



**CITY OF SAN CARLOS
DOWNTOWN ADVISORY COMMITTEE**

**June 20, 2023 6:00 PM
City of San Carlos Library, Community Room
610 Elm Street, San Carlos**

AGENDA

COMMITTEE MEMBERS

Anthony Kamm, EDAC
Mark Maxwell, PRC
Samina Ginwalla, YAC
Maya Nayberg, YAC
Amy Buckmaster, Chamber San Mateo County
Jean Dehner, ACC
Allison Chang, Downtown Property Owner
Tom Davids, Downtown Property Owner
Allie Board, Downtown Business Operator
Donna Lera, Downtown Business Operator
Madison Blanton, Special Needs
Joaquin Pedrin, At Large
Sreecharan Chandrasekharan, At Large
Monette Meredith, At Large
James Bertram, Alternate
Cecile Lee, Alternate

ADVISORY:

Al Savay, Community & Economic
Development Director
Lisa Porras, Planning Manager
Akanksha Chopra, Associate Planner
Linnet Kwok, Sr. Administrative Clerk

1. MEETING KICK-OFF
2. PLEDGE OF ALLEGIANCE
3. ATTENDANCE
4. DISCUSSION ITEMS
 - a. Project Update, Business Community Feedback, and Work in Progress
5. PUBLIC COMMENT
6. WRAP UP AND NEXT STEPS
7. ADJOURNMENT

Any writings or documents provided to a majority of the DTAC Members regarding any item on this agenda will be made available for public inspection upon request.

In compliance with the Americans with Disabilities Act and Title VI, if you need special assistance or translation services to participate in this meeting, please contact the Planning Commission at (650) 802-4263. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



Downtown Advisory Committee STAFF REPORT

MEETING DATE:	June 20, 2023
ITEM TITLE:	Project Update, Business Community Feedback, and Work in Progress

The last meeting of the Downtown Advisory Committee (DTAC) was on January 25 where staff and the consultant team introduced ideas for the 700 block of Laurel, improvements for the alleys, redesigns for Harrington Park, and preliminary ideas for a new plaza off the 600 block of Laurel Street.

Since then, staff organized and held a larger, community-wide virtual workshop on February 15, an in-person open house on March 4, and solicited feedback through a survey. Thereafter, staff took forth all the DTACs and community's input and presented it to the Planning and Transportation Commission on April 17, and to the City Council on April 24. At the Council meeting, direction was given to staff to move forward with the idea to fully close the 700 block of Laurel Street, and offered perspectives and preferences for the alleys, Harrington Park, and for the new plaza on the 600 block of Laurel Street.

City Council Ideas & Feedback

- Incorporate public restrooms
- Develop a phasing plan
- Develop a process for selecting public art, including public input
- Identify costs and financing for implementation
- Develop short term solutions for the orange barriers, etc.
- How will farmers market fit into the selected street designs
- Need a plan for allocating, delineating space in streets for certain uses
- Tie in the 600 and 800 blocks into the 700 block improvements; think about all blocks and include them in improvements
- Wider sidewalks on San Carlos Avenue
- Widen the sidewalks on the 600 and 800 blocks of Laurel, too; and place bollards if we need to close these blocks for events
- All designs need to work for businesses too
- Alleys will play a critical role, for walking, parking, deliveries, for beautification through public art and murals, for safety, for trash and services
- Activate the plaza on the 600 block, no need for more restaurants in that space, look at music, event opportunities.
- Plan for performance space (music/theater) and natural space/play space for children

Draft Summary and Outcomes of the Downtown Business Community Meeting, May 24, 2023

Following the City Council's direction, staff went to-to-door to all 150 businesses in the plan area to invite business owners, managers, and employees to attend a meeting with City staff. The purpose of this meeting was to have a meaningful dialogue with the downtown business community following the community's support for, and the Council's decision to permanently close the 700 block of Laurel Street.

Going door to door, staff heard multiple comments on the following:

The design of Parklets and the Farmers Market set up blocks visibility to shopfronts.	No space for uber eats/door dash deliveries/pickup.
When will parklets be removed?	Loss of business during construction.
Parking signage doesn't work (no enforcement).	Need a diversity of businesses in downtown.
City does not care about retail businesses.	Feels unsafe to park in SamTrans garage.
Diagonal parking along San Carlos Ave. is unsafe (several cars were hit).	Feels uncomfortable and unsafe to dine in parklets along San Carlos Ave.

At the meeting, a total of 23 representatives from the business community were in attendance: 11 from the retail industry, 11 worked in restaurants, and 1 member from the Chamber of Commerce. City staff from Community Development gave a presentation, and staff from Planning, Economic Development, Public Works and Engineering, and the Police Bureau were available to answer questions.

Considering transformation of the 700 block of Laurel, along with the potential to modify other blocks and streets in and around the downtown area, City staff posed the following questions to business attendees:

- What can the City do to support businesses in the meantime [while the Downtown Specific Plan is developed/implemented]?
- What should the priorities be?
- What is most important for the success of your business?
- What is most important to employees?

At the meeting, top priorities were shared by attendees from the business community. Concerns that were strongly emphasized included:

- ✓ The different blocks should have the same economic opportunity as the 700 block of Laurel; improve all the blocks. 700 block seems to be most favored, while 600 is struggling.
- ✓ Parklets block visibility to shopfronts, take up parking; some parklets are taking up much more space than others; no standards for parklets; parklet costs not equitable and are not based on square footage of space; e.g. *"I have a tiny parklet and I am paying as much as [a much larger restaurant] is paying - how does that makes sense?"*; remove parklets that are not being used.
- ✓ Is the City going to continue to allow parklets? Aren't they temporary? The pandemic is over. If the City wants to support businesses, take the parklets away now. Asked for a commitment from City staff.
- ✓ There are no clear signs to show where patrons can park; the City needs to improve the placement of signage.
- ✓ Place more bicycle racks where they are needed and in view for safety so they are not stolen or vandalized.

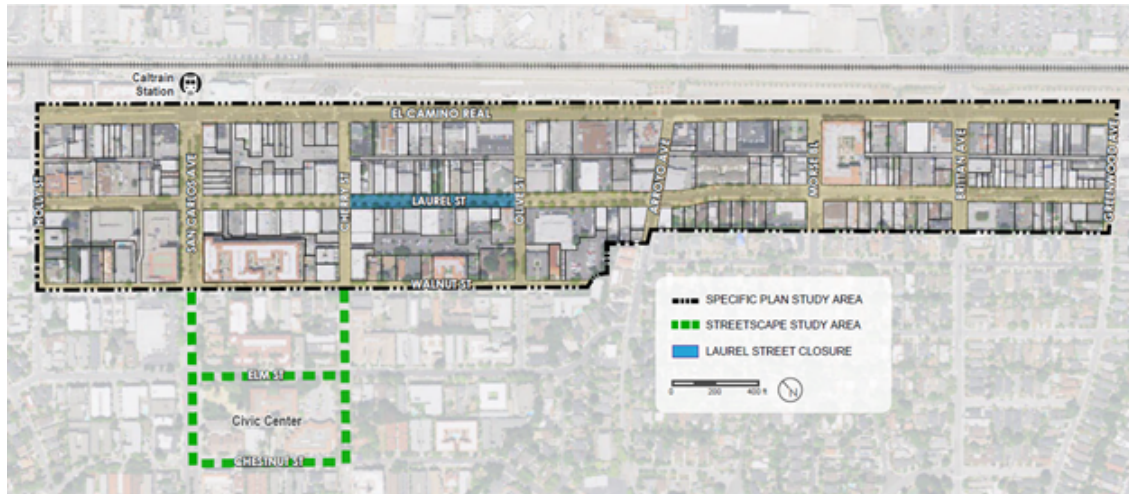
At the close of the meeting, staff informed the group they will continue to engage with the San Carlos business community as the plan continues to evolve. In the meantime, City staff is evaluating what interim measures are possible until the streets and public spaces undergo transformational improvements.

Work in Progress

There are three work items underway: (1) technical studies, (2) streets designs, and (3) policy planning. These are described below.

1. To support the Downtown Specific Plan, a Traffic Operation Study is underway (this will address not only vehicles, but also pedestrians and bicyclists), as well as a Parking Study that will include recommendations to manage current and future supplies of parking in the downtown area.
2. Staff and consultants are also working on developing ideas for the remaining 35 street segments throughout the Downtown Specific Plan area (see Figure 1 below). In addition to the 700 block and the alleys, all streets in downtown will be improved and redesigned in a way that fosters greater foot traffic with pedestrian- and bicycle-friendly improvements, and that are unified through similar streetscape enhancements. At the June 20th DTAC meeting, staff will be asking the DTAC to share their initial thoughts with staff. Staff and the consultant team will continue to work through and refine the designs and bring these back to the DTAC later in the year.

Figure 1. Downtown Specific Plan Study Area



3. In addition, staff is beginning to structure the outline of the Downtown Specific Plan document. The plan will be guided by a shared community vision and guiding principles for the goals and policies. The Downtown Specific Plan is intended to guide transformation over the next 20 years. It will be a transformation of not only the downtown, but the city as a whole, with changes that affect multiple generations to come.

The Downtown Specific Plan will include:

- ✓ A Vision Statement, based on the community's shared dreams for downtown.
- ✓ Description of community engagement, an account of the extensive community outreach that was conducted throughout the planning process to inform and invite participation from the public in developing the Specific Plan.
- ✓ Guiding Principles (i.e., shared values and priorities that guide policies and implementation), such as creating a place that is strongly connected to San Carlos' unique character and culture and promoting a high-quality walkable and livable environment.
- ✓ Goals and Policies, including how to make downtown a lively, pedestrian-friendly place, with a genuine sense of place.
- ✓ Urban Design and Placemaking, such as weaving together public gathering spaces and key landmarks and mobility options; and gateways and wayfinding.
- ✓ Public Gathering Spaces, including Harrington Park, Laurel Street, and a new public plaza on the 600 block of Laurel Street; and downtown events and public space programming.
- ✓ Streetscape Improvement policies, including street and alley designs, dimensions, emergency access, beautification, amenities, and maintenance.
- ✓ Mobility/Micro-Mobility Strategies, such as an all-inclusive pedestrian/bicycle/public transit/motorist network and accompanying amenities (e.g., bicycle parking).
- ✓ Parking regulation and management strategies.
- ✓ Objective Design Standards (i.e., rules for development), including illustrative graphics; building heights, façade improvements, ground floor uses.

- ✓ Analysis of needed infrastructure and recommendations for capital improvements (evaluation of the quality and effectiveness of existing public infrastructure and identification of future needs to support the community goals for the next 20 years).
- ✓ A detailed phasing, financing, and implementation strategy to fulfill the plan's goals and vision.

DTAC Homework

Please help us by completing two homework assignments: Downtown Vision and Guiding Principles.

Downtown Vision

To help create the community's shared vision for the Downtown Specific Plan, staff is asking the DTAC to help us write it.

In a few sentences or more, please email us your vision of what the downtown could be in the next 20 years. Please submit a few sentences or up to one paragraph describing your aspirations for the downtown. Attachment 2 of this report includes some examples of vision statements.

Please email your responses to: advanceplanning@cityofsancarlos.org.

Responses are due by 10 am on Monday, June 19.

Staff will take DTAC responses and share with the group on June 20. Please turn it in even if you miss the 10 am cutoff; we want to be sure we include all DTAC members ideas!

