



How can the City of San Carlos' Downtown Specific Plan support businesses, its operations and employees?



**Downtown Business Stakeholders Meeting
May 24, 2023**



This Morning's Program

1. Introductions & Etiquette
2. Downtown Business Profile
3. Downtown Specific Plan Project
4. Three Big Moves: 700 Block of Laurel, Public Gathering Spaces, Alleys
5. Hear from Businesses and Employees – What are your needs?
6. Takeaways
 - Business/Employee Survey (May 11 – ongoing)
 - Stay in Touch: www.sancarlosdowntownplan.com
 - Fall Workshop and Open House – announcements forthcoming

Community & Economic Development

- Al Savay, Director
- Lisa Porras, Planning Manager
- Akanksha Chopra, Associate Planner
- Adam Aronson, Economic Development & Housing Manager
- Cristian Padilla, Economic Development Coordinator
- Linnet Kwok, Administrative Assistant

Public Works

- Steven Machida, Director
- Grace Le, City Engineer
- Hanieh Houshmandi,
Senior Traffic Engineer
- Angel Noriega,
Assistant Public Works
Superintendent

San Carlos Police Bureau

- Dan Souza,
Downtown
Service Unit
- Sergeant Mark
Myers

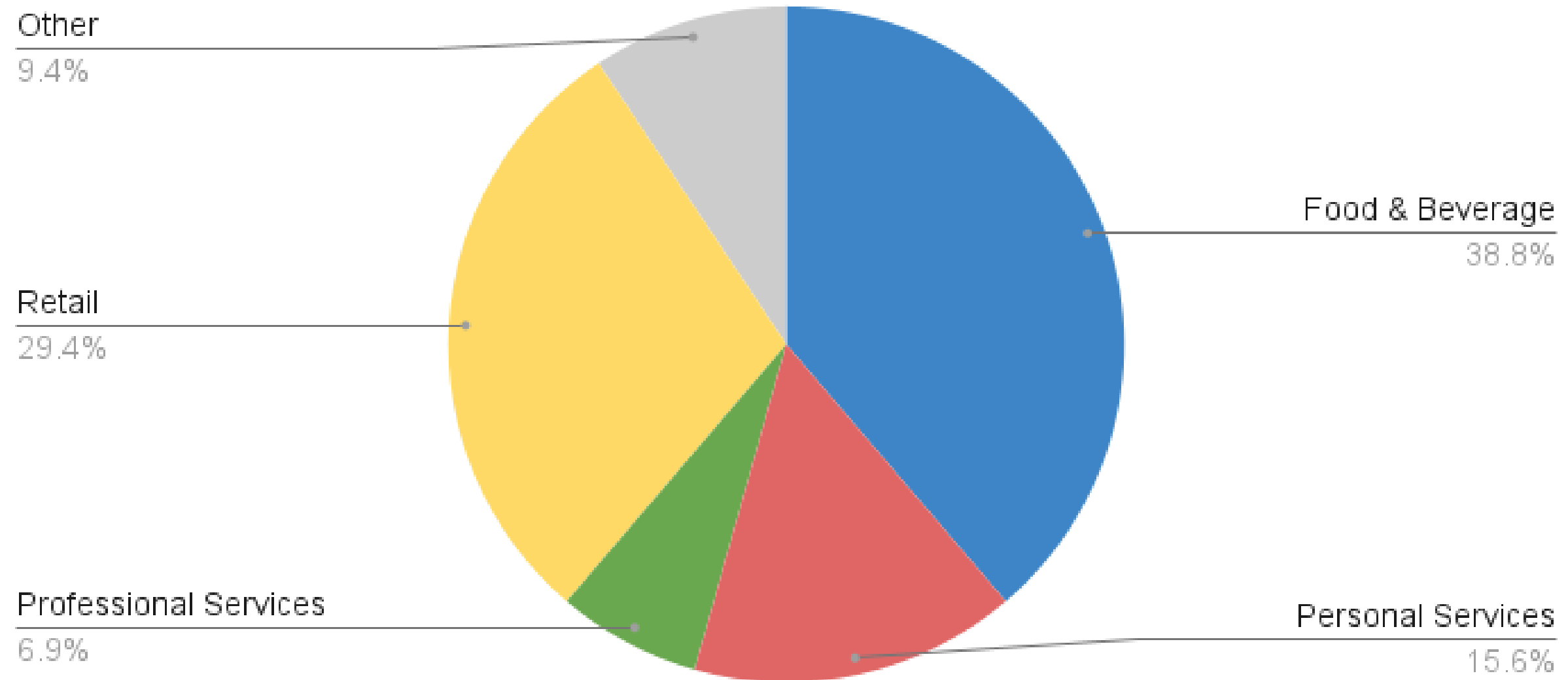
Meeting Etiquette

- Please raise your hand
- Speak one at a time; we want to hear you
- Be respectful of others; allow others to share their perspectives freely; we want to hear from everyone
- Be courteous to others; don't call out other businesses

