback from the community as he colored different areas on the map with land use colors. Points of disagreement were also noted on the map for areas where the various preferred alternatives were in conflict with one another, or where community members vocally expressed different opinions. The "synthesis map" is shown on the final page of this summary. The synthesis map will be used as the basis for a Preliminary Preferred Land Use Alternative that will be presented to the project's Community Advisory Committee, as well as the Planning Commission and City Council.





Table 1 Map



Table 2 Map



Table 3 Map



Table 4 Map



Synthesis Map