



CITY OF SAN CARLOS DOWNTOWN SPECIFIC PLAN PLAN PROJECT

www.sancarlosedowntownplan.com

Downtown Advisory Committee (DTAC)
Meeting #6 | 5:30 PM – 7:30 PM
November 14, 2023



DTAC Meeting Agenda

1. Meeting Call to Order

2. Pledge of Allegiance

“I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all.”



3. DTAC Roll Call

Member	Representing Category	Member	Representing Category
Allie Board	Downtown Business Operator	Madison Blanton	Special Needs
Donna Lera	Downtown Business Operator	Samina Ginwalla	Youth Advisory Council Member
Allison Change	Downtown Business Operator	Dylan Karmin	Youth Advisory Council Member
Tom Davids	Downtown Property Owner	Sreecharan Chandrasekaran	At Large
Anthony Kamm	Economic Development Advisory Commission Member	Monette Meredith	At Large
Jean Dehner	Older Adults	Joaquin Pedrin	At Large
Mark Maxwell	Parks, Recreation and Culture Commission Member	James Bertram Cecile Lee Tracy Masaro Elizabeth Minn	Alternate DTAC Members
Amy Buckmaster	San Mateo County Chamber of Commerce Representative		

4. Discussion Items

- a. Welcome and Introductions
- b. Presentation by Project Team
- c. Break-Out Group Discussion
- d. Report Back
- e. Next Steps





Welcome and Introductions



Presentation by Project Team



SAN CARLOS DOWNTOWN SPECIFIC PLAN DTAC MEETING

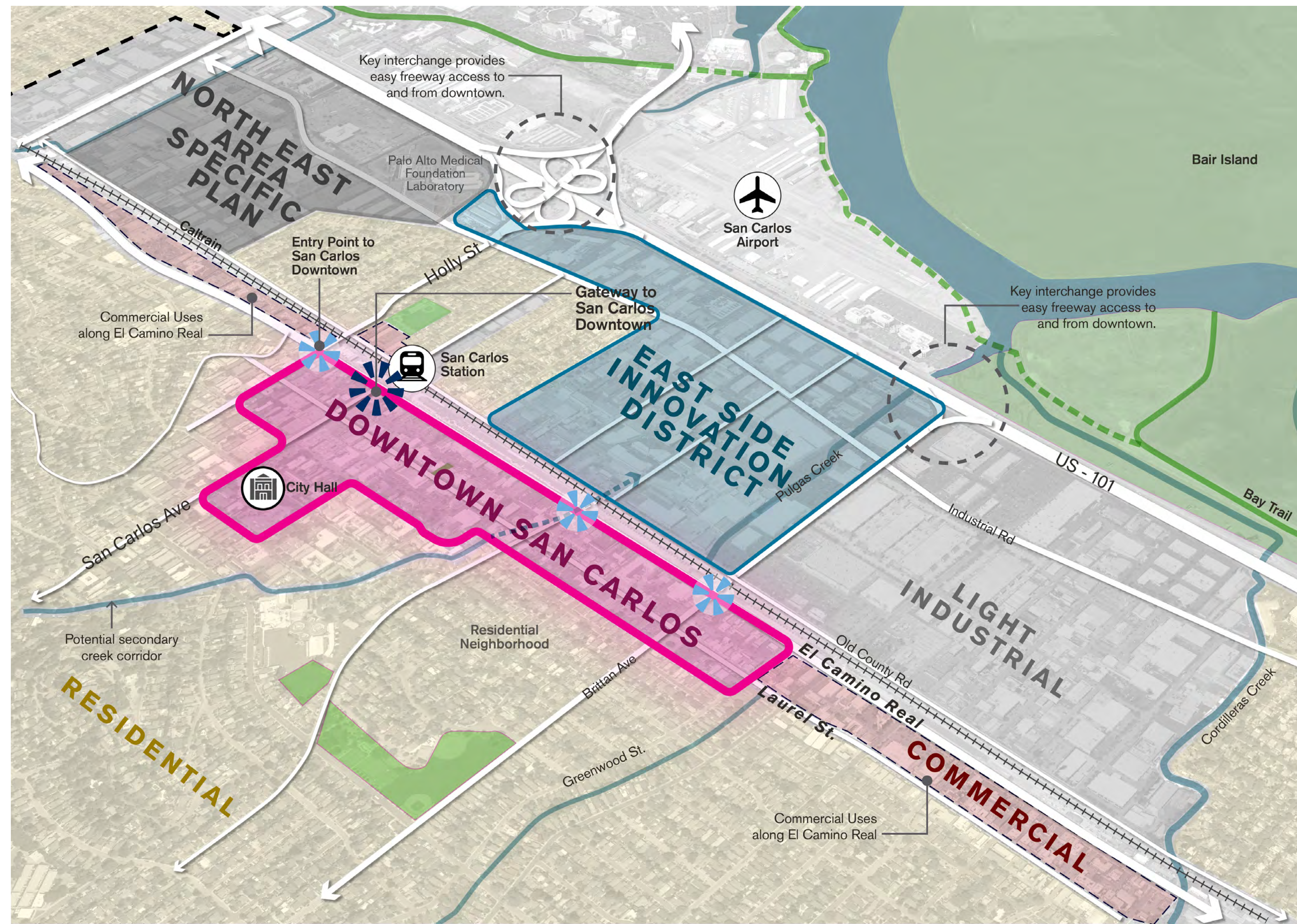


NOVEMBER 14, 2023

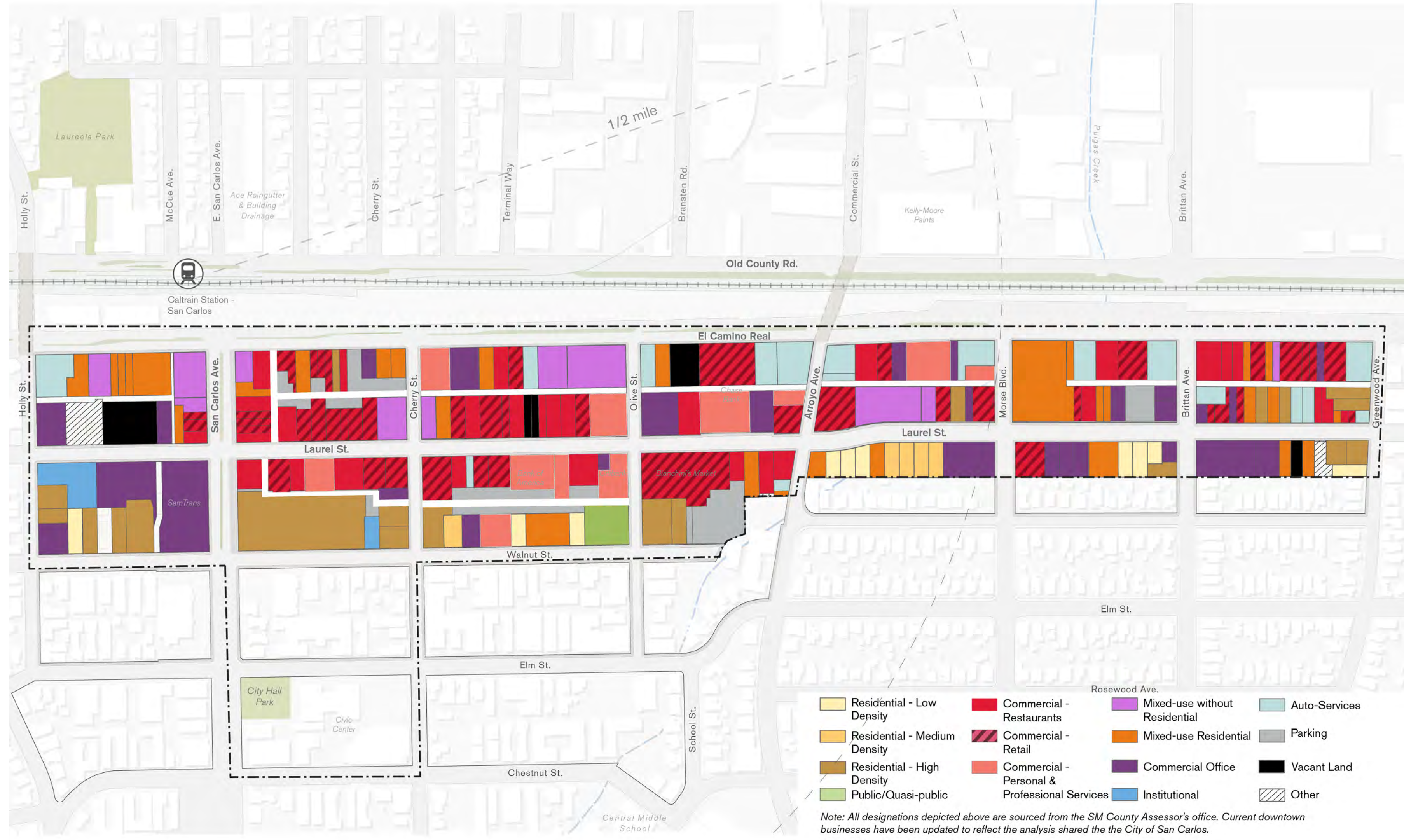
SUMMARY
EXISTING CONDITIONS

SITE CONTEXT

- While downtown San Carlos sits in the midst of a regional economic ecosystem, it plays an important role in the local setting, offering a quaint main street environment for the San Carlos community and a local destination for neighboring communities.
- Proximity to the US-101 interchanges at Holly Street and Brittan Avenue, and the Caltrain Station at El Camino Real and San Carlos Avenue, are key assets that provide easy access and connectivity to and from downtown.
- Laurel street serves as the main spine and hub of activity while El Camino Real forms an edge to downtown offering significant potential for enhancement to serve as the front door to downtown and provide a series of clearly defined entry points, along a regional corridor.
- Close proximity and easy connectivity to the Civic Center is an added asset with an opportunity to expand the identity of the downtown district by integrating social and civic activities.






GROUND FLOOR USE

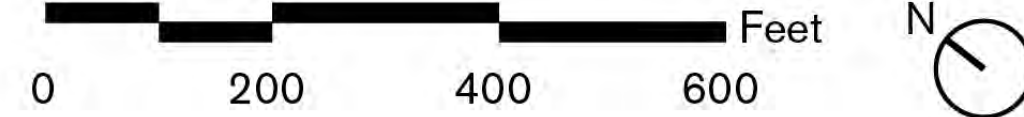


Source: City of San Carlos

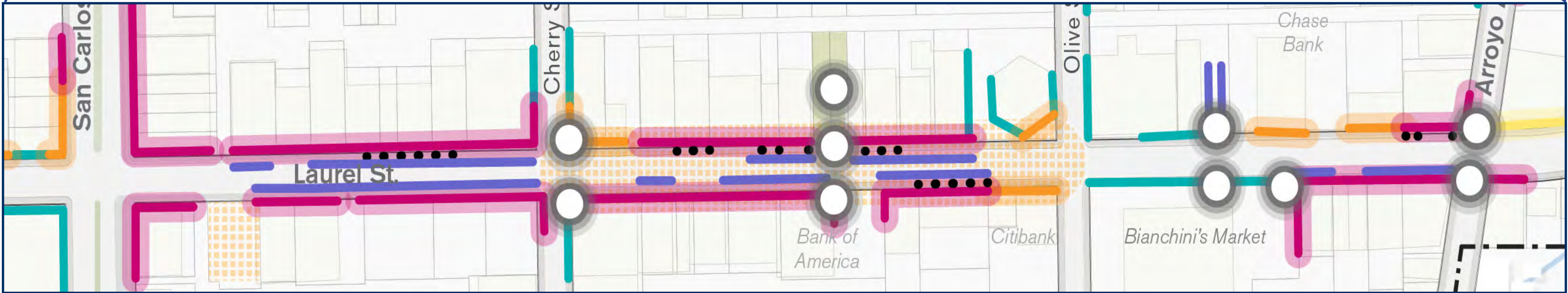
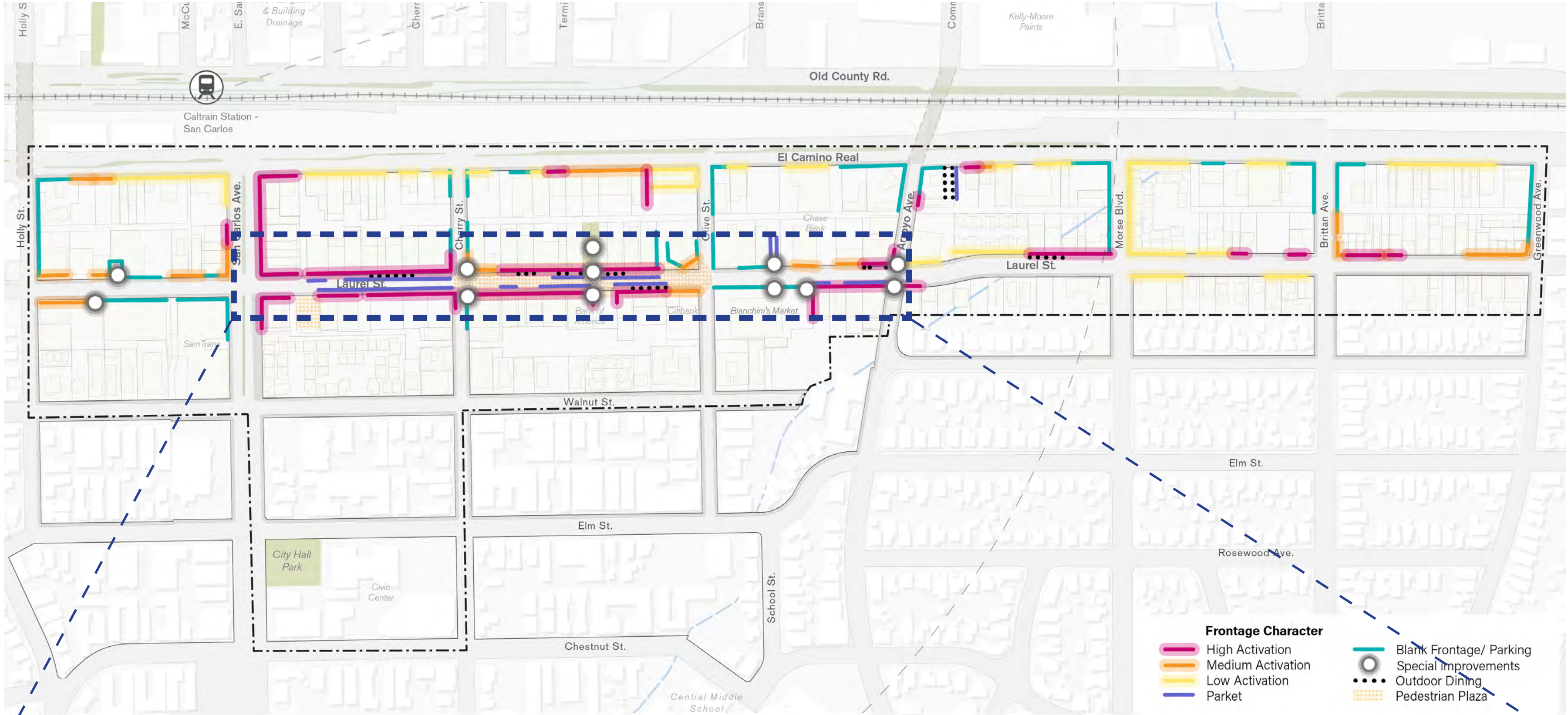
BUILDING ENTRANCES



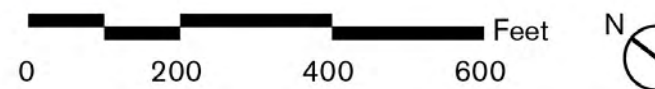
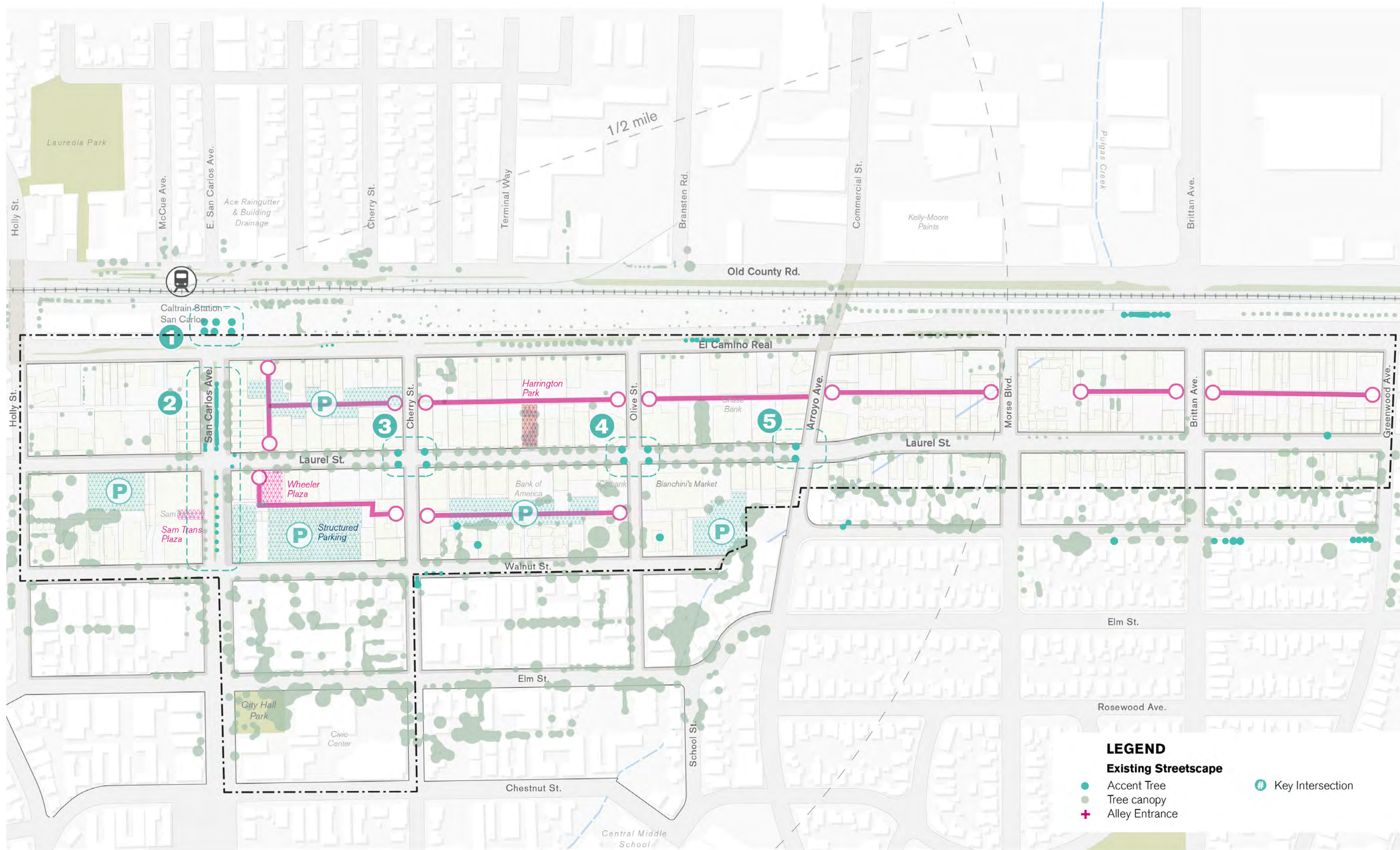
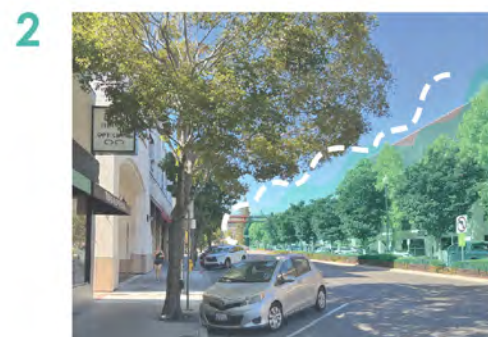
-  Primary Building Entry
-  Secondary/Service Entry
-  Alleys



ACTIVATION ON PRIMARY STREETS



TREE CANOPY



STREET FURNITURE

Existing Street Furniture

Lighting Fixture

1 Along El Camino Real



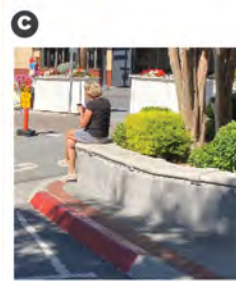
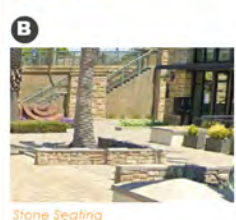
2 Along San Carlos Ave



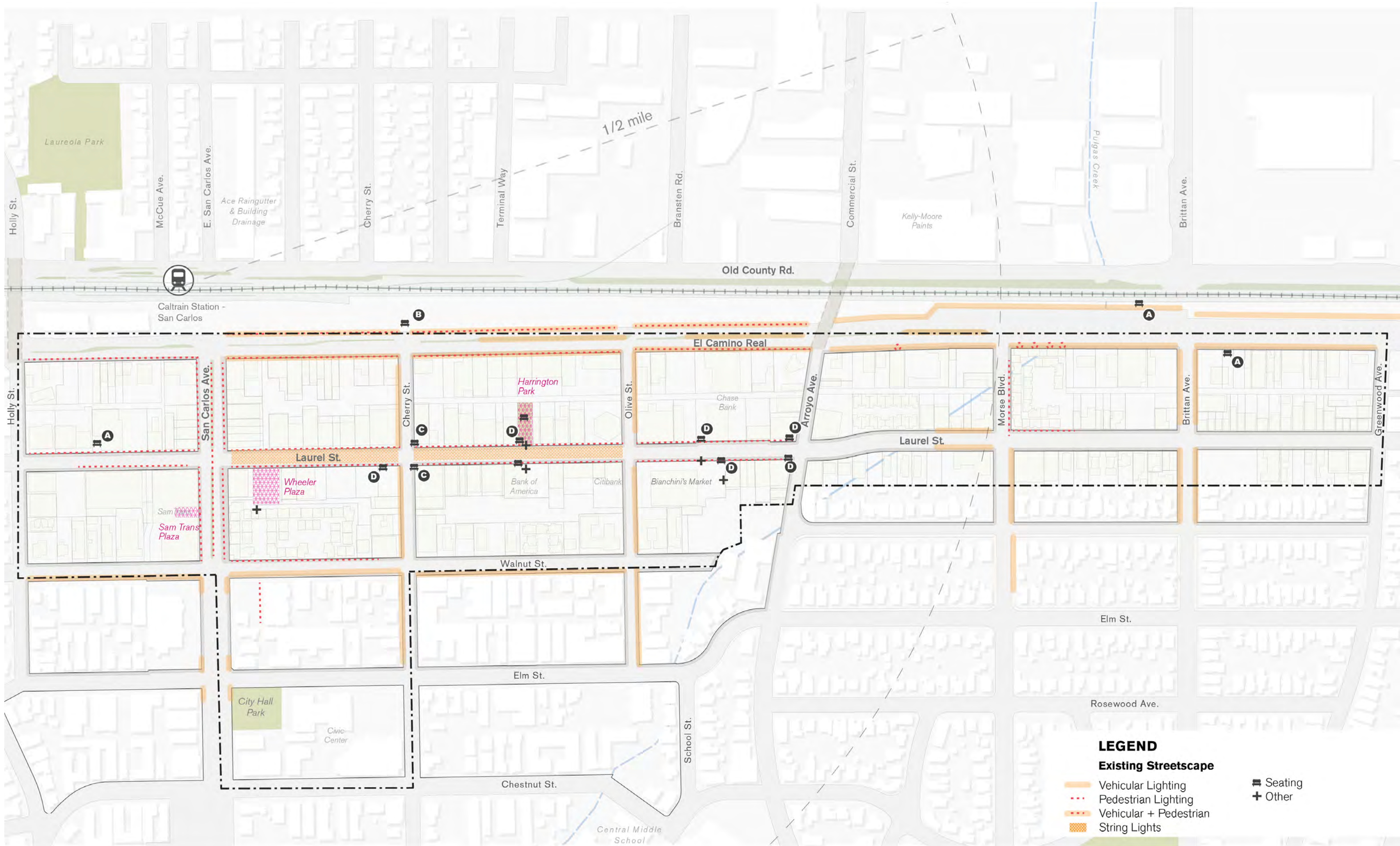
3 Along Laurel St



Seating



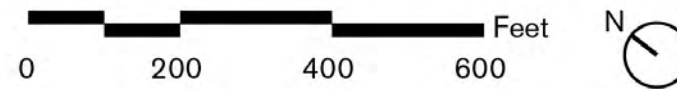
Other



LEGEND

Existing Streetscape

- Vehicular Lighting
- - - Pedestrian Lighting
- - - Vehicular + Pedestrian
- String Lights
- Seating
- Other



