



# SAN CARLOS DOWNTOWN SPECIFIC PLAN DOWNTOWN IDEATION WORKSHOP



DECEMBER 06, 2023

# WELCOME



**Adam Rak**

Mayor

# CITY OF SAN CARLOS TEAM



**Al Savay**  
Community & Economic  
Development Director



**Lisa Porras**  
Planning Manager



**Akanksha Chopra**  
Associate Planner



**Sajuti Haque**  
Senior Management



**Linnet Kwok**  
Senior  
Administrative Clerk

# CONSULTANT TEAM



## PRIME CONSULTANT

PLANNING / URBAN DESIGN / PLACEMAKING



**James Stickley**

Principal-in-Charge  
Public Realm Design Lead



**Poonam Narkar**

Project Manager /  
Sr. Urban Designer  
Engagement Lead



**Matt Taecker**

Sr. Planner /Urban Designer  
Zoning Update +  
Development Standards



**Rohit Tak**

Project Urban Designer



**Ashwin Nambiar**

Urban Designer



**Can Liu**

Landscape Designer

## SUBCONSULTANT TEAM



**David Shiver**

BAE/  
Financing & Funding Strategy



**David Greensfelder**

Greenfelder Commercial  
Real Estate /  
Retail Market Strategy



**Federico Messa**

Systematica /  
Mobility & Circulation Strategy



**Brian Canepa**

W-TRANS / Mobility, Circulation  
& Parking Strategy, & Downtown  
Traffic Operations Study



**Robert Stevens**

CSW|ST2 / Civil  
Engineering & Infrastructure



**Karly Kaufman**

Rincon Consulting/  
Environmental

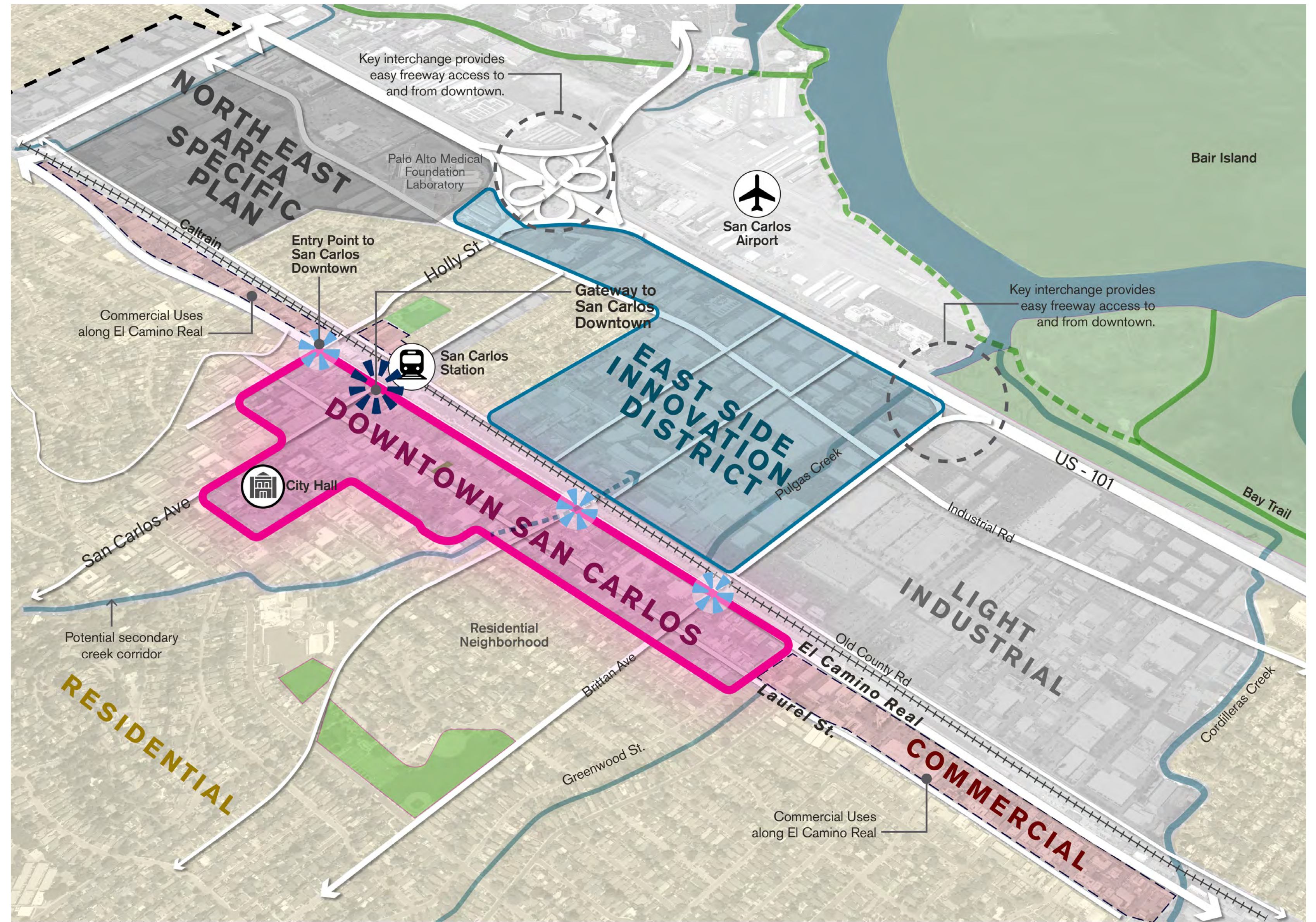


# AGENDA

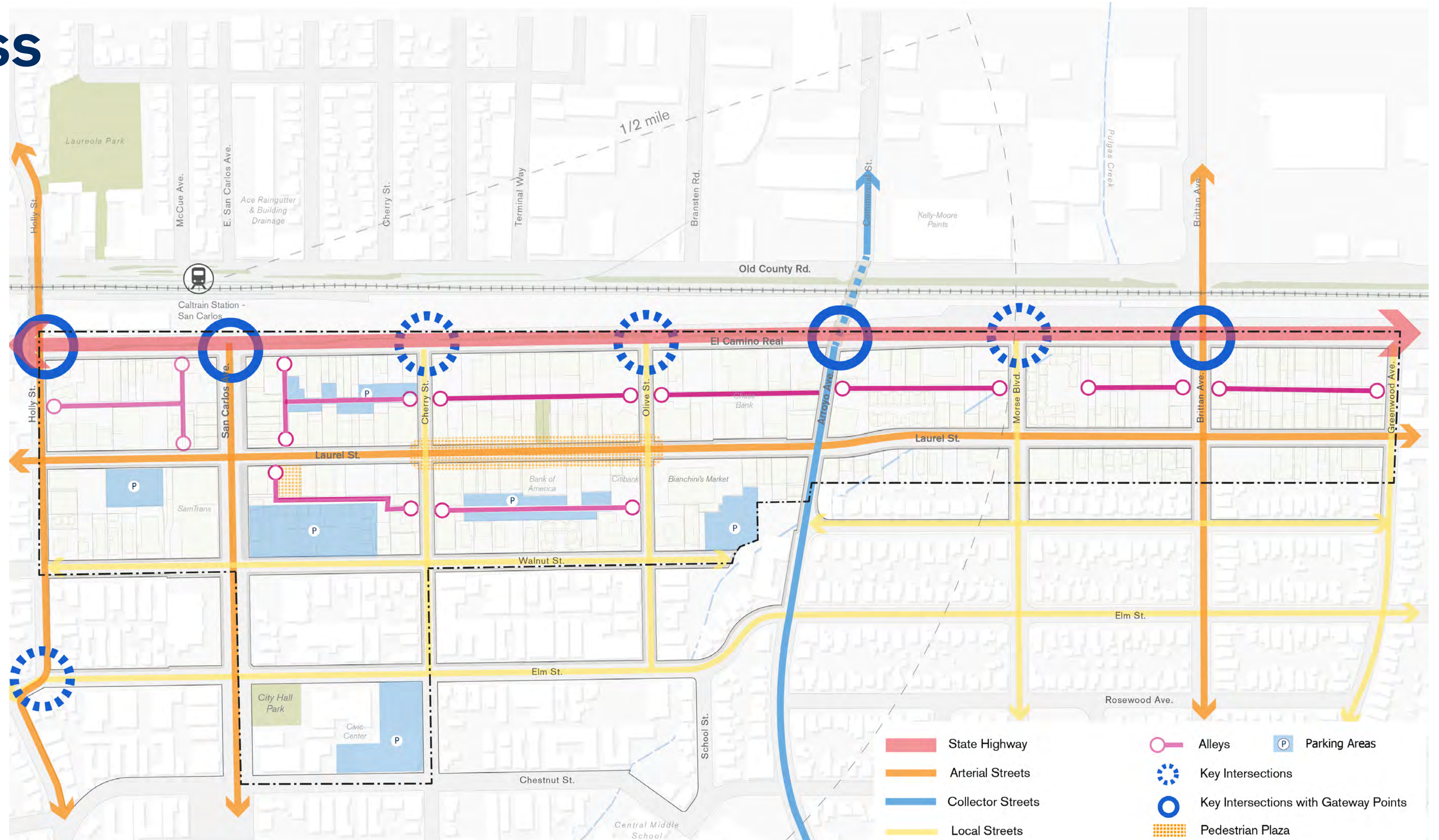
- Presentation
- Breakout Group Discussions
- Report Back
- Next Steps

# REGIONAL AND LOCAL CONTEXT

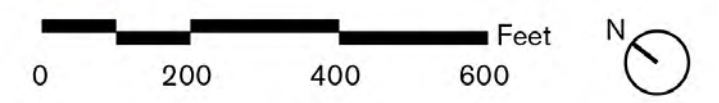
- Downtown San Carlos plays an important role in the local setting, offering a quaint main street environment for the San Carlos community and a local destination for neighboring communities.
- Proximity to the US-101 interchanges at Holly Street and Brittan Avenue, and the Caltrain Station are key assets 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.
- 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.



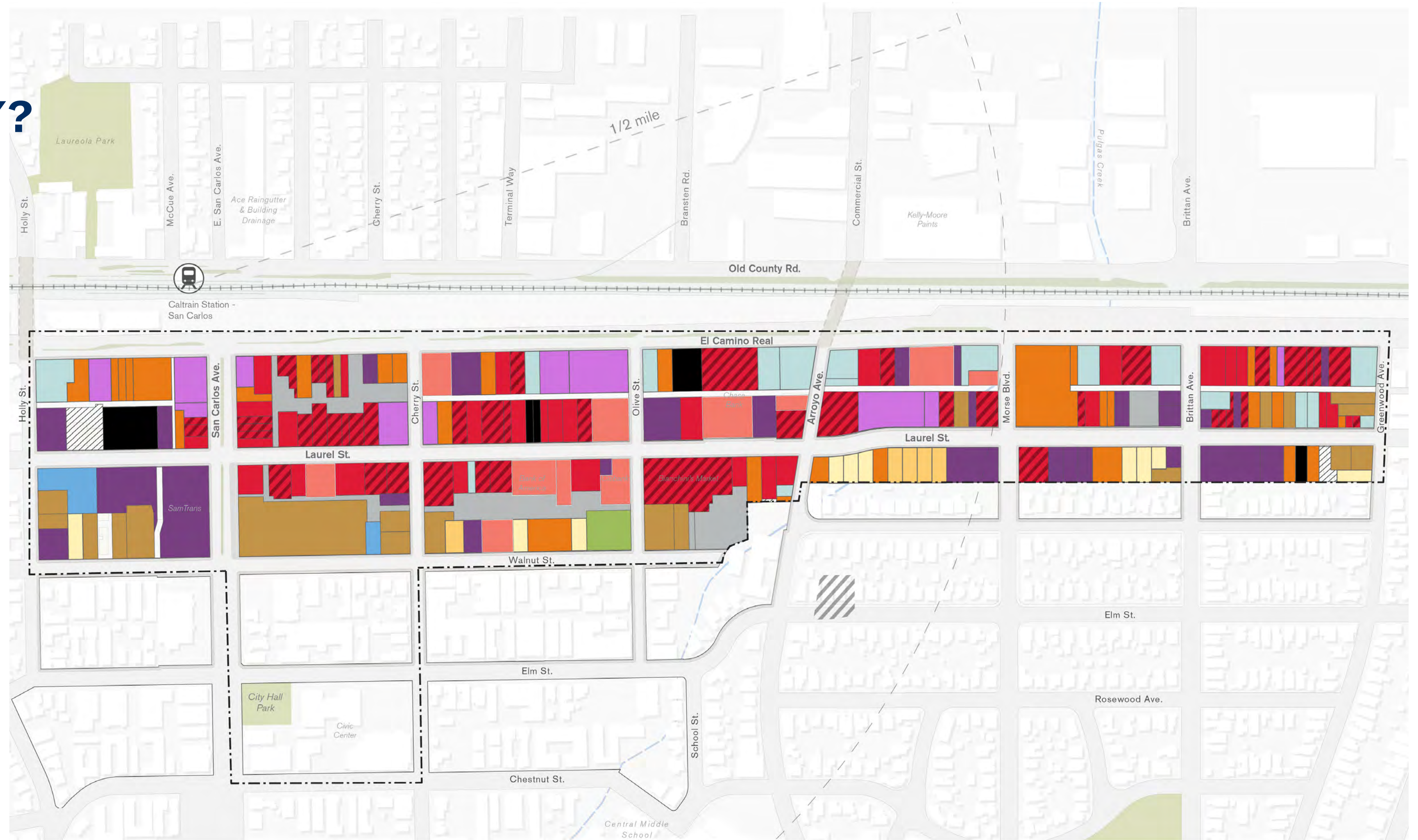
# HOW DO WE ACCESS THE DOWNTOWN?