Downtown Business Profile

Downtown Business Profile

Downtown Business Profile



A general upward trend

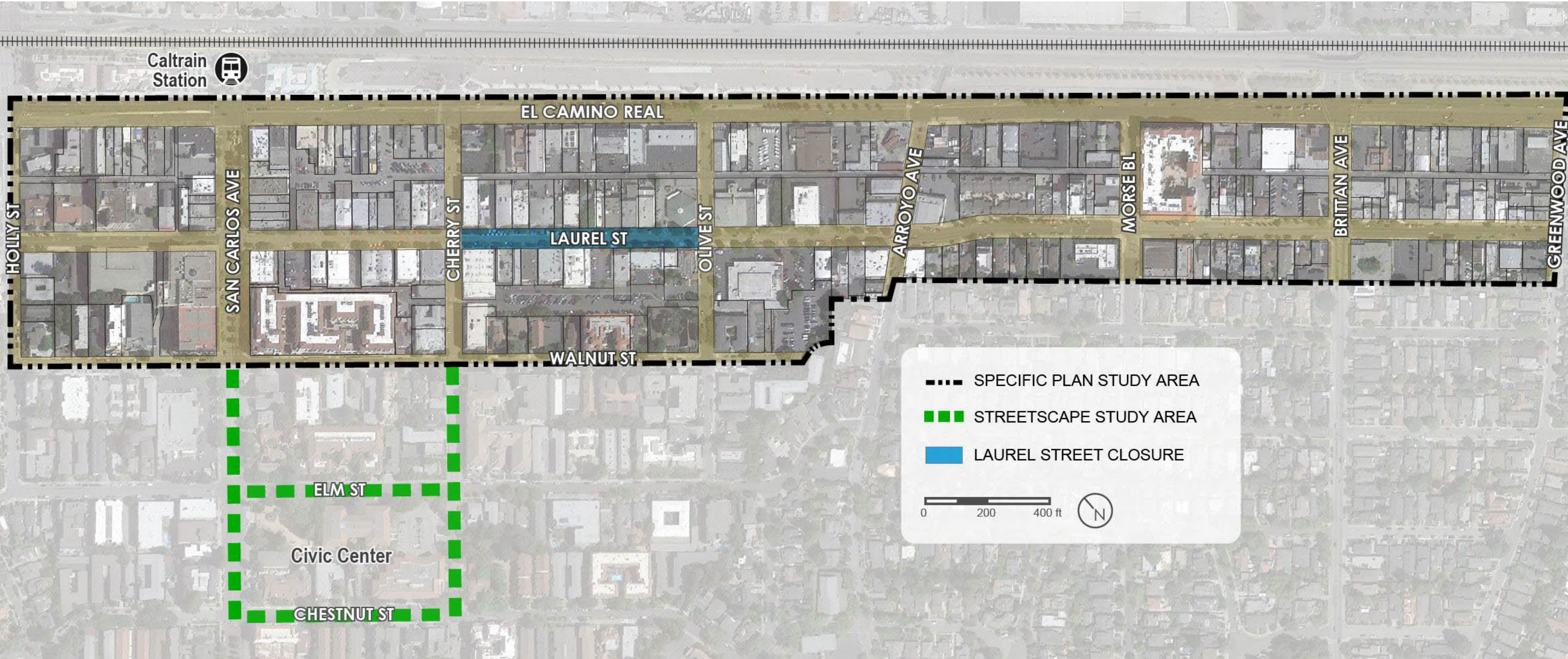
Sales Tax Revenue



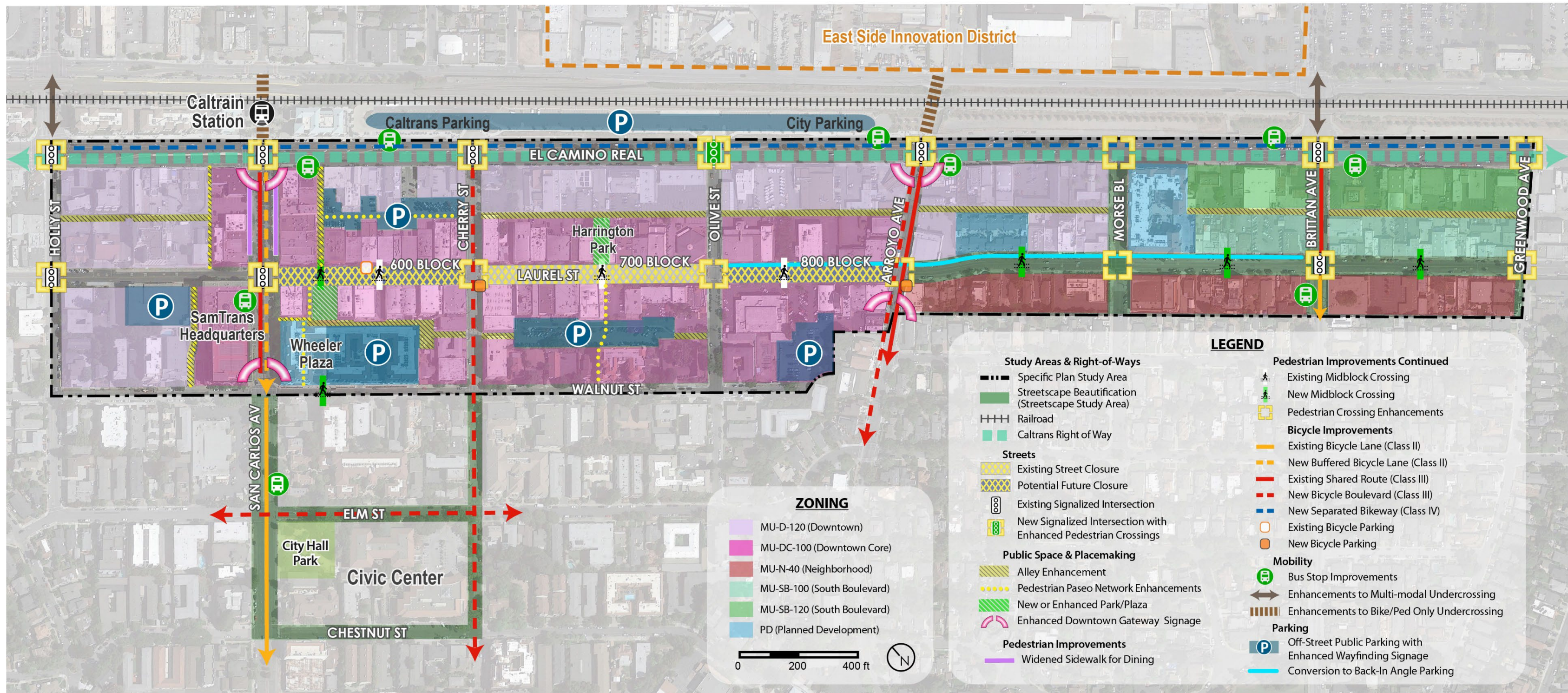
Downtown Specific Plan Project

www.sancarlosdowntownplan.com

Plan Area



Probable Transformations



East Side Innovation District

Caltrain Station

Caltrans Parking

City Parking

EL CAMINO REAL

SamTrans Headquarters

Wheeler Plaza

WALNUT ST

SAN CARLOS AV

ELM ST

City Hall Park

Civic Center

CHESTNUT ST

600 BLOCK

LAUREL ST

700 BLOCK

800 BLOCK

Harrington Park

OLIVEST

ARROYO AVE

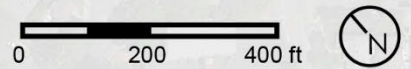
MORSE BL

BRITIAN AVE

GREENWOOD AVE

ZONING

- MU-D-120 (Downtown)
- MU-DC-100 (Downtown Core)
- MU-N-40 (Neighborhood)
- MU-SB-100 (South Boulevard)
- MU-SB-120 (South Boulevard)
- PD (Planned Development)



LEGEND

- Study Areas & Right-of-Ways**
 - Specific Plan Study Area
 - Streetscape Beautification (Streetscape Study Area)
 - Railroad
 - Caltrans Right of Way
- Streets**
 - Existing Street Closure
 - Potential Future Closure
 - Existing Signalized Intersection
 - New Signalized Intersection with Enhanced Pedestrian Crossings
- Public Space & Placemaking**
 - Alley Enhancement
 - Pedestrian Paseo Network Enhancements
 - New or Enhanced Park/Plaza
 - Enhanced Downtown Gateway Signage
- Pedestrian Improvements**
 - Widened Sidewalk for Dining
- Pedestrian Improvements Continued**
 - Existing Midblock Crossing
 - New Midblock Crossing
 - Pedestrian Crossing Enhancements
- Bicycle Improvements**
 - Existing Bicycle Lane (Class II)
 - New Buffered Bicycle Lane (Class II)
 - Existing Shared Route (Class III)
 - New Bicycle Boulevard (Class III)
 - New Separated Bikeway (Class IV)
 - Existing Bicycle Parking
 - New Bicycle Parking
- Mobility**
 - Bus Stop Improvements
 - Enhancements to Multi-modal Undercrossing
 - Enhancements to Bike/Ped Only Undercrossing
- Parking**
 - Off-Street Public Parking with Enhanced Wayfinding Signage
 - Conversion to Back-In Angle Parking

What will the Plan address?

Key items include:

Parking; Land Use; Urban Design and the Public Realm; Infrastructure; Street Closure; Formula Business Ordinance; Building Height; Building Façades, Shopfronts and overall Architecture; Community Events; Maintenance; Emergency Access; Traffic and Circulation: Walking, Biking, and all-inclusive Accessibility; Outdoor Dining; Parklets and Plazas; Funding, Phasing, and Implementation; Businesses; Chamber of Commerce; Private Development; Downtown BID; and Civic Engagement.

Community Engagement Summary

1. Citizen Advisory Committee Mtgs.
2. Two Community Workshops
3. Open House – Coffee & Comments
4. Three Online Surveys
 - **Business Survey (May 11 – ongoing)**
5. How can we best reach you?



What people are saying....

DTAC (Jan. 25, 2023):

- 92% would visit downtown if there was a permanent plaza
- They would like to see more street furnishings
- Music events, cultural and art exhibits
- Want to eat outside
- Priority for public spaces: events and programs
- Open air spaces with shade coverings

Workshop (Feb. 15, 2023)

- “Gathering, Inviting, Walkable” – most important for the downtown vision
- People want to enjoy public spaces and the sense of community it brings
- Tree canopies; open air with shade coverings
- Bistro lighting, street trees
- Music events and cultural or art exhibits

Tell us what you think! Place a Dot!