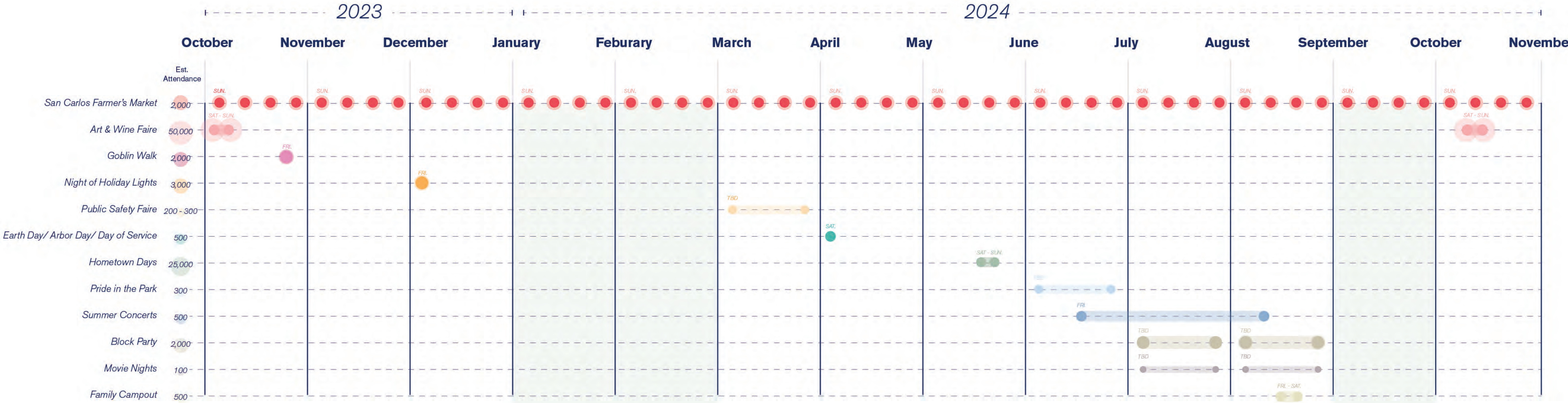
ALLEY FUNCTION & CHARACTER

Existing Alley Characteristics

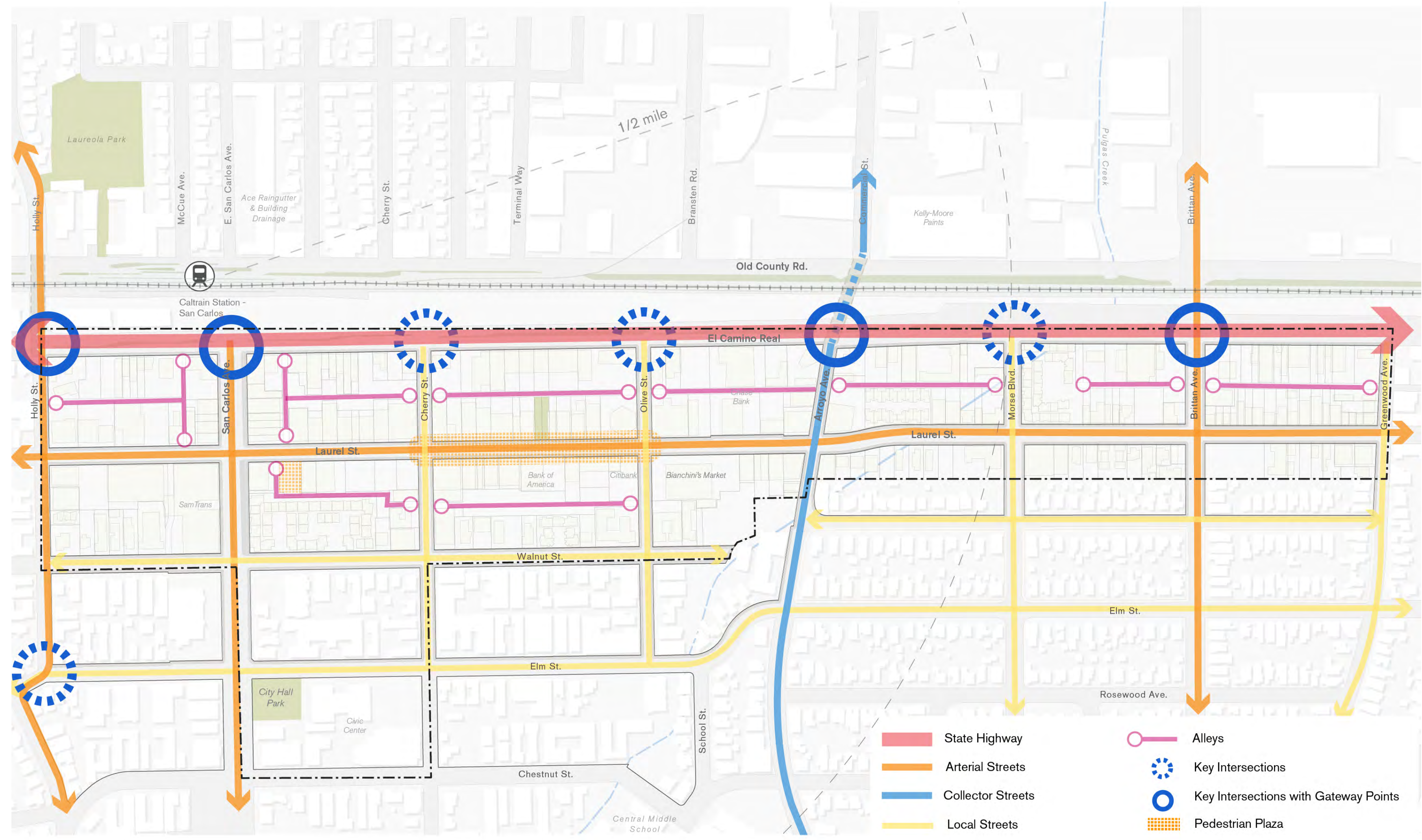


EVENTS CALENDAR

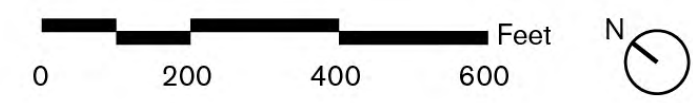
EVENT	DATE	TIME	EST. ATTENDANCE	LOCATION	NOTES
San Carlos Farmers' Market	Every Sunday, Year-round	9am-1pm	2,000	Laurel Street	Managed by Urban Village Farmers' Market Asso
Art & Wine Faire	October 7 - 8, 2024	10am-6pm	50,000	Laurel Street	Please allow for 1 month notice when confirmin
Goblin Walk	Friday, October 27, 2023	4pm-5:30pm	2,000	Laurel Street	Please allow for 1 month notice when confirmin
Night of Holiday Lights	Friday, December 1, 2023	5pm-8:30pm	3,000	Laurel Street	Please allow for 1 month notice when confirmin
Public Safety Faire	March 2024, Date TBD	9am-1pm	200-300	TBD	Please allow for 1 month notice when confirmin
Earth Day/Arbor Day/Day of Service	Saturday, April 21, 2024	9am-3pm	500	Citywide	Main location at Burton Park
Hometown Days	May 18-19, 2024	10am-5pm	25,000	Burton Park	Please allow for 1 month notice when confirmin
Pride in the Park	June 2024, Date TBD	11am-2pm	300	Burton Park	Please allow for 1 month notice when confirmin
Summer Concerts	June 21-August 9, 2024	6pm-8pm	500/concert	Burton Park	Held every Friday night for 8 concerts
Block Party	July/August 2024	4pm-8pm	2,000	Laurel Street	Please allow for 1 month notice when confirmin
Movie Nights	July/August 2024	8:30pm-11pm	100	Burton Park	
Family Campout	August 16 - 17, 2024	4pm-10am	500	Burton Park	Overnight event
Art & Wine Faire	October 12 - 13, 2024	10am-6pm	50,000	Laurel Street	Please allow for 1 month notice when confirmin



STREET HIERARCHY

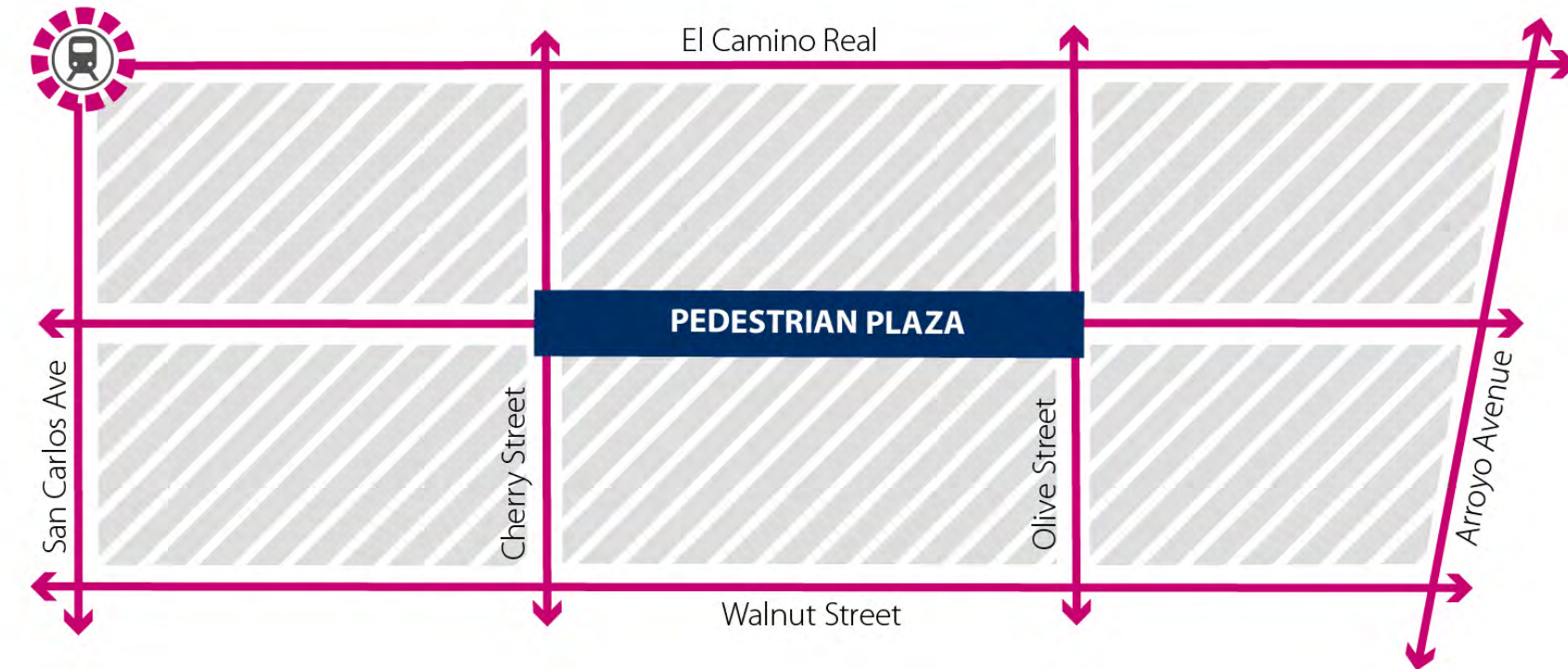


- State Highway
- Arterial Streets
- Collector Streets
- Local Streets
- Alleys
- Key Intersections
- Key Intersections with Gateway Points
- Pedestrian Plaza

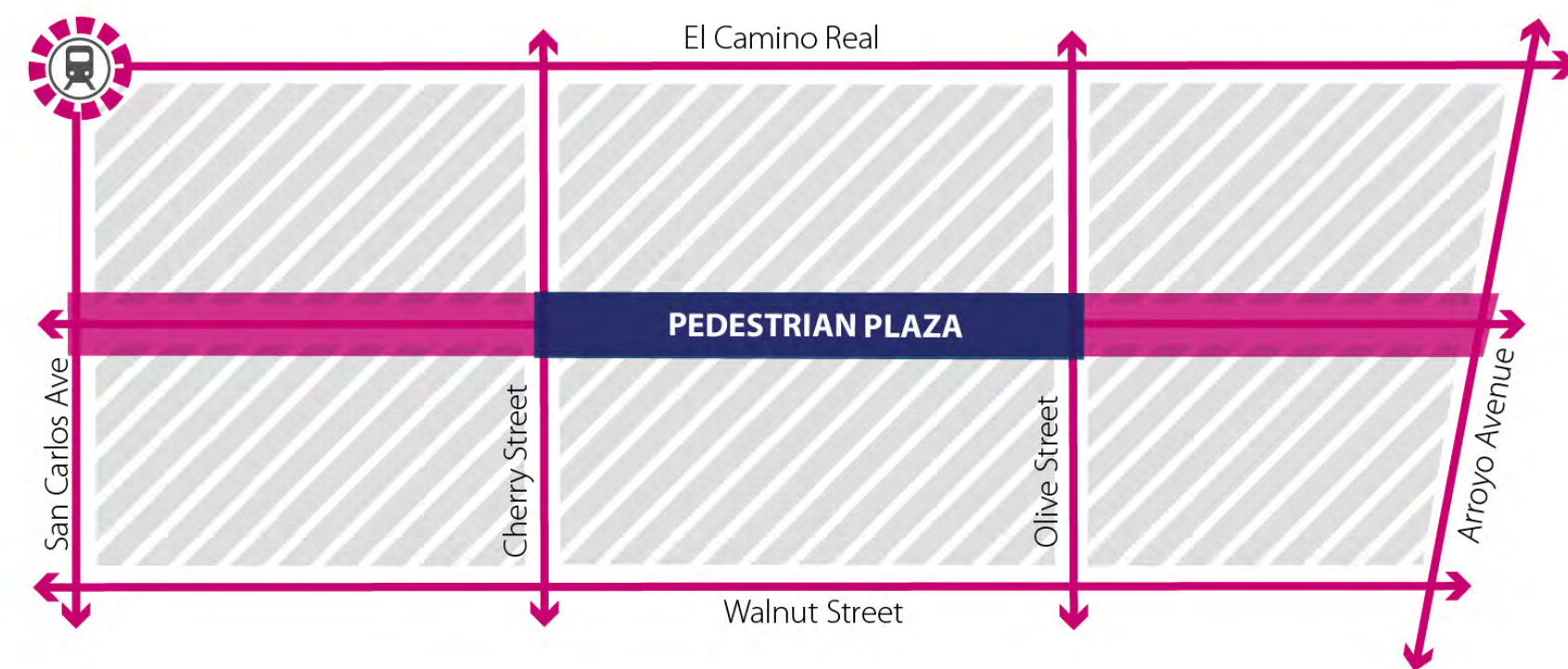


PERMANENT AND TEMPORARY STREET CLOSURE SCENARIOS

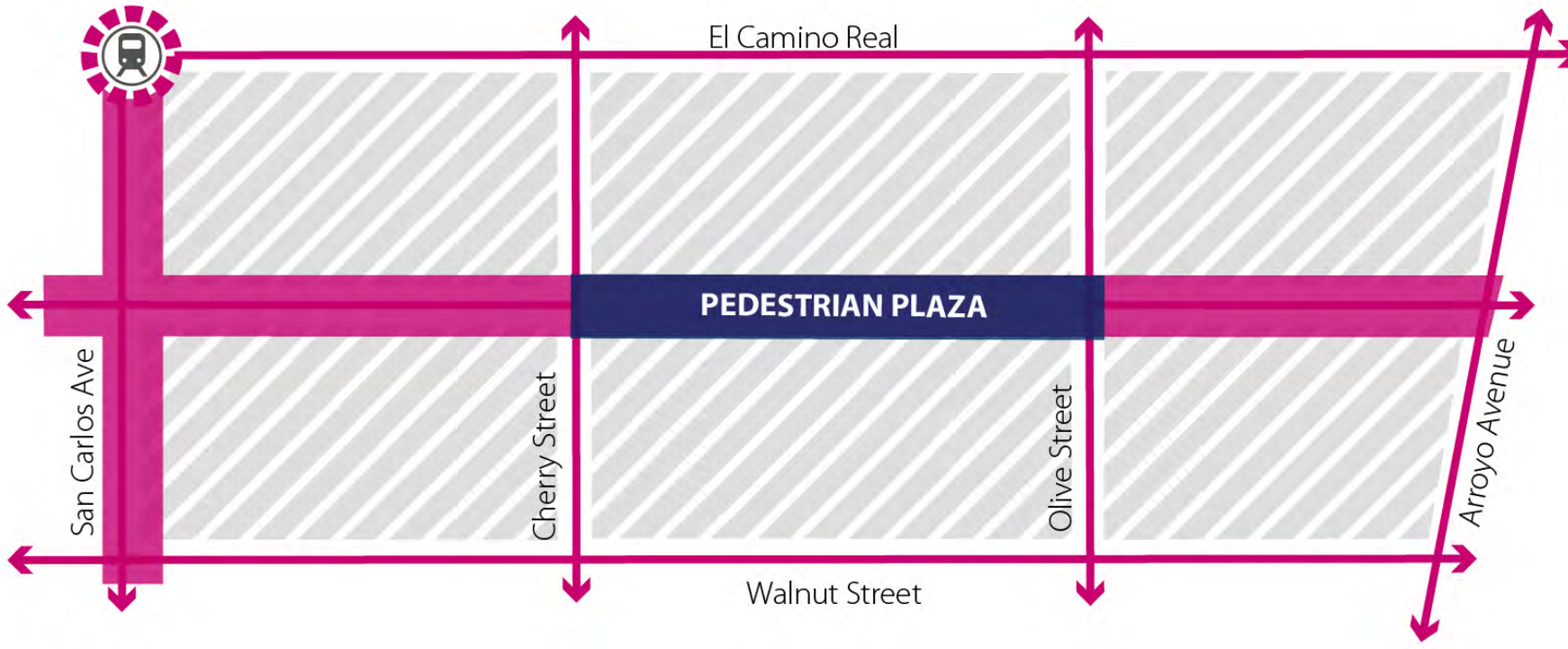
SCENARIO 1:
PEDESTRIAN PLAZA



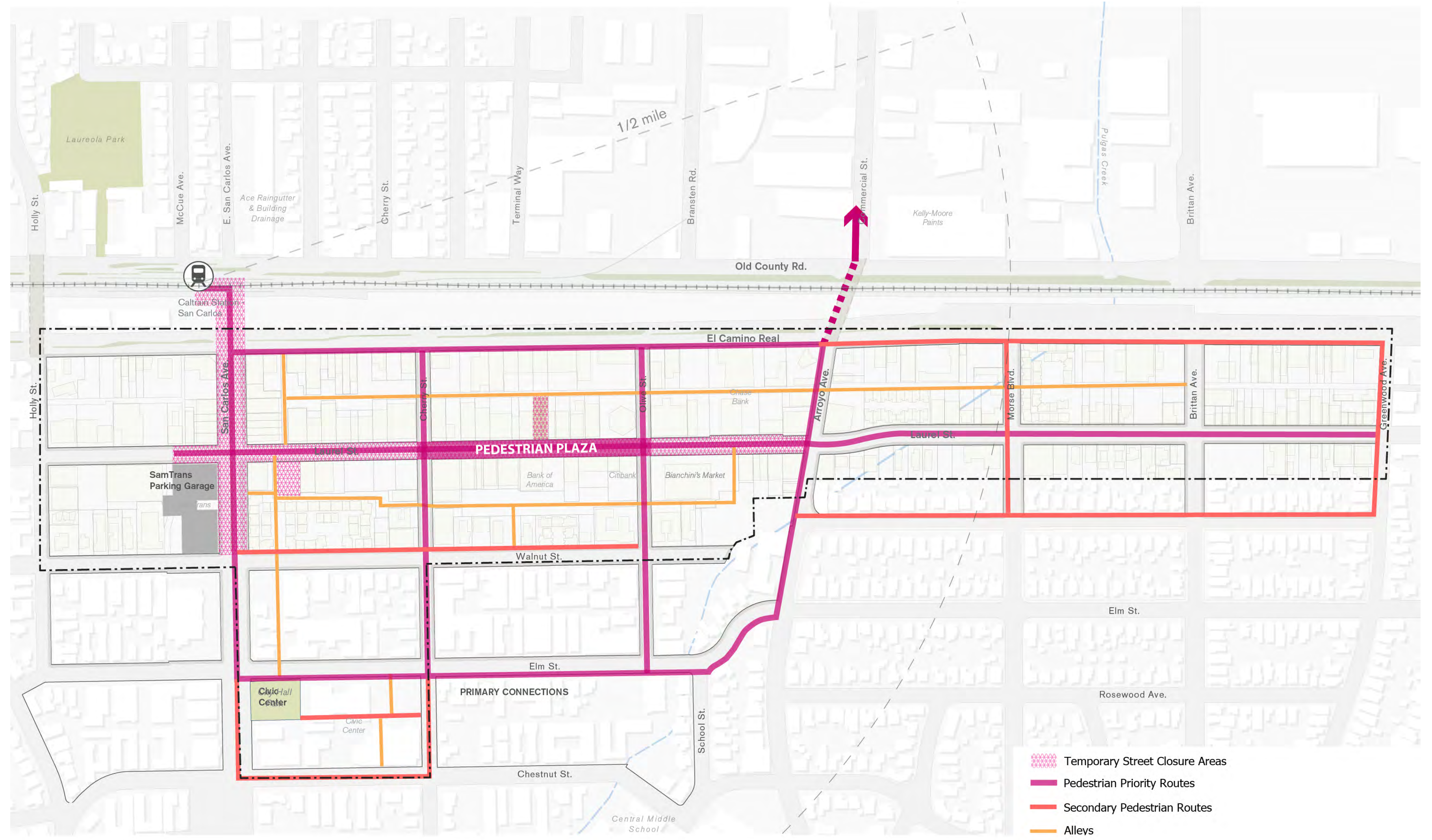
SCENARIO 2:
PEDESTRIAN PLAZA +
TEMPORARY PEDESTRIANIZATION
OF LAUREL ST



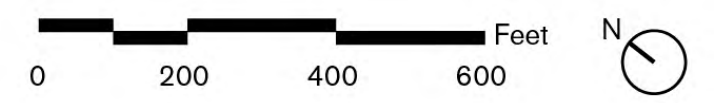
SCENARIO 3:
PEDESTRIAN PLAZA +
TEMPORARY PEDESTRIANIZATION
OF LAUREL ST & SAN CARLOS AVE