Specific Plan Guiding Principles

Attachment 3 contains working draft guiding principles, including some examples. These are intended as the community's shared values that will guide development of goals, policies, and actions items in the Downtown Specific Plan document. We would like the DTAC to submit their comments and feedback by 10 am, June 19. Thereafter, staff will compile the DTAC's feedback and share with the group during our meeting on June 20. Please send to advanceplanning@cityofsancarlos.org by 10 am on June 19.

Next Steps

The overall process to develop the Specific Plan is anticipated to be completed by spring next year. The next steps include bringing forth recommendations for the remaining street segments in the fall, including preliminary findings of the traffic and parking studies.

Respectfully submitted by:

Linnet Kwok, Senior Administrative Clerk


ATTACHMENT(S):


1. Policy Structure Examples (from the San Carlos 2030 General Plan)
 - a. Vision Examples (including one from the San Carlos 2030 General Plan)
 - b. Working Draft Guiding Principles and Examples of Guiding Principles
 - c. Urban Design Concepts for Streets
 - d. Draft Summary - Downtown Business Community Meeting of May 24, 2023

Attachment 1

Policy Structure Example

ACTION LU-1.5 Consider adoption of a lighting ordinance that restricts the type, intensity and placement of outdoor lighting fixtures in development. New lighting should illuminate properties appropriately and help keep them safe and secure, but shall not cause glare or spill-over into surrounding properties or negatively affect the night sky.

ACTION LU-1.6  Amend the Zoning Ordinance to address methods to increase shade in surface parking lots, require a standard for tree coverage in new development and promote water efficient landscaping.

ACTION LU-1.7  Encourage redevelopment of current urban pathways and as appropriate reacquire urban pathways ceded to residents/owners.



GOAL LU-2





Preserve and strengthen Downtown as the civic, cultural and social heart of the city.

POLICIES

POLICY LU-2.1 The downtown is generally defined as Laurel Street from Holly Street to Arroyo Street, including properties west to Walnut Street and the Civic Center.

POLICY LU-2.2 Strive to maintain the character of the historic Downtown core, which is centered at the 1100 and 1200 blocks of San Carlos Avenue and the 600, 700 and 800 blocks of Laurel Street.

POLICY LU-2.3 Encourage development that respects the character of the historic Downtown core.

- POLICY LU-2.4** Encourage uses that enhance the vitality of Laurel Street south of the Downtown area.
- POLICY LU-2.5** Maintain a mixture of businesses that support the economic viability of Downtown.
- POLICY LU-2.6** Support active ground floor uses such as retail, restaurants and services and, on Laurel Street between Holly Street and Eaton Avenue, limit residential uses to upper floors.
- POLICY LU-2.7** Encourage residential and other uses in the Downtown Laurel Street area that contribute to the Downtown’s vibrancy and activity.
- POLICY LU-2.8** Maintain all alleys for public use. Permit exceptions only if doing so will result in a demonstrably superior development project.
- POLICY LU-2.9** Continue to allow shared parking between commercial and residential uses.
- POLICY LU-2.10** Improve connections between El Camino Real, Old County Road, Industrial Road and Laurel Street to attract additional visitors into the Downtown.
- POLICY LU-2.11**  Ensure convenient bicycle and pedestrian access to Downtown from surrounding areas and the TOD corridor.
- POLICY LU-2.12**  Provide for bicycle and pedestrian safety Downtown.
- POLICY LU-2.13** Maintain Downtown and Burton Park as the city’s central gathering places.
- POLICY LU-2.14** Continue to support Downtown community events and civic activities.
- POLICY LU-2.15**  Provide for and encourage the development of parks and public gathering places in and near Downtown.
- POLICY LU-2.16**  Ensure adequate accessibility to the Downtown, which may include expanding automobile parking, bicycle parking and public transit.

POLICY LU-2.17



Within the Downtown, encourage the private assemblage of land parcels.

POLICY LU-2.18



Consider innovative and flexible approaches to parking in the Downtown area.

POLICY LU-2.19



Encourage opportunities for pedestrian linkages from the parking plazas to the streets.

POLICY LU-2.20



Facilitate expansion of public parking in conjunction with the redevelopment of consolidated parcels.

ACTIONS

ACTION LU-2.1

Review the Zoning Ordinance to ensure standards support a vibrant and diverse Downtown.

ACTION LU-2.2

Amend the Zoning Ordinance as necessary to maintain and enhance the character of Laurel Street.

ACTION LU-2.3

Establish a strategy to attract quality retail establishments and mixed-use residential development to Downtown San Carlos.

ACTION LU-2.4

Develop a Civic Center Area Master Plan to program long term uses in the area, such as establishing spaces for community events, programs and gathering, which is consistent and complementary to the Parks Master Plan.


ACTION LU-2.5

Work with the Chamber of Commerce and other business organizations to enhance the success of Downtown businesses.

ACTION LU-2.6



Review Downtown parking standards and amend as necessary to encourage and support a pedestrian-oriented environment while minimizing impacts on adjacent neighborhoods.

ACTION LU-2.7  Evaluate options to increase safe and convenient bicycle access and parking in the Downtown area.

ACTION LU-2.8 Study existing alleys within the Downtown area to define the use of the alley prior to consideration of removal.

ACTION LU-2.9 Examine incentives for private assemblage of parcels within the Downtown area.

ACTION LU-2.10 Examine the viability of converting the 600, 700 and/or 800 blocks of Laurel Street to a more pedestrian-friendly environment.




San Carlos Wine and Art Faire





GOAL LU-3

Promote connectivity and provide retail and services within walking distance of homes and employment areas.

POLICIES

POLICY LU-3.1  Encourage the establishment of “Neighborhood Hubs” within existing residential neighborhoods.

POLICY LU-3.2  Require land use designation and zoning amendments for approval of each new “Neighborhood Hub” proposal.

POLICY LU-3.3  Encourage neighborhood-serving small scale retail and service uses that promote community health, interaction and socialization of neighborhoods within Neighborhood Hubs such as small stores selling fresh and

Attachment 2

Vision Statement Examples



June 20, 2023

San Carlos General Plan Vision Statement

In 2030 San Carlos is a safe, beautiful, vibrant and livable community with tree-lined streets, open space, public art, high-quality architecture and state-of-the-art infrastructure. We enjoy a balance of residential, schools, retail, commercial and industrial uses and services that enhance our quality of life, support the fiscal health of the City and sustain a robust local economy. Downtown San Carlos is the heart of the community – a place to experience and savor the joys of daily life while enjoying a mix of stores and services.

Housing in San Carlos meets the needs of a diverse community. People who work in San Carlos can afford to live here. San Carlans are also able to work for employers located within the community. The City pursues creative solutions to economic development objectives and encourages innovative environmentally sustainable industries and businesses to locate and remain in San Carlos.

San Carlos is committed to sustainability. Sustainability promotes the use of resources in the present in a manner that does not compromise the choices and quality of life of future generations.

Mobility is part of the San Carlos way of life. It is precious to us, and we value our collective ability to freely and efficiently move about the city and region. The airport remains a unique part of our transportation system. Sidewalks, paths and bikeways connect residential neighborhoods to all commercial areas, schools, parks and open space. Destinations and places in San Carlos are accessible using all forms of transportation.

Quality educational opportunities, at all levels, are available to the entire community. Our outstanding educational system, providing both formal and informal learning opportunities, enhances our quality of life.

Public service, charitable giving, volunteerism and citizen participation are integrated into public, non-profit and educational services offered.

Community care services are inclusive for seniors and citizens with mental and physical disabilities.

San Carlans enjoy a wide variety of private and public community venues, including parks, trails, community centers, arts, museums, cultural centers and clubs, faith-based places of worship and congregation, recreational facilities, sports and other civic and cultural events. We enjoy access to affordable and high-quality health services. The City's government contributes to our distinctive community identity and sense of civic pride.

03 A VISION FOR DOWNTOWN DUBLIN

June 20, 2023

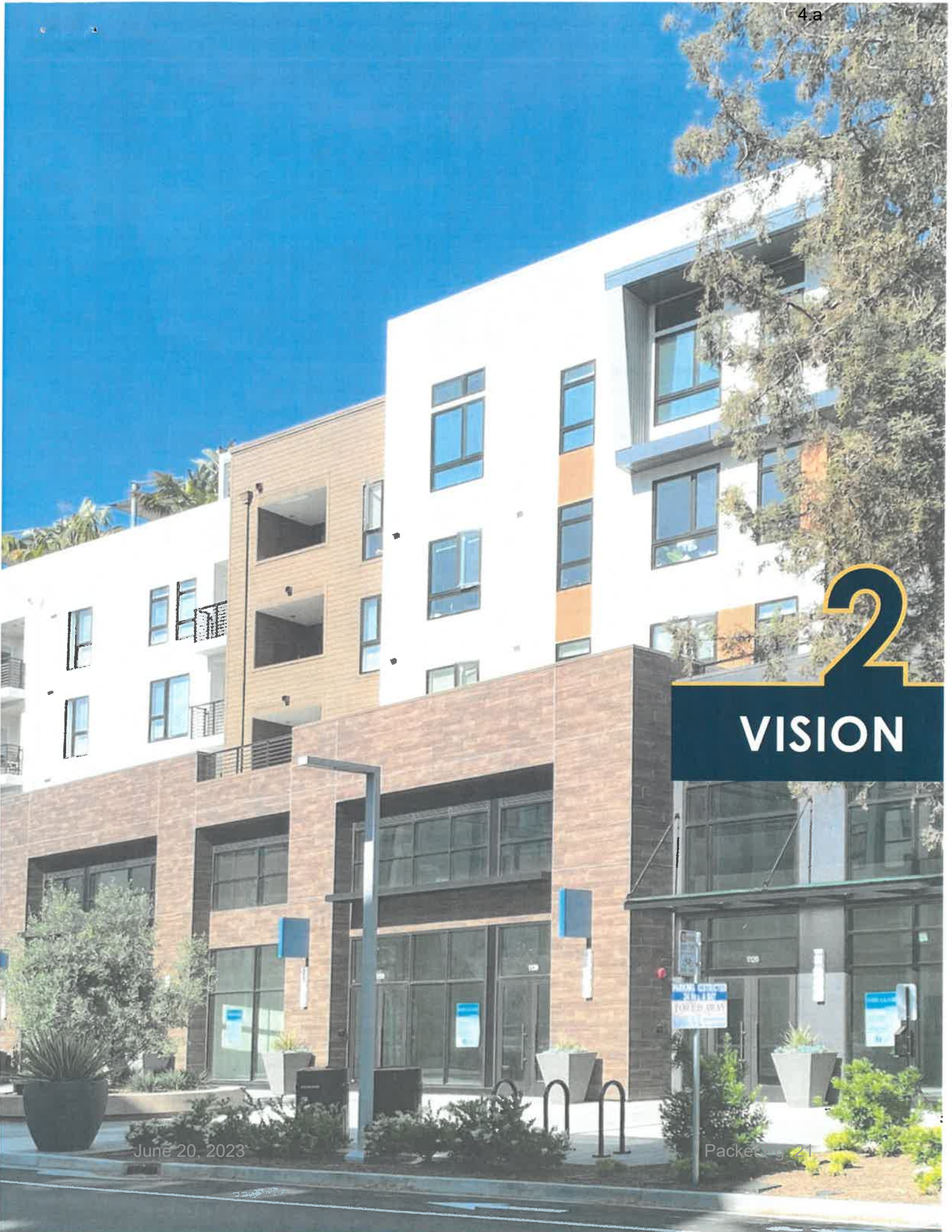
The Downtown Dublin Preferred Vision proposes a mixed-use strategy to create a place that is active throughout the day and week. Office, housing and hospitality uses create an on-site population that helps support retail uses enjoyed by the larger community. The immediate convenience of shops, services and restaurants also increases the likelihood that the on-site community will stay local and create pedestrian activity downtown throughout the day. This downtown lifestyle will fill a missing gap in Dublin appealing to both young professionals and seniors who want the convenience of living in a mixed-use place with jobs, services and retail nearby.