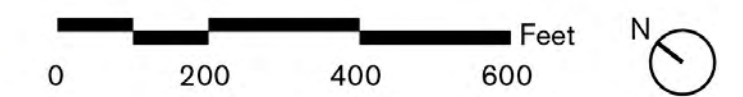
- State Highway
- Arterial Streets
- Collector Streets
- Local Streets
- Alleys
- P Parking Areas
- Key Intersections
- Key Intersections with Gateway Points
- Pedestrian Plaza



# WHAT'S IN OUR DOWNTOWN TODAY?



- |                               |   |
|-------------------------------|---|
| Residential - Low Density     | Commercial - Restaurants                      |
| Residential - Medium Density  | Commercial - Retail                           |
| Residential - High Density    | Commercial - Personal & Professional Services |
| Public/Quasi-public           | Auto-Services                                 |
| Mixed-use without Residential | Parking                                       |
| Mixed-use Residential         | Vacant Land                                   |
| Commercial Office             | Other   |
| Institutional                 |   |



Source: City of San Carlos



# HOW IS DOWNTOWN SAN CARLOS DOING?

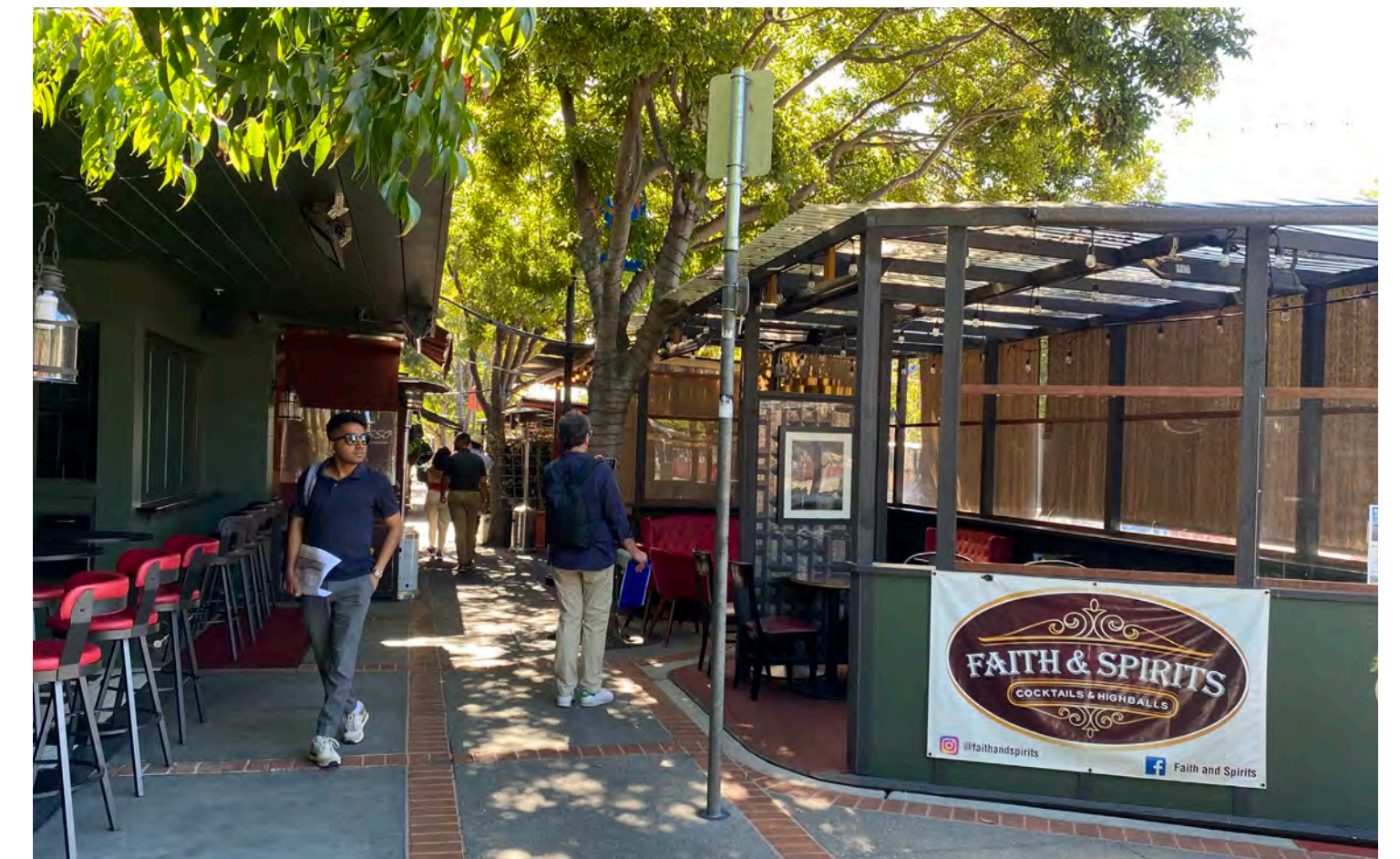
## Working Well

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



## Needs Improvement

- 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 food & beverages 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



# HOW ARE OTHER CITIES DOING?



## Castro Street, Mountain View, CA

- 3-blocks on Castro Street being converted to a pedestrian mall on interim basis.
- Lots of food and beverages businesses some services
- Some attempt at uniformity with outdoor seating and amenities, but unevenly successful.
- Caltrain adjacent, good public parking parallel to the street.
- 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.
- Quite a bit of vacancy



## Burlingame Avenue, Burlingame, CA

- 5-blocks corridor and some side streets.
- No street closures, but the traffic calming is achieved by the density and there is easy jay walking.
- Well-proportioned sidewalks with sidewalk amenities
- Caltrain proximity. Connection to train station is good but not a demand driver.
- District parking in lots behind stores.
- Results:
  - » Low storefront vacancy today
  - » Preserved and grew sales tax revenue
  - » High satisfaction among residents and businesses



## Pearl Street, Boulder, CO

- 4-blocks long pedestrian mall of 14 blocks long commercial portion of Pearl Street.
- Mall open 24 hours, but businesses have their own operating hours.
- A variety of events with different sponsors are offered in the Downtown area. Game days are big!
- Issues:
  - » High cost to operate.
  - » Lower retail business vitality than areas with vehicle access.
  - » Issue #3 – A variety of retail/equity issues.

# **WHAT IS THE VISION FOR DOWNTOWN SAN CARLOS?**

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## DRAFT **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, opportunities for housing and businesses of all types, and **inviting spaces for all users**. Downtown San Carlos is a **sustainable district**, with landscape that **supports ecological and community health & well-being**.



# DRAFT GUIDING PRINCIPLES

## EQUITY + RESILIENCE



### MOBILITY & CONNECTIVITY

Downtown should have a balance of mobility modes that emphasizes pedestrian, bicycle, and public transit circulation along with effective parking management strategies, to support a socially vibrant pedestrian-oriented environment and to minimize auto-dependence to access downtown.

*The Plan Area should strive to be an equitable place offering social, economic, housing and recreational opportunities at varying levels of affordability for all users along with being resilient to address evolving climate adaptation needs.*



### PLACEMAKING & IDENTITY

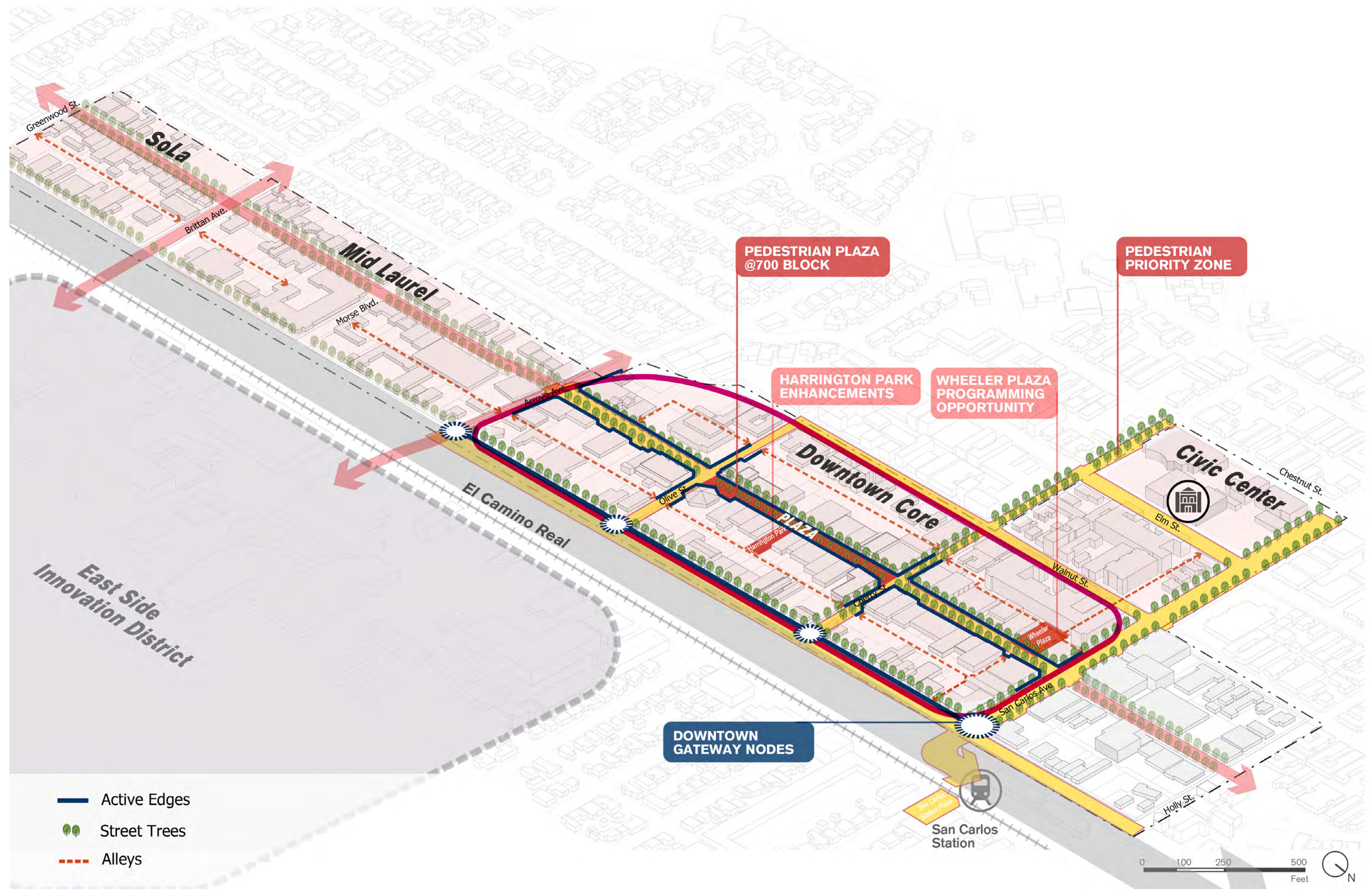
The Downtown Specific Plan should strive to create distinctive character and identity unique to San Carlos' culture, history, and context; defined by the physical form and experience of the downtown.