What would you like to see more of in downtown?
(Place a dot next to all options that apply)

	Activity Description	Place A Dot
1	Outdoor dining	
2	Street furnishings	
3	Plazas	
4	Public Art	
5	Wayfinding (signs w/direction, distance)	
6	Street trees	
7	Bicycle Parking	
8	Other	

What types of programs or entertainment would you like to see downtown? (Place a dot next to all options that apply)

	Activity Description	Place A Dot
1	Music events	
2	Kid friendly programs	
3	Theater/Performance pop up events	
4	Cultural or art exhibits	
5	Movies on the plaza/square	
6	Activities/yoga, tai chi, qi gong	
7	Chess, backgammon, game night	

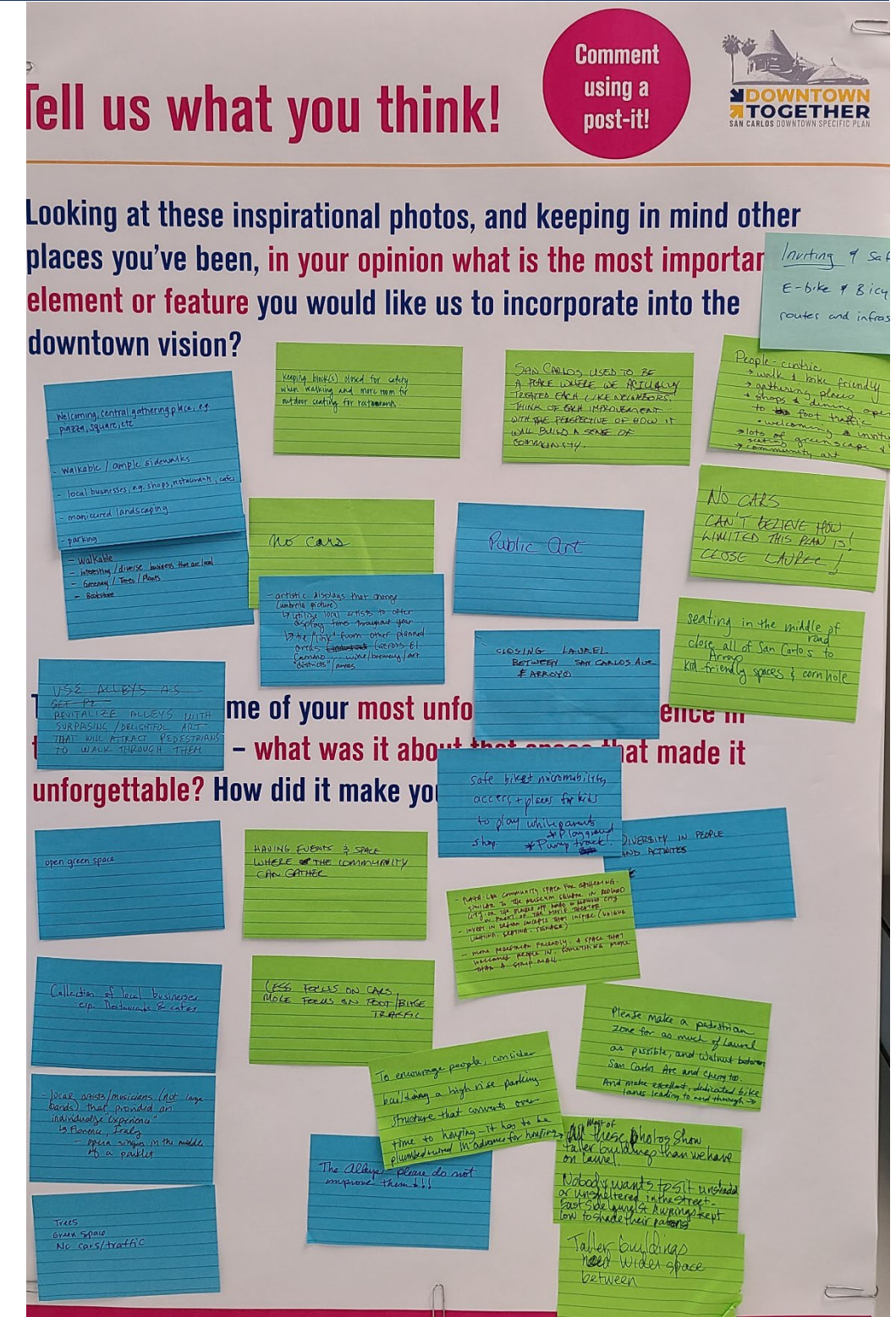
What people are saying....

Coffee and Comments (March 4, 2023):

- People want to enjoy public spaces and the sense of community it can bring
- Strong preference for open air spaces with shade coverings, tree canopies
- More outdoor dining, street trees, bistro lighting and public art
- Top activities desired: music, cultural & art exhibits, and movies on the plaza
- Would go downtown more often if there was a permanent plaza and more public gathering spaces

Survey (March 1 – April)

- Highest priority for public spaces: want to be able to enjoy public space and the sense of community it brings
- Plaza option/full closure for 700 block of Laurel
- Trees and open air with shade coverings
- Moveable furniture, bistro lighting
- Top activities desired: Music and cultural events



Response from PTC (April 17)

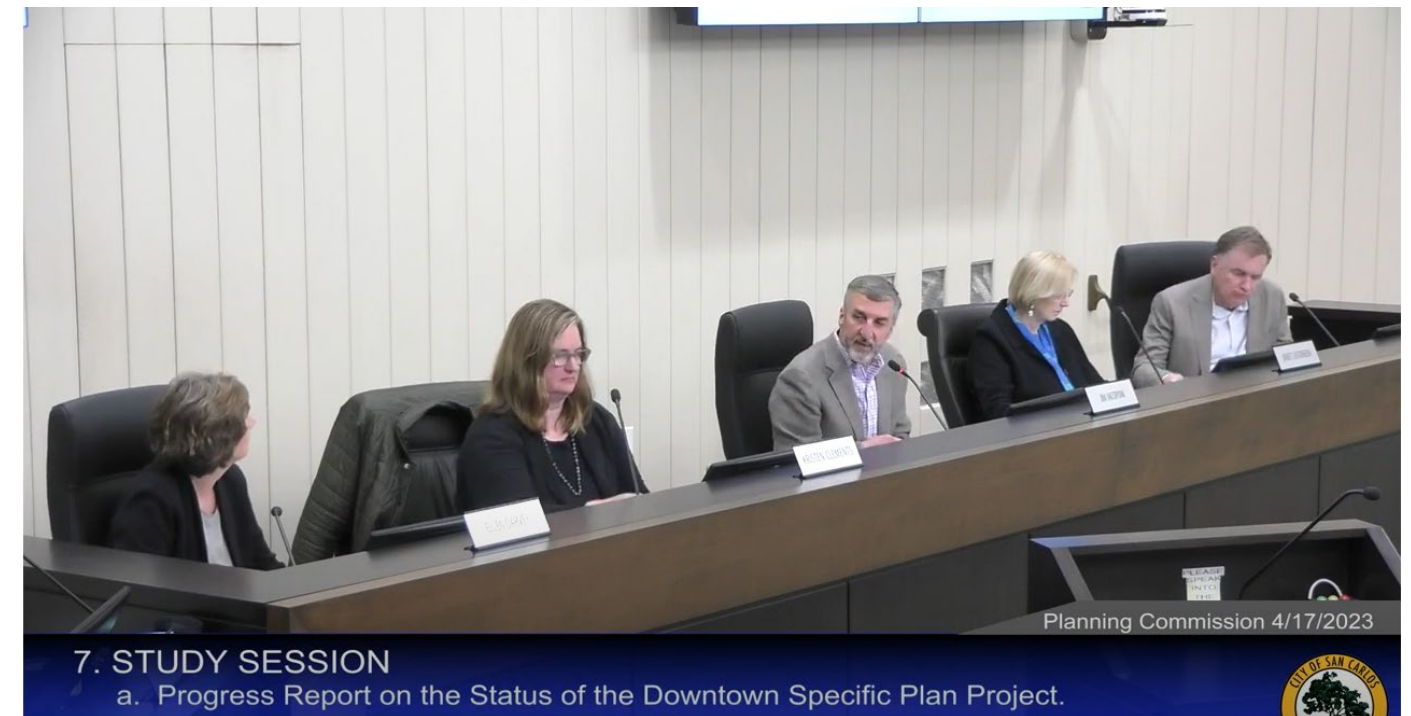
700 Block, Laurel

Majority in favor of the full plaza option

Alleys

Crucial for success of Laurel closure

- Tidy up, include awnings, signage, public art, archways, wayfinding, special paving
- Alleys will have to do “everything”
- Business access, truck deliveries, parking for motorists, bicyclists, safe pathways to Laurel Street/ El Camino Real, ingress/egress for future housing
- Need a functional plan, set priorities for the alleys