There are three distinct elements of the Downtown Dublin Vision: the Town Square, Street Grid, and Downtown Character.

The Vision for Downtown Dublin stated in the Downtown Dublin Specific Plan (DDSP) reads:

“Downtown Dublin will be a vibrant and dynamic commercial and mixed-use center that provides a wide array of opportunities for shopping, services, dining, working, living and entertainment in a pedestrian friendly and aesthetically pleasing setting that attracts both local and regional residents.”





2

VISION

This chapter provides the overarching vision for the El Camino Real Specific Plan (ECRSP) as well as the guiding principles that set the foundation for policies contained in the ECRSP. The guiding principles detailed in this chapter are fulfilled through the zoning and land use strategies in Chapter 4 and the design guidelines in Chapter 8.



Vision Statement

The Sunnyvale El Camino Real Plan Advisory Committee (ECPAC) was established to provide feedback and guide the preparation of the El Camino Real Specific Plan (ECRSP). The Committee includes residents, business representatives, and property owners within the ECRSP Area.

The visioning for the ECRSP began with a community participation process to gather the priorities and concerns expressed by the community through pop-up workshops and community meetings that spanned the course of a year.

This collaborative effort between the public and the ECPAC resulted in the following Vision Statement for the ECRSP:

The El Camino Real Specific Plan (ECRSP) will support and enhance community-serving retail and provide significant new residential options while advancing sustainability and improving transportation safety and mobility choices.

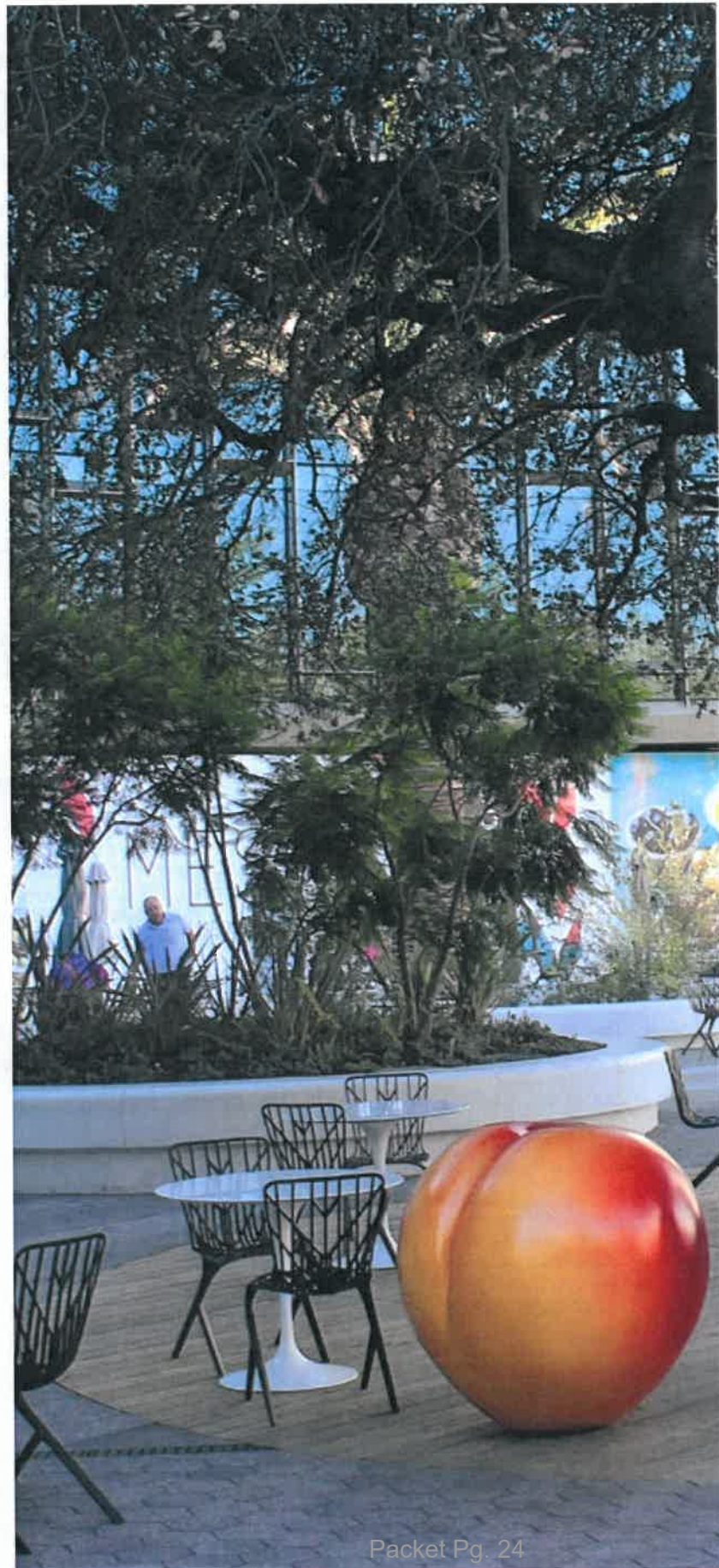
The planning process to develop the ECRSP included a number of meetings and workshops to solicit ideas from community members and discuss different components of the Plan. The community engagement efforts included the following components:

- a. Seven meetings of the El Camino Real Plan Advisory Committee (ECPAC)
- b. Three pop up workshops at a variety of city sites
- c. Two community workshops
- d. An online survey to gather additional input
- e. Updates and Study Sessions with the City Council
- f. The Draft ECRSP will be reviewed by ECPAC, Sustainability Commission, Bicycle and Pedestrian Advisory Commission and Housing and Human Services Commission prior to public hearings with the Planning Commission and City Council

The Vision Statement was created by summarizing the priorities of the ECRPAC and community for the El Camino Real corridor, presented below.

Sunnyvale's El Camino Real corridor will offer vibrant destinations in a people-friendly environment while continuing to be the community serving arterial residents of Sunnyvale and surrounding cities will use for their daily needs. It will build on its strengths and opportunities and evolve into a dynamic place where people live, work, shop, and gather.

Residents and visitors will walk along wide sidewalks lined with mature, large-canopied trees. They will meet friends and family at public plazas surrounded by a variety of shopping and dining options. Throughout the corridor, they will enjoy public art works that exhibit local talents and cultural diversity, celebrate Sunnyvale's agricultural origins, or display the City's role in high tech evolution.



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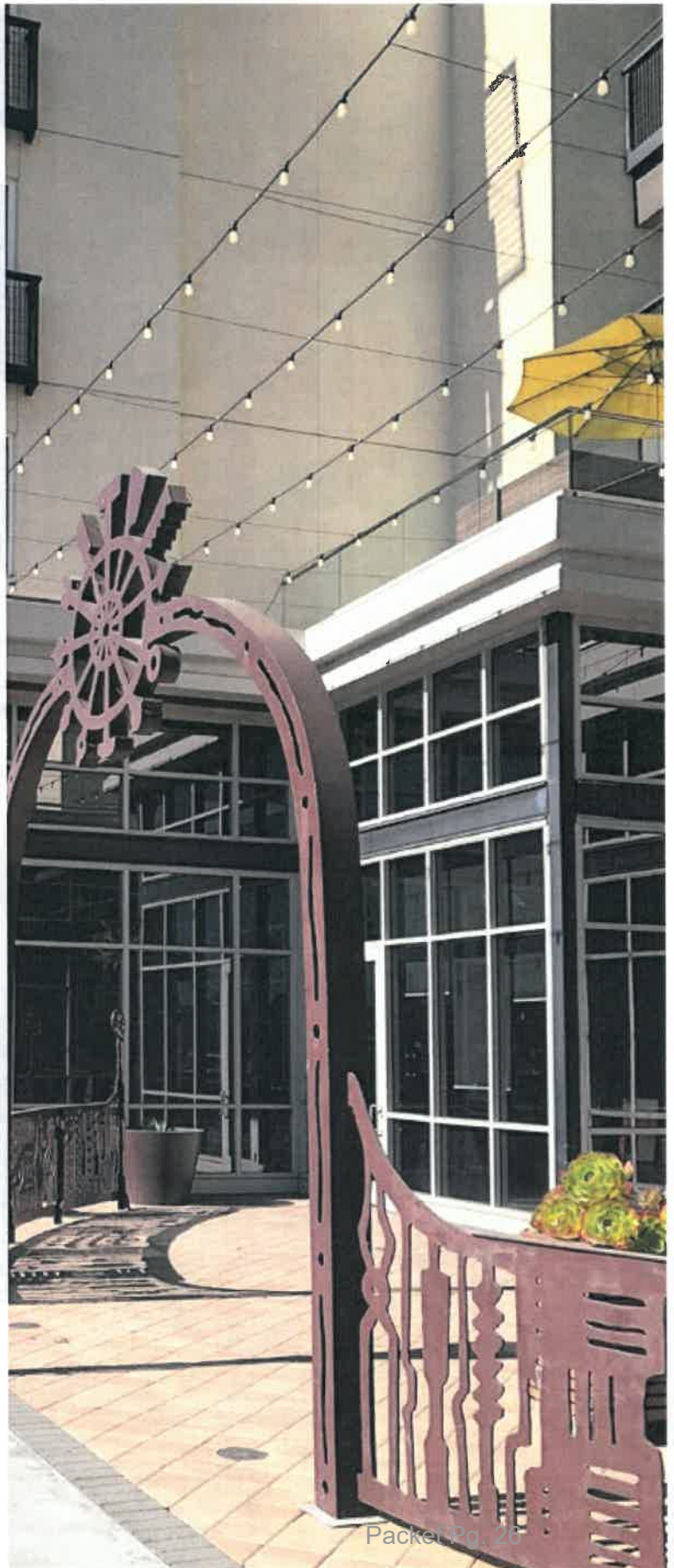


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Streetscape and road improvements will provide safety and help promote everyday walking, biking, and transit use in and around the corridor. Connecting paths from surrounding neighborhoods and parallel streets created through developments fronting El Camino Real will give residents the option to walk or bike to shops and restaurants. Gateways, signs, and clear pedestrian paths will lead to the lively Downtown or the Community Center.

The corridor will feature four main nodes of greater activity at key intersections where public transportation, housing, amenities, and services will be strongly integrated. A variety of new residences will be built for a range of incomes and generations.



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Packet Pg. 26



New and long-established businesses and auto dealerships will coexist and continue to thrive in updated and prominent storefronts. Developments will display the City's commitment to sustainability. Buildings will be designed in timeless architecture with forms that seamlessly transition to and respect the surrounding residential neighborhoods, especially those with one- or two-story residences.

El Camino Real will continue to change over time and will continue to play a vital role for Sunnyvale. It will retain existing viable uses while accommodating new uses through reinvestment that promotes economic vitality. Change will be managed in a manner that continues to create positive community benefits for generations to come.

Guiding Principles

To further define and provide implementation guidance for the Vision Statement, the following Guiding Principles were developed that have served to frame the creation of land use, circulation, and design policies in subsequent chapters of the ECRSP.

1

Promote a balanced street system that efficiently supports a multimodal transportation network. Strong pedestrian and bicycle linkages to and through El Camino Real will be prioritized through wide sidewalks, walking paths, and bicycle lanes. Linkages and pathways should prioritize the comfort and safety of pedestrians and bicyclists. Transit will be easily accessible from residential and high-density mixed-use development along the corridor. Provision of abundant streetscape amenities will promote a strong sense of place within the public realm and foster an active and vibrant street scene.