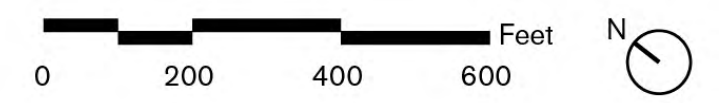
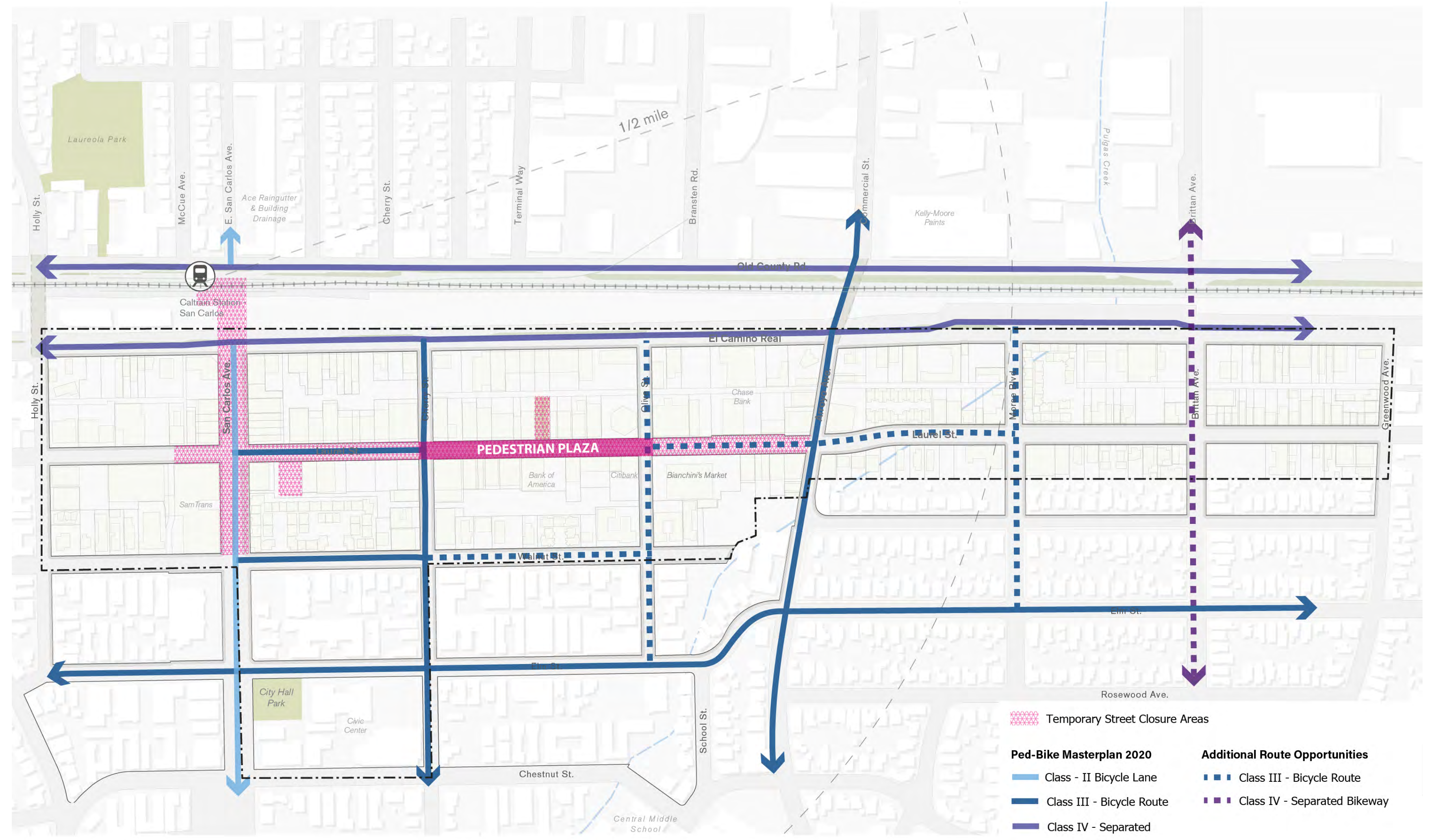
PEDESTRIAN CIRCULATION



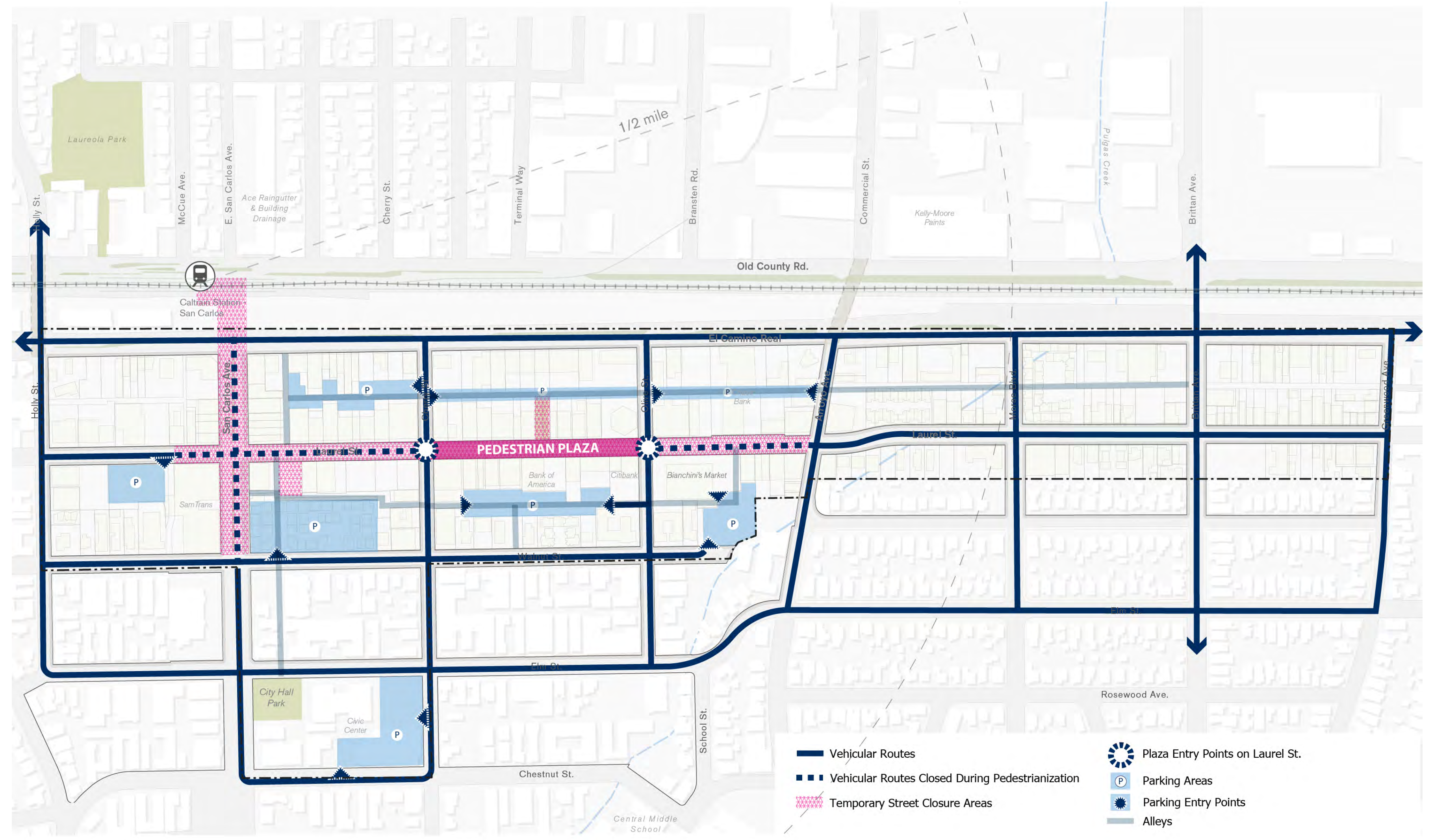
-  Temporary Street Closure Areas
-  Pedestrian Priority Routes
-  Secondary Pedestrian Routes
-  Alleys



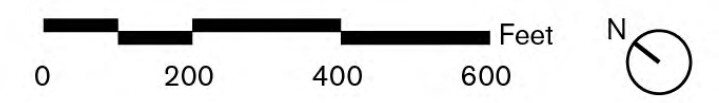
BIKE CIRCULATION (BIKE-PED MASTER PLAN + ADDITIONAL OPPORTUNITIES)



VEHICULAR CIRCULATION



- Vehicular Routes
- Vehicular Routes Closed During Pedestrianization
- Temporary Street Closure Areas
- Plaza Entry Points on Laurel St.
- Parking Areas
- Parking Entry Points
- Alleys



ECONOMICS

Retail Demand Analysis

- The downtown's location, access, competition, traffic flows, land availability and zoning are key variables for forecasting retail demand.
- Downtown is built-out and has limited ability to absorb new retail development except as part of parcel redevelopment. City residents have significant spending power.
 - » How can downtown expand its share of retail spending?
 - » How much and what type of retail will work here?
 - » What site downtown might have the capacity to accommodate a 15,000 square feet grocery store and its associated parking?

Office and R& D Demand Analysis

- Estimated demand for 2.5 million square feet of R&D (mainly life science) and 30,000 to 50,000 square feet of office space. Of this, 30,000 to 50,000 square feet could be captured by the downtown.
 - » Commercial developers for Class A office space and life science R&D facilities typically seek sites that can accommodate at least 150,000 to 200,000 square feet with large floor plates.
 - » Therefore, 30,000 to 50,000 square feet of office space effectively indicates forecast need for local resident- and business-serving office space in smaller buildings, likely paired with ground floor retail.
 - » This kind of space may also be attractive to small start-ups and co-working but would not attract a major employer.

Housing / Multi-family Demand

- While the State Department of Finance projects a decline in County population, based on recent RHNA allocations and identified housing opportunity sites, there is still a high demand for housing, with a priority on transit-proximate infill.
- In the last business cycle, developers completed numerous multifamily housing projects in the plan area –with a robust retail sector, the downtown is positioned to continue to attract residential investment.

Economic Considerations

- Do you see downtown San Carlos as a regional destination or local destination?
 - » What is the right mix of uses for downtown San Carlos' long-term economic success?
- What type of physical environment will support business success?

HOW IS DOWNTOWN SAN CARLOS DOING?

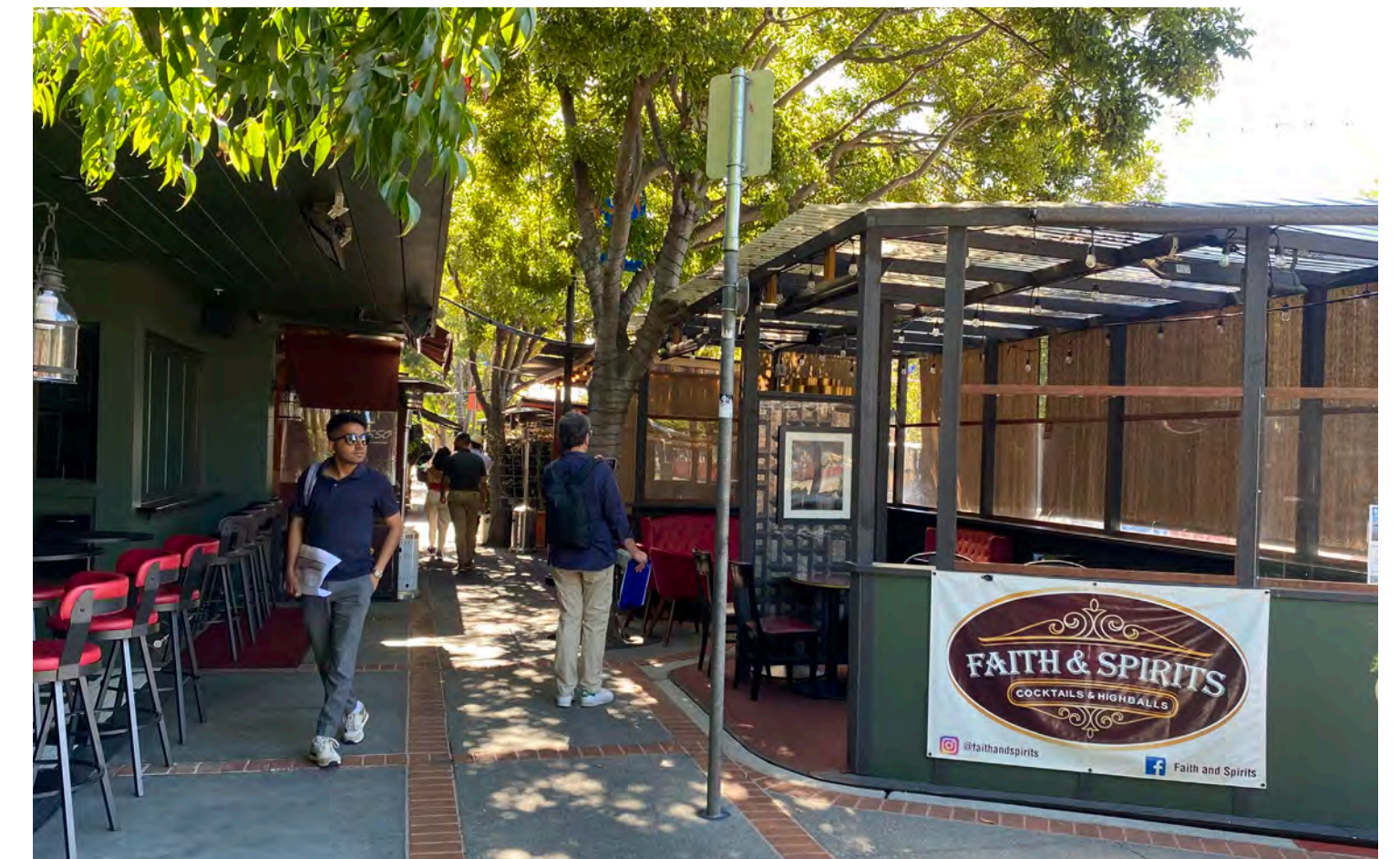
Working Well

- Resident satisfaction with 700 block of Laurel Street
- New and different setting
- Functioning as community gathering place
- Food and beverage establishments flourishing



Not Working Well

- Peninsula downtowns are highly competitive and San Carlos falls short in comparison to neighboring towns on atmosphere & offerings
- Sidewalks & amenities detract from visitor experience
- Parklet “culture” favors F&B and disadvantages other retail
- Parklet design detracts from downtown quality
- Downtown circulation post-closure is unclear
- Goods retailers experiencing drop in sales and staff layoffs
- F&B customer parking in off-street lots reduce parking turnover needed for customers of retailers offering goods and services





Castro Street, Mountain View, CA

- Caltrain adjacent
- Good public parking parallel to the street w/2 hours free
- Quite a bit of vacancy
- Lots of F&B businesses some services
- Some attempt at uniformity with outdoor seating and amenities, but unevenly successful.
- Pedestrian paths through each block to access parking.
- The cross streets are 2-way cross streets so circulation around the closed blocks is more straightforward.



Burlingame Avenue, Burlingame, CA

- 5 blocks corridor and some side streets
- Caltrain proximity. Connection to train station is good but not a demand driver.
- Virtually no vacancy
- Well-proportioned sidewalks with good width and sidewalk amenities
- Good mix of businesses not leaning heavily on any one type.
- No street closures, but the traffic calming is achieved by the density and there is easy jay walking.
- District parking in lots behind stores



Pearl Street, Boulder, CO

(IN PROCESS)

VISION & GUIDING PRINCIPLES

VISION STATEMENT

Downtown is the **heart of San Carlos** that provides a vibrant, pedestrian-friendly, safe, charming, futuristic, and accessible destination for the community. It is a **place for celebration and gathering** that offers **diverse and authentic experiences** through a draw of food, retail, services, art and music in a visually attractive environment for the growing community.

Downtown is an **inclusive place** with easy access for all and opportunities for businesses of all types. The downtown public realm provides inviting **spaces for people of all ages and cultures** as well as **sustainable design** and landscape that **supports ecological and community health & well-being**.