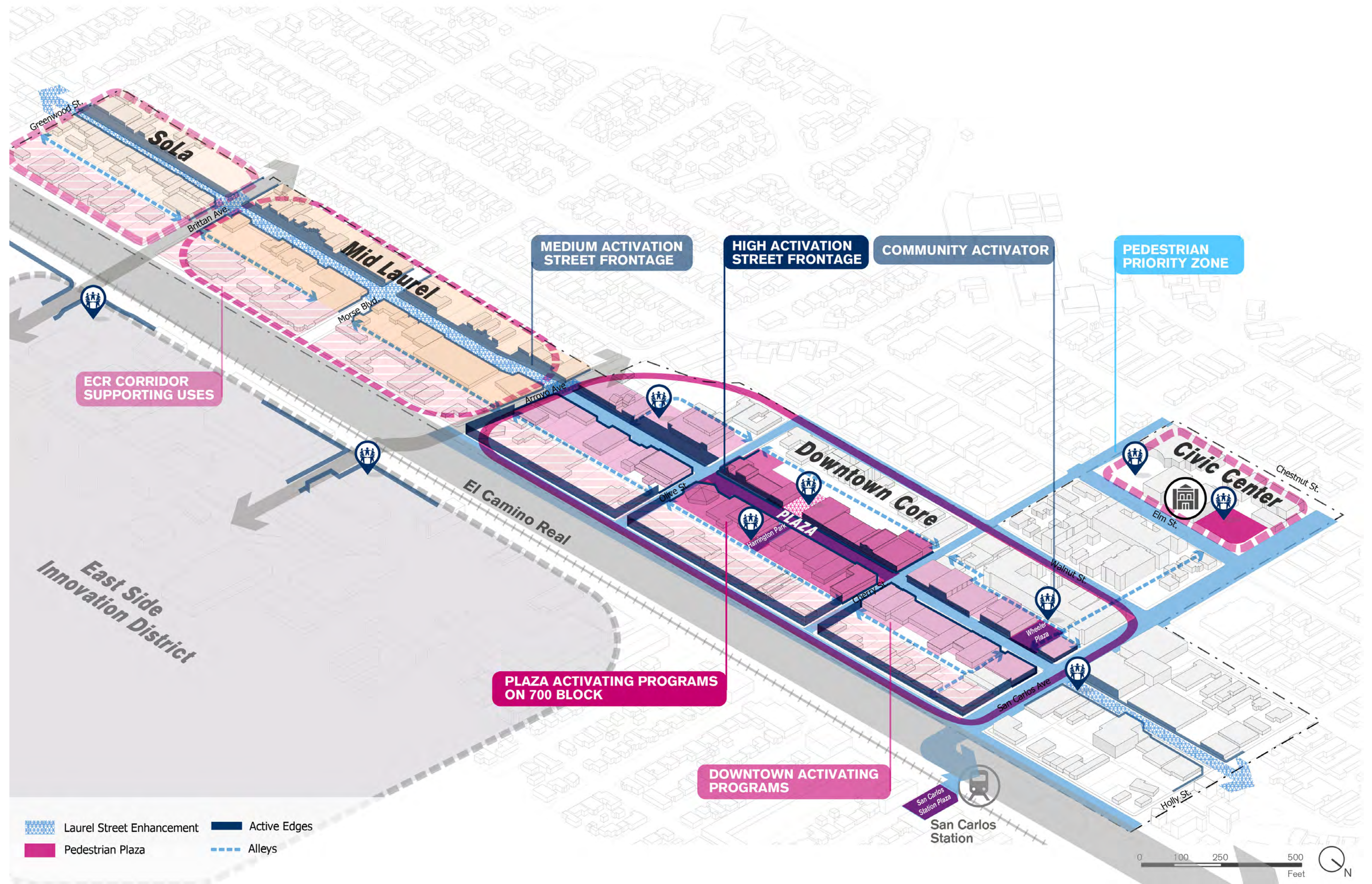
### DOWNTOWN VIBRANCY

The Downtown should achieve a level of vibrancy and vitality that consistently attracts users and shoppers through enhancement of local businesses and diverse programming, in a setting that is distinctive, safe, and attractive.