2

Integrate land uses into local and regional transportation plans and policies. New mixed-use development will be encouraged around transit stops. An integrated approach to land use and transportation will mitigate traffic congestion by accommodating growth around transit, reducing reliance on automobiles, supporting fast and reliable transit, and maximizing overall mobility.

3

Preserve the quality of life of adjacent neighborhoods and existing community assets. New development will incorporate high-quality design and will thoughtfully transition to surrounding development. Building architecture will respect the existing neighborhood character while providing a new standard of design and quality for future development. Buildings and development patterns will be appropriately scaled to and buffered from their surroundings, especially when located adjacent to lower-density neighborhoods.

4

Create a supportive environment for small and local businesses. A diverse range of shopping and dining options on pedestrian-oriented streets will be within walking distance of surrounding residences. Auto-dealerships and other regional drawing businesses will be supported alongside small businesses and residences. Retail uses will be maintained and enhanced, especially outside of the four nodes.

5

Promote housing opportunities that meet the needs of the community. New mixed-use developments will be built close to commercial uses and prioritized in the nodes where greater activity is expected. Housing options will include a full range of affordable and market-rate housing and a variety of housing types, including smaller units such as studios, single-room occupancy, and microunits that are available to serve residents at all income levels. Preventing displacement of existing residents is a high priority.

6

Prioritize sustainability in new development. Environmentally efficient modes of transportation will be prioritized in road improvements. New development will be low-impact and use green building techniques to reduce energy and water use. Sustainable development and green building measures above and beyond standard requirements are encouraged. Development in transit oriented, higher density, and mixed-use areas will reduce automobile reliance and improve the sustainability of residents and the larger ECRSP Area.

Attachment 3

Working Draft Guiding Principles and Examples of Guiding Principles

WORKING DRAFT

PROPOSED GUIDING PRINCIPLES:

1. Create a Downtown that Fosters a Sense of Community/ Create a Downtown Responsive to Community Aspirations
2. Strengthen and Celebrate Laurel Street as the Heart of Downtown
3. Enhance Placemaking and Programming to make Downtown a Local and Regional Destination
4. Revitalize Alleyways to enhance their Function and Beauty.
5. Improve Parking Management and Wayfinding
6. Foster Walkability, Bikeability, and Transit Access
7. Maintain, Enhance and Expand the Network of Downtown's Public Spaces
8. Create A Sustainable, Equitable and Resilient Downtown
9. Create A Built Form that Creates a Vibrant and Attractive Downtown.
10. Seamlessly Connect Downtown with the Neighboring Areas of the City

1.3 Values and Guiding Principles

The Values and Guiding Principles have guided the creation of the Design Guidelines and provide the rationale for their guidance of Downtown development. They flow from the values and principles expressed by the community and City in previous San José plans as well as from community outreach. Plans consulted include (but were not limited to):


- Envision San José 2040 General Plan (2011)
- Greater Downtown Strategy for Development
- Diridon Station Area Plan (2014)
- Downtown Design Guidelines (2004)
- St. James Square Historic District Guidelines (1989)
- Downtown Streetscape Master Plan (2003)
- Guadalupe River Park & Gardens Urban Design Guidelines (2003)

The Design Guidelines are intended to help Downtown realize its greatest potential as a livable, pedestrian-oriented, sustainable City core.

PROSPERITY	ENHANCE THE LOCAL, CITY, AND REGIONAL ECONOMY.
Innovate and Support Creativity	Encourage innovation in a built environment that supports the flexibility to enable creativity and innovation, public art, and cultural engagement.
Promote High Quality Architecture	Create an attractive and functional urban environment through the positive addition of each new building or exterior modification of a non-historic building.
Focus on the Ground Floor	Promote a diverse, active, and attractive pedestrian environment at the ground level including flexible, multi-purpose spaces suitable for arts as well as commercial and residential uses.
Mix Uses and Activities	Enable positive interaction between a diverse and fine-grained mix of uses.
HEALTH	PROMOTE HUMAN AND ENVIRONMENTAL HEALTH.
Design for Sustainability	Use new development to make the area more environmentally and economically sustainable through building quality and multimodal connectivity.
Put People First	Promote health and activity with safe, attractive, functional, and comfortable urban spaces and buildings.
Create Connection and Accessibility	Use new development to enhance individual health through Downtown's multimodal accessibility and enhance pedestrian and bicycle connectivity.
Generate Resilience	Create a physical infrastructure that enables human, economic, environmental, and social resilience.
IDENTITY AND HISTORY	ACCENTUATE THE AREA'S UNIQUE CHARACTER AND CULTURE.
Create Legibility	Promote Downtown as a cohesive and unified district with citywide and regional importance while celebrating unique sub-areas and using public art as a <i>placemaking</i> method.
Create a Memorable Destination	Build on Downtown's unique strengths as the cultural, artistic, and creative center of the South Bay and support residents' active, personal participation in arts and culture.
Be Authentic to San José	Build upon the cultural, historic, and environmental characteristics of San José.
Welcome All of San José	Strengthen the area as a center for the City and the region for people of all abilities, ages, genders, and income levels.

VALUE

Guiding Principle



Guiding Principles

The Guiding Principles for the Land Use Element establish a framework for the basic intent of this Element and are a broad statement of overall community value relating to land use in San Carlos. The Guiding Principles are to:

- Provide for land use patterns that promote economic, social and environmental sustainability and enhance the livability and high quality of life for residents, workers and visitors of San Carlos.
- Increase community connections throughout San Carlos through a diversity of measures both physical and social.
- Protect, preserve and enhance natural resources.
- Enhance a unique sense of place and community character with excellent design.
- Provide for a vibrant, diverse and sustainable economy that provides a range of employment and generates sufficient revenue to maintain high quality City services.




Goals, Policies and Actions




GOAL LU-1

Ensure a sustainable land use pattern.

POLICIES

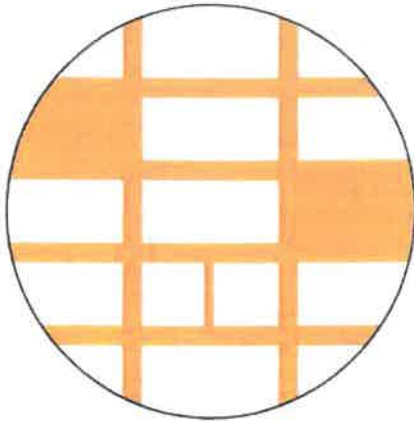
- POLICY LU-1.1**  Recognize Planning Areas 1, 2, and 3 as the city's Transit Oriented Development (TOD) corridor.
- POLICY LU-1.2**  Encourage development of higher density housing and support additional job growth within the TOD corridor while being sensitive to surrounding uses.
- POLICY LU-1.3**  Ensure that development within the TOD corridor maintains and improves the mobility of people and vehicles along and across the corridor.

 Denotes synergy with Climate Action Plan

Key Principles



In an urban context, street design must meet the needs of people walking, driving, cycling, and taking transit, all in a constrained space. The best street design also adds to the value of businesses, offices, and schools located along the roadway.



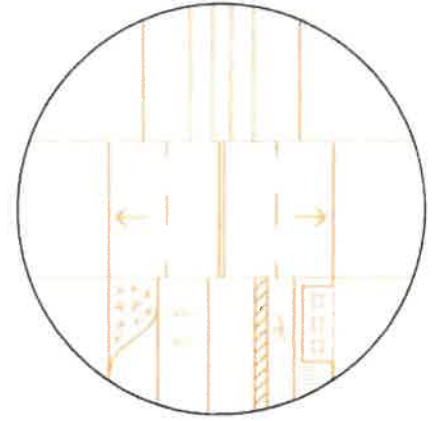
Streets Are Public Spaces

Streets are often the most vital yet underutilized public spaces in cities. In addition to providing space for travel, streets play a big role in the public life of cities and communities and should be designed as public spaces as well as channels for movement.



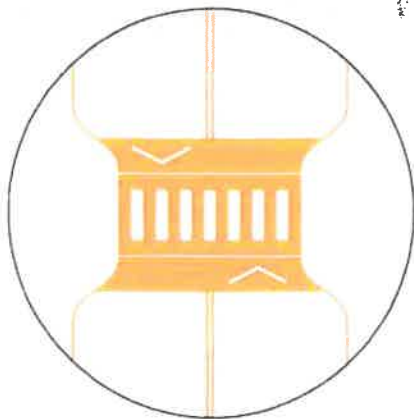
Great Streets are Great for Businesses

Cities have realized that streets are an economic asset as much as a functional element. Well-designed streets generate higher revenues for businesses and higher values for homeowners.¹



Streets Can Be Changed

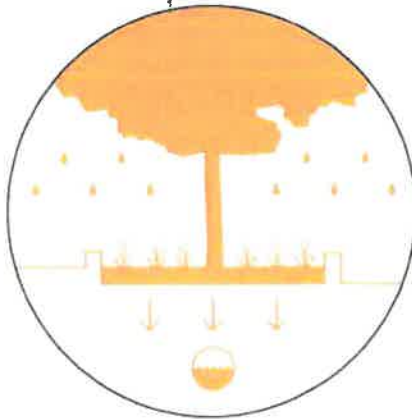
Transportation engineers can work flexibly within the building envelope of a street. This includes moving curbs, changing alignments, daylighting corners, and redirecting traffic where necessary. Many city streets were built or altered in a different era and need to be reconfigured to meet new needs. Street space can also be reused for different purposes, such as parklets, bike share, and traffic calming.



Design for Safety

In 2012 in the U.S., over 34,000 people were killed in traffic crashes, which were also the leading cause of death among children aged 5–14. These deaths and hundreds of thousands of injuries are avoidable. Traffic engineers can and should do better, by designing streets where people walking, parking, shopping, bicycling, working, and driving can cross paths safely.

June 20, 2023



Streets Are Ecosystems

Streets should be designed as ecosystems where man-made systems interface with natural systems. From pervious pavements and bioswales that manage storm-water run-off to street trees that provide shade and are critical to the health of cities, ecology has the potential to act as a driver for long-term, sustainable design.



Act Now!

Implementing projects quickly and using low-cost materials helps inform public decision making. Cities across the U.S. have begun using a phased approach to major redesigns, where interim materials are used in the short term and later replaced by permanent materials once funding is available and the public has tested the design thoroughly.