Public Gathering Spaces

- Redesign Harrington Park
- New plaza, larger/open plaza, as beautiful gateway to/from Wheeler Plaza
- Design for music, stage, sunshades, trees, water features, lighting

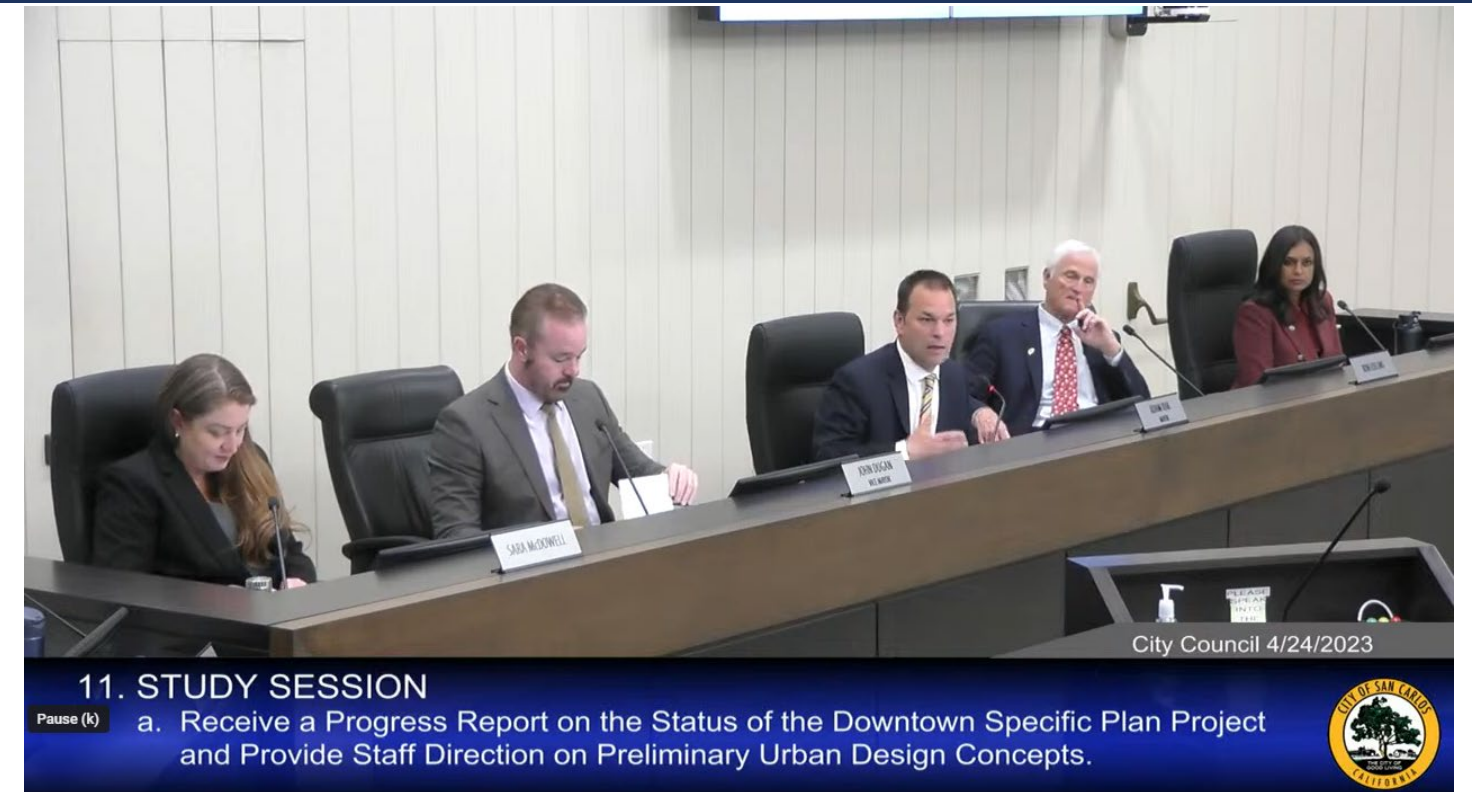
700 Block, Laurel

Proceed with the concept to transform the area into a permanent public plaza.

Alleys

Alleys are the workforce of downtown

- Be clear on the functions of the alley
- Walking, connectivity
- Deliveries
- Well lighted, safety
- Hide the trash
- Paving treatments, help organize and slow traffic down
- Mural and art can help improve appearance



Public Gathering Spaces

- Public restrooms, place so sit, inviting to all ages
- Be creative to activate spaces, not for dining only
- Music, Pop ups, holiday market, Art installations
- Bring more greenery/landscaping/trees/gardens into spaces
- Performance space, e.g. “Shakespeare in the Park”
- Leave space that we can grown into; don’t need to figure it all out at once

Leading with 3 Big Moves

1. **700 Block, Laurel - Public Plaza**
2. **Public Gathering Spaces**
3. **Alleys**