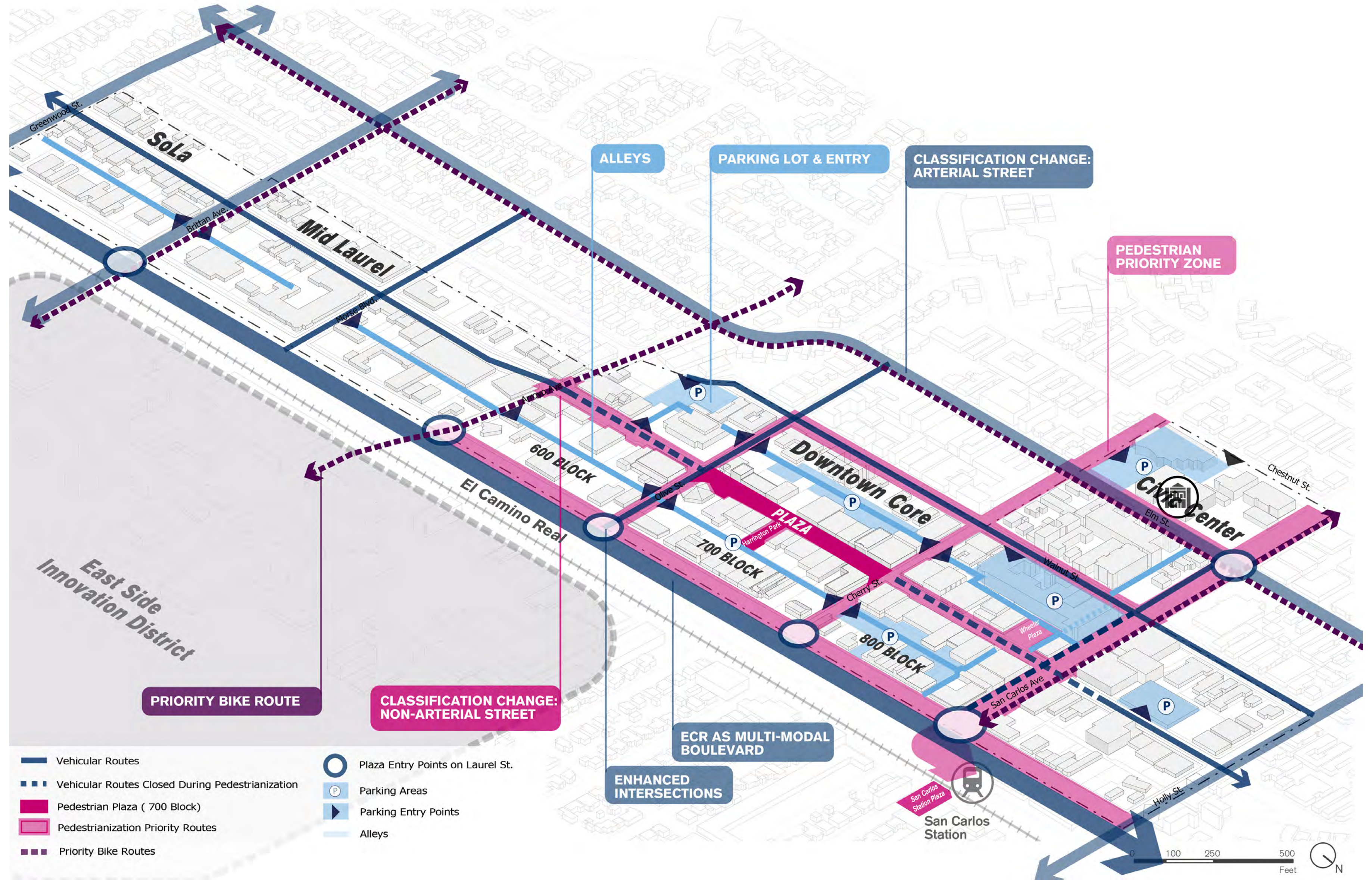
# PLACEMAKING + IDENTITY



# DOWNTOWN VIBRANCY



# MOBILITY & CONNECTIVITY





# **PUBLIC REALM DESIGN**

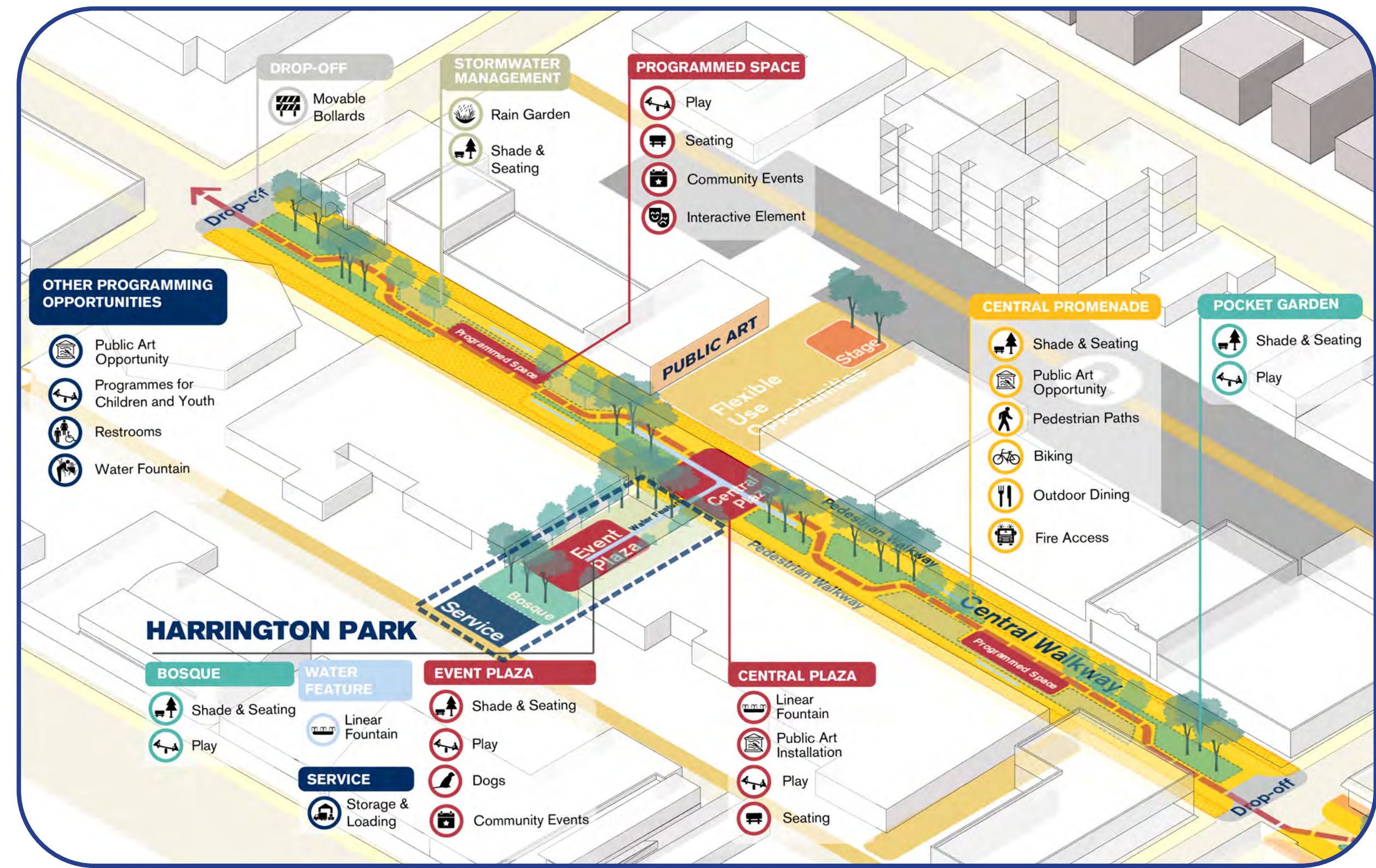
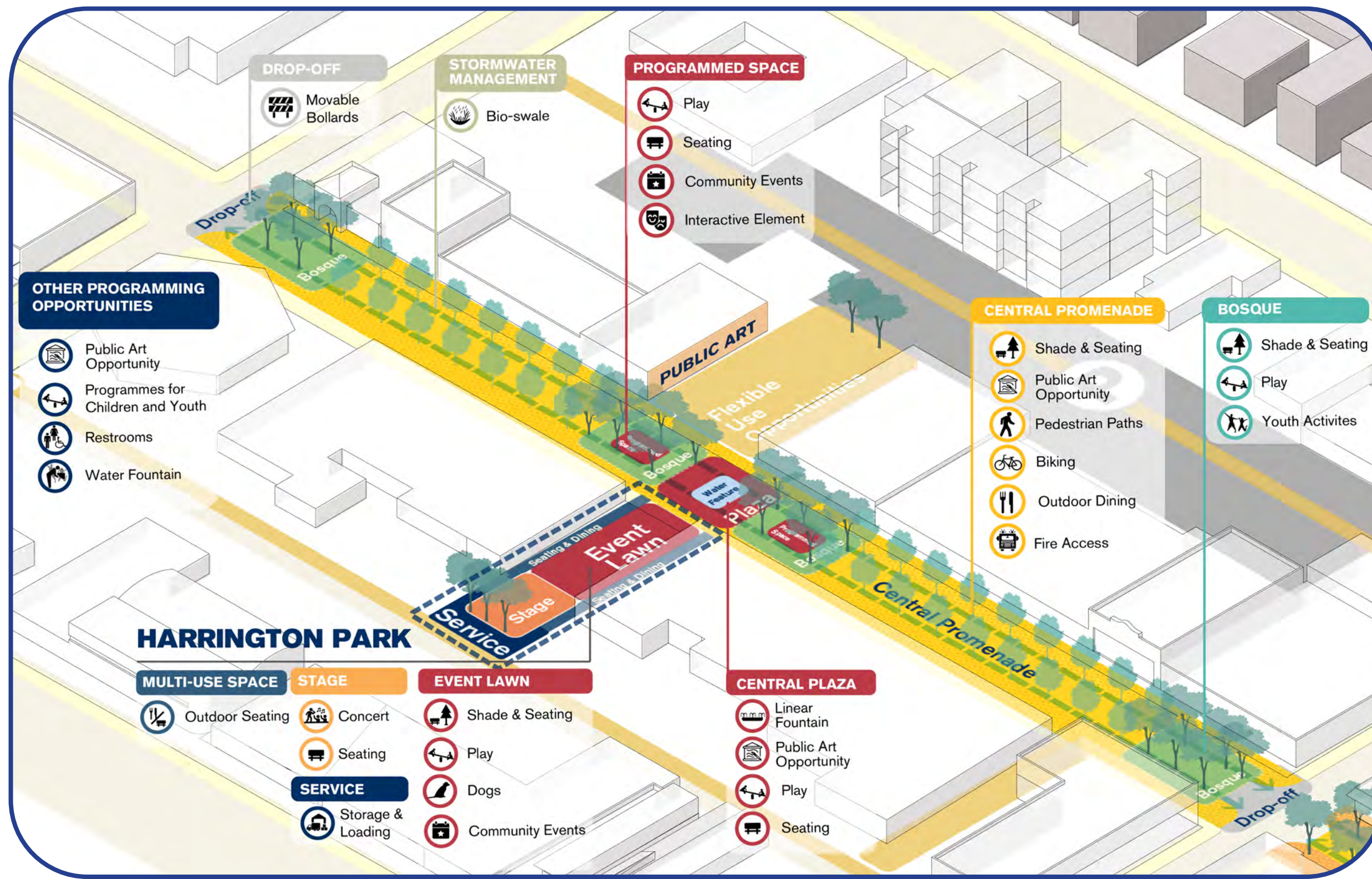
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# CONCEPT ALTERNATIVES