Packet Pg. 38

Attachment 4

Urban Design Concepts for Streets

URBAN DESIGN CONCEPTS FOR STREETS

(Review to support discussion on street design considerations for downtown streets, especially 600 and 800 block of Laurel Street and San Carlos Avenue)

- 1. Existing Streets of Downtown (street views)**
- 2. Short Articles on Pedestrian and Bike-friendly Streets (including inspirational images)**
- 3. Excerpts from Urban Street Design Guide - Street Design Ideas**

1. Existing Conditions: Street Views

Laurel Street: 600 Block (Looking South)



Laurel Street: 800 Block (Looking South)



Laurel Street: 900 Block (looking South)



Laurel Street: 1000 Block (Looking South)



Urban Design Concepts for Streets

San Carlos Ave: 1100 Block (looking West)



San Carlos Ave: 1200 Block (looking West)



Cherry Street (looking West)



Olive Street (looking West)



Arroyo Avenue (looking West)



Morse Avenue (looking West)



Brittan Avenue (looking West)



Greenwood Avenue (looking West)



El Camino Real (looking South)



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2. Short Articles on Pedestrian and Bike-friendly Streets

Source: <https://naturespath.com/blogs/posts/woonerf-the-dutch-solution-to-city-planning>

Woonerf: The Dutch Solution to City Planning

Written by: [Courtney Sunday](#) Posted under [Better Planet](#), [Nature's Path](#) on July 2017



English is a lovely language, but it is not always economical with words. We can certainly make ourselves understood through lengthy explanations, but we don't have many singular words that encapsulate a very specific feeling or experience. Take the Danish word *hygge*, which exploded internationally last year - it acknowledges a moment, experienced alone or with friends, that results in a cozy, charming or special feeling. With a true need for less speed, the world got on the *hygge* train, embracing cups of hot chocolate, comforting warm blankets and simple acts that lead to a feeling of contentedness. Now we would like to add one more word to your ever-expanding vocabulary: *woonerf*. This Dutch concept embraces the idea of a "living street" with room for pedestrians, cyclists and yes, even cars. The street is seen as a social space rather than a space for vehicles to get from point A to point B. While our own childhoods may have involved playing in the streets, residential streets have become more amenable to motor accessibility and parking than to a community. The *woonerf* concept was [developed in the 1960s](#) in Delft, the Netherlands. At that time, residents were becoming disgruntled by the amount of high speed traffic making its way through

their once-safe neighborhoods. Brick streets were replaced with winding paths, with vehicles being the secondary concern and people being the primary.

The Woonerf Way

Woonerf is about quality of life rather than speed of life. A woonerf-designed street has no division between cars and people, forcing cars to drive at a slower pace. Street furniture might be placed in the street and areas for community play are encouraged. It is as if a neighborhood suddenly gets a gigantic front yard, increasing social opportunities while creating an efficient use of space. Although this is a Dutch concept, it is also open to interpretation. It is meant to reflect a culture's own needs and designs. It must have a clear entrance so that cars entering are aware that they must slow down. Parking should also be provided – just not everywhere. The street itself should not have more than 100 cars going through at peak times. Cars are the exception, rather than the rule.

Growing in Popularity

As Canadian cities increasingly adopt this concept, street signs can be seen with a child playing soccer next to a house to alert passersby. It may be a difficult concept to implement in overpopulated cities like Toronto, but it's interesting to see the experimentation behind new street designs. The first woonerf in Toronto has a rolled curb as a subtle cue for pedestrians, who, let's be honest, just aren't used to the concept. Vancouver has made its lane ways more livable every year, as the areas that were previously for car and garbage storage are becoming increasingly human-friendly. Winnipeg recently revamped its downtown John Hirsch Place, putting pedestrians first while also inviting bikes and cars to peacefully coexist. Many of us needed to get smartphones before we recognized the value of meditation. Perhaps we also needed to have overloaded roadways before we craved an unfettered environment that welcomes a child playing with a ball. Hygge and woonerfs are signals that it is time to get back to what we were – and who we were – as people and as a community.



Source: <https://www.nycstreetdesign.info/geometry/shared-street>

Shared Street

Usage: Limited

Also known as a “pedestrian-priority” street, a shared street is a roadway designed for slow travel speeds where pedestrians, cyclists, and motorists all share the right of way. Typically employed on low vehicle volume and/or high pedestrian volume streets, vehicles are advised to drive 5 mph, and the roadway may be flush from building line to building line, separated by bollards or pedestrian amenities rather than the typical curb line grade separation. Slow speeds are encouraged through traffic calming, signage, and use of distinctive materials, furnishings, plantings, and other visual cues in the roadway that caution drivers. Street users generally negotiate the right-of-way cooperatively rather than relying on traffic controls, allowing the entire street to effectively function as a public space. Shared streets can be designed and managed in a variety of different ways to balance the needs of all users while enhancing the safety, aesthetics, and overall experience of the street.



Flatiron Shared Street. Broadway and W 25th Street. Manhattan



University Place Shared Street. University Place between 13th Street and 14th Street, Manhattan

Benefits

- Encourages freer pedestrian movement within pedestrian-dominated areas and to and from adjacent destinations
- Reduces sidewalk crowding on narrow streets
- Comfortable, attractive environment encourages “staying” activities such as relaxing, shopping, eating, and socializing, fostering a vibrant public realm
- Allows for a range of different management and operational parameters based on changing peak street users
- Design treatments, including street furniture and landscaping, prioritize pedestrian use while still allowing for local access
- Creates more space for event programming

Considerations

- Coordinate access for transit, buildings, loading, sanitation, and emergency services to facilitate daily operations
- Attention should be given to accommodation of and navigation by people with vision and cognitive disabilities
- May impact street drainage or require catch basin relocation
- May require loss of on-street parking
- Any public space amenity, such as street furniture or plantings, generally requires a maintenance agreement
- Coordinate streetscape/utility work to minimize street cuts
- May require pedestrian security measures
- Consider as an alternative to a fully pedestrianized street when pedestrian volumes are high, vehicle volumes are low, and vehicle access is not required during daytime hours

Application

- Consider on narrower streets (at most two moving lanes) or outer roadways of boulevard-type streets, with little or no through traffic, and which are not major vehicular or cyclist through routes or designated truck routes
- Consider on streets adjacent to major pedestrian destinations, where vehicle volumes are low and pedestrian desire lines are diffuse (i.e., pedestrians would like to cross the street in many places)

- Consider on local residential streets whose design priority is to allow safe use of street space for recreational activities and green space, in partnership with residents or neighborhood groups

Design

- Curbs should be avoided, but pedestrian paths of travel alongside vehicle zones should be provided for people with ambulatory, vision, and cognitive disabilities
- Guideways using tactile cues and maximum visual contrast should be included for people with vision disabilities
- In the absence of curbs, special attention should be given to providing adequate drainage
- Institute an advisory reduced speed of 5 mph (New York State VTL Section 1642(a)(26) and (27) allow actual enforceable speed limits as low as 15 mph) along with the physical traffic calming of the shared street
- Design should utilize whatever horizontal, vertical, and material treatments are necessary to encourage low vehicle speeds throughout, whether or not pedestrians are present
- Use [Gateway](#) or similar treatments and proper signage at entries to discourage through traffic, indicate the change in street environment, and slow entering vehicles
- Attractive street materials, furnishings, and other objects within the street can be used to alert drivers and emphasize the pedestrian orientation of the space, subject to permits, maintenance agreements, or revocable consents as required
- DOT standard concrete is appropriate for the portion of the shared street intended for vehicles
- Include planted areas and stormwater source controls within the roadway where possible. See [Stormwater Management Practices](#) in the Landscape chapter
- Staggered sections of parking or loading zones can be used as a design option to constrict wider streets
- To maintain the streetscape elements required for creating a low-speed environment and fostering a vibrant public space, careful attention should be paid to proper programming and management of the space, with the participation of an active maintenance partner where appropriate
- Maximize trees and other green cover. See [Tree Beds](#) and [Roadway Plantings](#) in the Landscape chapter
- Utilize recycled content in paving materials

Source: <https://www.gizmodo.com.au/2014/10/this-street-has-no-lanes-signals-or-signsand-its-safer-for-it/>

This Street Has No Lanes, Signals Or Signs – And It's Safer For It

Alissa Walker

Published 9 years ago: October 29, 2014 at 11:00 pm-

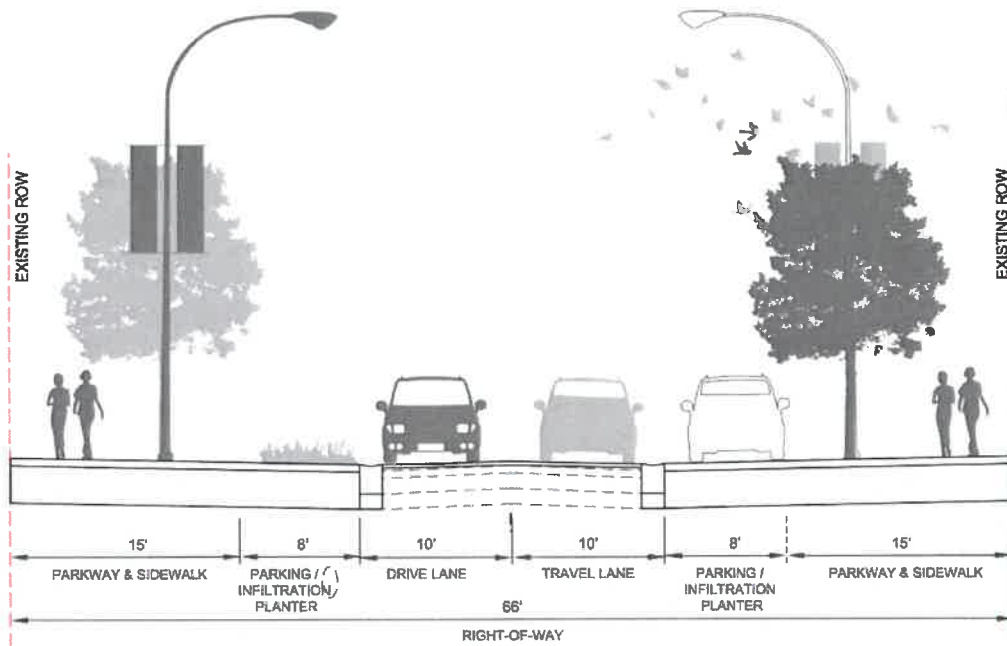
Filed to: CHICAGO



Imagine a street where pedestrians, bikes and cars peacefully coexist without any posted regulations or official roadway technology. Is this some autonomous car utopia of the near-future? Nope. This is a globally proven design for safer streets, which is finally making its way to the US.

The idea is called “shared space” and it has been popularised by a Dutch concept named *woonerf* or living street. There are about 6000 official *woonerf* in the Netherlands, most often used in residential areas where households can use the streets as recreational space when cars aren’t around. This kind of street has been embraced by many countries in Europe, Asia and South America as a way to make cities healthier and help convert some of the real estate usually devoted to cars into multi-modal walkable, bikeable, driveable zones that all can use.

Urban Design Concepts for Streets



A cross-section of the Argyle Streetscape Project in Chicago.

And it's finally catching on. [Co.Exist](#) looks at [one such proposal for Chicago](#) that will break ground early next year. The [Argyle Streetscape Project](#) will transform four blocks of a typical Chicago street into a hybrid thoroughfare open to cars, bikes and walkers without prioritising any single mode. There will be no lanes, no signals and no signage (although there will be stop signs). Different paving than the typical asphalt — kind of like extending the footpath across the entire roadway — will be placed universally across the entire roadway, signify to all users that this is a different kind of street. There will be no kerbs, but trees, planters and bollards will help to cordon off specific pedestrian seating areas. The improvements are low-cost and can dramatically improve the quality of life for residents.



Urban Design Concepts for Streets

A woonerf in Eugene, Oregon, showing features like the alternative paving and lack of curbs via [Buffalo Rising](#).

While this may seem like anarchy, or an accident waiting to happen, the concept of “shared space” has actually been proven to yield safer neighbourhoods. First of all, the radical design of the street itself gives cues to all its users to slow down and pay attention. While you might think of other “traffic calming” techniques like speed bumps and roundabouts, there are also more subtle infrastructural improvements that can be made. A *woonerf* will add narrower lanes, landscaping in the medians, and that unique paving texture to signify to drivers that this street is different. While some places post signs warning drivers to share the road, many cities have found they don’t need to.



The streetscape plan for the [Bell Street woonerf](#) in Seattle, showing how pedestrians, bikes and vehicles share the space. Picture: Nate Cormier, SvR Design Company.