700 Block, Laurel Street

Full closure, converted into a Public Plaza



Plaza Examples



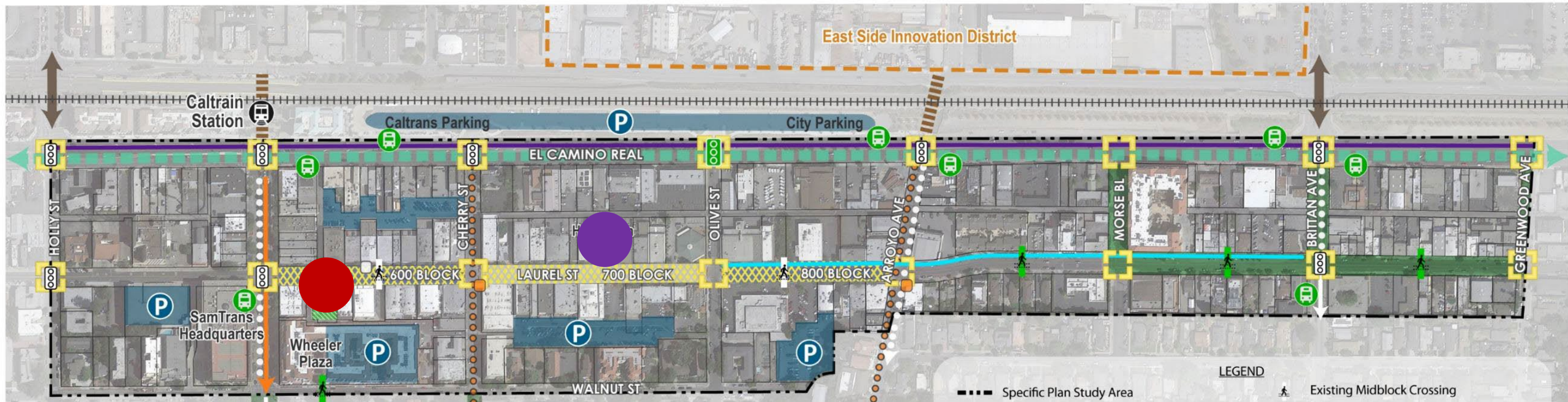
Source: Al Savay



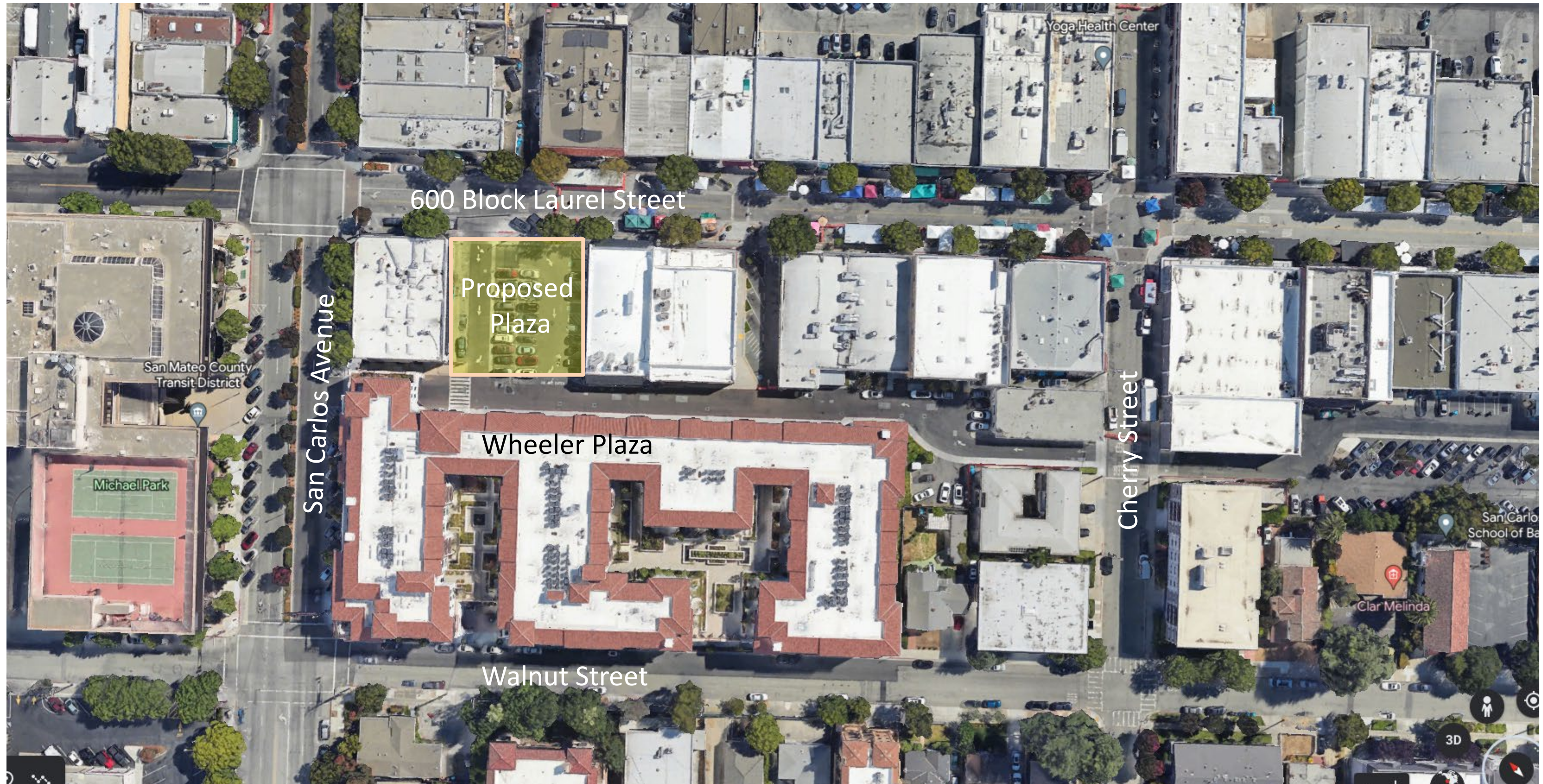
Source: Al Savay

Public Gathering Spaces

- **New Plaza Opportunity, 600 Block Laurel St.** ●
- **Harrington Park** ●



Location of Potential Future Public Plaza – 600 Block of Laurel Street



Retail & Restaurant Development with a Small Plaza Space



Source: City of San Carlos



Source: Al Savay

Large Plaza Space



Source: Al Savay



Source: iStock

Harrington Park Concepts

1. Park & Plaza
2. All Plaza
3. Music & Stage



Harrington Park: Park & Plaza

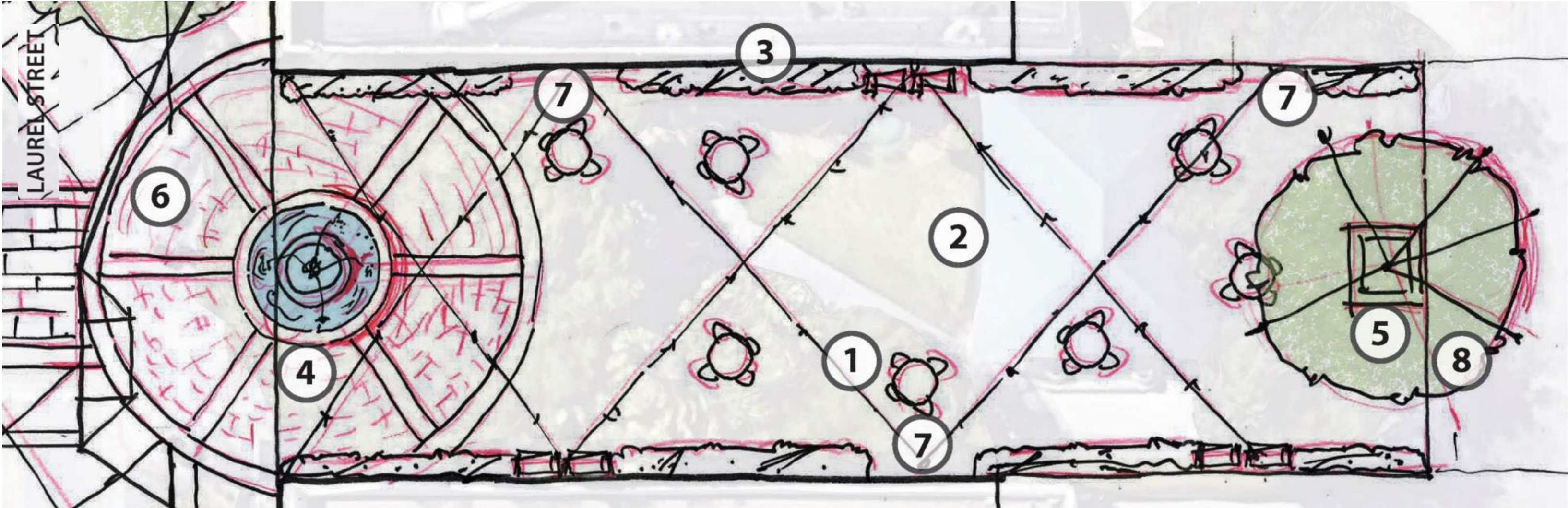


1. Wood Beams and Lighting
2. Nature Play Area
3. Vines/Wall Screen
4. Fountain
5. Tree/Planter/Seat Wall
6. Memorial or Art Feature
7. Memorial Wall
8. Archway Entrance