DRAFT GUIDING PRINCIPLES

QUALITY + RESILIENCE



PLACEMAKING & IDENTITY



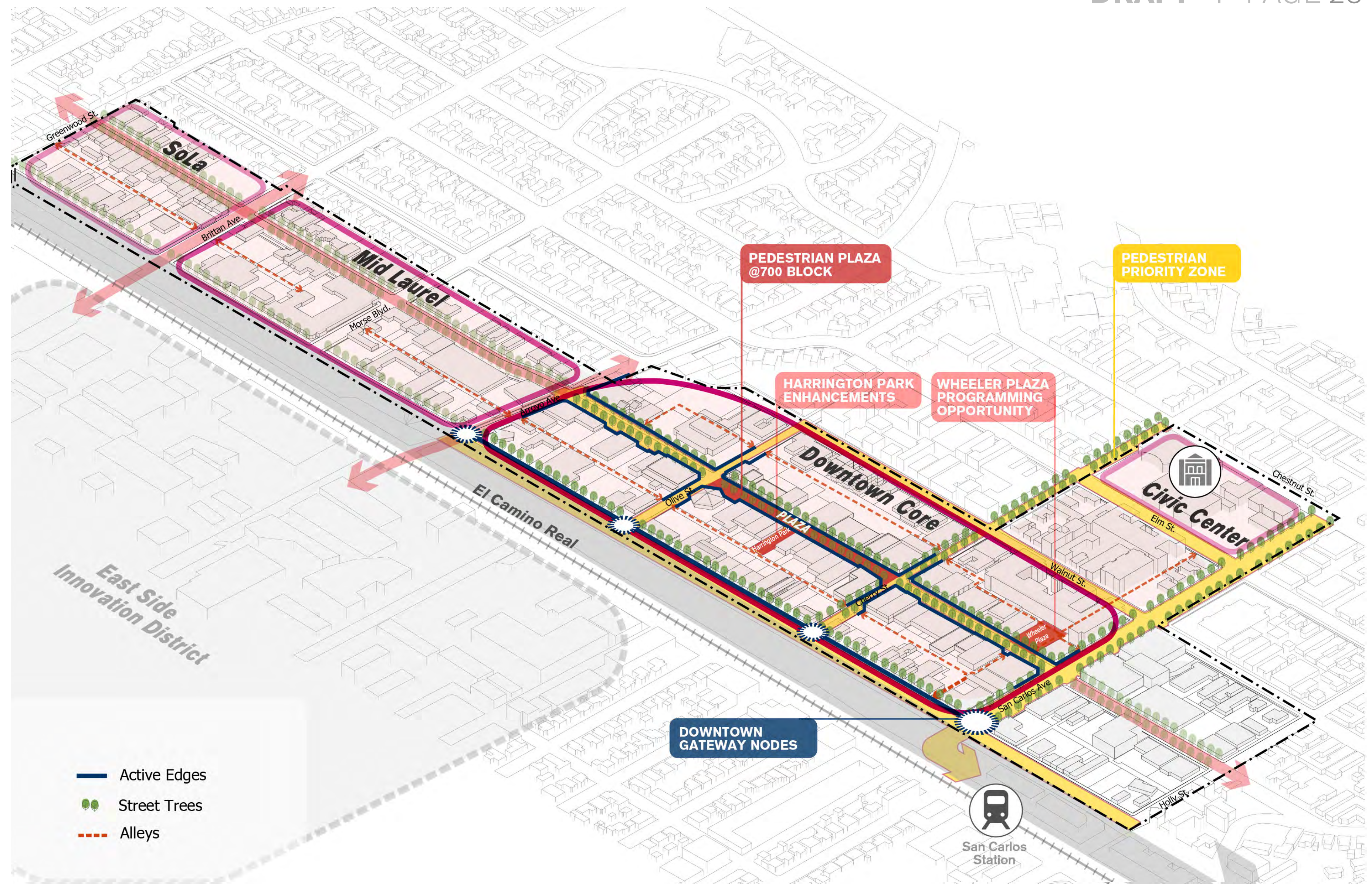
DOWNTOWN VIBRANCY



MOBILITY & CONNECTIVITY

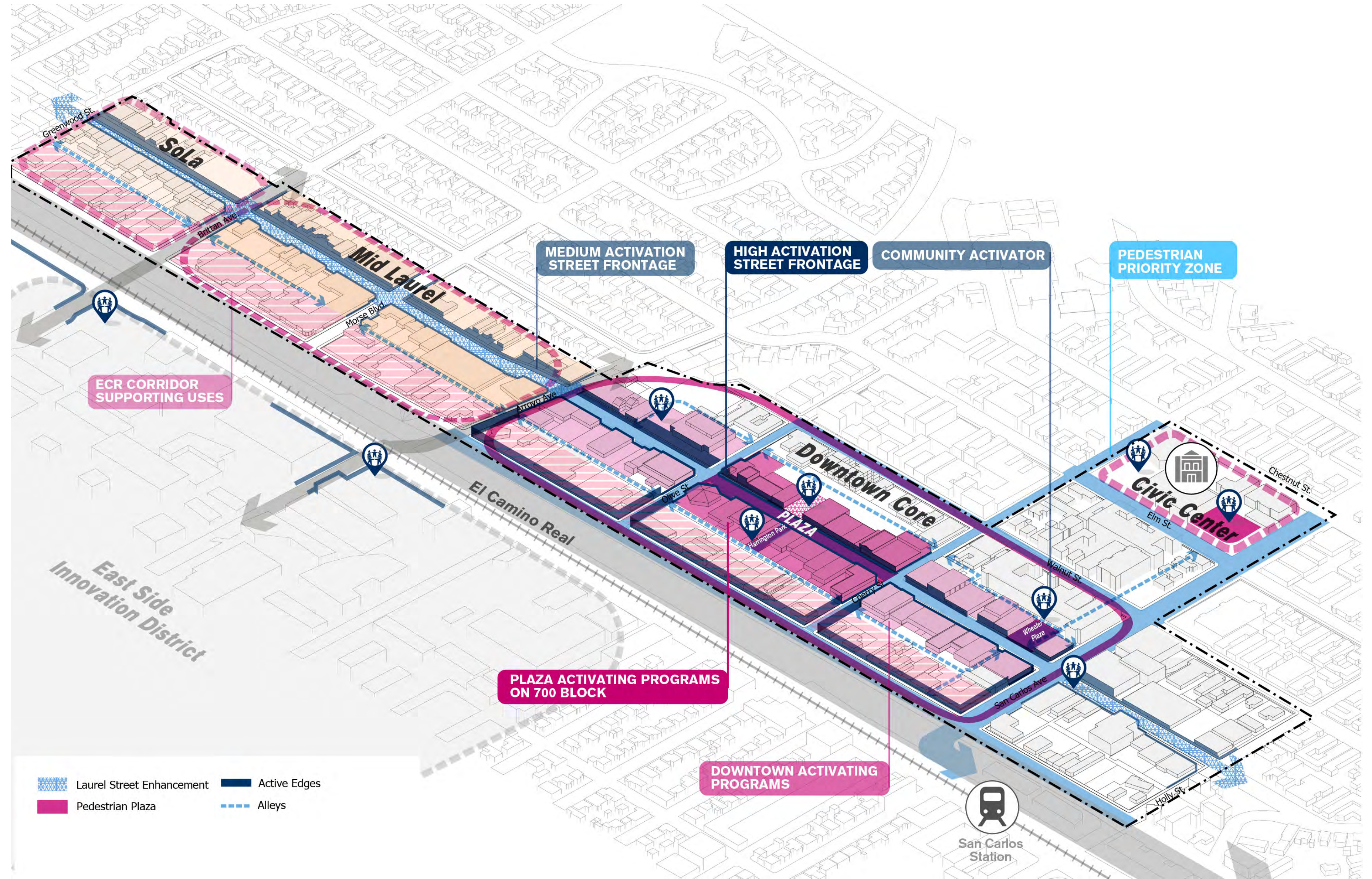
URBAN DESIGN FRAMEWORK

PLACEMAKING + IDENTITY

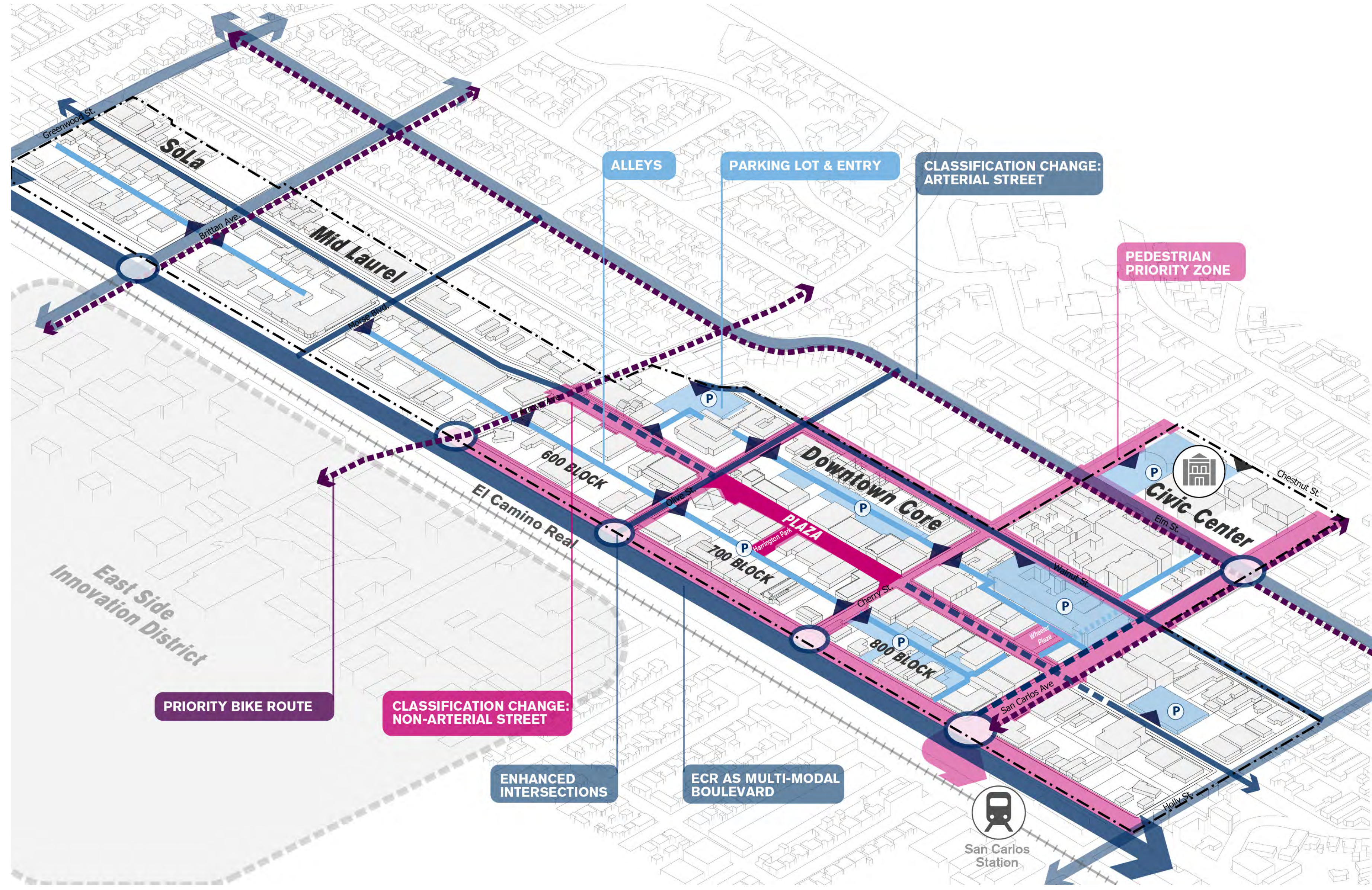


- Active Edges
- Street Trees
- - - Alleys

DOWNTOWN VIBRANCY

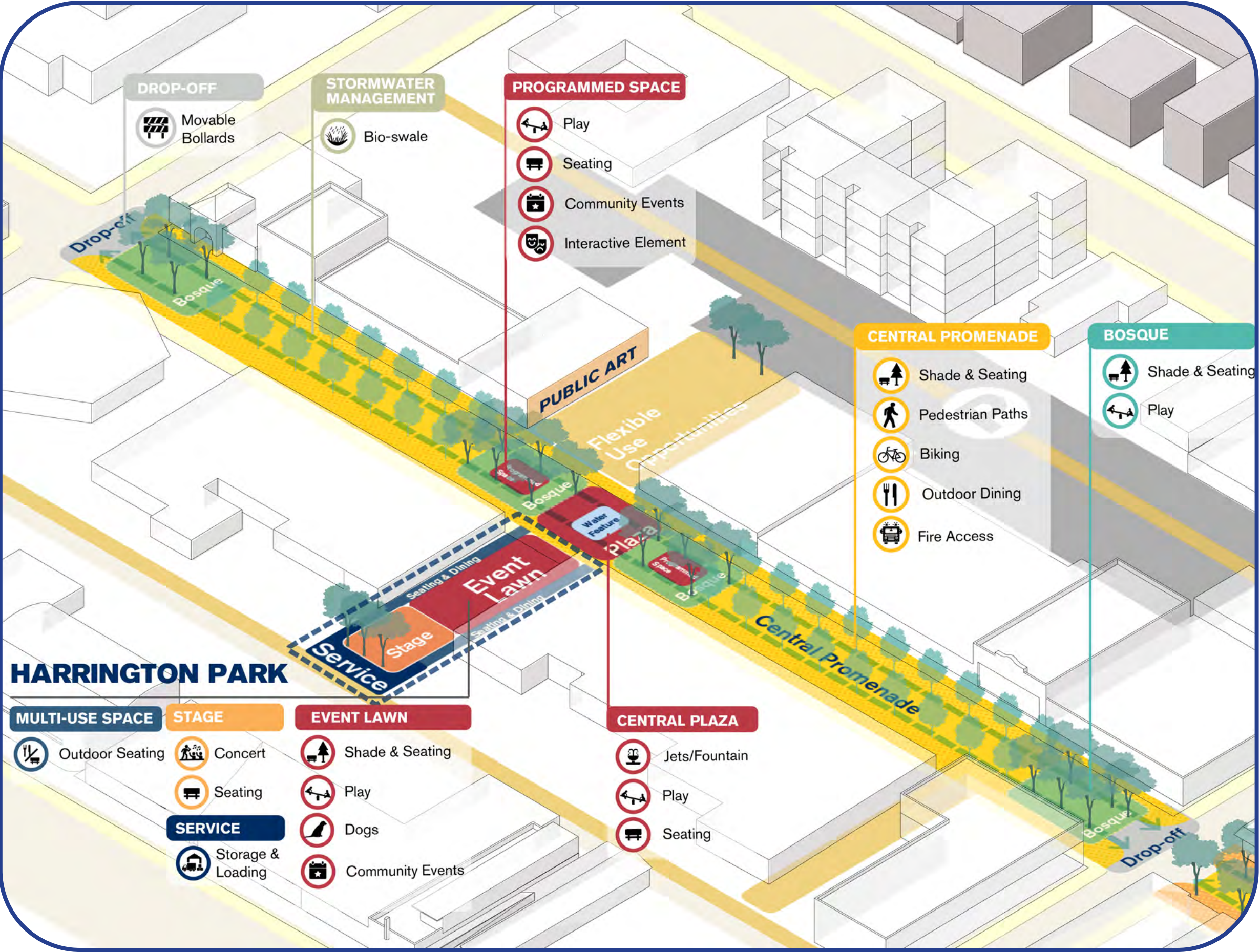


MOBILITY & CONNECTIVITY

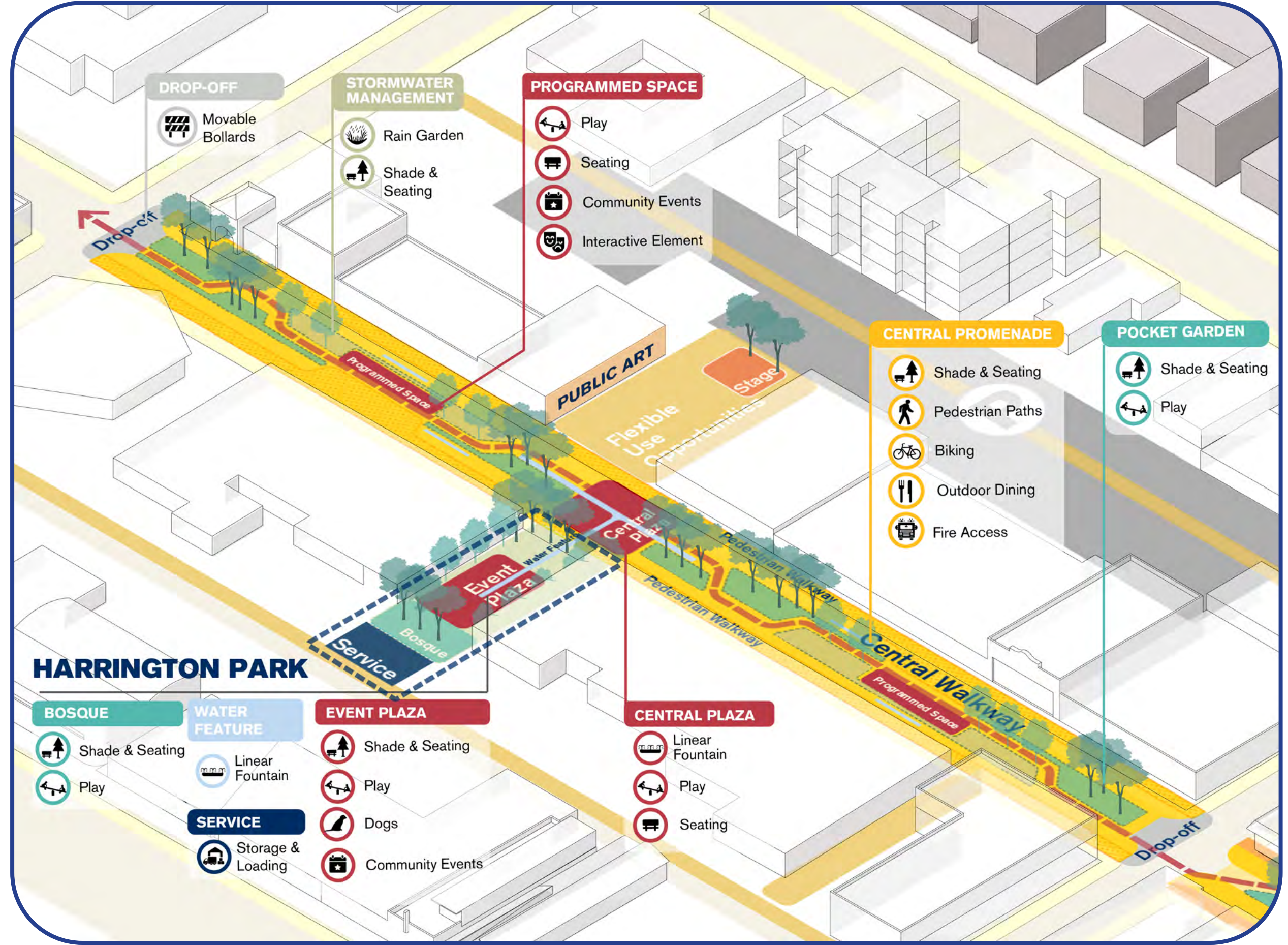


PUBLIC REALM DESIGN

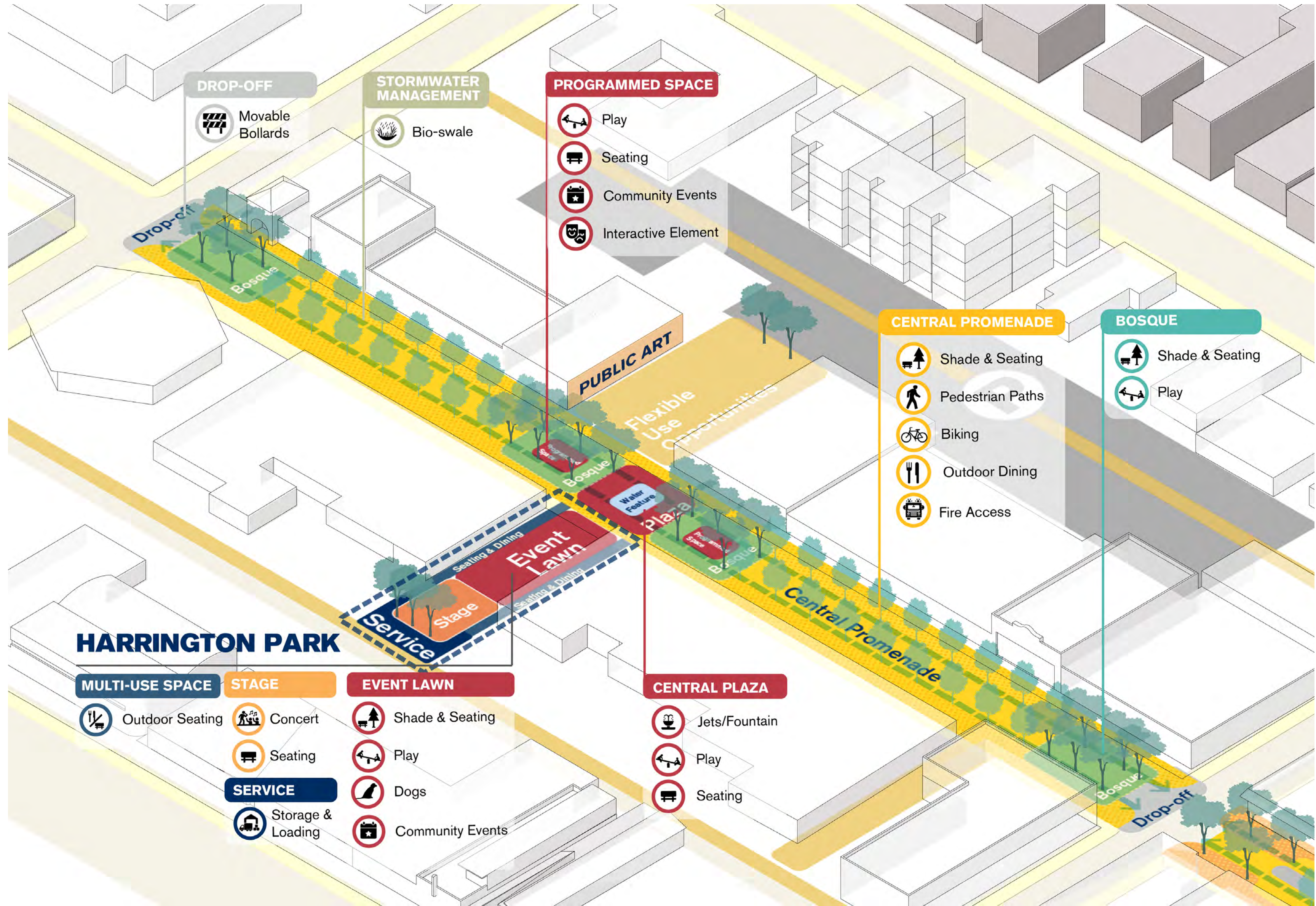
700 BLOCK CONCEPT 1 "THE PROMENADE"



700 BLOCK CONCEPT 2 "THE GARDENS"

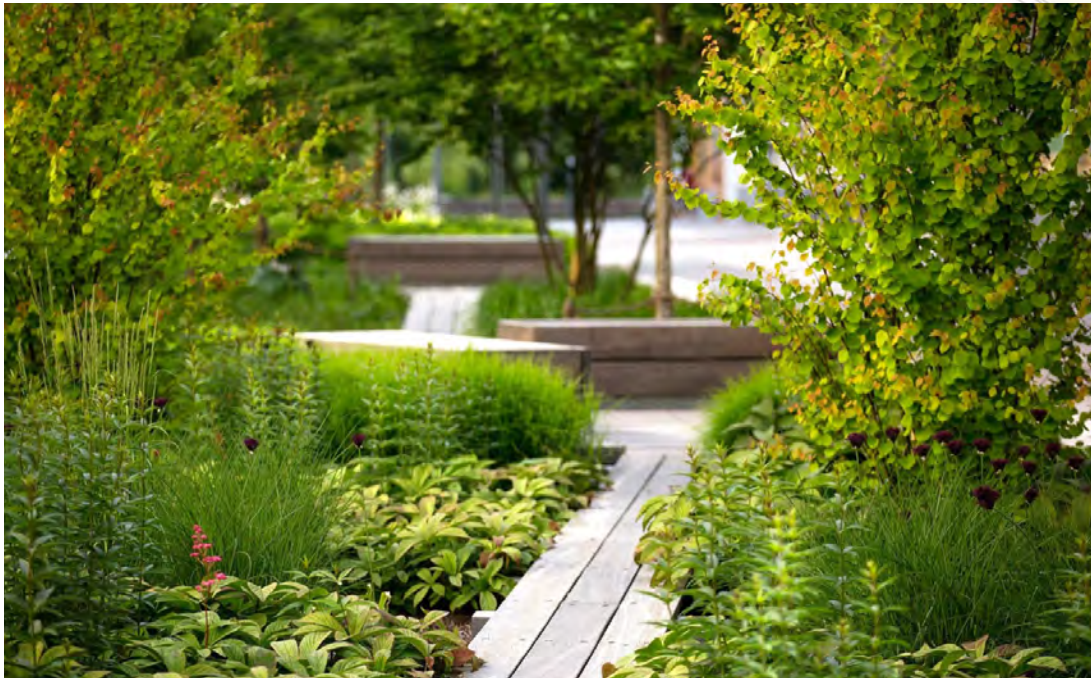


700 BLOCK CONCEPT 1 "THE PROMENADE"





1 PLANTER BOXES FOR STREET CLOSURE



2 BOSQUE AND STORMWATER MANAGEMENT



3 OUTDOOR DINING

CENTRAL PROMENADE



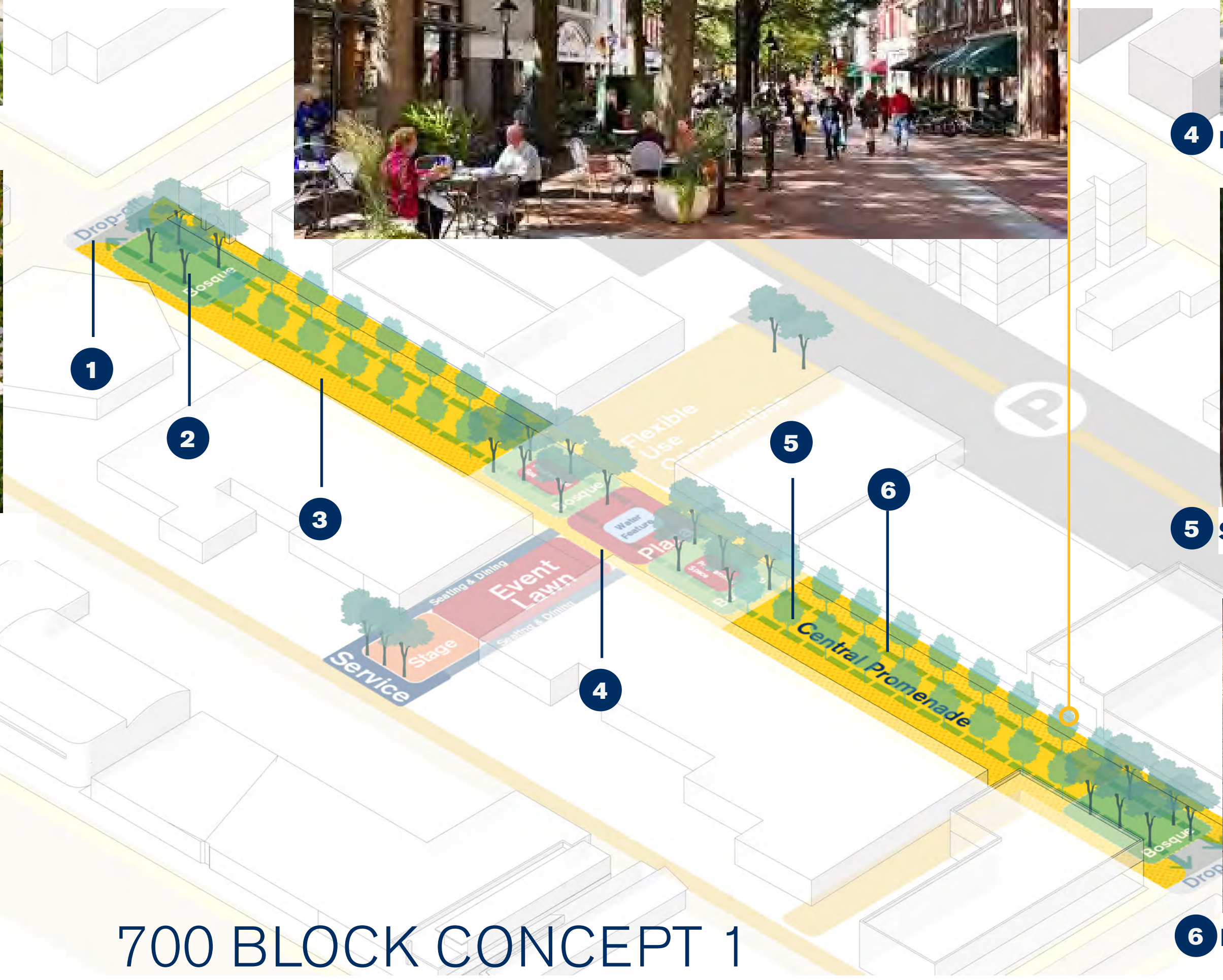
4 PUBLIC ART/ BIKE PARKING



5 SHADE AND SEATING



6 PEDESTRIAN PATHS



700 BLOCK CONCEPT 1
"THE PROMENADE"

HARRINGTON PARK EVENT LAWN



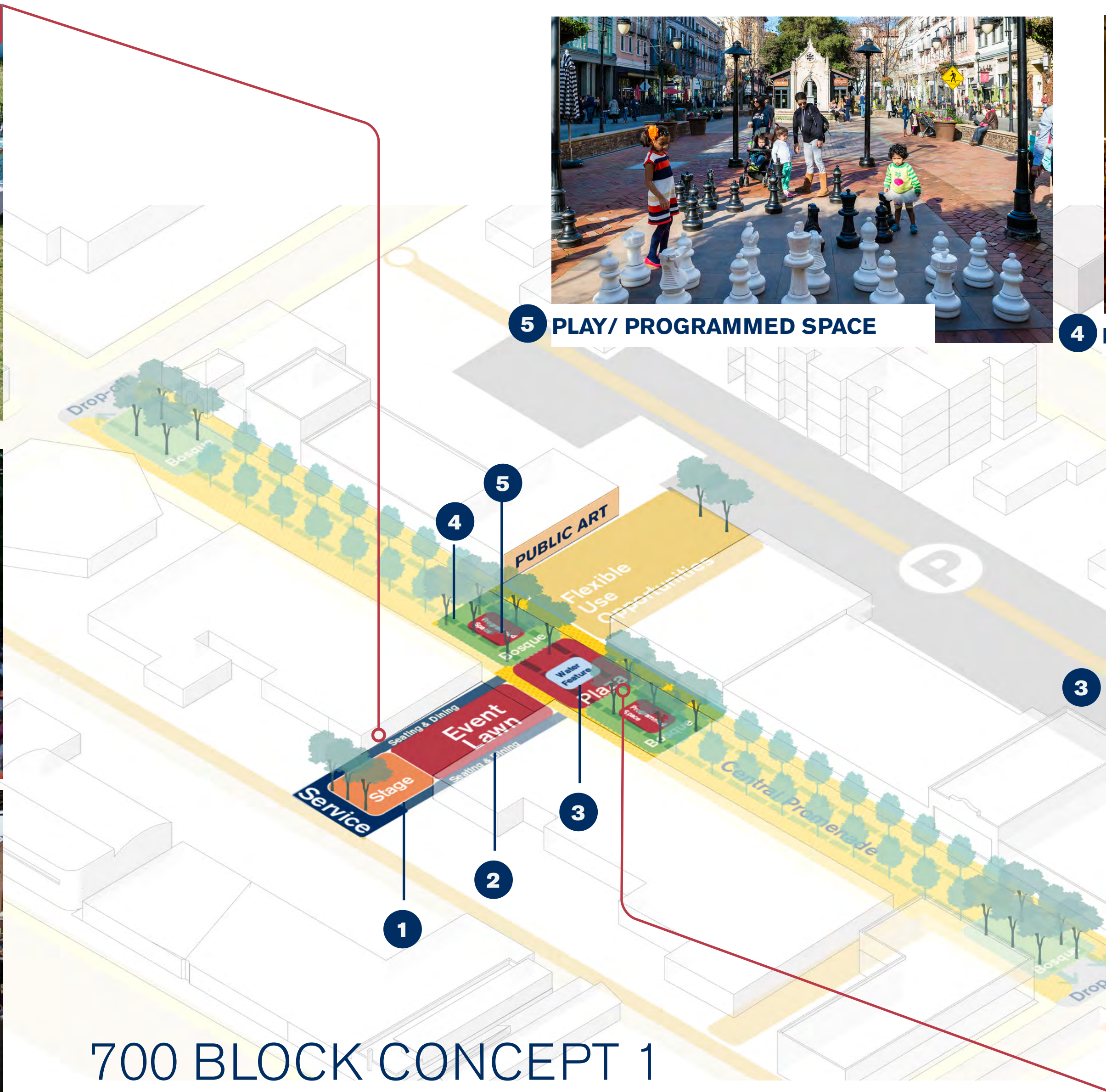
COMMUNITY EVENTS



1 AMPHITHEATER



2 CONCERT SPACE



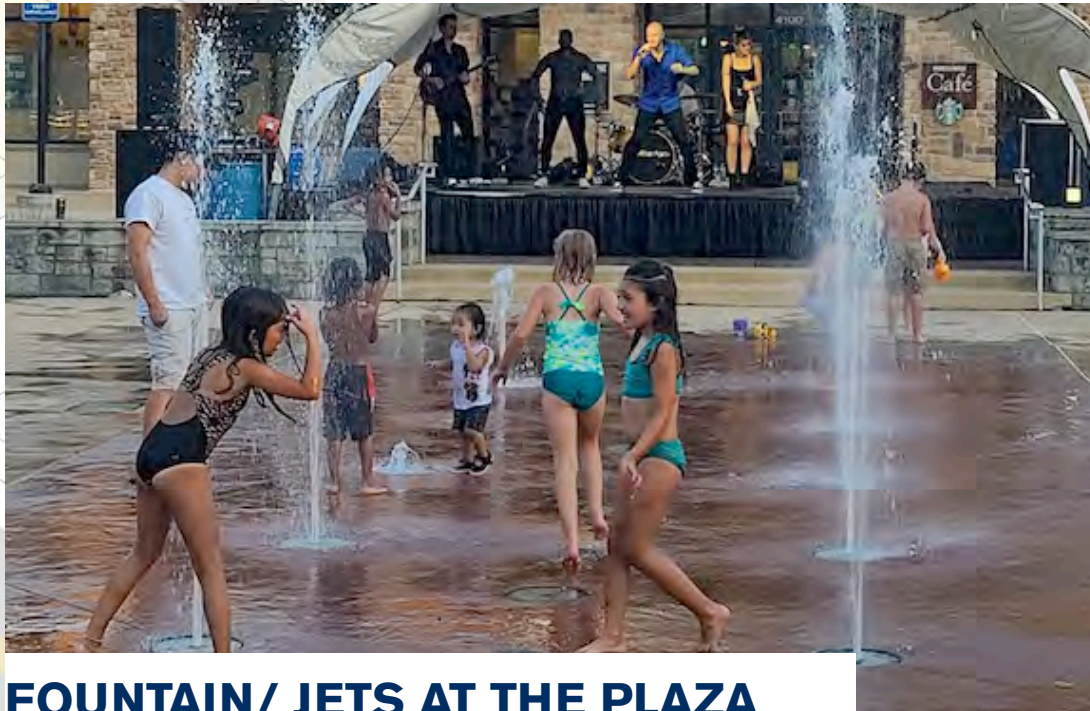
700 BLOCK CONCEPT 1
"THE PROMENADE"