The other big trick is that removal of all the typical information that road surfaces usually provide (although when crossing larger streets, crosswalks are still needed). Instead of wide lanes focusing on maximising the volume of cars that shoo pedestrians and bikes to the fringes, no one mode is given specific real estate on the street itself. This requires each mode to be highly aware of the others. Like

Urban Design Concepts for Streets

the unspoken conversation that drivers have when they come to a stop sign, the shared space allows users to make eye contact and navigate the street in the safest and most respectful way for all.

While this design won't work on every block in America — namely in places where the volume of cars is very high — there's a very good case for converting many smaller and more residential streets to this model. Next month New York City will reduce its speed limit citywide to 40km/h in an effort to eradicate traffic fatalities, another European idea that's finally catching on here in the US. When paired with an overall reduction in speed, these incremental changes to the street and footpath will almost certainly save lives as they encourage all to slow down and share the road. [\[Co.Exist\]](#)

INSPIRATIONAL IMAGES OF PEDESTRIAN ORIENTED STREETS



Wide sidewalks to create pedestrian friendly streets <https://www.cnu.org/publicsquare/2021/05/26/rise-pedestrian-first-streets>

Urban Design Concepts for Streets



A vibrant shared street in Stockholm, used by pedestrians, cyclists and motorists.



A sign reminds users that this is a shared space. Photo: John Greenfield

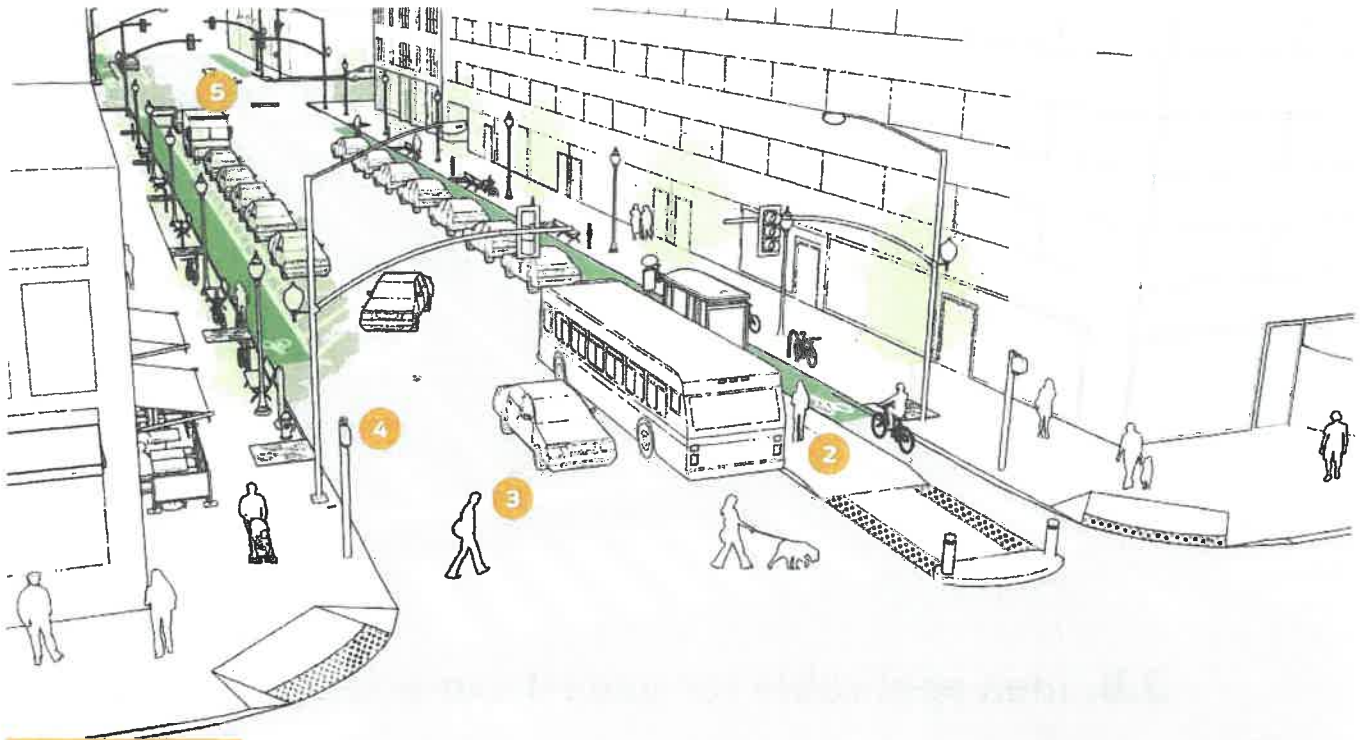
Urban Design Concepts for Streets



A shared pedestrian priority street

3. Excerpts from Urban Street Design Guide:

3.a. Idea applicable for San Carlos Avenue



Interim Redesign

RECOMMENDATIONS

2 Bus bulbs serve as dedicated waiting areas for transit users while decreasing pedestrian exposure during crossings. Far-side placement is preferable to near-side when possible. Apply turn restrictions for near-side bus bulbs where right-turning vehicles are likely to queue in the right lane. Bus bulbs may be created in the near term without affecting drainage if slightly offset from the curb or designed as a bus-boarding island with a bicycle cut-through.

3 Create definition in the roadway using striping, cycle tracks, and narrow travel lanes.

4 Cycle tracks require special attention at intersection crossings. Conflicts should be highlighted using intersection crossing markings with the application of color optional. Bicycle signals may need to be applied for bicycle traffic to operate safely along the corridor, though bikes may use pedestrian signals in an Interim design. Turning conflicts may be reduced through the implementation of turn restrictions.

5 Restricting freight delivery or encouraging off-peak freight delivery is critical to eliminating double-parking obstructions. Off-peak deliveries are faster and more cost-efficient and avoid obstruction of the bike lane or delays to buses and local traffic. At peak loading times, dedicated loading zones should be provided to avoid the need for freight vehicles to double-park. Designers may also consider the use of wide parking lanes in these situations.¹

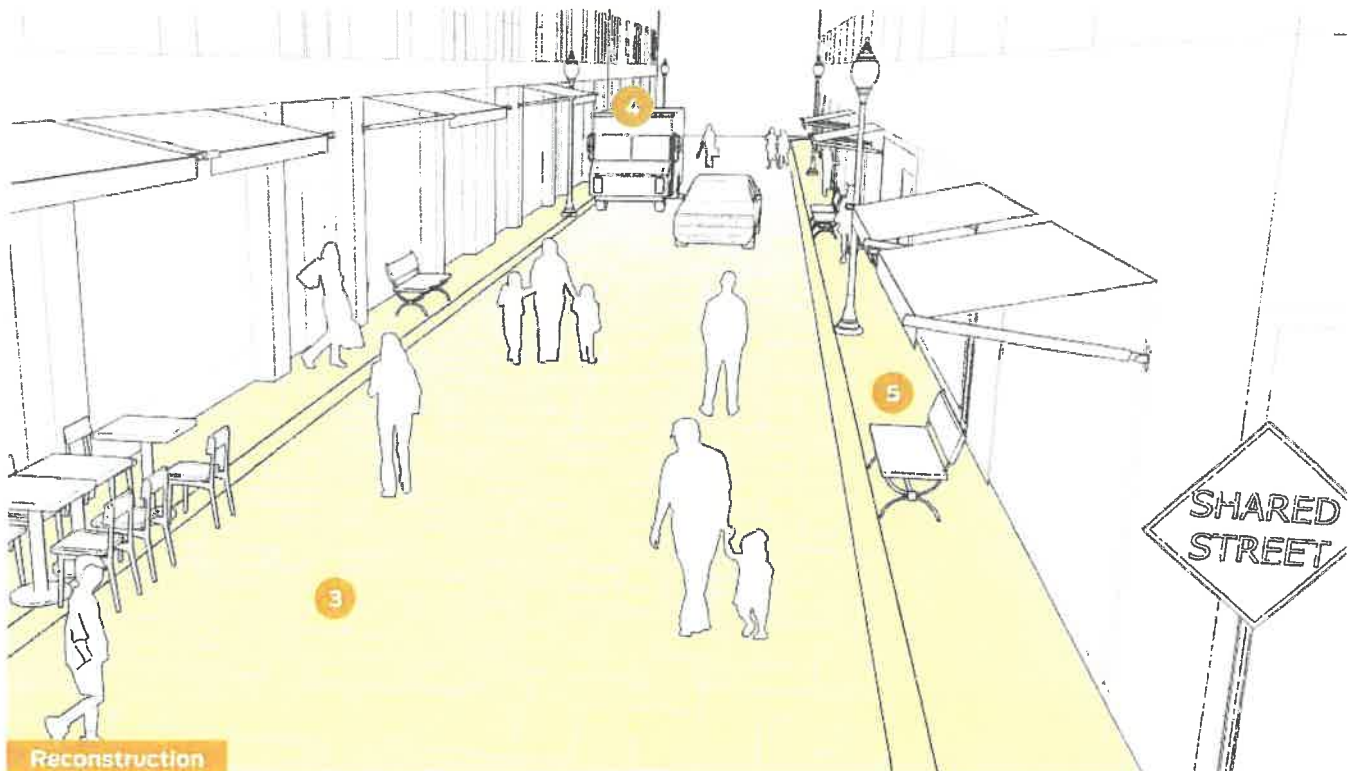


SEATTLE, WA

This street in Seattle uses a planted central median to create a street geared towards slower speeds.

The street illustrated above depicts a 50-foot roadway within an 80-foot right-of-way.

3.b. Idea applicable for pedestrian-oriented/closed streets



the overall street width. Drainage channels are often used to define the traveled way from the clear path.²



MONTREAL, CANADA

Shared streets should be designed so that people walk comfortably and naturally within the roadway.

Commercial shared streets should be accessible by single-unit trucks making deliveries. Where commercial alleys are non-existent, it may be advantageous to design a shared street to accommodate large trucks, though significant changes to the design should be avoided. Designated loading and unloading zones may be defined through differences in pavement pattern or use of striping and signage.

Street furniture, including bollards, benches, planters, street lights, sculptures, trees, and bicycle parking, may be sited to provide definition for a shared space, subtly delineating the traveled way from the pedestrian-exclusive area.

Shared streets may be closed to through traffic for specific portions of the day. Use movable planters and time-of-day restrictions to regulate the shared space.

Provide tactile warning strips at the entrance to all shared spaces. Warning strips should span the entire intersection crossing.

Prior to the application of a shared street, cities are encouraged to experiment with car-free hours or to test a conversion using temporary materials to evaluate the potential impact on traffic operations.

Commercial shared streets restrict transit access. For pedestrian streets that provide direct transit access, consider the application of a transit mall.³



CAMBRIDGE, MA

Street furniture helps define the shared space.

Depending on the overall street width, designers may consider providing a 3–5-foot-clear path protected from traffic. The clear path should be defined using planters, bollards, and street furniture, as well as detectable warning strips or textured pavers. For narrower shared streets and alleys, use of a clear path is discouraged.

The street illustrated above depicts a 22-foot shared way within a 30-foot right-of-way.