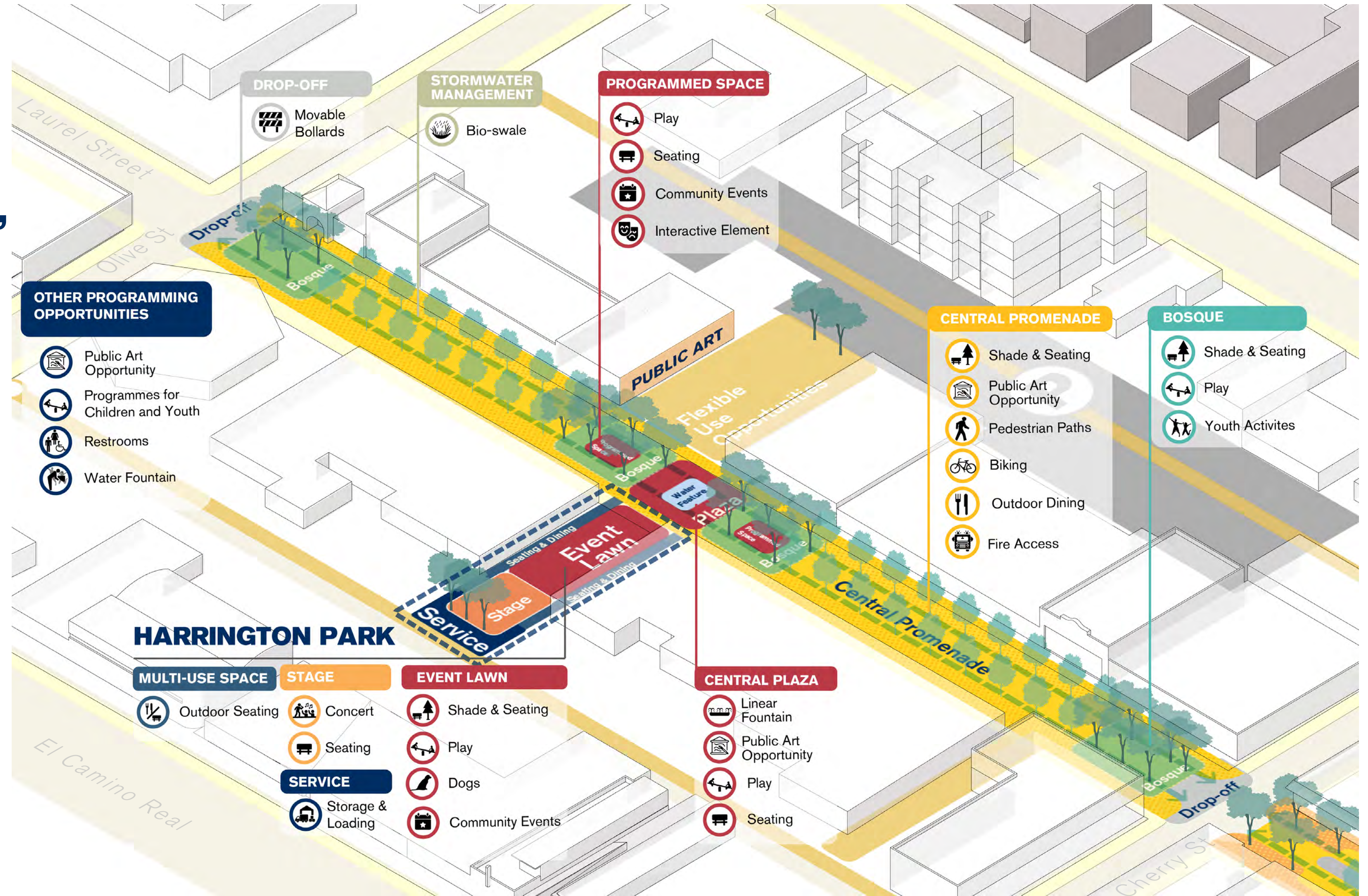
## 700 BLOCK - LAUREL STREET BETWEEN CHERRY STREET AND OLIVE STREET

### CONCEPT 1 "THE PROMENADE"

### CONCEPT 2 "THE GARDENS"

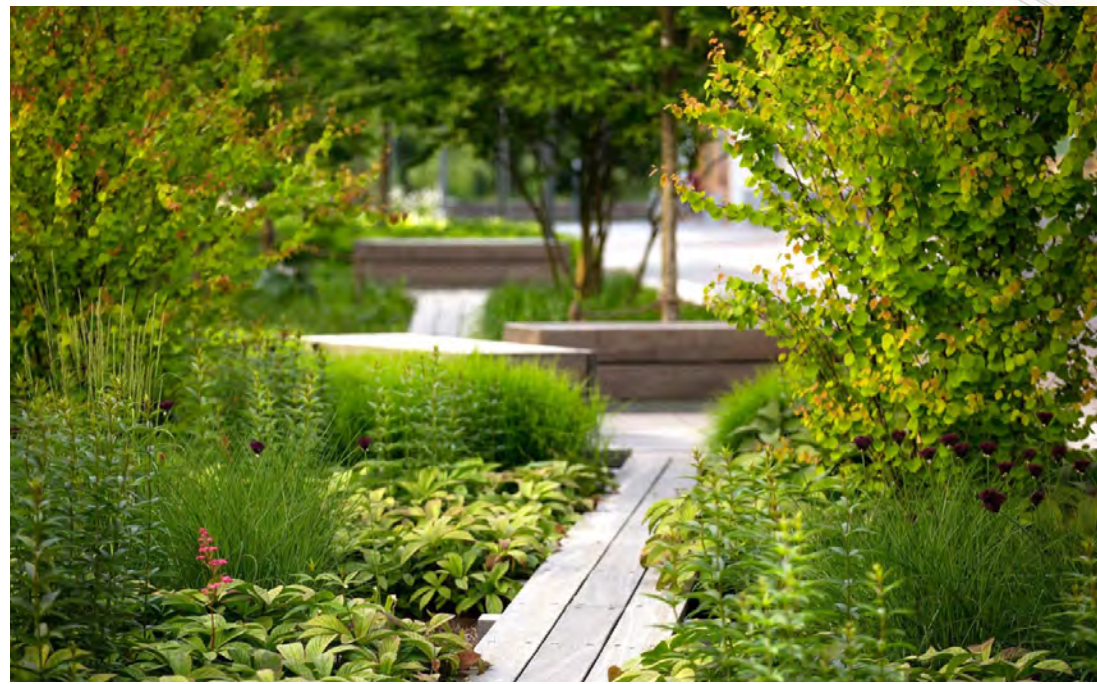


# LAUREL STREET 700 BLOCK CONCEPT 1 "THE PROMENADE"





**1** PLANTER BOXES FOR STREET CLOSURE



**2** BOSQUE AND STORM WATER MANAGEMENT



**3** OUTDOOR DINING

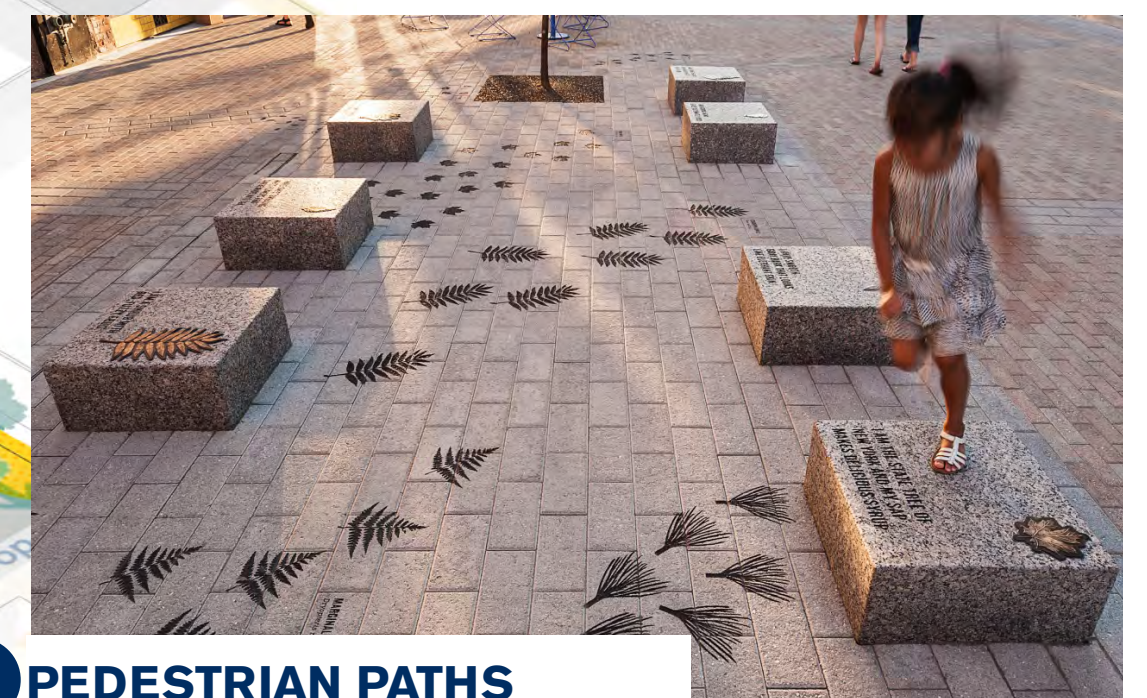
**CENTRAL PROMENADE**



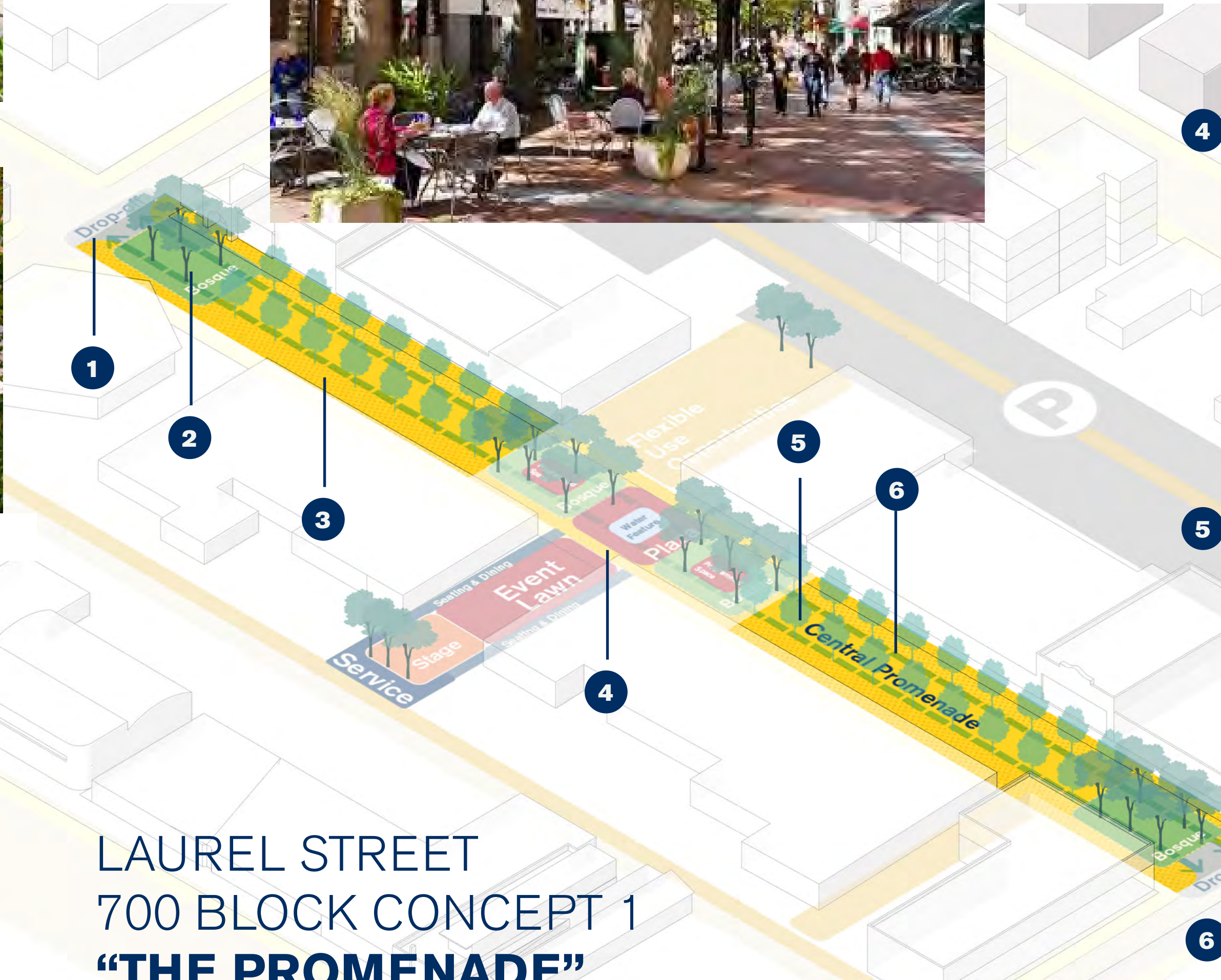
**4** PUBLIC ART/ BIKE PARKING



**5** SHADE AND SEATING



**6** PEDESTRIAN PATHS



**LAUREL STREET  
700 BLOCK CONCEPT 1  
"THE PROMENADE"**

# HARRINGTON PARK EVENT LAWN



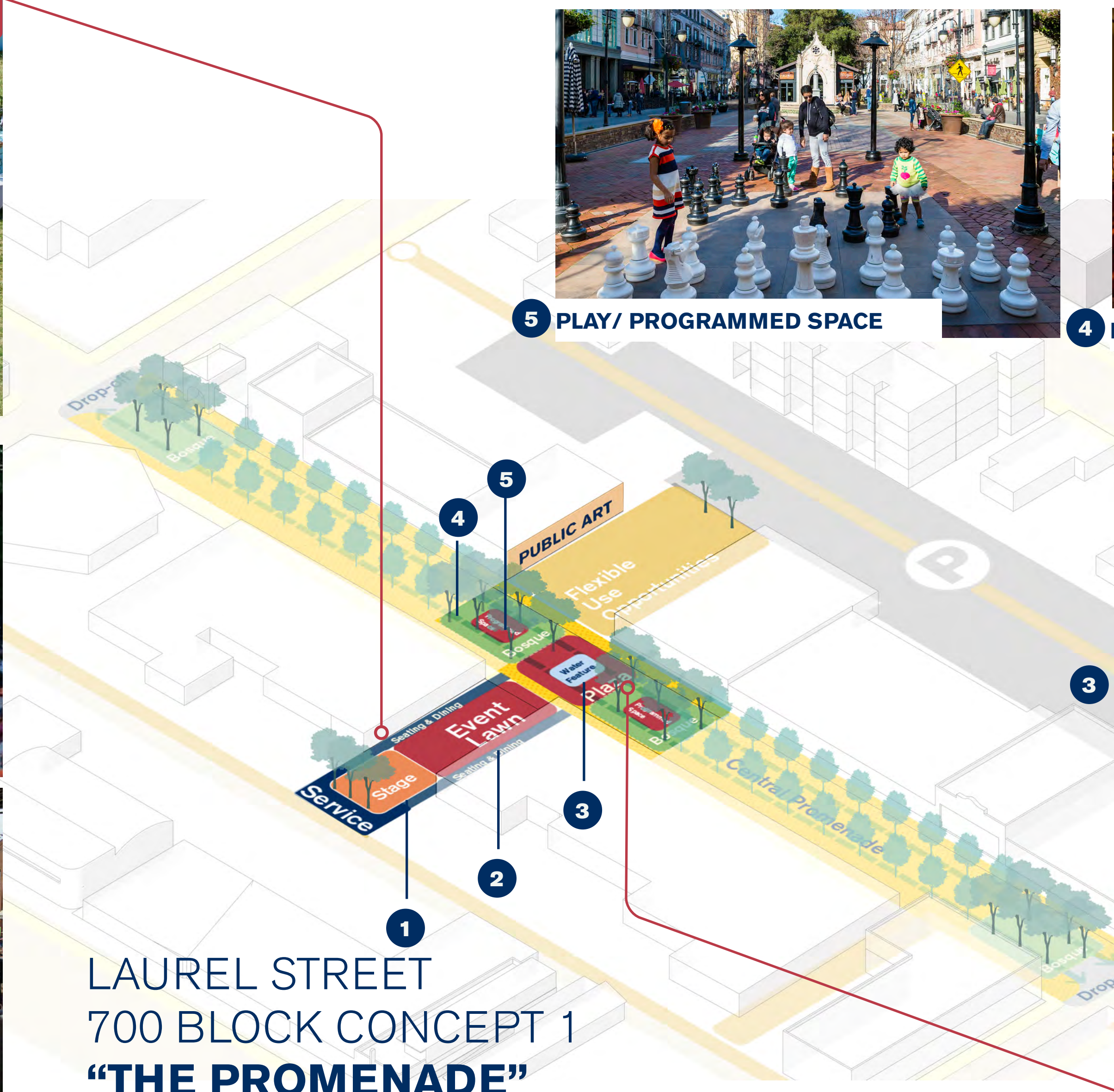
COMMUNITY EVENTS



1 AMPHITHEATER



2 CONCERT SPACE



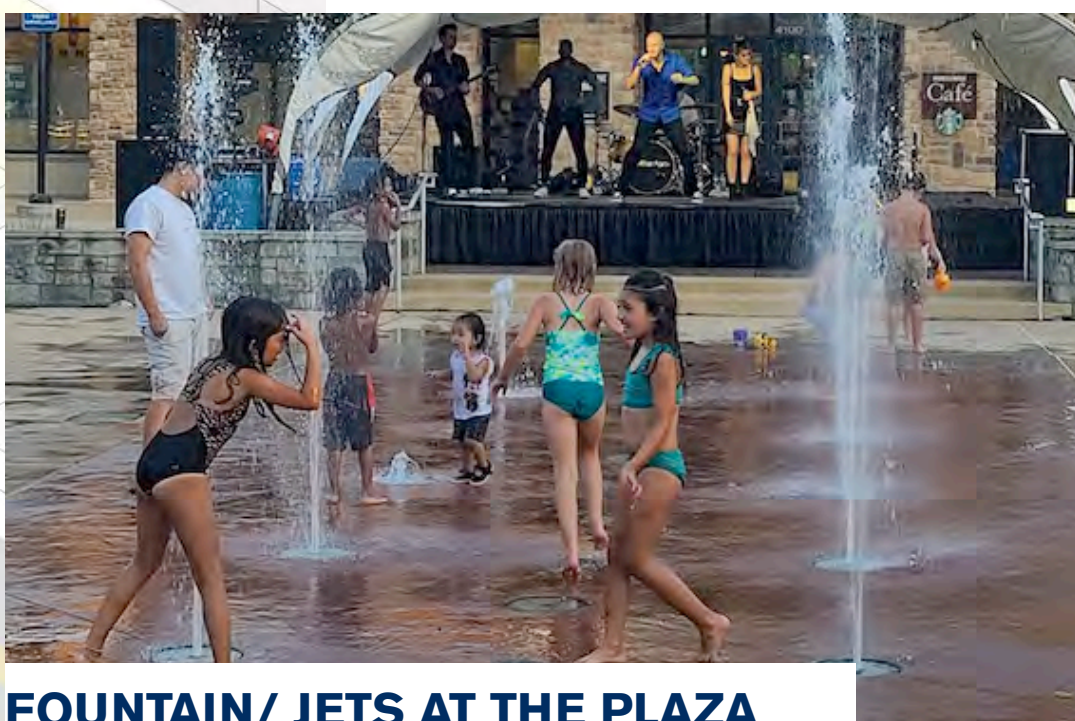
## LAUREL STREET 700 BLOCK CONCEPT 1 "THE PROMENADE"