9. Alley Access and Signage
10. Tables and
Chairs/Umbrellas

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Chairs/Umbrellas

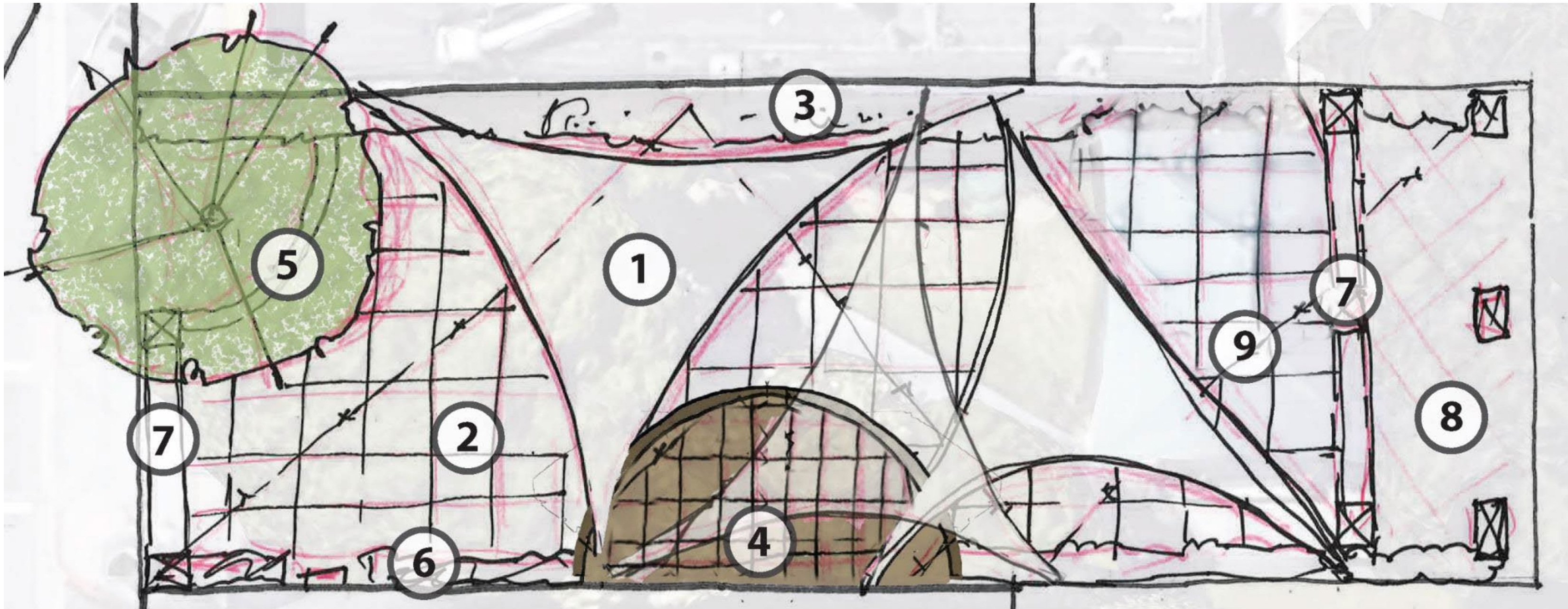
Harrington Park: All Plaza



1. Bistro Lighting
2. Special Paving & Seating Area
3. Vines/Wall Screen
4. Fountain

5. Tree/Planter/Seat Wall
6. Special Paving Into Laurel St.
7. Memorial Wall/ Art Wall
8. Alley Access and Wayfinding

Harrington Park: Music & Stage



1. Shade sails

2. Special Paving & Seating Area

3. Vines/Wall Screen

4. Stage

5. Tree/Planter/Seat Wall

6. Memorial Wall

7. Archway Entrance

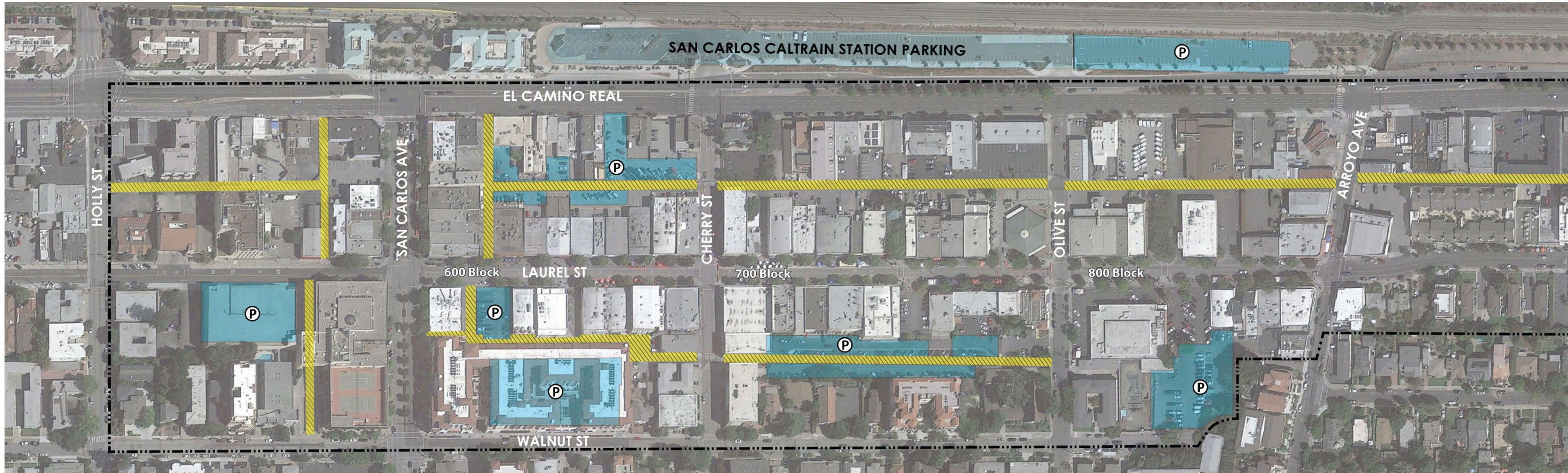
8. Alley Access & Signage

9. Bistro Lighting

Ideas for Public Space Amenities

- Fountain/ Water feature
- Movable furniture (tables, chairs, umbrellas)
- Lawn or landscaping
- Area where children can play
- Stage/music venue
- Open air with some shade covering
- Tree canopy
- Bistro lighting
- Public art