Attachment 5

Draft Summary – Downtown Business Community Meeting of May 24, 2023

WORKING DRAFT**Downtown Business Focus Group Meeting Summary**

May 24, 8:00 – 9:00 AM

Stamp's Bar and Grill

Overview

The purpose of the May 24 meeting was to have a meaningful dialogue with the downtown business community following the community's support for, and the Council's decision, to permanently close the 700 block of Laurel Street. To invite business owners, managers, and employees to the May 24 Business Focus Group meeting, City staff went door-to-door to all 150 businesses within the Downtown Specific Plan area. During the invitation process, staff received the following comments:

- The design of parklets and the Farmers' Market set up blocks visibility to shopfronts
- No space for Uber eats/DoorDash takeout/pickup
- When will parklets be removed? Loss of business during construction
- Parking signage doesn't work (no enforcement) Need a diversity of businesses in downtown
- City does not care about retail businesses Feels unsafe to park in SamTrans garage
- Diagonal parking along San Carlos Ave. is unsafe (several cars were hit)
- Feels uncomfortable and unsafe to dine in parklets along San Carlos Ave.

The Downtown Business Focus Group meeting on May 24th was hosted by **Stamp Bar and Grill** with **23 representatives** from the business community in attendance: 11 from the retail, 11 from restaurants, and 1 member from the Chamber of Commerce. Staff from the Community Development department gave a presentation, with members from the Planning, Economic Development, Public Works and Engineering departments, and the San Carlos Police Bureau in attendance to answer questions.

Considering transformation of the 700 block of Laurel, along with the potential to modify other blocks and streets in and around the downtown area, City staff posed the following questions to business attendees:

- What can the City do to support businesses in the meantime [while the Downtown Specific Plan is developed/implemented]?
- What should the priorities be?
- What is most important for the success of your business?
- What is most important to employees?

Summary

At the meeting, top priorities were shared by attendees from the business community. Concerns that were strongly emphasized included:

- The different blocks should have the same economic opportunity as the 700 block of Laurel; improve all the blocks. The 700 block seems to be most favored, while the 600 block is struggling.
- Parklets block visibility to shopfronts, take up parking; some parklets are taking up much more space than others; no standards for parklets; parklet costs are not equitable and are not based on square footage of space; e.g. "I have a tiny parklet and I am paying as much as [a much larger restaurant] is paying - how does that makes sense?"; remove parklets that are not being used.
- Is the City going to continue to allow parklets? They were meant to be temporary during the pandemic, which is now over. If the City wants to support businesses, take the parklets away now.
- There are no clear signs to show where patrons can park; the City needs to improve the placement of signage.
- Place more bicycle racks where they are needed and visible for safety so they are not stolen or vandalized.



Picture of Downtown Focus Group Meeting

Comments by Themes:

Equity concerns around closure of 700 block

- The participants strongly felt that the different blocks should have the same economic opportunity.
- They found it unfair that businesses on the 700 block are booming and other blocks have become invisible as people don't think there is more to downtown than the 700 block.

- This is seen as a “huge equity issue”. Street closure will affect some businesses in detrimental way than others.
- Economic Benefits of Plaza: It was observed that the economic benefits of the plaza predominantly favor restaurants over retailers, particularly with regards to outdoor dining. The suggestion was made to explore the possibility of funding the plaza implementation costs from those who benefit the most.
- Case Studies: The idea of examining case studies from other cities that have created public plazas was proposed to understand the economic effects such initiatives have had.
- Supporting Data for Closure: The need for data to support the closure of the 700 block vs 600 block was emphasized.
- Objective Data for 700 Block: Questions were raised about the objective data used to determine the preference for the 700 block, as it was considered inequitable.
- 600 Block vs. 700 Block: There were conflicting opinions regarding the closure of the 600 block and the favoritism shown towards the 700 block. The business owners expressed disapproval of street closure, but the reasons behind this sentiment were not clear.
- Space Inequality: It was pointed out that even if the sidewalks on the 600 block were expanded, there would still be a lack of equitable space compared to the 700 block.
- Restaurant Feedback: A restaurant owner stated that the non-closure of the 600 block negatively affected their business, arguing that the situation is not equitable compared to the 700 block. The owner claimed that their parklet costs were similar to those of the Town.
- It was noted that businesses didn’t sign up for a downtown with middle block being closed and they are for either closing entire downtown and making it walkable or have dedicated walking spaces.
- The participants wanted to see a plan to make opportunities equitable for all businesses as closing only 700 block has created a huge inequality. There was also a need expressed to see economic case for closure and its projected impact.

Parking

- The 600 block expressed concerns about losing parking, emphasizing that it is their biggest priority.
- It was noted that parking signage doesn’t work and if there is a way for people who park in business spots to get ticketed? There is no enforcement right now. (A City staff recommended more signage can be added in the meanwhile.)
- It was noted that due to lack of signage many people don’t know there is a parking structure and where to find parking. (A City staff noted that wayfinding signage is underway).
- Biking racks were discussed as a solution for bike parking in the downtown area.
- As an immediate need, bike parking was requested near yoga center. Bikes get stolen from the garage, so closer open bike parking is desirable.

Parklets

- The perceived lack of equity between the 600 and 700 blocks was raised due to differences in parklet opportunities.

- It was noted that recently a business took down their parklets, which positively affected businesses around.
- It was suggested to have parklets not block the views of other businesses, such as the curtains.
- It was suggested to change parklets so it's waist high and it's a pleasant view. (Redwood City's parklet program and Europe shared as an example)
- An owner noted that his parklet (which doesn't have a structure built) was hit in the middle when someone drove into it. There needs to be consideration of safety in street/parklet design.
- A business owner expressed their intention to remove the parklet if mandated by the city, highlighting the need to consider how the closure of the 700 plaza would impact neighboring businesses. Another noted they put roof as they are "required" to and no one sits when weather is not good anyways.
- It was suggested by some to get the parklets off right now as quick fix as they are blocking opportunity for other businesses.

Events and local businesses

- It was noted that city events involving business participation (from outside) have incurred costs for local businesses.
- The opinion was expressed that community events should not include pop-up restaurants, such as food trucks or if they do, only limit participation to local businesses.

Sales Tax Revenue and indicators of business performance

- Sales Tax and Increased Cost of Goods: It was noted that the increase in the sales tax mandate along with rising costs of goods has skewed the data towards an upward trajectory. This factor needs to be taken into consideration when analyzing the data. Some participants wanted to see the split of retail vs restaurants in sales tax.
- Sales tax data was not perceived as a good representation of the upward trend since taxes have increased and cost is higher. Profit might be a better indicator which business noted is down.
- Comparing to 2018 and 2019, a business owner, mentioned that comparing current growth to 2018 and 2019 is not a milestone. The goal is to surpass the growth achieved during those years.

Additional Comments

- A business owner felt that those who filled out the survey do not have a good representation of the community - "What about people who live in Crestview, have they filled out the survey?" "Why do community members outside of the downtown get to decide what happens here?"

Attachments

- Door to Door outreach tracking sheets

Downtown Business Survey

A Downtown Business survey was launched on May 11, 2023 to learn more about business operations, parking and transportation priorities, customer considerations, employee needs, and business preferences. City is hoping to receive a robust feedback from the survey to inform the downtown plan.



Pictures of Downtown Focus Group Meeting

Attachment 1

Door to Door outreach tracking sheets

DOWNTOWN SAN CARLOS: Business Outreach Sheet

Staff Person Name: Eliza & Jamie

800 ECR
700 ECR
1000 ECR
1000 Laurel

1000 ECR
700 ECR
1000 Laurel

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Bimmers	500 El Camino	Y	2 employees + gave flyer
The floor store	850 El Camino	Y	2 employees + gave flyer
880 Auto Work	880 El Camino	Y	1 owner ③ Flyer
900 Bird King	900 El Camino	Y	2 employees ④ Flyer
Rustic ^{917 repair} House	920 El Camino	Y	employee ⑤ Flyer
Birds garden	924 El Camino	Y	owner & employee ⑥ Flyer
Brew bird	930 El Camino	N	
Lia Hotel	950 El Camino	Y	to employees ⑦ Flyer
One Life	1001 El Camino	Y	⑧ 2 Flyers
Next strength	1028A El Camino	Y	mailbox ⑩ Flyer
Jiffy lube	1030 El Camino	Y	manager ⑪ Flyer
Isarn Thai	1050 El Camino	Y	employee give to manager ⑫
Yao's auto service	1098 El Camino	Y	employee flyer ⑬
Britten Steel	1098 El Camino	Y	manager flyer ⑭
Thrift center	1060 El Camino	Y	manager Flyer ⑮
Buy area endo	1178 Britten	Y	owner Flyer ⑯
City Dental	1186 Britten	Y	3 employees flyer ⑰
The Studio	1051 Laurel	Y	1 employee flyer ⑱
Bellomy nails	1045 Laurel	Y	2 employees flyer ⑲
Noelans	1037 Laurel	Y	1 employee flyer ⑳
One life	1033 Laurel	Y	dropped flyer ㉑

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Melony Security	1555 Laurel	Y	employee (22) flyer
Edward's Shoes	1001 Laurel	Y	employee (23) flyer
San Carlos Inn	1140 Morse Blvd	Y	employee (24) flyer
The IV bar	977A Laurel	Y	2 employees (25) flyer
Animal dental clinic	987 Laurel	Y	1 employee (26) flyer
Abraxus wealth partners	973 Laurel	Y	mailbox (27) flyer
The Arsenal	971 Laurel	Y Y	employee (28) flyer (29) employee
Jay Nails	969 Laurel	Y	manager (28) flyers
Refuge	963 Laurel	Y Y	owner (29) flyer
Associated Podiatry	961 Laurel Suite A	Y	(30) flyer
Fidelity National Title	957 Laurel	Y	receptionist (31) flyer
San Mateo County Dental Society	939 Laurel Suite B	Y	mailbox (32) flyer
Bay Wealth legal group	909 Laurel Suite C	Y	employee (33) flyer
Boon docks barbershop	1152 Arroyo	Y	2 employees (34) flyer
Level 10 studio	1156 Arroyo	Y	receptionist employee (35) flyer
Broiler express	895 Laurel	Y	manager (36) flyer
Nancy's Tailoring & Boutique	889 Laurel	Y	owner (37) flyer
Jani Garden	885 Laurel	Y Y	mailbox flyer (38) flyer
Folk Barro	865 Laurel Suite 4	Y	employee flyer (37)
Law offices David Montano	865 Laurel Suite 2	N	no - appeared closed down
Beer Business	865 Laurel Suite 1	Y	Flyer (40)
County Approval Reports	825 Laurel	Y	Flyer mailbox (41)
Shiki Bistrot	825 Laurel	Y	employee flyer (42)
Chase bank	845 Laurel	Y	employee flyer (43)

1000 Laurel

900 Laurel

800 Laurel

923 008
906 909
903 907
900 900

MUST 0001

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Franklin's	810 Laurel	Y	Shift lead flyer (43)
The Crepes	852 Laurel	Y	2 employees flyer (44)
White Sage	851 Laurel	Y	owner flyer (45)
Laurel St Salon	808 Laurel	Y	owner flyer (46)
Nancy Buntt Cakes	814 Laurel <small>Shute 100</small>	Y	flyer (47)
Expedia Cruises	804 Laurel <small>shute 200</small>	Y	flyer (48)
Starbucks	856 Laurel	Y	flyer (49)
Laurel	876 Laurel	Y	flyer manager (50)
Custom Eilon	878 Laurel	Y	flyer employee (51)
Ristorante #1	888 Laurel	Y	mail box flyer (52)
Bake Goods	872 Laurel	Y	employee flyer (53)
Wine Gallery	890 Laurel	Y	mail box flyer (54)
Bojack	891 Laurel	Y	employee flyer (55)
muscle	900 Laurel	Y	employee flyer (56)
Lous	902 Laurel	Y	employee flyer (57)
Arroma by sps	904 Laurel	Y	flyer (58)
Construction	939 Laurel	Y	2 flyers & spoke w bus. owner (60)
Tere	910 Laurel	Y	1 flyer (61)
DDS Suite D	990 Laurel #C	Y	mail box 1 flyer (62)
DDS Suite A	990 Laurel #A	Y	mail box 1 flyer (63)
DDS Suite B	990 Laurel #B	Y	1 flyer (64)
Wed eye care	1008 Laurel	Y	receptionist office manager (65) flyer
Digestive Care Associates	1000 Laurel	Y	receptionist flyer (66)