5 PLAY/ PROGRAMMED SPACE



4 BOSQUE

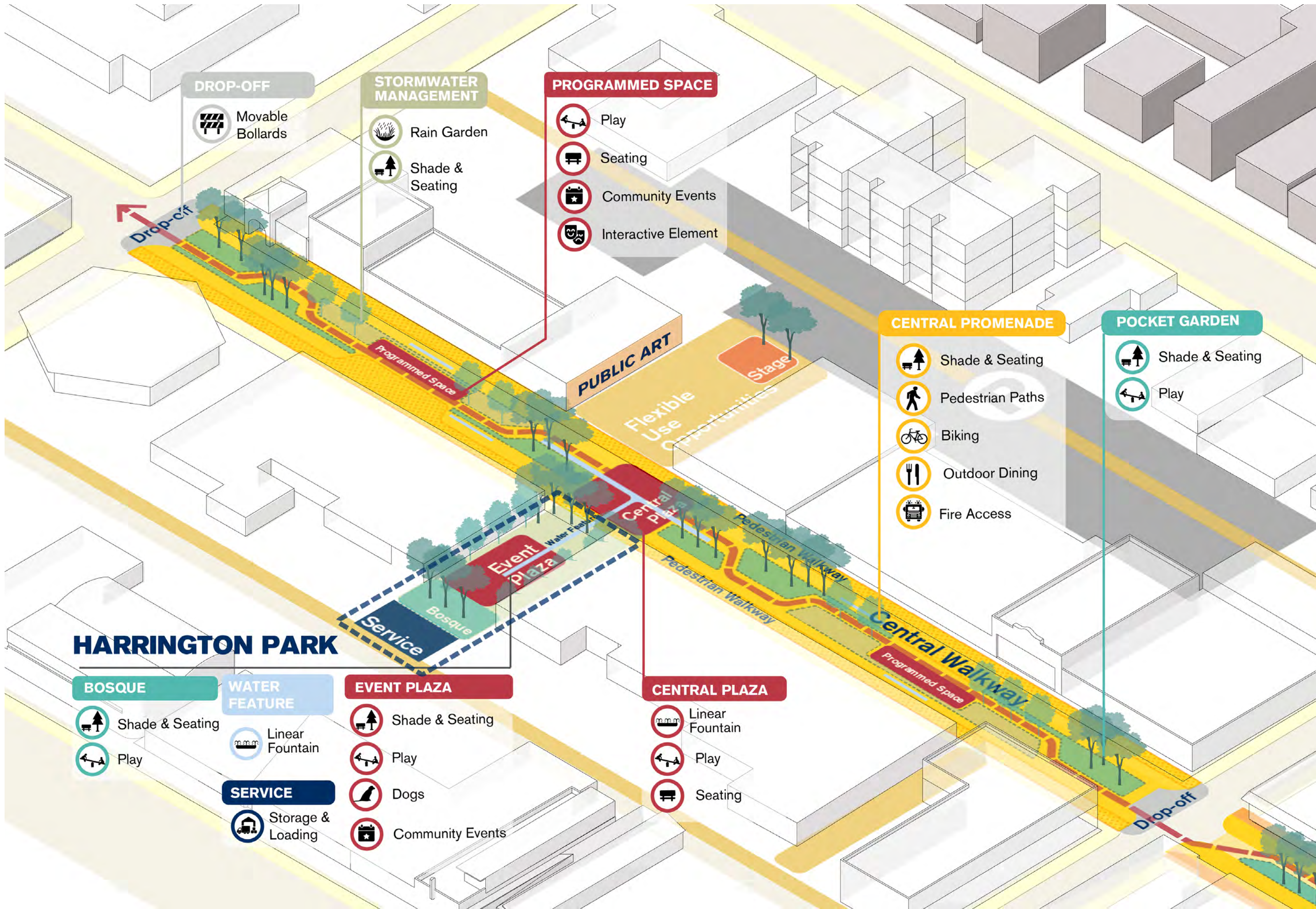


3 FOUNTAIN/ JETS AT THE PLAZA



CENTRAL PLAZA

700 BLOCK CONCEPT 2 "THE GARDENS"

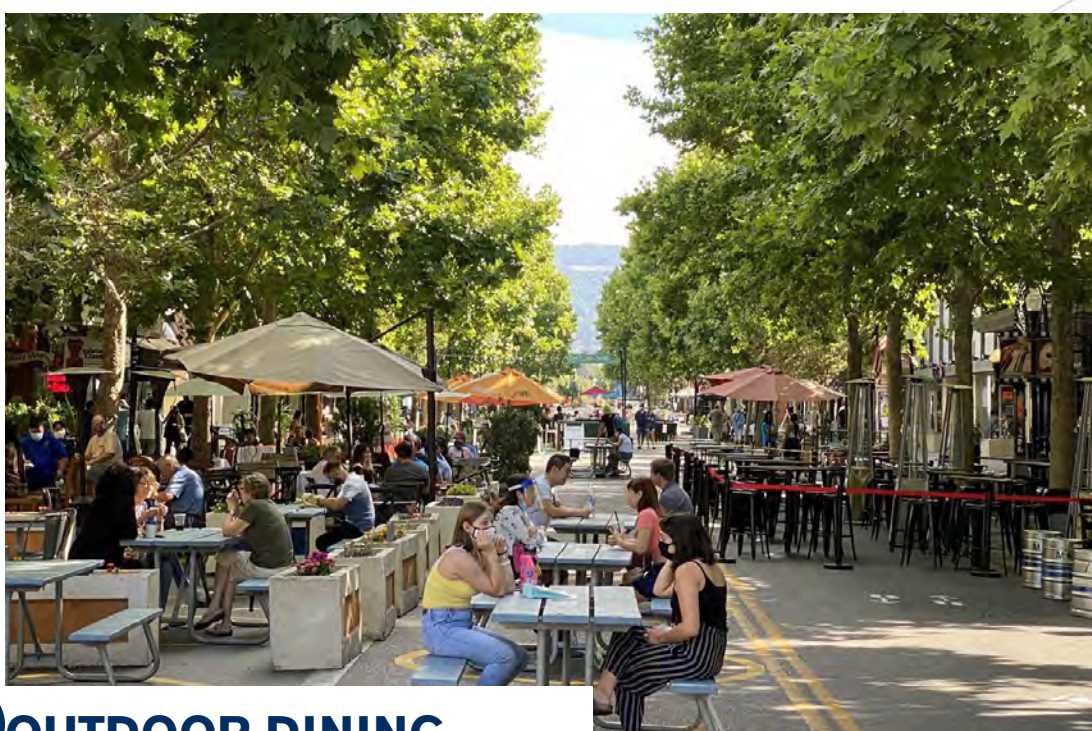




1 PLANTER BOXES FOR STREET CLOSURE



2 RAIN GARDEN



3 OUTDOOR DINING



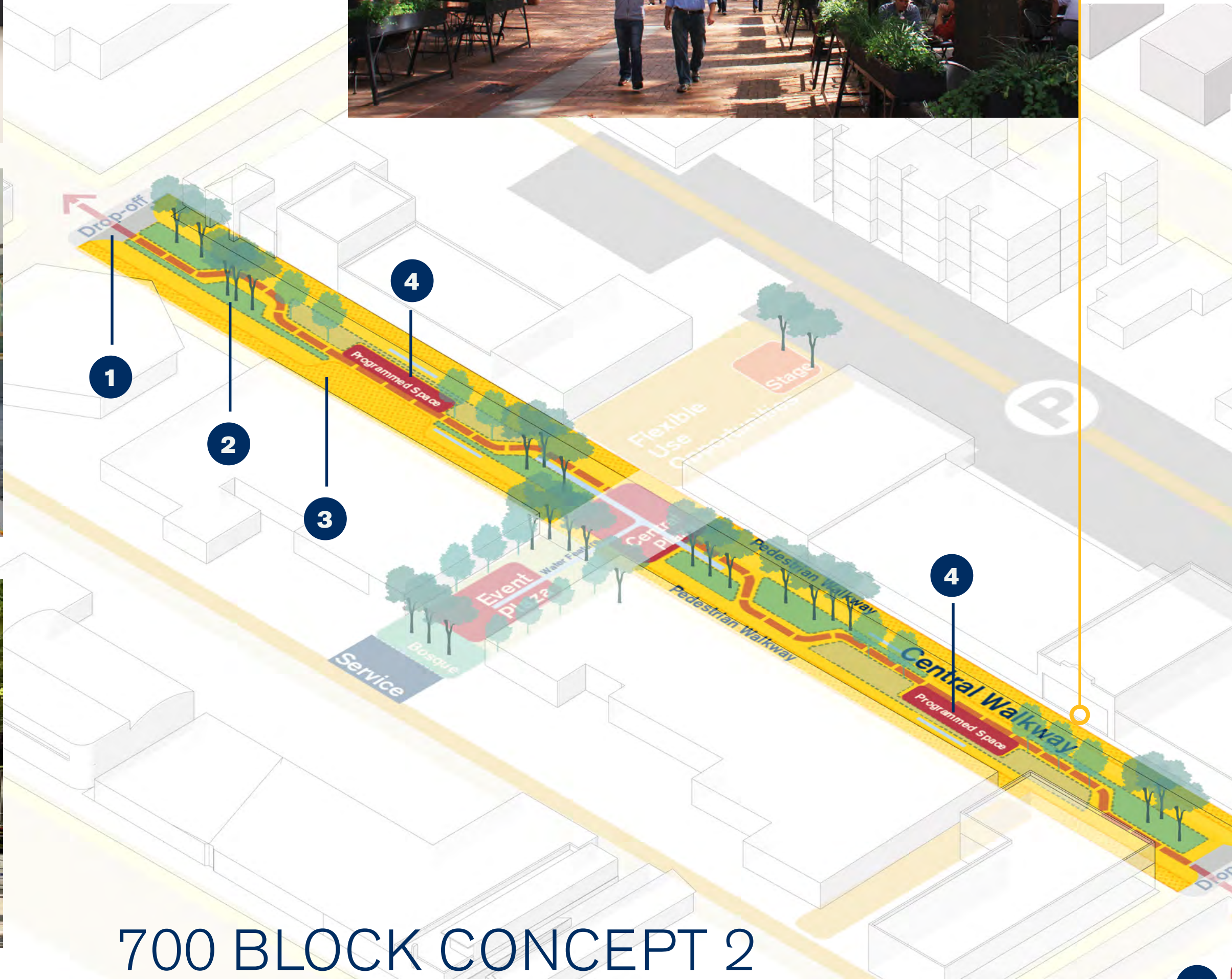
PLAY SCULPTURE



CHESS BOARD



CORNHOLE



700 BLOCK CONCEPT 2 "THE GARDENS"

4 PROGRAM OPPORTUNITIES

HARRINGTON PARK EVENT PLAZA



COMMUNITY EVENTS



1 SHADE



2 OUTDOOR SEATING



6 PERFORMANCE/ MOVIE



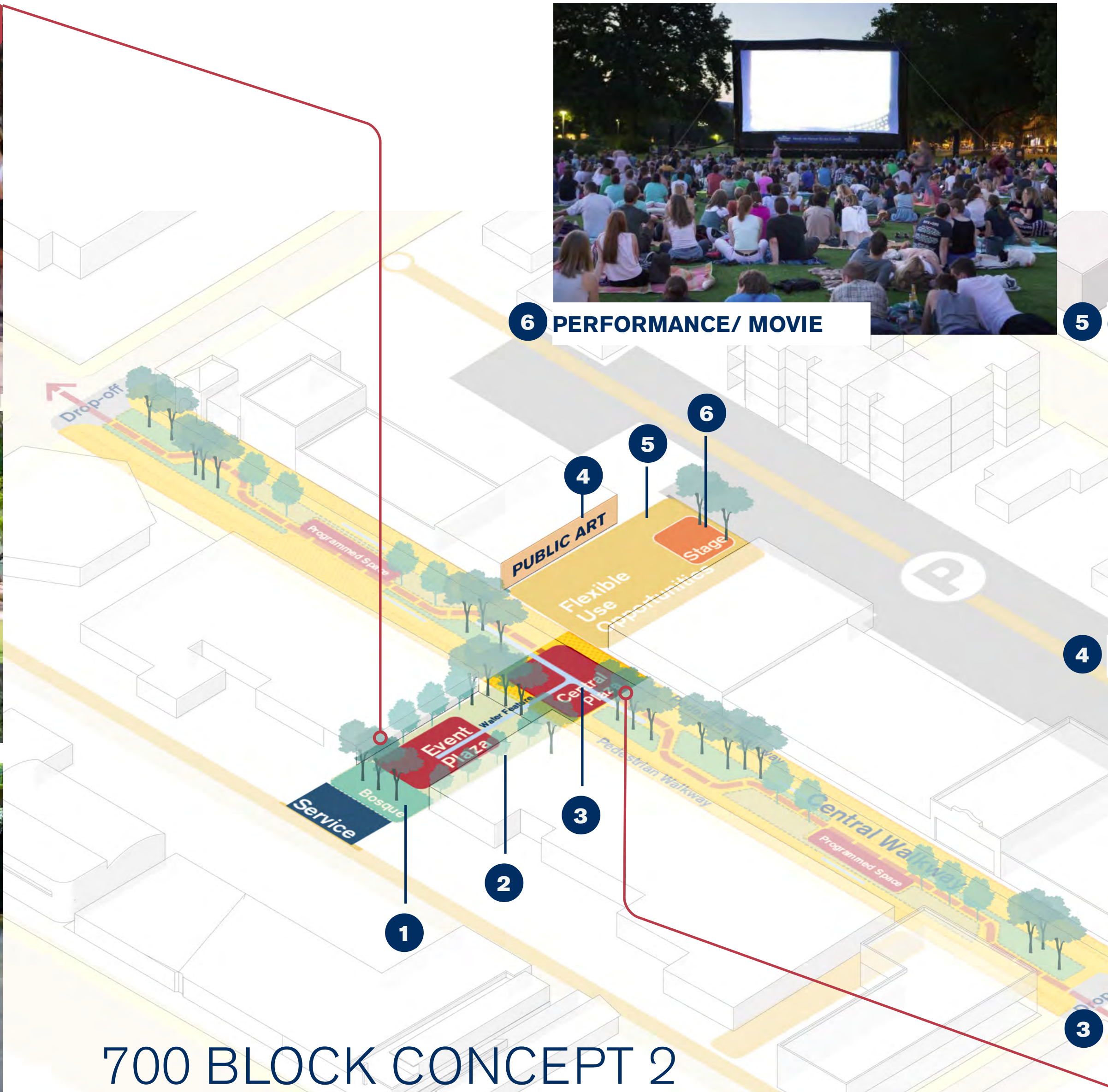
5 OUTDOOR SEATING



4 PUBLIC ART



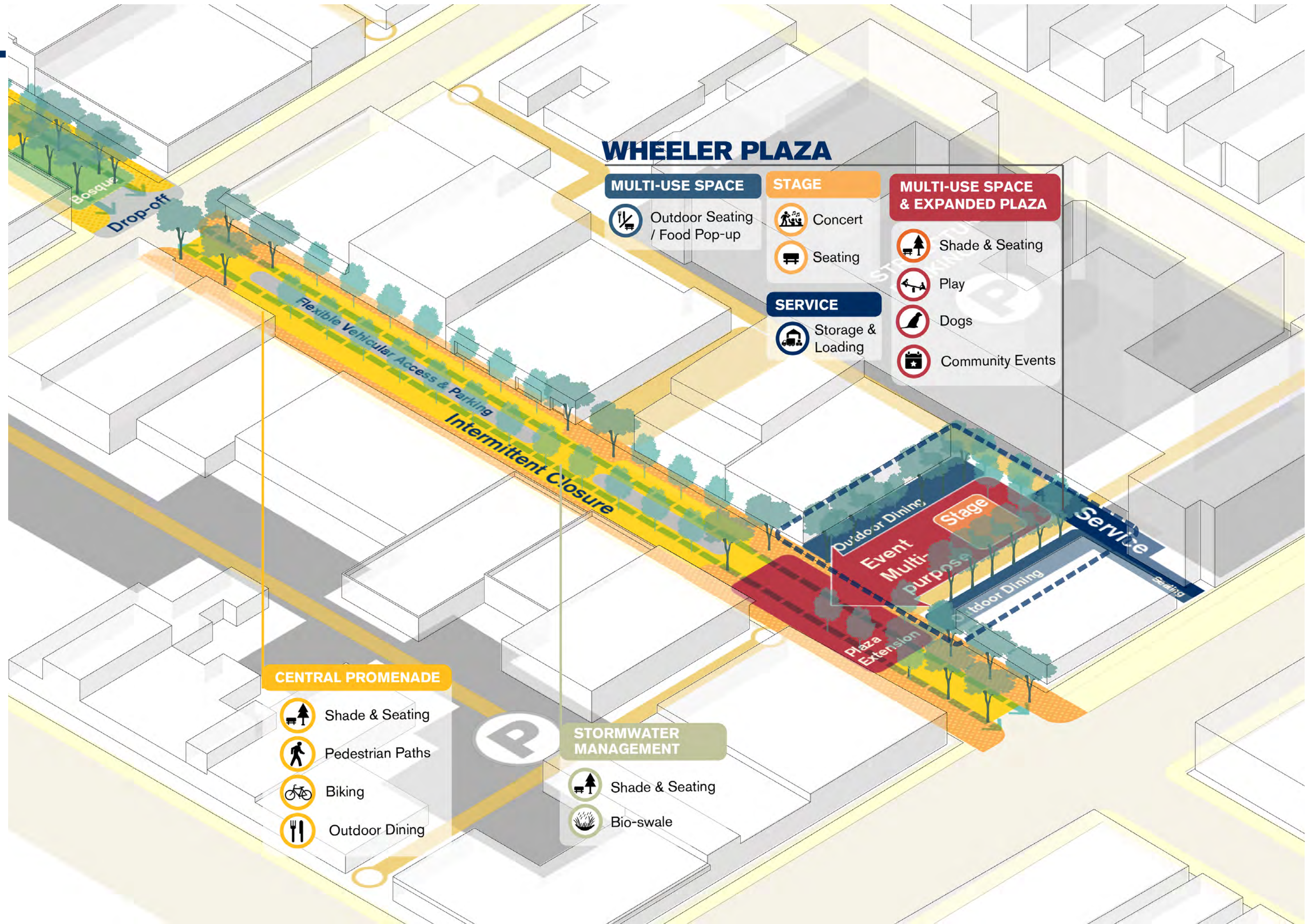
3 LINEAR WATER FEATURE



**700 BLOCK CONCEPT 2
"THE GARDEN"**

CENTRAL PLAZA

600 BLOCK CONCEPT

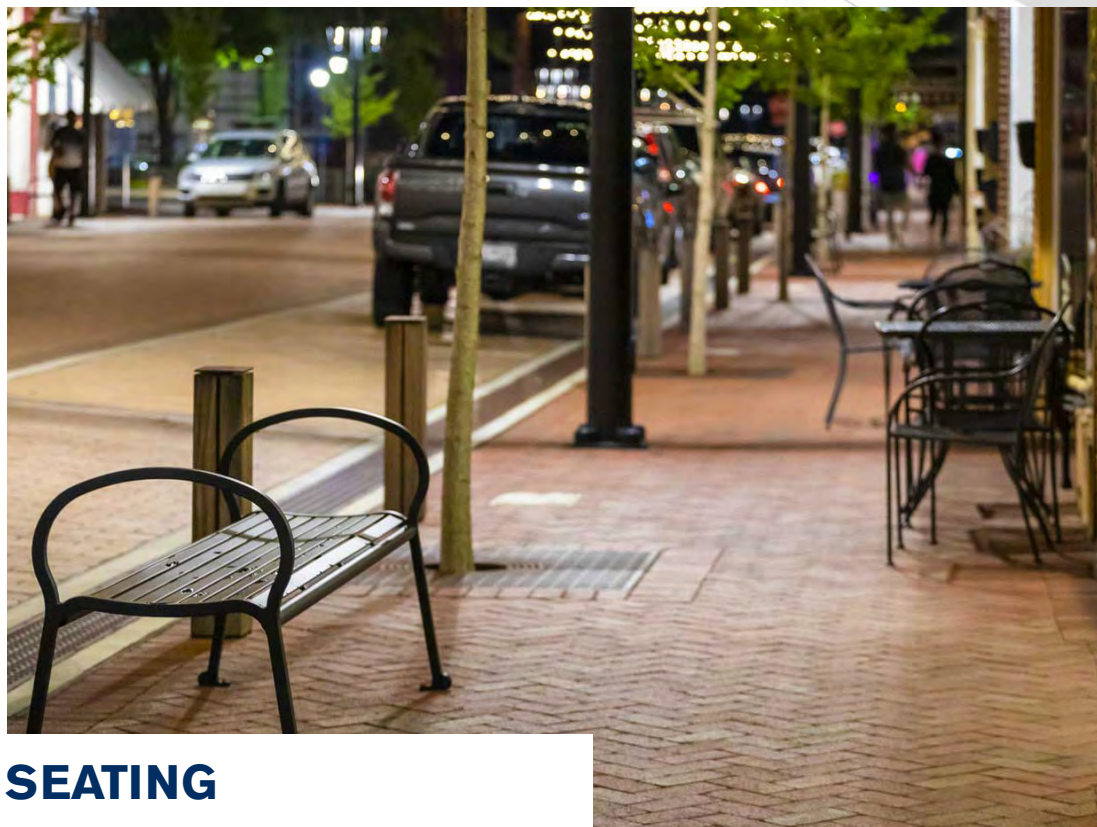




1 EXPANDED SIDEWALK



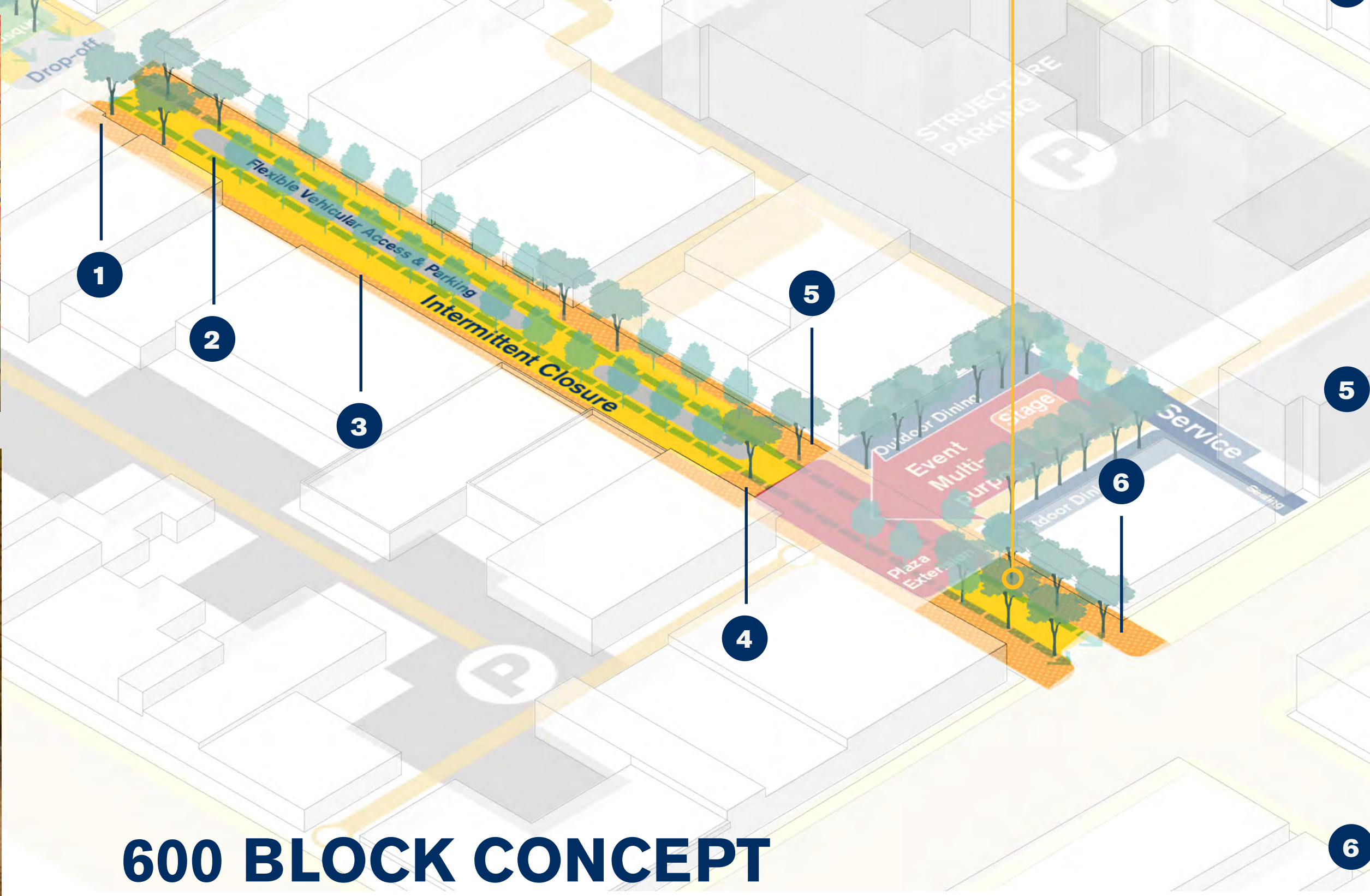
2 BIOSWALE



3 SEATING



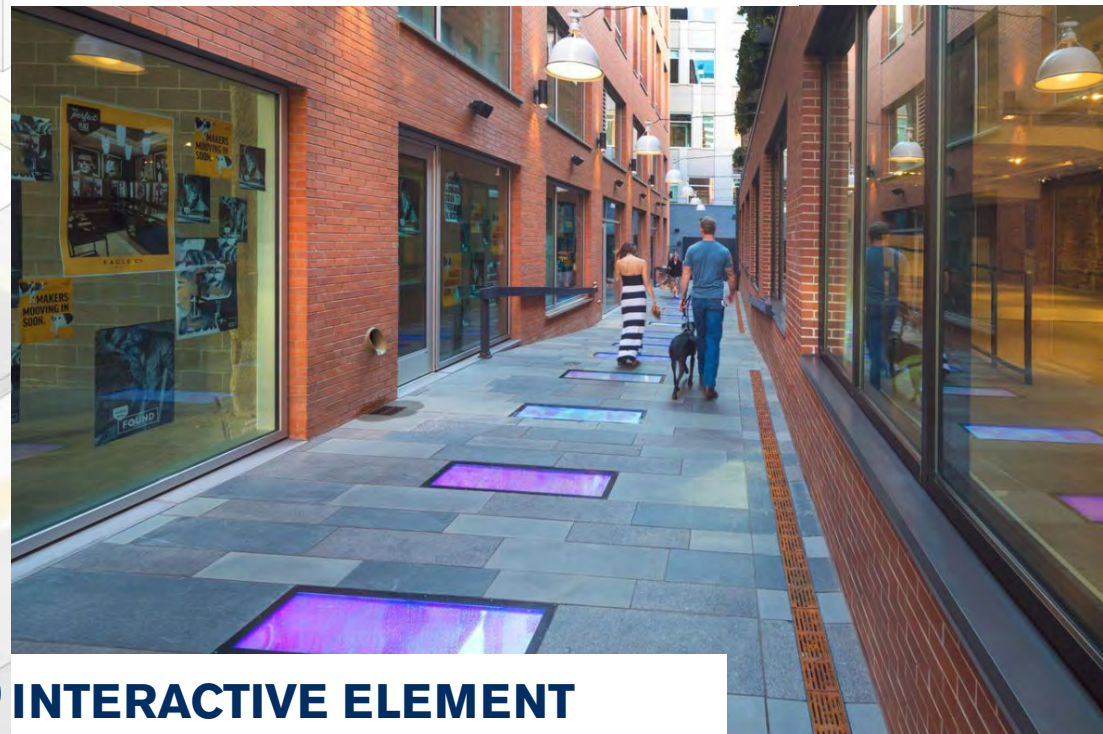
WHEELER GATEWAY



600 BLOCK CONCEPT