5 PLAY/ PROGRAMMED SPACE



4 BOSQUE

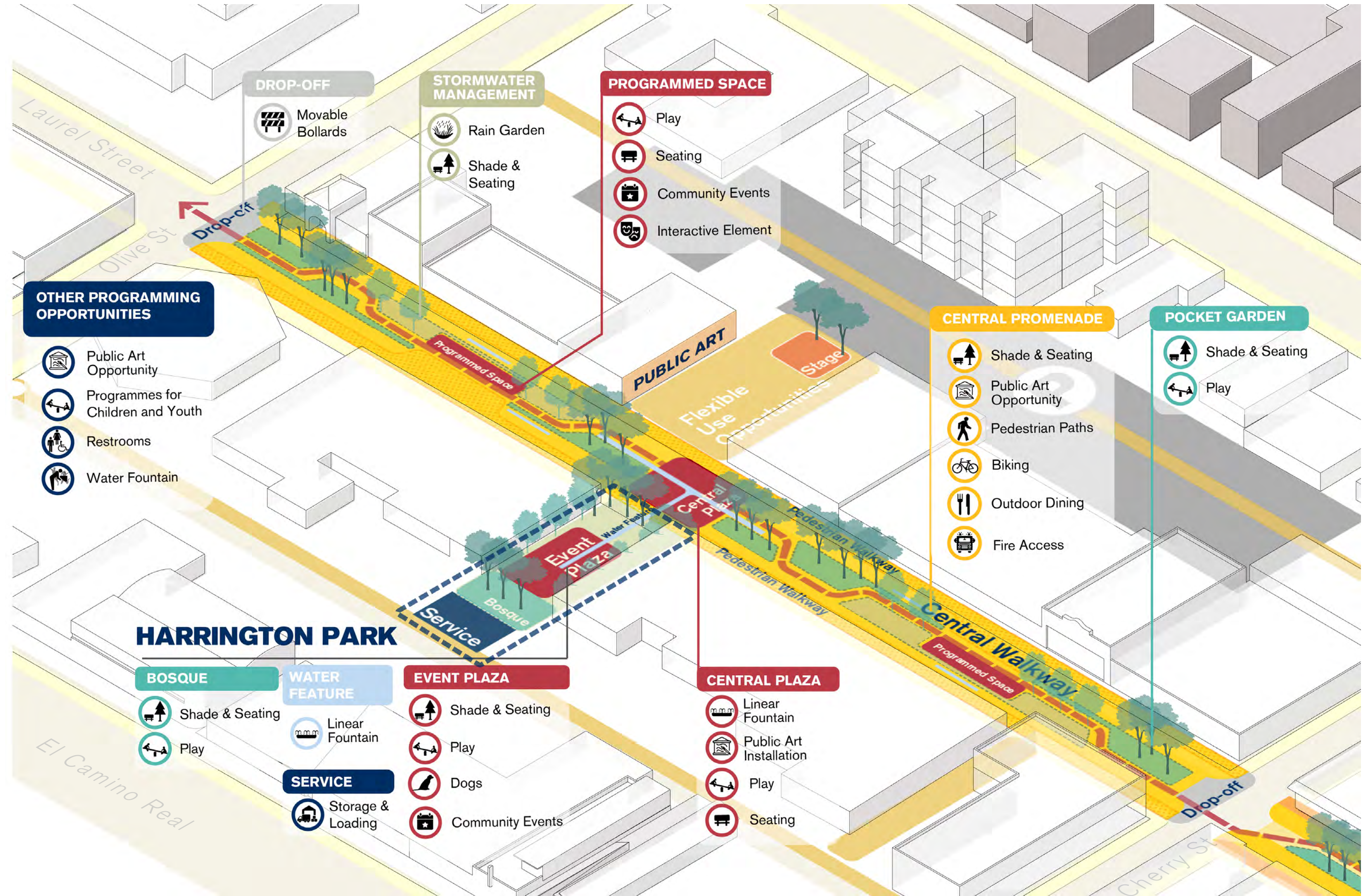


3 FOUNTAIN/ JETS AT THE PLAZA



CENTRAL PLAZA

# LAUREL STREET 700 BLOCK CONCEPT 2 "THE GARDENS"

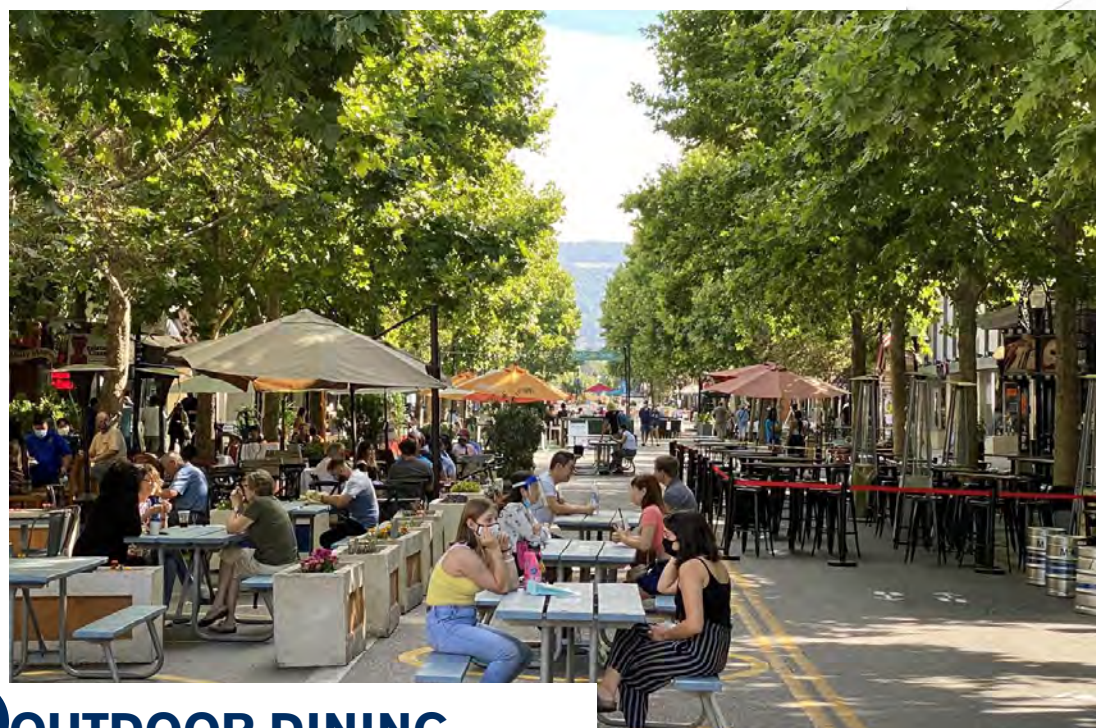




**1** PLANTER BOXES FOR STREET CLOSURE

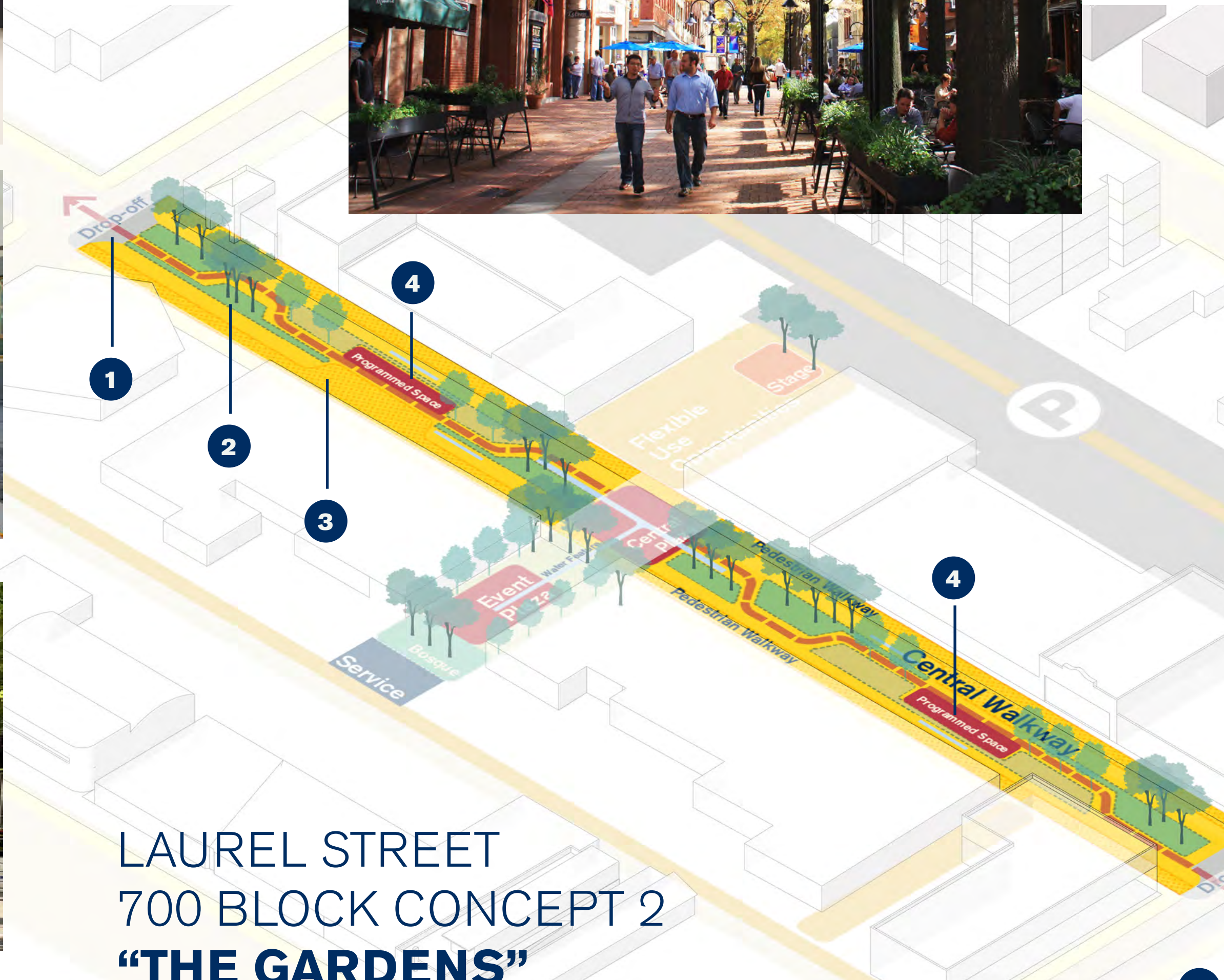


**2** RAIN GARDEN



**3** OUTDOOR DINING

## THE GARDENS



## LAUREL STREET 700 BLOCK CONCEPT 2 "THE GARDENS"



**PLAY SCULPTURE**



**CHESS BOARD**



**CORNHOLE**

**4** PROGRAM OPPORTUNITIES

# HARRINGTON PARK EVENT PLAZA



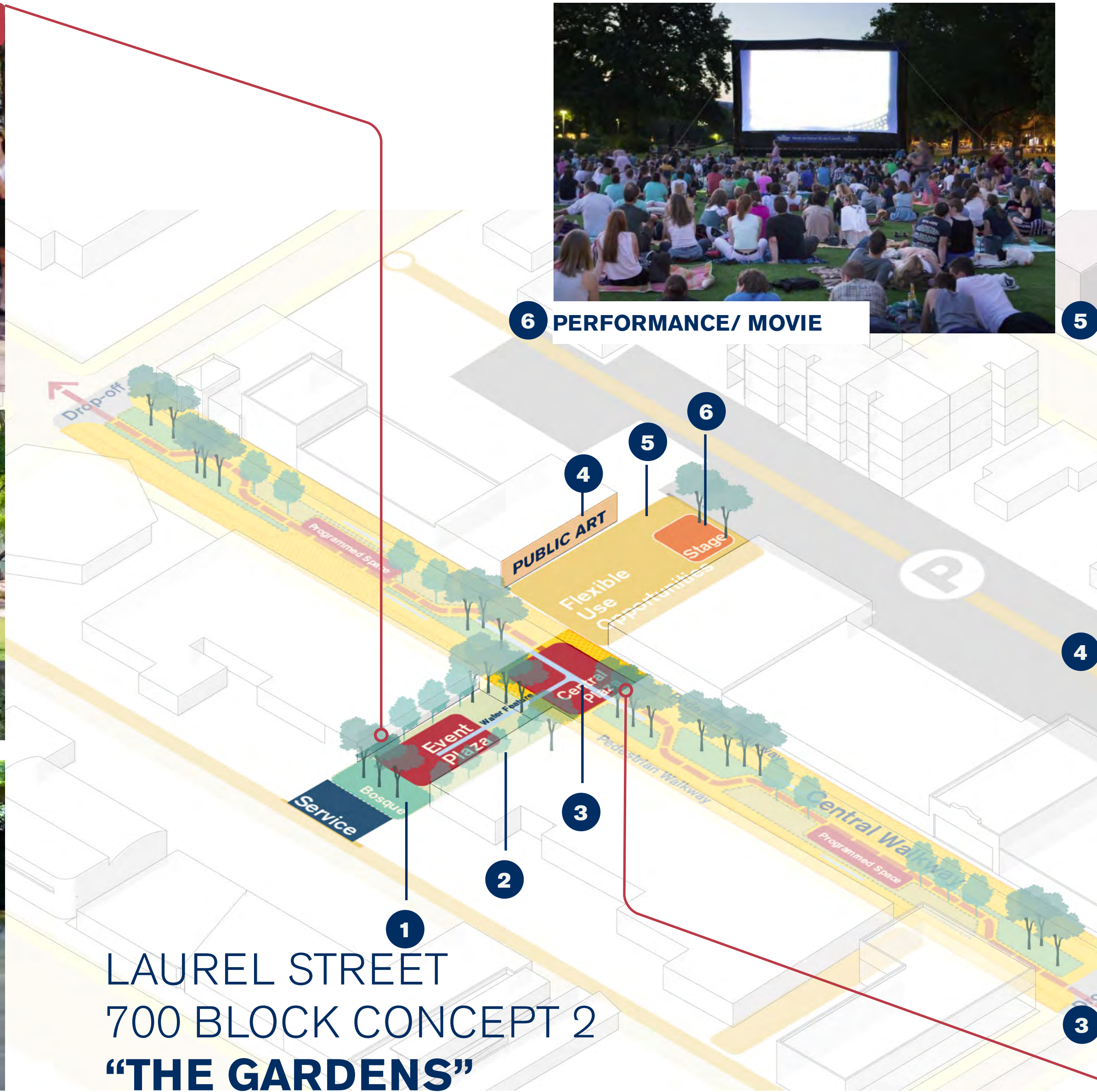