800 Laurel

900 Laurel

1000 Laurel

DOWNTOWN SAN CARLOS: Business Outreach Sheet

Staff Person Name:

Molly

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Golden Gate Financial	1395 A ETM SAN CARLOS	Y	
Pacific Hacienda Psychotherapy	1375 SAN CARLOS	N	closed?
Marcos + Marcos DDS	1375 San Carlos	Y	
MA private wealth	1355 A San Carlos	Y	mailbox
consulting Service	1355 B San Carlos	Y	mailbox
Therapy House	1335 A San Carlos	Y	mailbox
Domestic Match	1335 B San Carlos	Y	mailbox
one life	1303 San Carlos	Y	mailbox
Jr Kho Mai	656 A Walnut	Y	
office space	680 Walnut	Y	mailbox
center for the whole person	1350 Cherry	Y	mailbox
John's creations Nails	1101 Laurel	Y	+ some survey
Tony Agency Vercelli Agency	1153 Laurel	N	closed + no mailbox
WATER		Y	
Onivo esthetics	1149 Laurel	Y	mailbox
Soyla's hair salon	1147 Laurel	Y	
* My Breakfast Move	1137 Laurel	Y	closed - will go back
* Chow + Ysaac family identity	1125 Laurel	Y	closed - will go back
Big Lou's liquor	1117 Laurel	Y	
Dimensions skin care	1113 Laurel	Y	left flyer
Ziba salon	1111 Laurel	Y	

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	Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
B D	William's BBQ	1109 Laurel	Y	+ survey
	Millberry's Garment Care	1161 Brittan	Y	
	Jack In the Box	1100 El Camino	Y	
	Antiques Unlimited	1128 El Camino	Y	+ survey
	Antiques & More	1148 El Camino	Y	
	Law Offices	1156 El Camino	Y	mailbox
	Studio PT	1160 El Camino	Y Y	mail box
	AIDAS ^{European} beauty	1164 El Camino	N	closed
A B	Stheby's	1168 El Camino	Y Y	
	Peninsula gymnastics	1171 Laurel	Y	
NOT QUEST	Oxford St. Chinese restaurant	1195 Laurel	N	closed
*	Rebecca Day Spa	1199 Laurel (A)	Y	
	Steel Magnolia Salon	1199 Laurel	Y	
	Justinas Salon	1199 Laurel	N	?>
	Beauty Queen Salon	1197 A Laurel	N	?
	Family Acupuncture Center	1185 Laurel	Y	left flyer
*	Pazzo	1179 Laurel	Y	
	Quest Diagnostics	1100 Laurel (unit F)	Y	mailbox
	Acupuncture + Herbs	1140 Laurel (unit C)	Y	
*	New Canton Restaurant	1160 Laurel	Y	
*	Creative Image Salon	1176 Laurel	Y	mailbox
	Grand Tile and Cabinet	1191 Laurel	Y	mail box
	San Carlos Pain Relief 2023 Body	1177 Laurel	Y	mailbox

DOWNTOWN SAN CARLOS: Business Outreach Sheet

5/12/23

Staff Person Name

Lihnet Kwok

	Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes Owner Name
1	Chic Fashion	1245 S.C Ave	Y.	
2	Tierman Opticians	625 S.C Ave	Y	Know Ab Saway
3	Groovy Goose	1221 S.C Ave	N	Not open yet.
4	Gordon Aatto	1217 S.C Ave	Y	
5	Blue Line Pizza	1201 S.C Ave	Y	
6	Paris Baguette	622 Laurel	N	Not open yet
7	Wells Fargo	632 Laurel	Y	
8	Comercia Bank	644 A Laurel	Y	
9	Gelato D	644 B Laurel	Y	
10	Sneakers.	644 Laurel	Y	
11	Sereno	662 A+B Laurel	Y	
12	First Impression	662 C Laurel	Y	Only drop off flyers. Spoke to Busy with customers Manager
13	Peninsular Prime	672 Laurel	Y	
14	Clock Tower Realty. Music	676 Laurel	Y.	
15	Orchid Room	678 Laurel	Y	
16	Ranform Ruby.	680 Laurel	Y	(570) 219-2880 (John Lee) 4:30 - 9pm 11:30 - 2:30pm Closed (left message) + text.

DOWNTOWN SAN CARLOS: Business Outreach Sheet

Lisa P.

Staff Person Name:

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Peets	677B Laurel	Y	only 2-3 employees on site too busy to take survey. spoke w/ shift manager. will leave flyer in back for main manager
Living Room	677C Laurel (650) 238-7965	N	closed. 4-10 pm Tues-Th Sun = 11-9 4-midnight Fri Sat = 2-11-9 mid-night Mon closed
Paxti's		Y	Talked to Shift manager, Donovan
Joey Rae		Y	illie. 10 yrs. not renew lease.
Dynasty	665 Laurel	Y	Barry wasn't there. staff. dropped flyer.
Number 5 Kitchen	663	N	
Graped Leather	661 Laurel	Y	41 Years; Spoke w/ Kay who is the owner/mgr.
The Perfect Rose		Y	Ulla Pironi
Pravirie	655 Laurel	Y	staff
Olive Crush	653 Laurel	Y	staff
Susie Cakes	649 Laurel	Y	staff
Bloomergayle's		Y	owner
Jamie Belen Design	643 Laurel		Meghan staff
Lark		Y	Angela owner
Siamese Kith		N	
Jood		Y	staff
Cabinet		N	closed?
Shelby's Garden	629 Laurel	Y	
Dylos		N	through door
Poppio zero		N	under const.
House of Bagels		N	through door

DOWNTOWN SAN CARLOS: Business Outreach Sheet

Staff Person Name:

Cristian P

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Diddams	700 Laurel St.	Y	Manager on Lunch Dropped off flyer
Town	716 Laurel St	Y	Dropped off flyer w/ host
Footwear	730 Laurel St.	Y	Spoke w/ manager
Nick the Greek	732 Laurel St	Y	Only dropped off flyer
Salon Vivo / BlowOut	736 Laurel St.	N	Door locked
Sarrteri Fine	740 Laurel St	Y	Busy on phone couldn't take survey
Sakura	744 Laurel St	Y	Talked to assistant manager
Bank of America	760 Laurel St	Y	Flyer drop off only
US Bank	780 Laurel St	N	Line too long w/ customers
Cask	782 Laurel St	Y	Drop Flyer drop off only
Plantation	784 Laurel St	Y	Talked to owner
West Park Bistro	788 Laurel St	Y	Flyer drop off only
Arroyo di Comfort	790 Laurel St	N	Closed
San Carlos Massage	790 Laurel St	N	Closed
Citi Bank	796 Laurel St	Y	Flyer drop off only
Little Learners	785 Walnut St	N	No one opened Door Flyer Drop off (Mail box)
Emily Kates Design	777 Walnut St	N	Closed Dropped off flyer
Chong General Dentistry	751 Walnut St	N	Closed. Dropped off flyer (Mailbox)

DOWNTOWN SAN CARLOS: Business Outreach Sheet

San Carlos Ave (north)

Staff Person Name: Akanksha Chopra

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
King Chuan	1188 San Carlos Ave, San Carlos, CA 94070	Y	Went in 2 times. Manager not available. Staff was busy and only collected flyer.
UPS	1180 San Carlos Ave, San Carlos, CA 94070	Y	Spoke to owner/manager.
Carlos Lighting company	1156 San Carlos Ave, San Carlos, CA 94070	Y	Spoke to staff and dropped flyer
Special FX Salon	1178 San Carlos Ave, San Carlos, CA 94070	Y	Spoke to staff and dropped flyer
Tamari Cuisine	1152 San Carlos Ave, San Carlos, CA 94070	N (dropped flyer)	Closed
Toot Sweet Frozen Yogurt	1148 San Carlos Ave, San Carlos, CA 94070	Y	Spoke to owner. Dropped flyer.
Coldwell Banker realty	San Carlos Ave, San Carlos, CA 94070	Y	Manager not available. Dropped flyer with staff.
I'm Faded Barbershop	548A El Camino Real, San Carlos, CA 94070	N (dropped flyer)	Door closed
Q INUB	El Camino Real	N (dropped flyer)	Door closed
Paloma Salon	538 El Camino Real suite a, San Carlos, CA 94070	N (dropped flyer)	Door closed
EmKay Diamonds	El Camino Real	N	Refused to talk or take flyer.
Lawyers Title	El Camino Real	Y	Spoke to staff and dropped flyer
Circle K station	500 El Camino Real, San Carlos, CA 94070	Y	Spoke to manager and dropped flyer
VCA Animal Hospital	501 Laurel St, San Carlos, CA 94070	Y	Spoke to staff and dropped flyer
Cal West Realty	569 Laurel St, San Carlos, CA 94070	Y	Spoke to staff and dropped flyer.
Rosai's Fine Jewelry	577 Laurel St, San Carlos, CA 94070	N (dropped flyer)	Door closed

DOWNTOWN SAN CARLOS: Business Outreach Sheet

Staff Person Name: Adam Aronson

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Holly Hill	701 Laurel St	Y	
Therapy Stores Inc	705 Laurel St	Y	
Tea Hut	711 Laurel St	Y	
Dona's Hallmark	717 Laurel St	Y	
Taurus Steakhouse	727 Laurel St	N	No mailbox
Laurel Street Arts	733 Laurel St	N	Left flyer in mailbox
Bow Wow Meow	737 Laurel St	Y	
Seiya Restaurant	741 Laurel St	N	No mailbox
The Cobbler	745 Laurel St	N	Left flyer in mailbox
Guy's Barbershop	747 Laurel St	N	Left flyer in mailbox
Blind Tasting	749 Laurel St	N	
Mama Coco	753 Laurel St	Y	
Faith & Spirits	765 Laurel St	N	Left flyer in mailbox
Spasso	769 Laurel St	Y	
Stamp Bistro Bar & Grill	773 Laurel St	Y	
Pranzi Italian Bistro	777 Laurel St	Y	
Kids Company	781 Laurel St	N	Left flyer in mailbox
Nordic Nest	781 Laurel St	N	Left flyer in mailbox
Reading Bug	785 Laurel St	N	Left flyer in mailbox

Business Name	Business Address (street number, street name)	Outreach status (Y/N)	Notes
Union Bank	799 Laurel St	Y	
Gilman Dental	796 El Camino	N	Left flyer in mailbox
Pizza Guys	796 El Camino Suite E	Y	
PNC Bank	796 El Camino Suite C	Y	
Skin Care by Sally	796 El Camino Suite A	N	
Mountain Mike's	774 El Camino	Y	
Leslie's	770 El Camino	Y	
Budget Auto Glass	760 El Camino	Y	
Allstate Insurance	742 El Camino	Y	
Subway	744 El Camino	Y	
Rita's	740 El Camino	Y	
San Carlos Eye Care	750 El Camino	Y	
Bynder	734 El Camino	N	
VCA San Carlos	718 El Camino	Y	
Dumas Real Estate	700 El Camino	Y	
Veritas Homes	1132 Cherry	Y	