4 OUTDOOR DINING



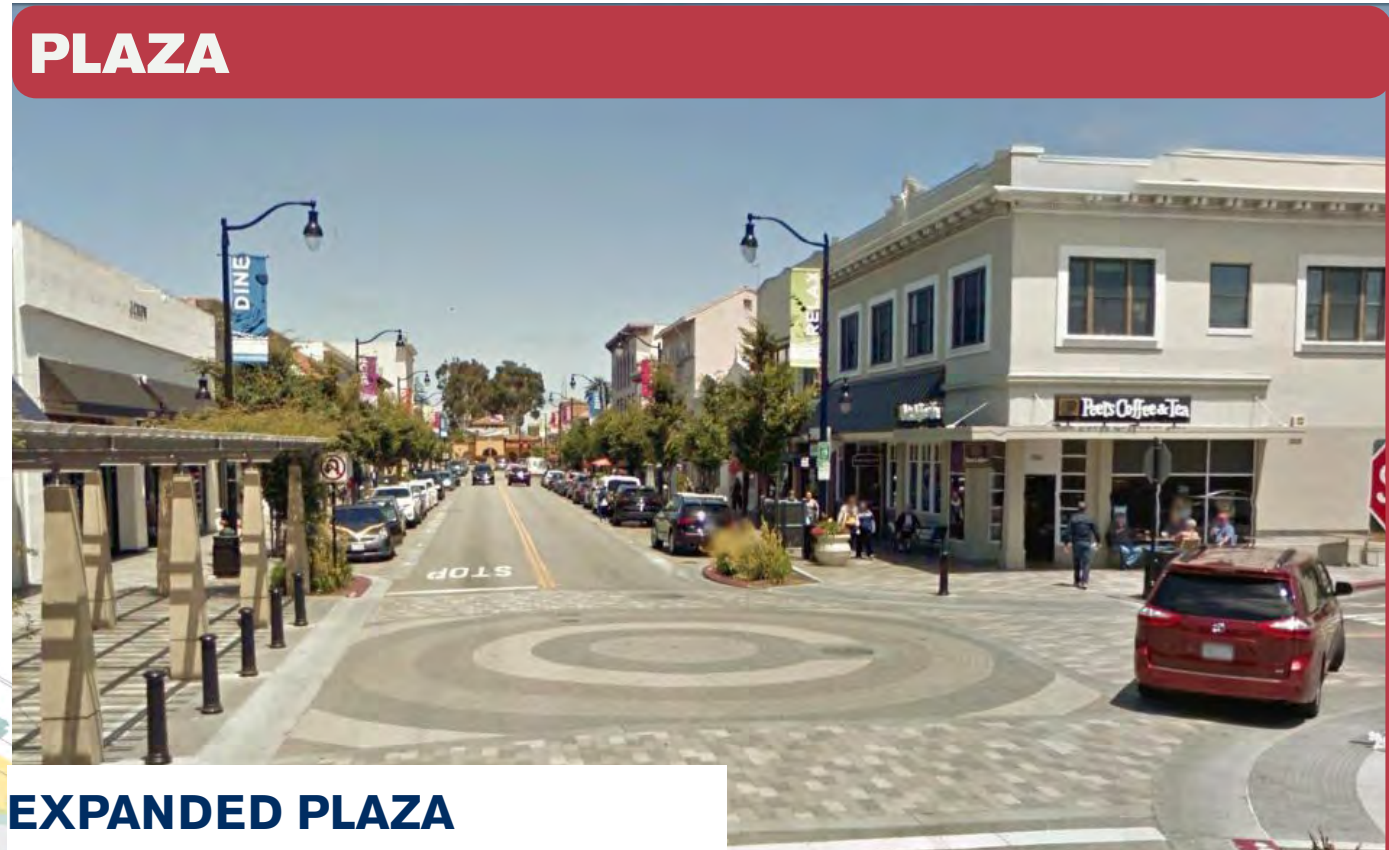
5 INTERACTIVE ELEMENT



6 PLANTER BOXES



1 INTERACTIVE ELEMENT



EXPANDED PLAZA



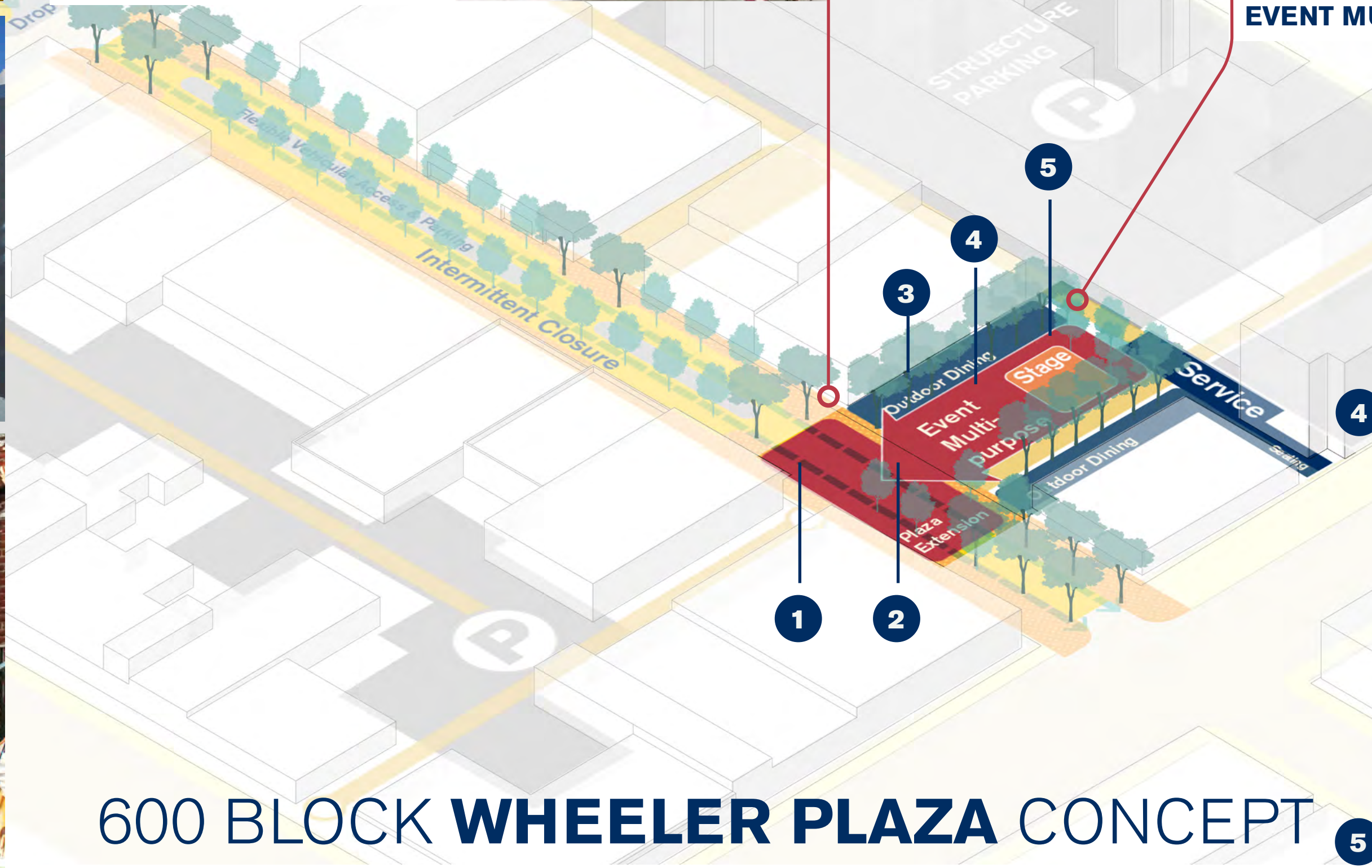
EVENT MULTI-PURPOSE AREA



2 POP-UP CAFE/ FOOD TRUCK



3 OUTDOOR DINING



600 BLOCK **WHEELER PLAZA** CONCEPT



4 BEER GARDEN



5 PERFORMANCE AREA

PRECEDENTS

PRECEDENTS: PEDESTRIAN MALL | ITHACA COMMONS, NY



PRECEDENTS: PEDESTRIAN MALL | PEARL STREET, BOULDER, CO



PRECEDENTS: PEDESTRIAN MALL | CHARLOTTESVILLE, VA



PRECEDENTS: CASTRO STREET, MOUNTAIN VIEW, CA



PRECEDENTS: BURLINGAME AVENUE, BURLINGAME, CA



PRECEDENTS: OTHER PROGRAM IDEAS



FORT COLLINS



FORT COLLINS



SANTANA ROW



OCTAVIA BLVD



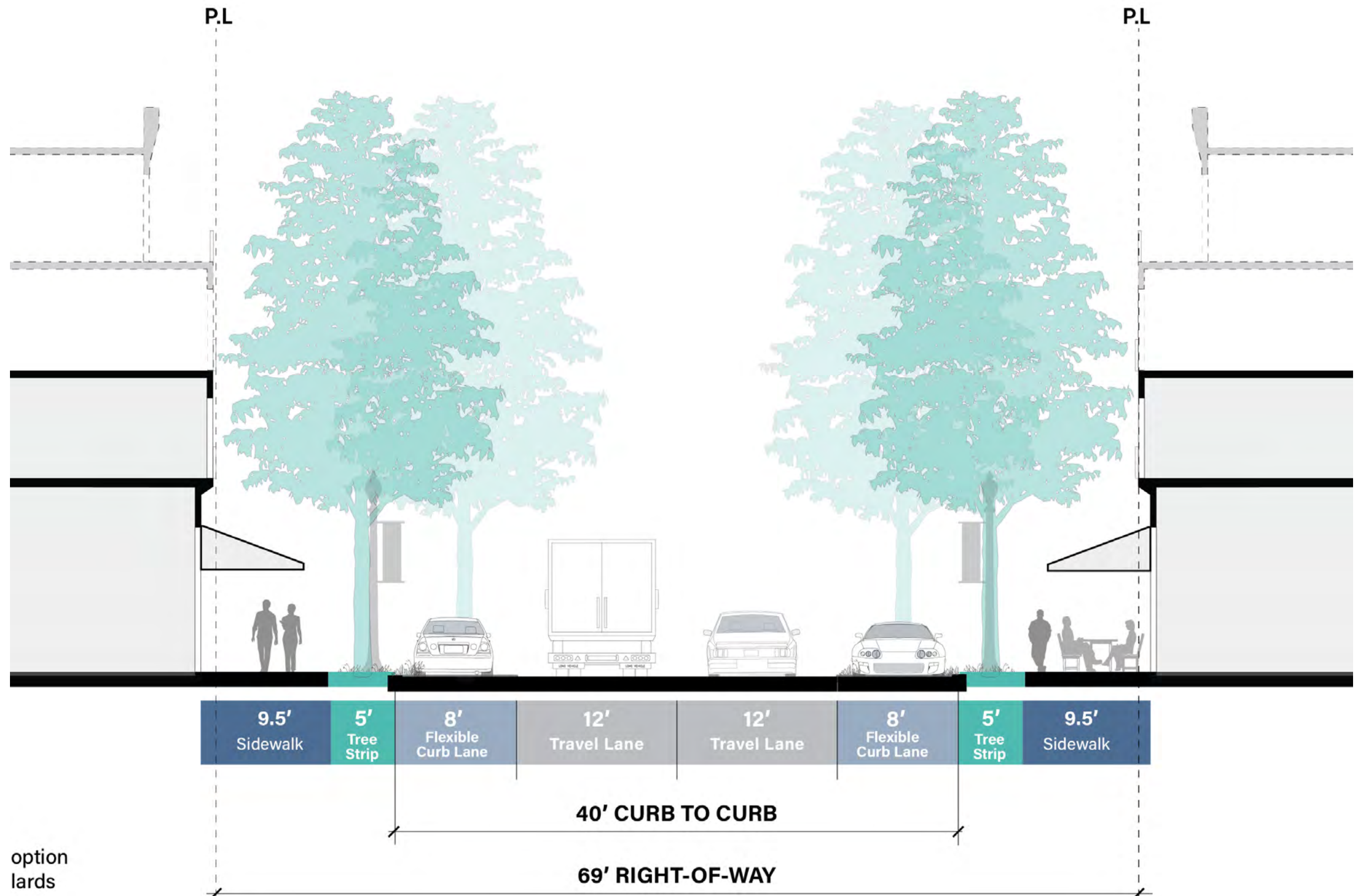
OCTAVIA BLVD

STREET SECTIONS

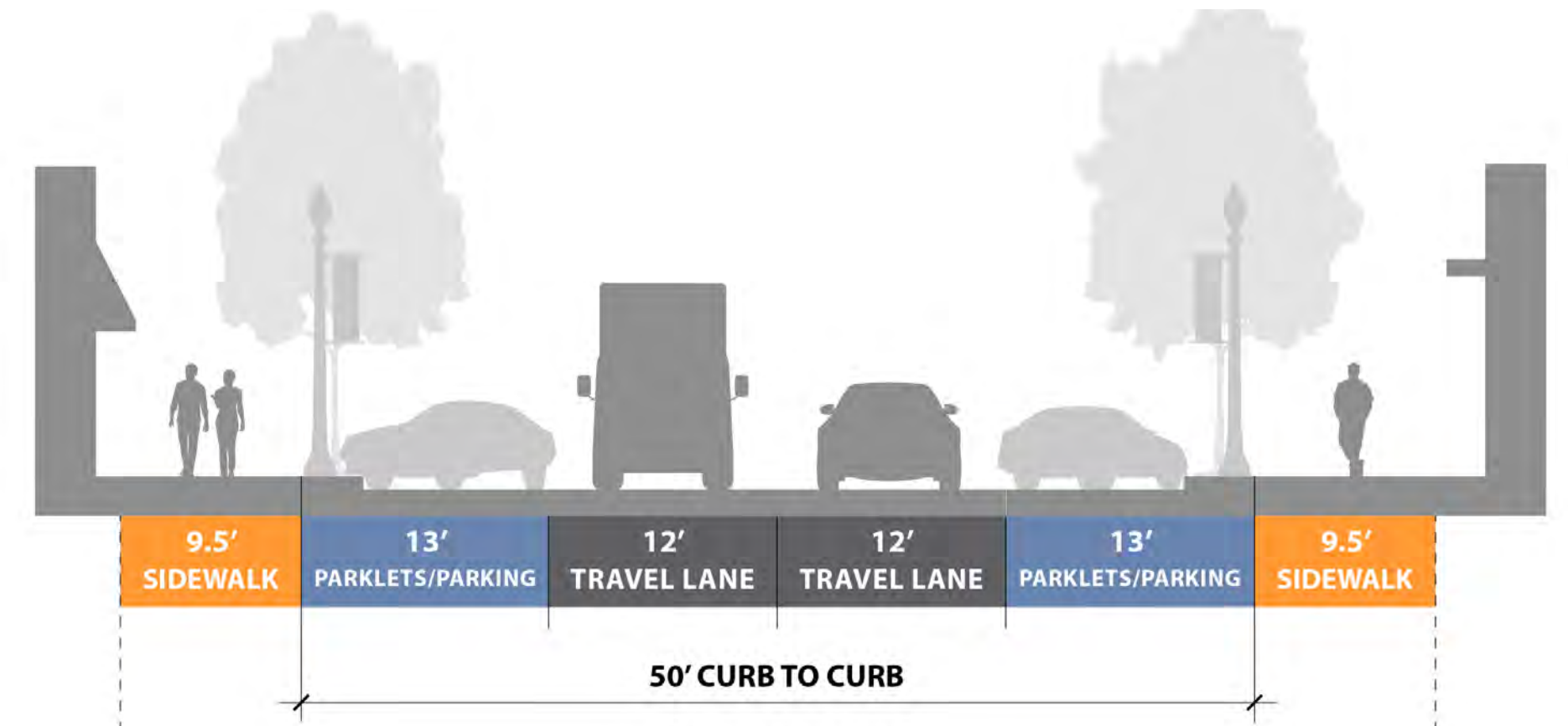
LAUREL STREET CONCEPTS

600 & 800 BLOCK

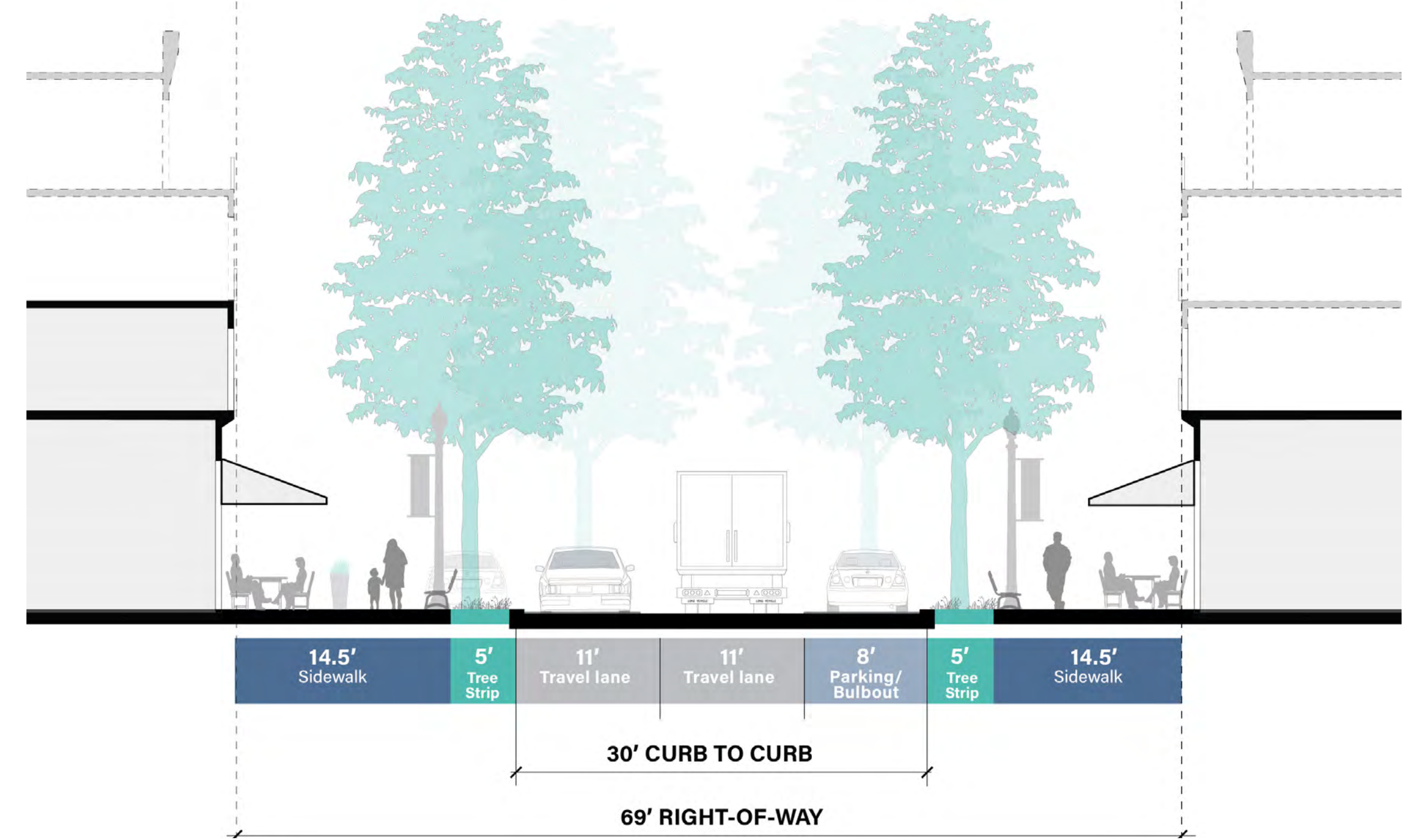
(LOOKING NORTH)



option lards
PROPOSED CONCEPT 1



EXISTING
(LOOKING NORTH)