Alley Network



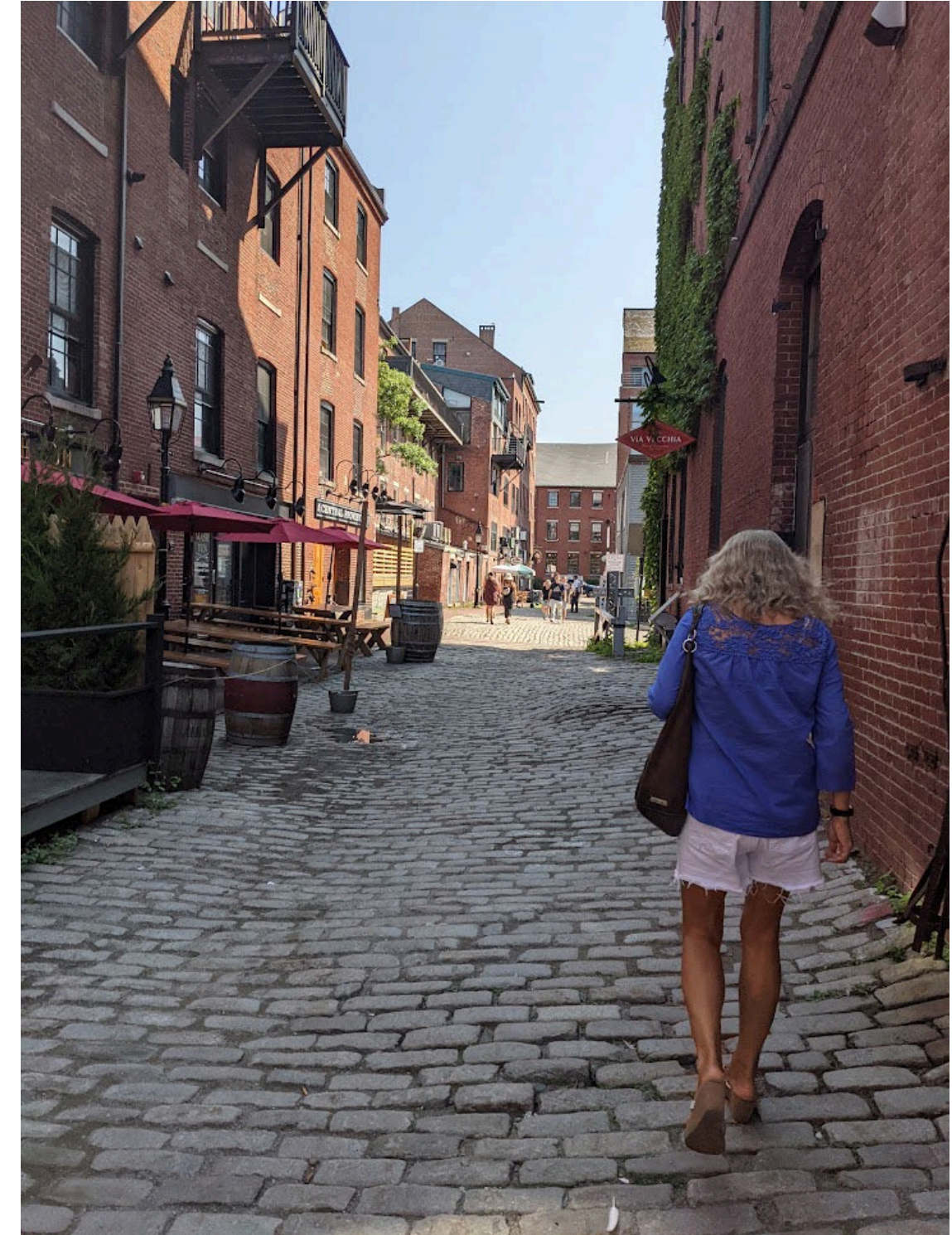
Alleys: Existing Conditions

- Lack of signage
- Lack of lighting and can feel unsafe
- Individual trash receptacles clutter
- No clear pedestrian path of travel
- Service / delivery congestion
- Private / public parking confusion
- Lack/minimal handicap accessible (ADA) parking
- Lack of bike parking and connectivity



Alleys: Possible Enhancements

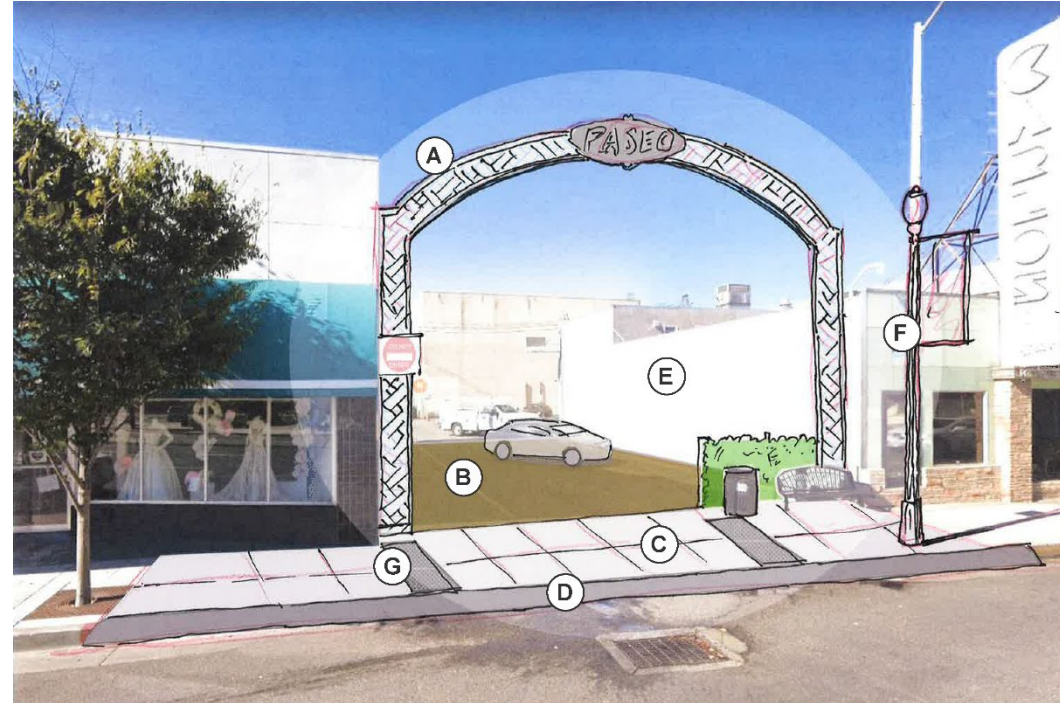
- Wayfinding Signs
- Dedicated pedestrian paths of travel
- Dedicated delivery areas
- Dedicated trash receptacle areas
- Clearly denoted public parking
- Clearly marked ADA parking
- Bicycle parking and connectivity
- Pedestrian Scale / Street Lighting
- Alley Art / Mural Program



Alley Enhancement: Gateways



Existing: El Camino Real Alley from Laurel St.



Proposed: El Camino Real Alley from Laurel St.

- A. Gateway Feature
- B. Special Parking Lot Pavement
- C. Level Sidewalk Crossing
- D. Rolled Curb
- E. Mural Wall Opportunity
- F. Decorative Street Light
- G. Truncated Dome



Example

Alley Enhancement: Crossings



Existing: Public Parking between Walnut St. & Laurel St.



Proposed: Public Parking between Walnut St. & Laurel St.

- A. Crosswalk Striping and Ramp
- B. Pedestrian Crossing Sign
- C. Wayfinding Signage



Example decorative crosswalk

Alley Enhancement: Pedestrian Paths



Existing: Parking between B of A and US Banks



Proposed: Parking between B of A and US Banks

- A. Flush Concert Edge
- B. Special Pavement / Pedestrian Route
- C. Wayfinding Signs