COMMUNITY EVENTS



1 SHADE



2 OUTDOOR SEATING



## LAUREL STREET 700 BLOCK CONCEPT 2 "THE GARDENS"



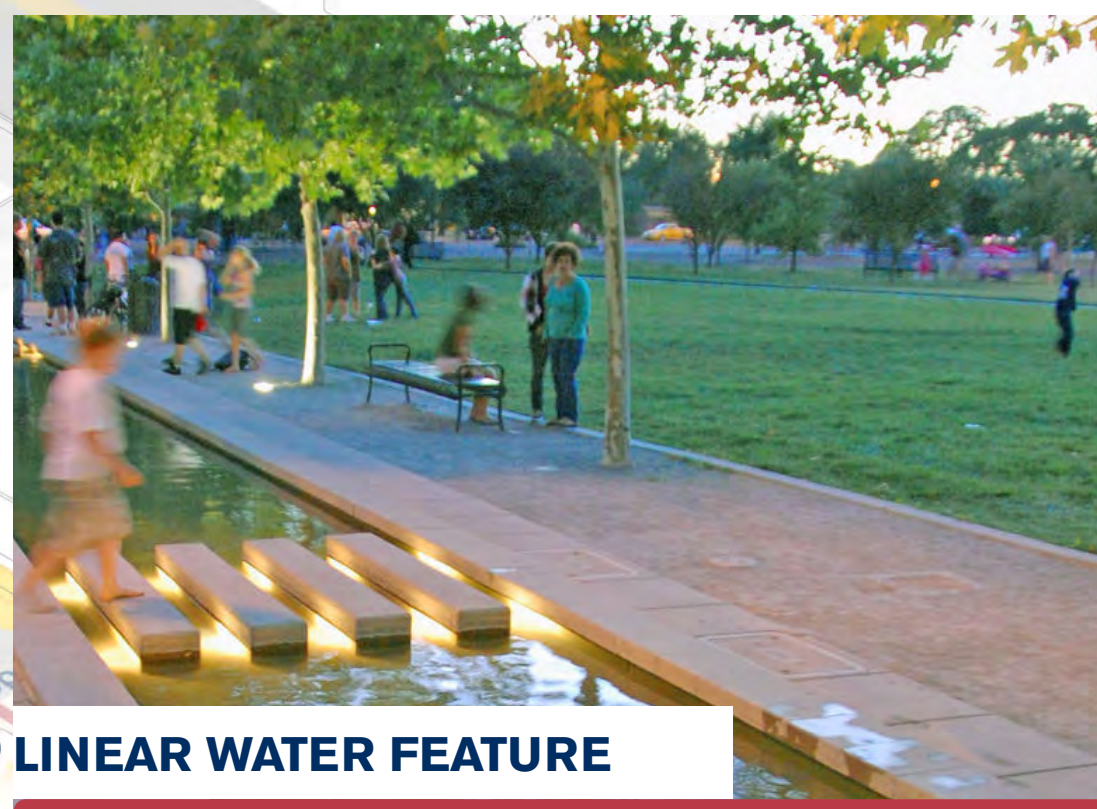
6 PERFORMANCE/ MOVIE



5 OUTDOOR SEATING



4 PUBLIC ART



3 LINEAR WATER FEATURE

CENTRAL PLAZA



# LAUREL STREET 600 BLOCK CONCEPT

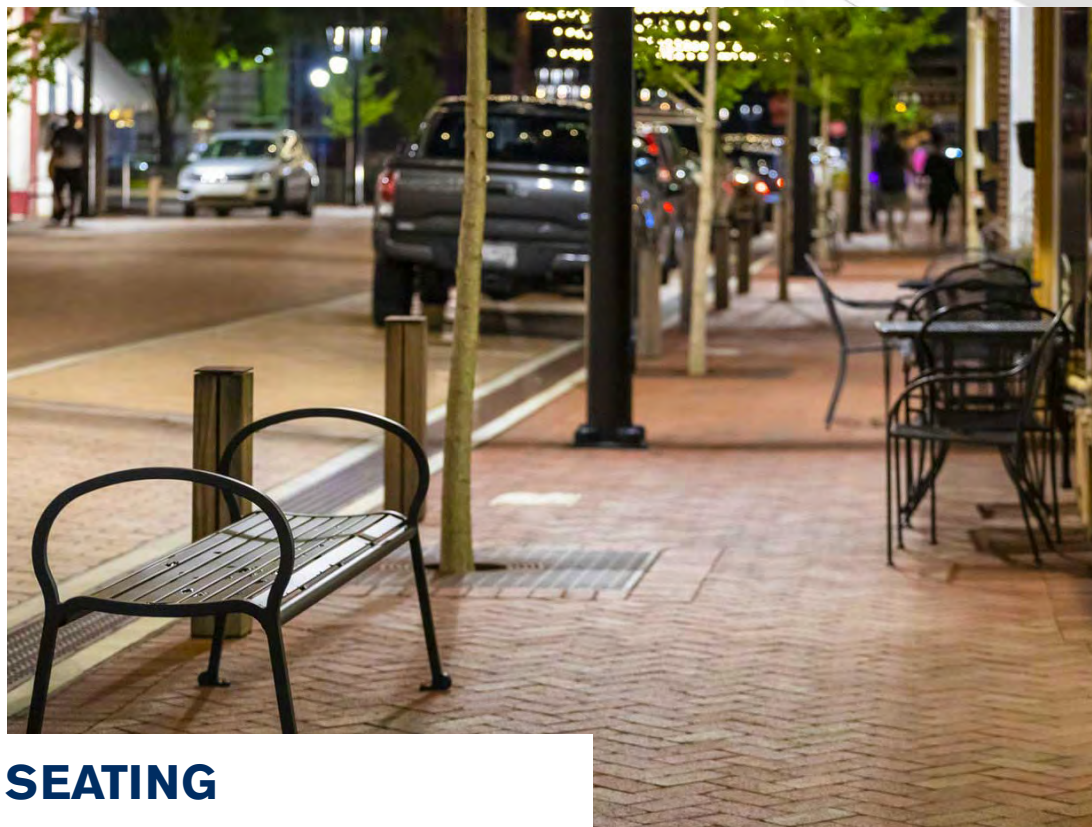




**1 EXPANDED SIDEWALK**



**2 BIOSWALE**



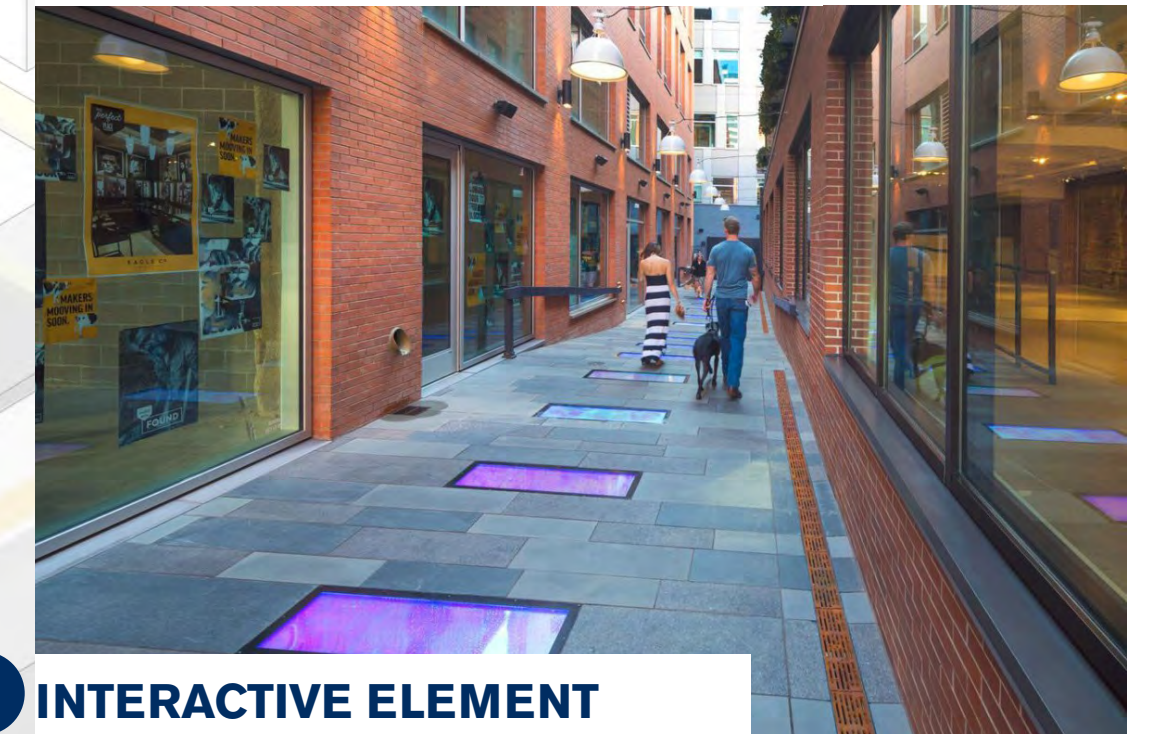