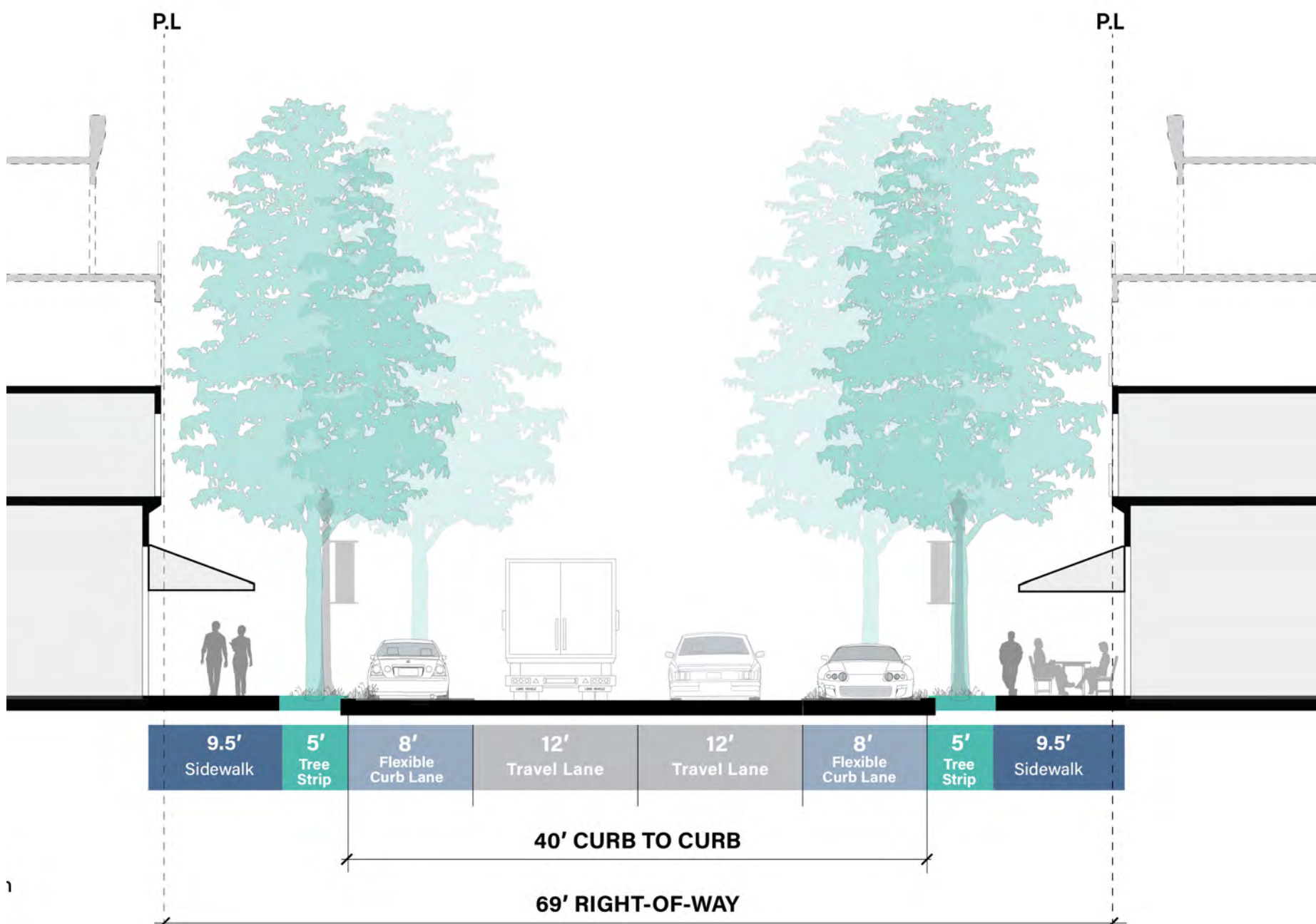


PROPOSED CONCEPT 2

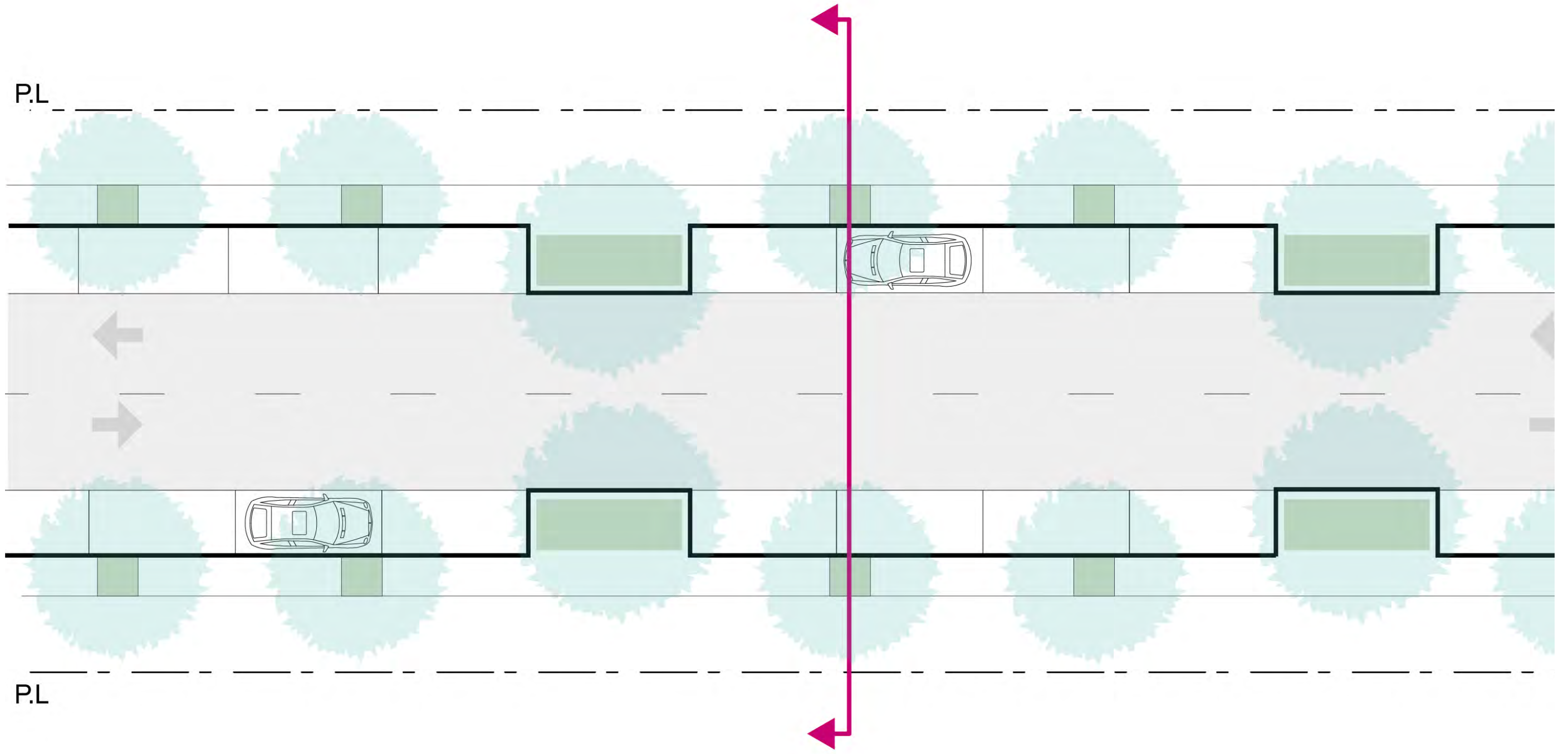
LAUREL STREET CONCEPT 1

600 & 800 BLOCK

(LOOKING NORTH)



CROSS SECTION
(LOOKING NORTH)

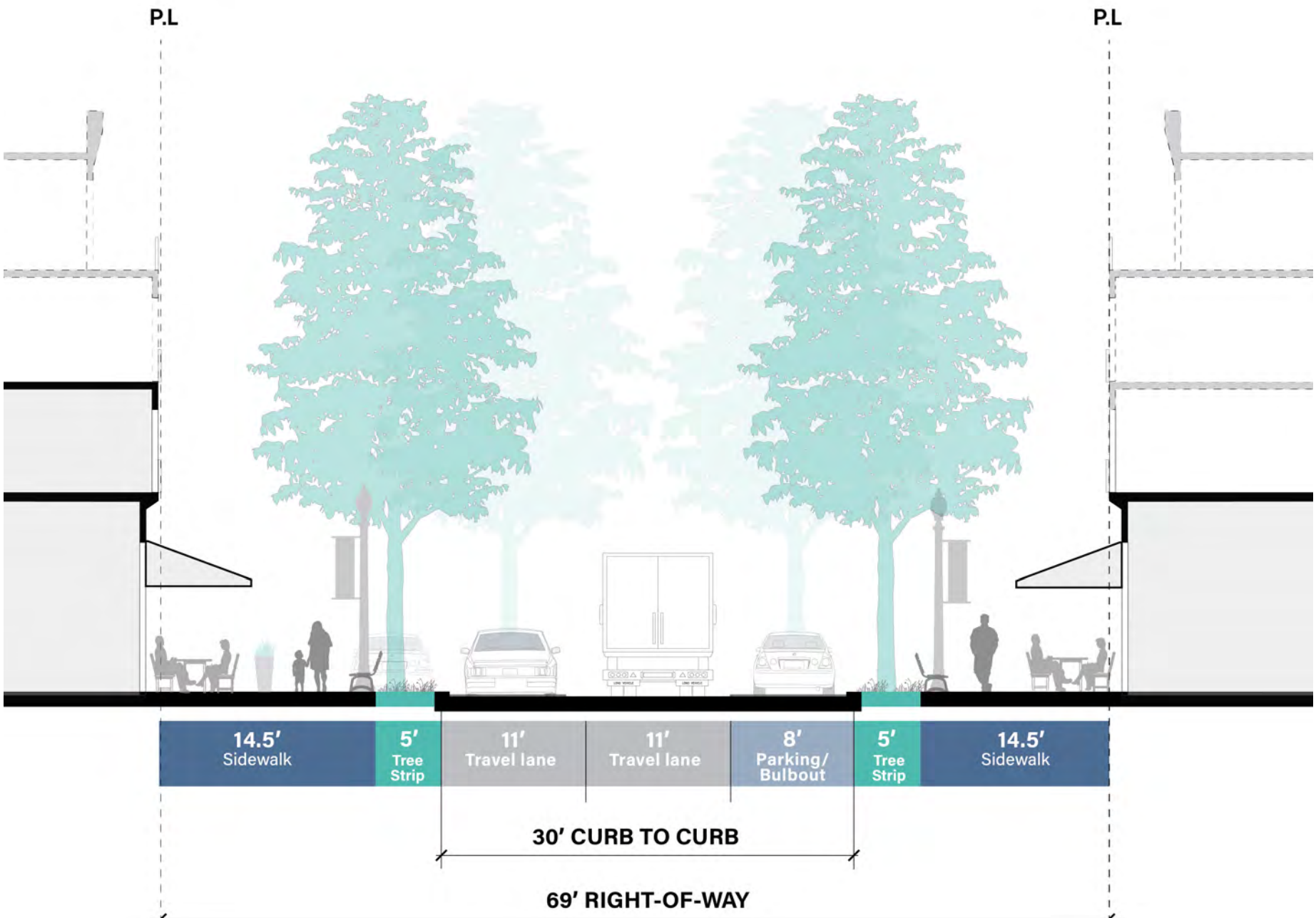


SCHEMATIC PLAN

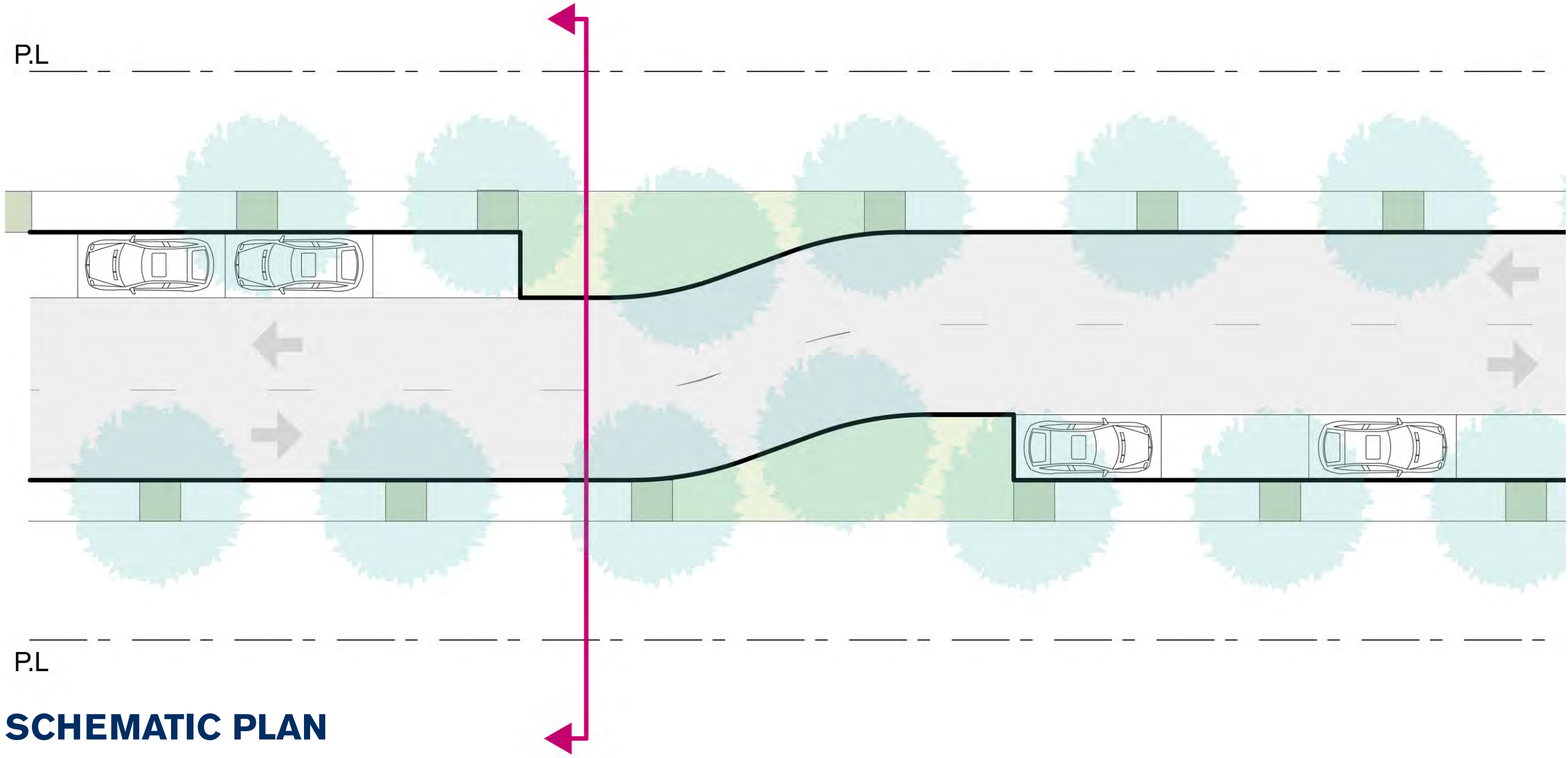
LAUREL STREET CONCEPT 2

600 & 800 BLOCK

(LOOKING NORTH)



CROSS SECTION
(LOOKING NORTH)

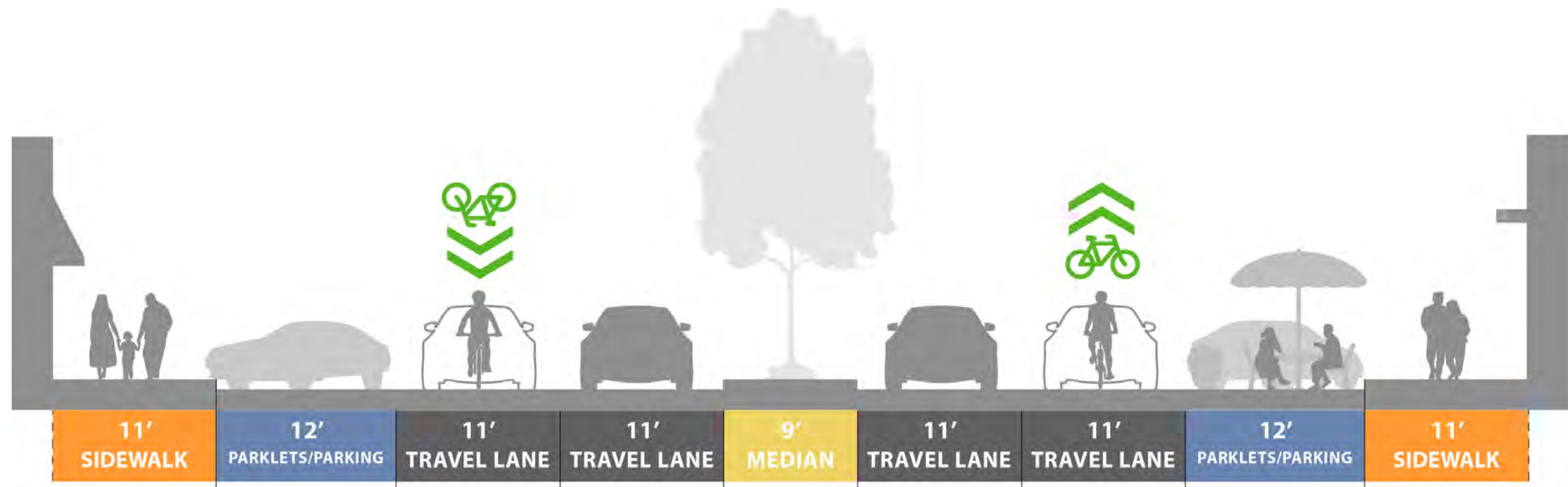


SCHEMATIC PLAN

SAN CARLOS AVENUE

(LOOKING EAST)

EXISTING
(LOOKING EAST)

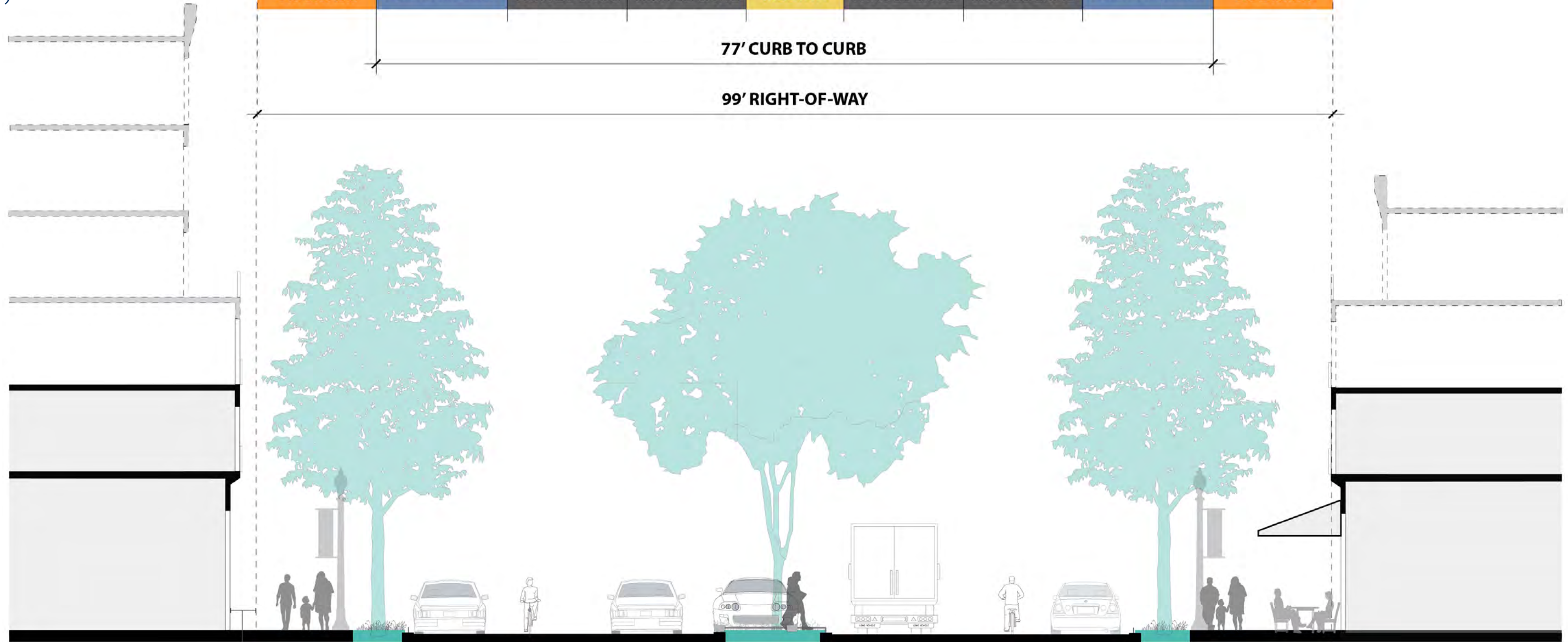


11' SIDEWALK 12' PARKLETS/PARKING 11' TRAVEL LANE 11' TRAVEL LANE 9' MEDIAN 11' TRAVEL LANE 11' TRAVEL LANE 12' PARKLETS/PARKING 11' SIDEWALK