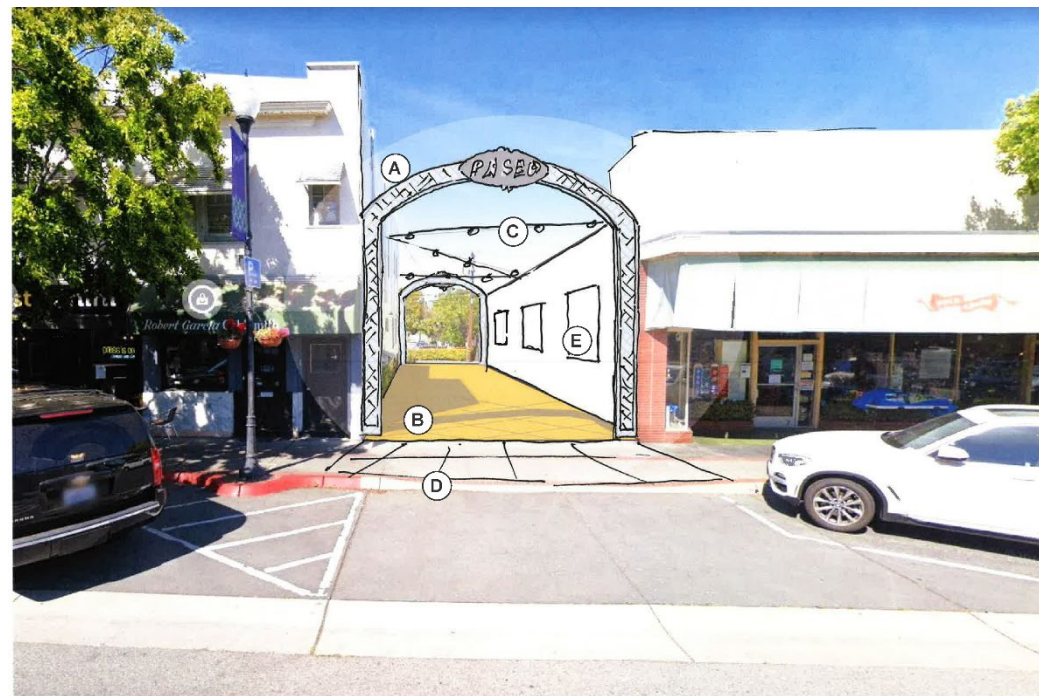


Example wayfinding sign

Alley Enhancement: Murals, Decor

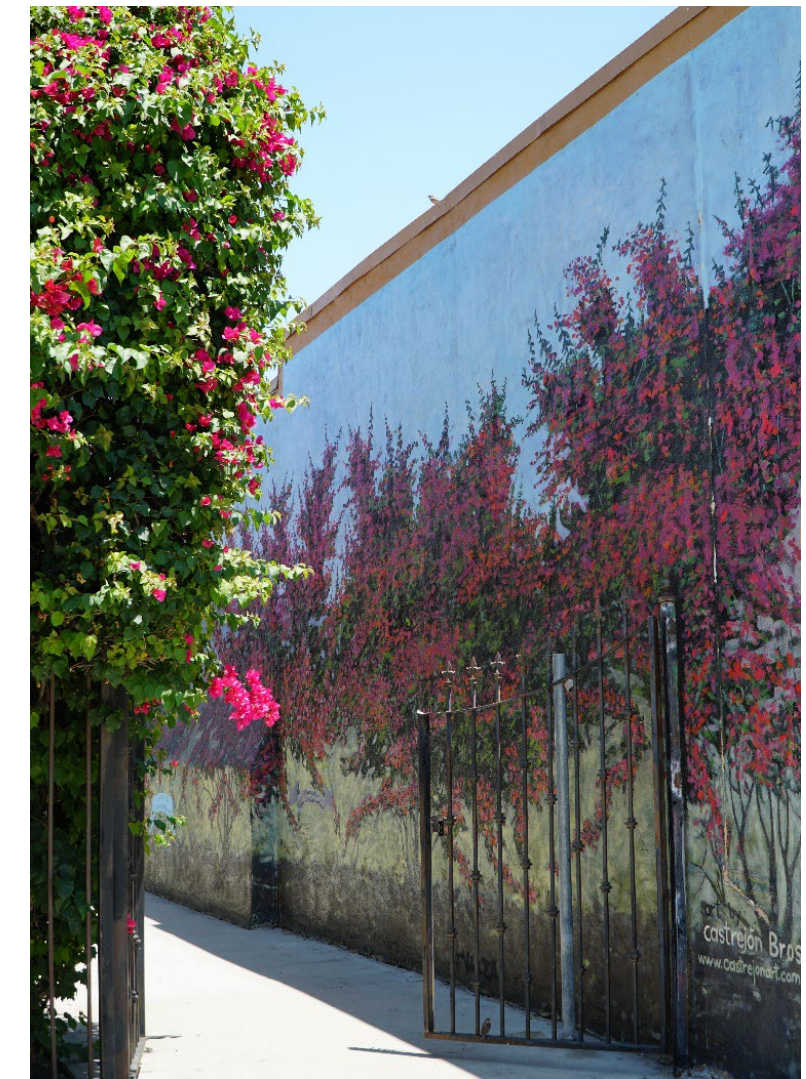


Existing: Alley near Cherry St. and Laurel St.



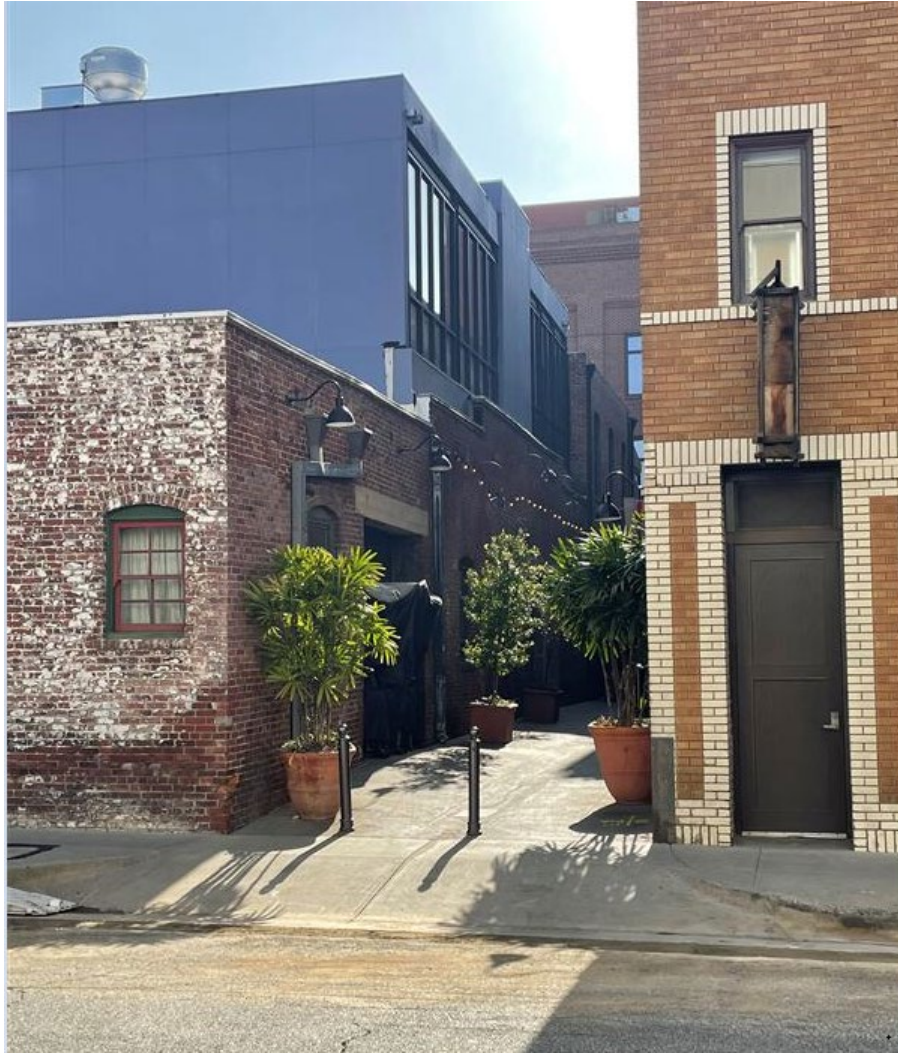
Proposed: Alley near Cherry St. and Laurel St.

- A. Decorative Wayfinding Sign
- B. Special Paving
- C. Lighting
- D. Rolled Curb
- E. Mural Wall Opportunity



Example: alleyway mural

Alleys: Examples



Alleys: More Examples

Source: RRM Design Group



Source: Google Maps



Source: Google Maps

Business and Employee Considerations

Door to Door – What we heard.

- ✓ Parklets / Farmers Market Set Up
 - Block the visibility to shopfronts
- ✓ Will parklets be removed?
- ✓ Parking signage doesn't work (no enforcement)
- ✓ City does not appear to be concerned retail needs
- ✓ Diagonal Parking along San Carlos Avenue is unsafe (several cars were hit)
- ✓ No space for uber eats/door dash deliveries/pickup
- ✓ Loss of business during construction
- ✓ Need a diversity of businesses in downtown
- ✓ Feels unsafe to park in SamTrans garage
- ✓ Does not feel comfortable nor safe to dine in parklets along San Carlos Avenue

Business & Employee Survey



Scan the QR code above with your smart phone, or access the survey at www.sancarlosdowntownplan.com.

Help the City develop meaningful solutions for downtown San Carlos.

Please take our survey!

To learn more about the *Downtown Specific Plan Project*, visit www.sancarlosdowntownplan.com and sign up to receive updates.

Questions? Want to share more? Reach us anytime at advanceplanning@cityofsancarlos.org

Questions and Discussion

- What can the city do in the meantime?
- What should the priorities be?
- What is most important for the success of your business?
- What is most important to employees?



Thank you!

www.sancarlosdowntownplan.com