77' CURB TO CURB

99' RIGHT-OF-WAY

PROPOSED



9' Sidewalk with Outdoor Dining 5' Tree Strip 8' Flexible Curb Lane 5' Bike Lane 3' Buffer 12' Travel lane 10' Turn Lane / Median 12' Travel lane 3' Buffer 5' Bike Lane 8' Flexible Curb Lane 5' Tree Strip 14' Sidewalk with Outdoor Dining

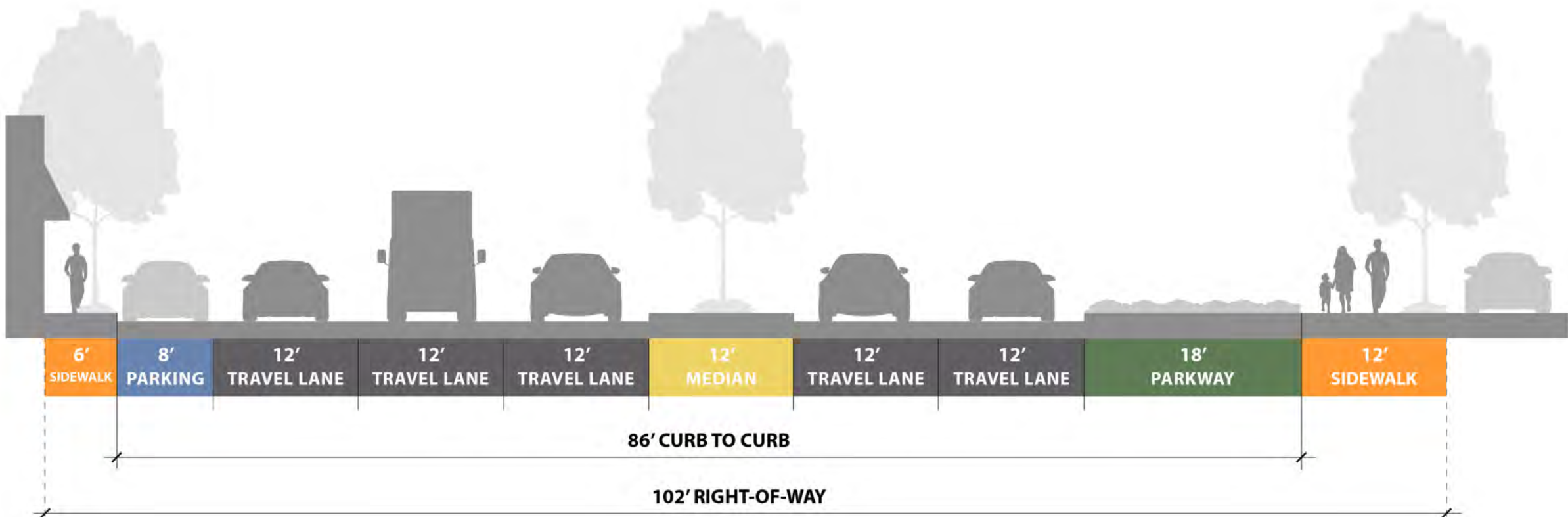
64' CURB TO CURB

99' RIGHT-OF-WAY

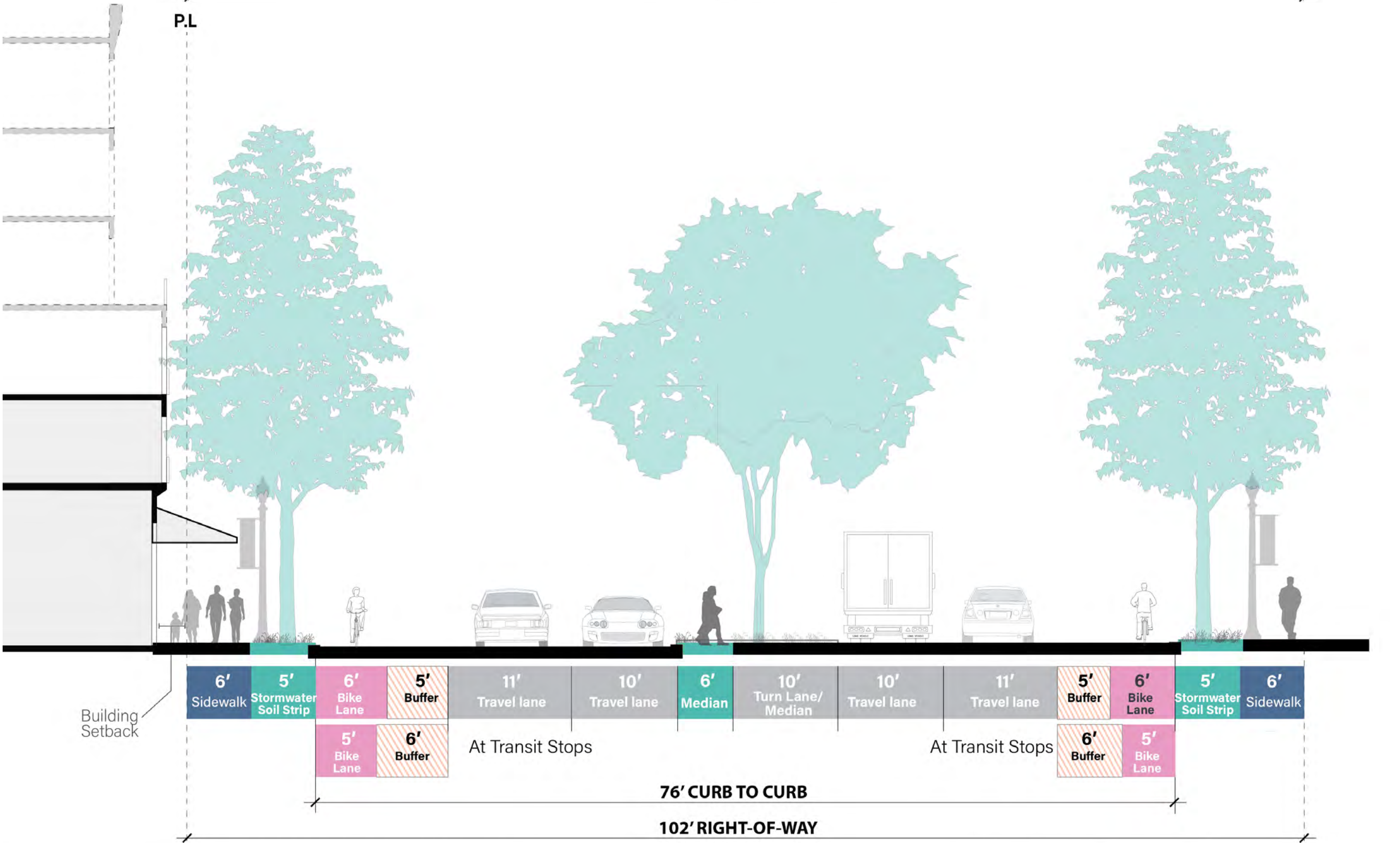
EL CAMINO REAL

(LOOKING NORTH)

EXISTING
(LOOKING NORTH)



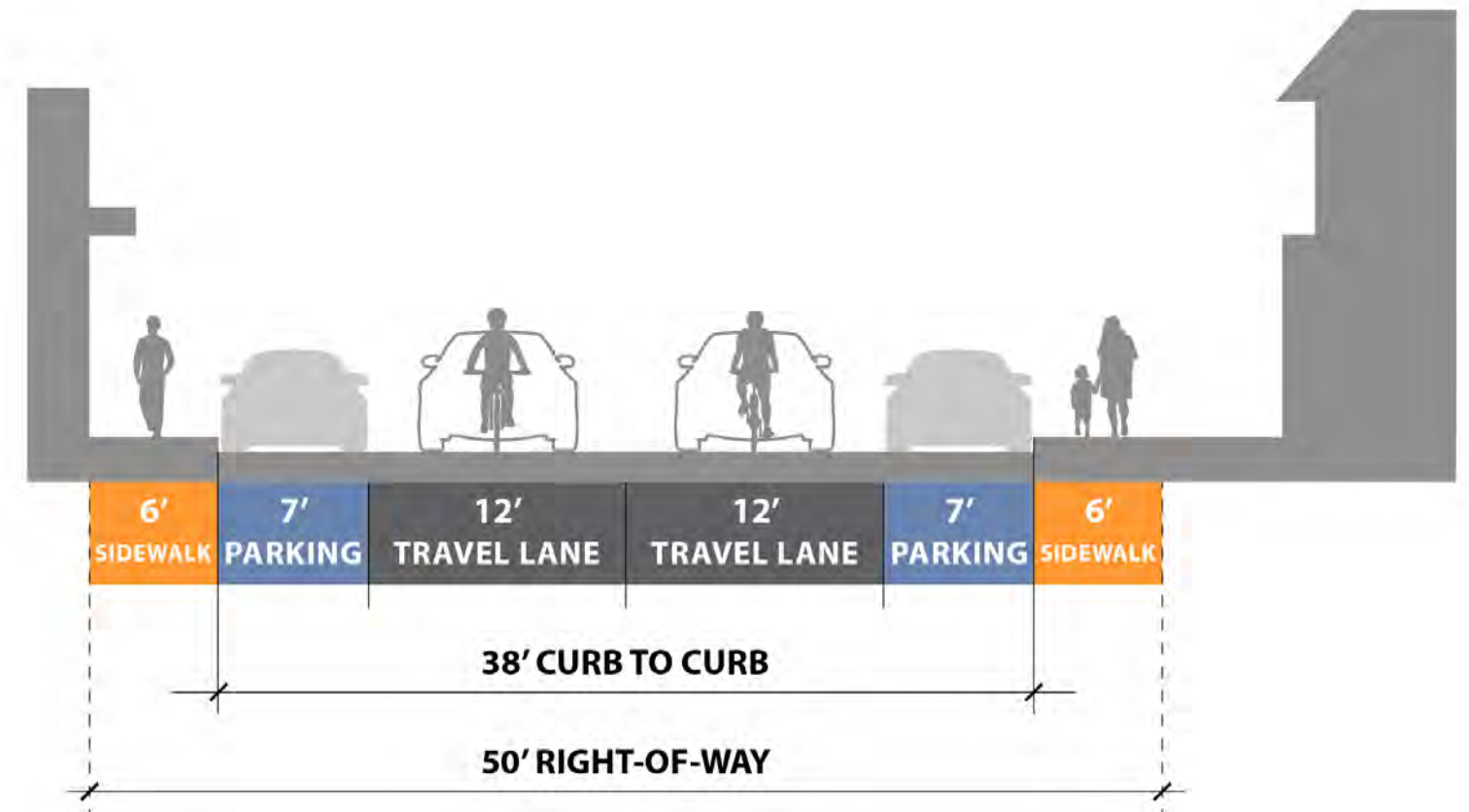
PROPOSED



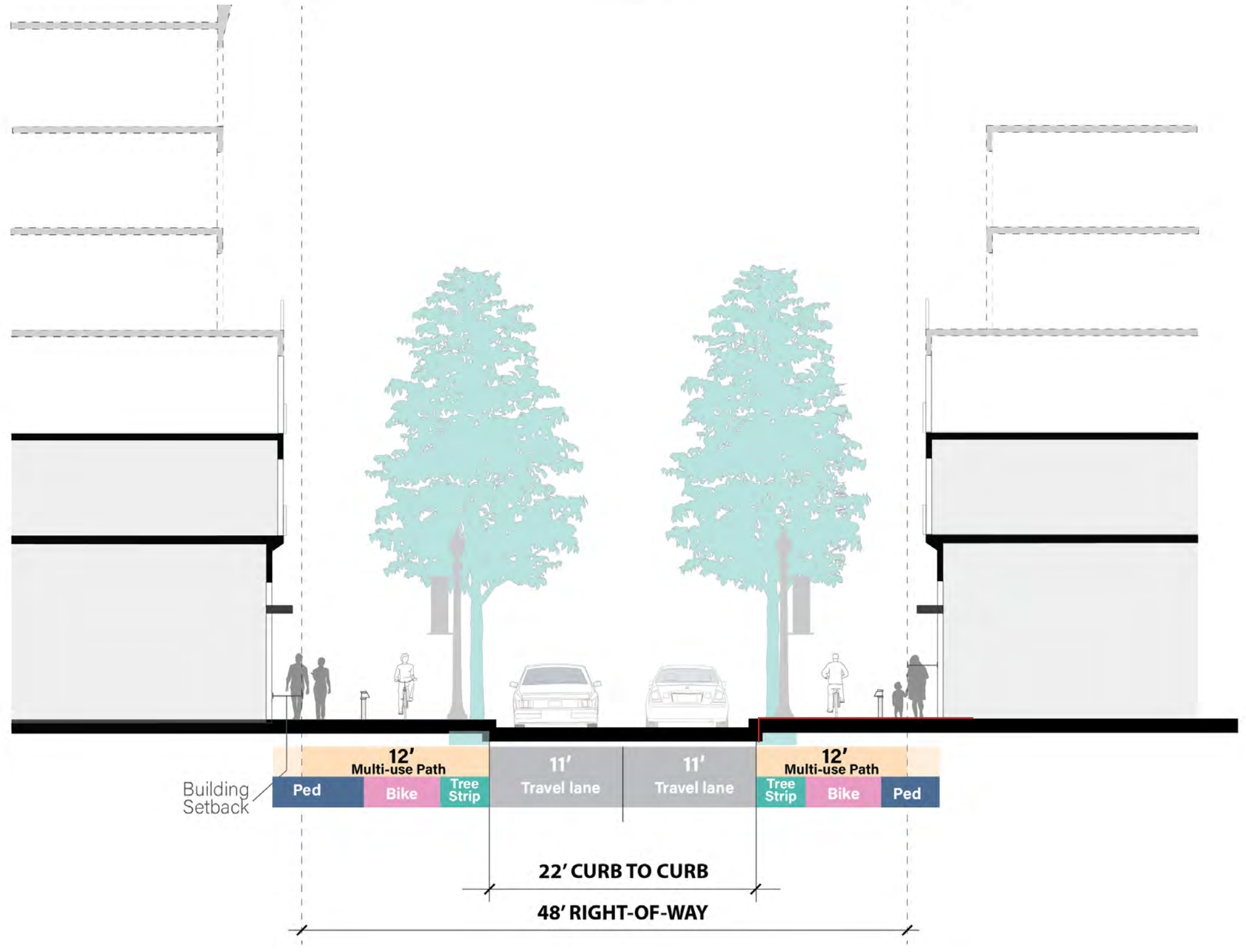
ARROYO AVENUE

(LOOKING EAST)

EXISTING
(LOOKING EAST)



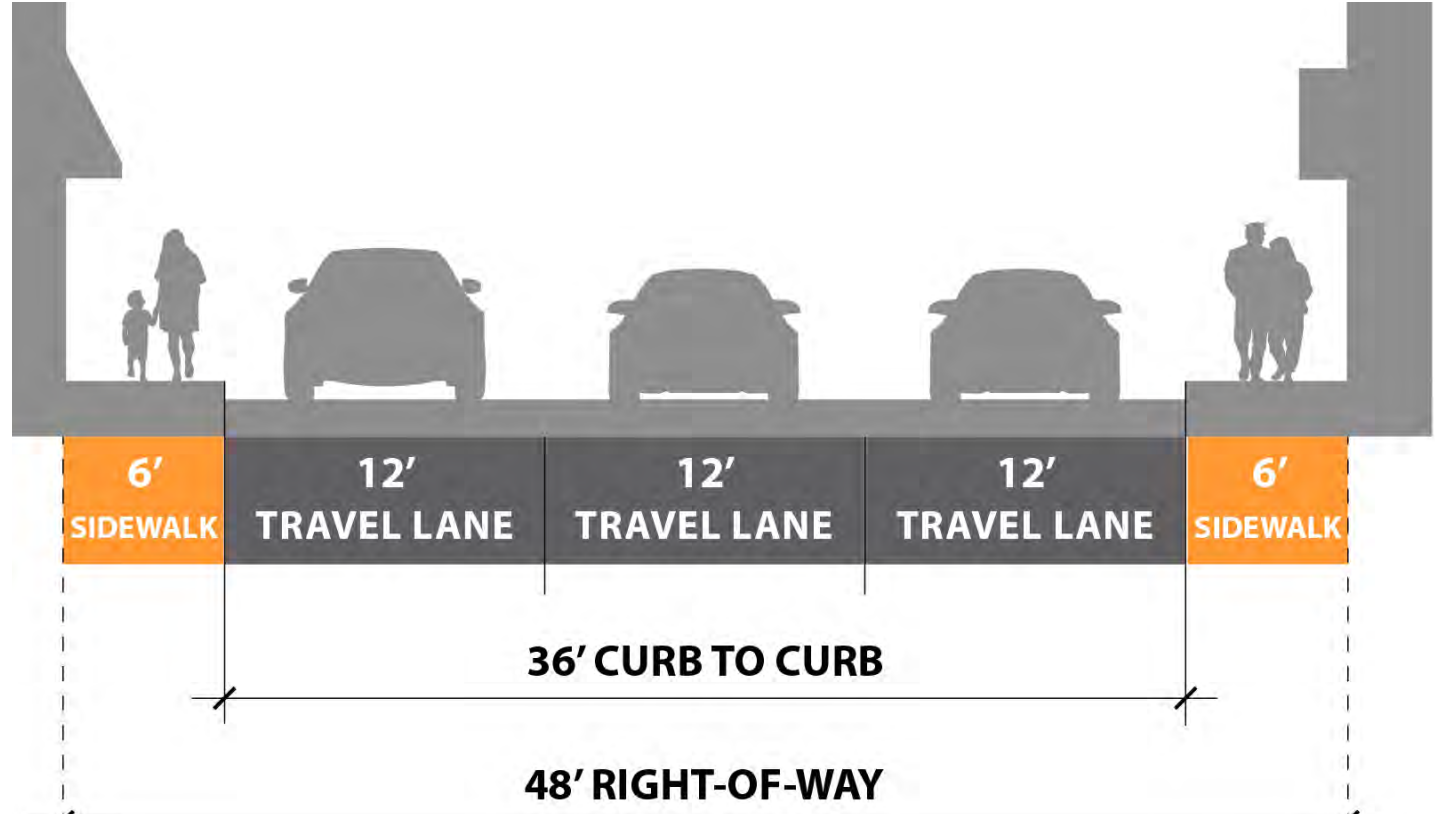
PROPOSED



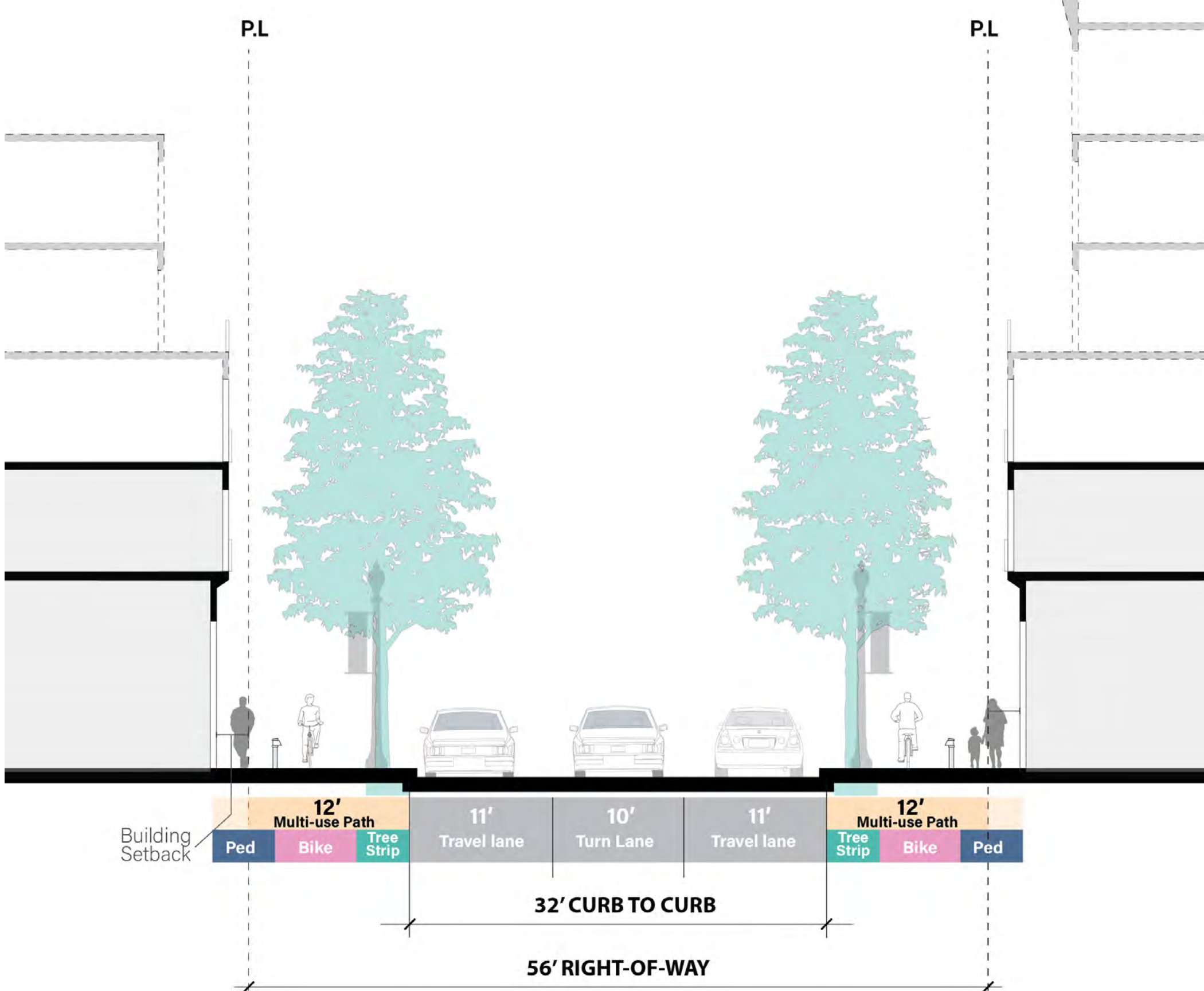
BRITTAN AVENUE

(LOOKING EAST)

EXISTING
(LOOKING EAST)



PROPOSED





BREAKOUT DISCUSSION

BREAKOUT ACTIVITIES

ACTIVITY 1 - Review and Confirm the Draft Vision & Guiding Principles

ACTIVITY 2 - Discuss The Public Realm Concepts

REPORT BACK



Report Back



Next Steps

DOWNTOWN IDEATION WORKSHOP

Join us at one of the workshops, to share your ideas and priorities, to **make our downtown** more **vibrant, welcoming,** and **equitable.**

Key Topics

- Public Space Design
- Program Mix
- Circulation & Access

VIRTUAL Workshop

Wed, December 6th
6:00 pm - 7:30pm

IN-PERSON Workshop

Sat, December 9th
Venue: 677 Laurel Street

Drop-in Sessions:

10:00 am - 12:00 pm
1:00 pm - 3:00 pm

Consultant presentations
start at 10:30 AM and 1:30 PM



DTAC Meeting Agenda

5. Comments from the Public

DTAC Meeting Agenda

6. Wrap Up/Next Steps



DTAC Meeting Agenda

7. Adjourn Meeting