**3 SEATING**



# LAUREL STREET 600 BLOCK CONCEPT



**4 OUTDOOR DINING**



**5 INTERACTIVE ELEMENT**



**6 PLANTER BOXES**



**1 INTERACTIVE ELEMENT**



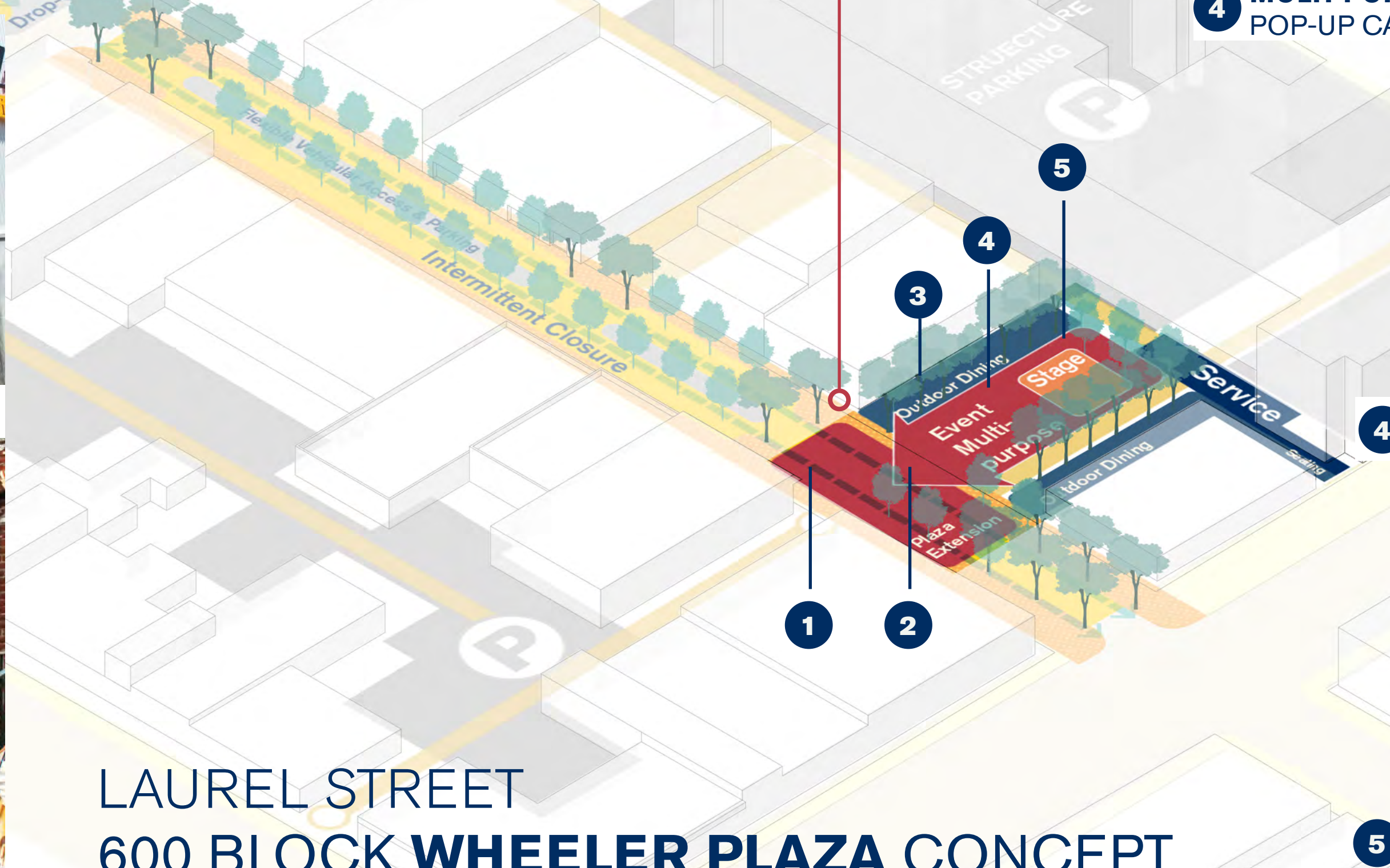
**EXPANDED PLAZA**



**2 FOOD HALL**



**3 OUTDOOR DINING**



**LAUREL STREET  
600 BLOCK WHEELER PLAZA CONCEPT**



**4 MULTI-PURPOSE SPACE -  
POP-UP CAFE/ FOOD TRUCK/ BEER GARDEN**



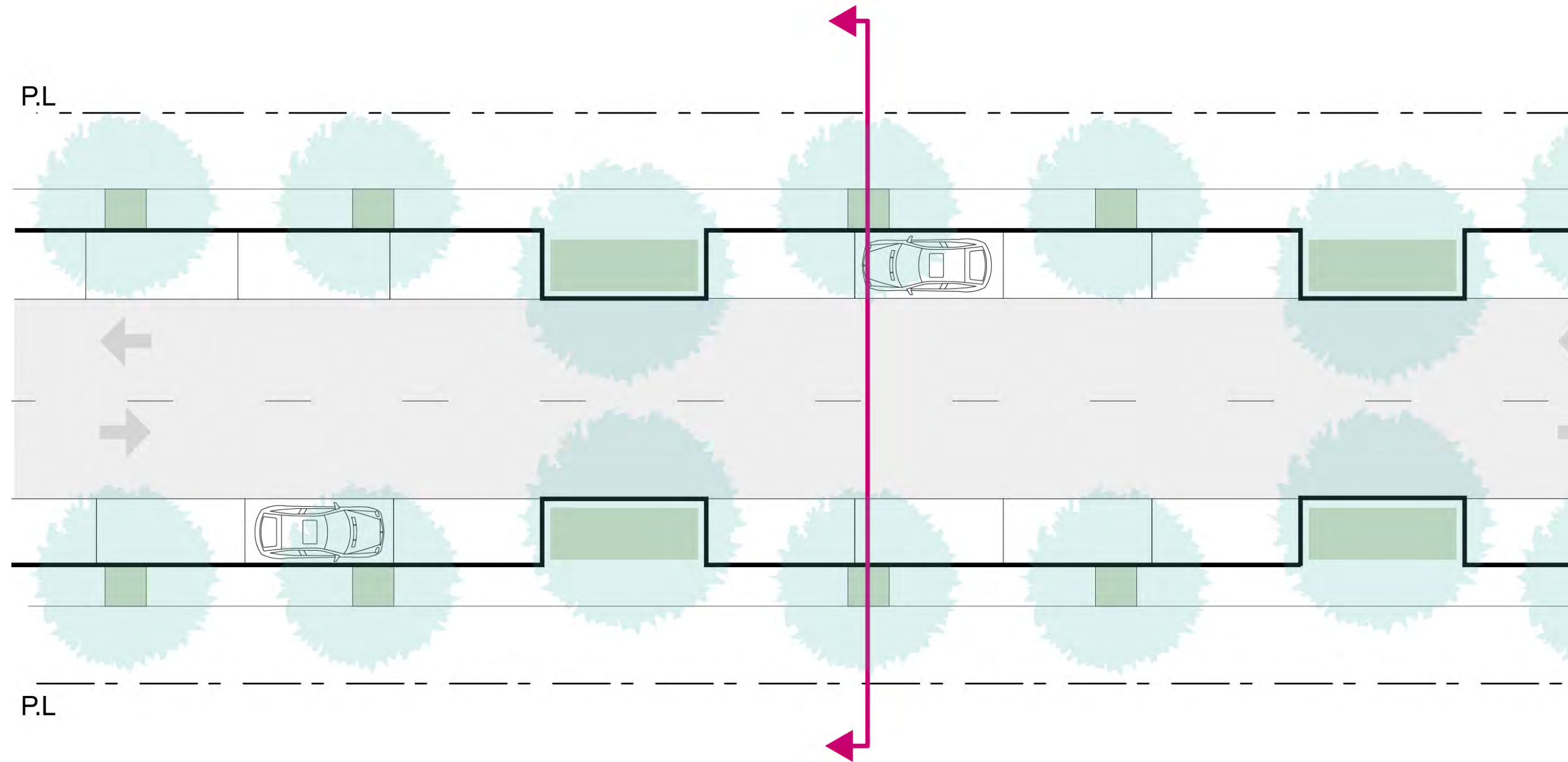
**4 MULTI-PURPOSE SPACE -  
PERFORMANCE AREA**



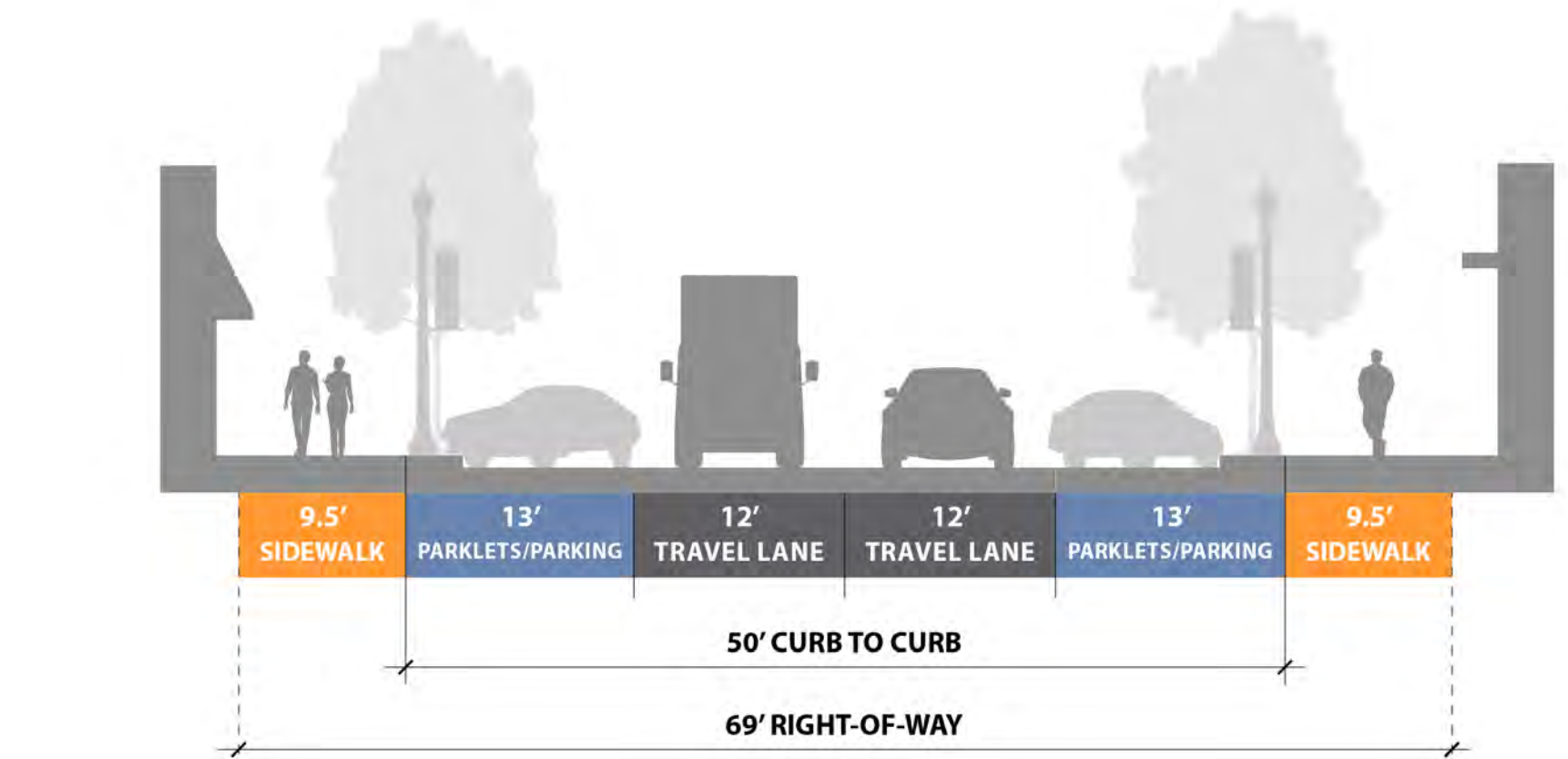
**5 PUBLIC RESTROOMS**

# LAUREL STREET CONCEPT 1 - PARELLEL BOTH SIDES

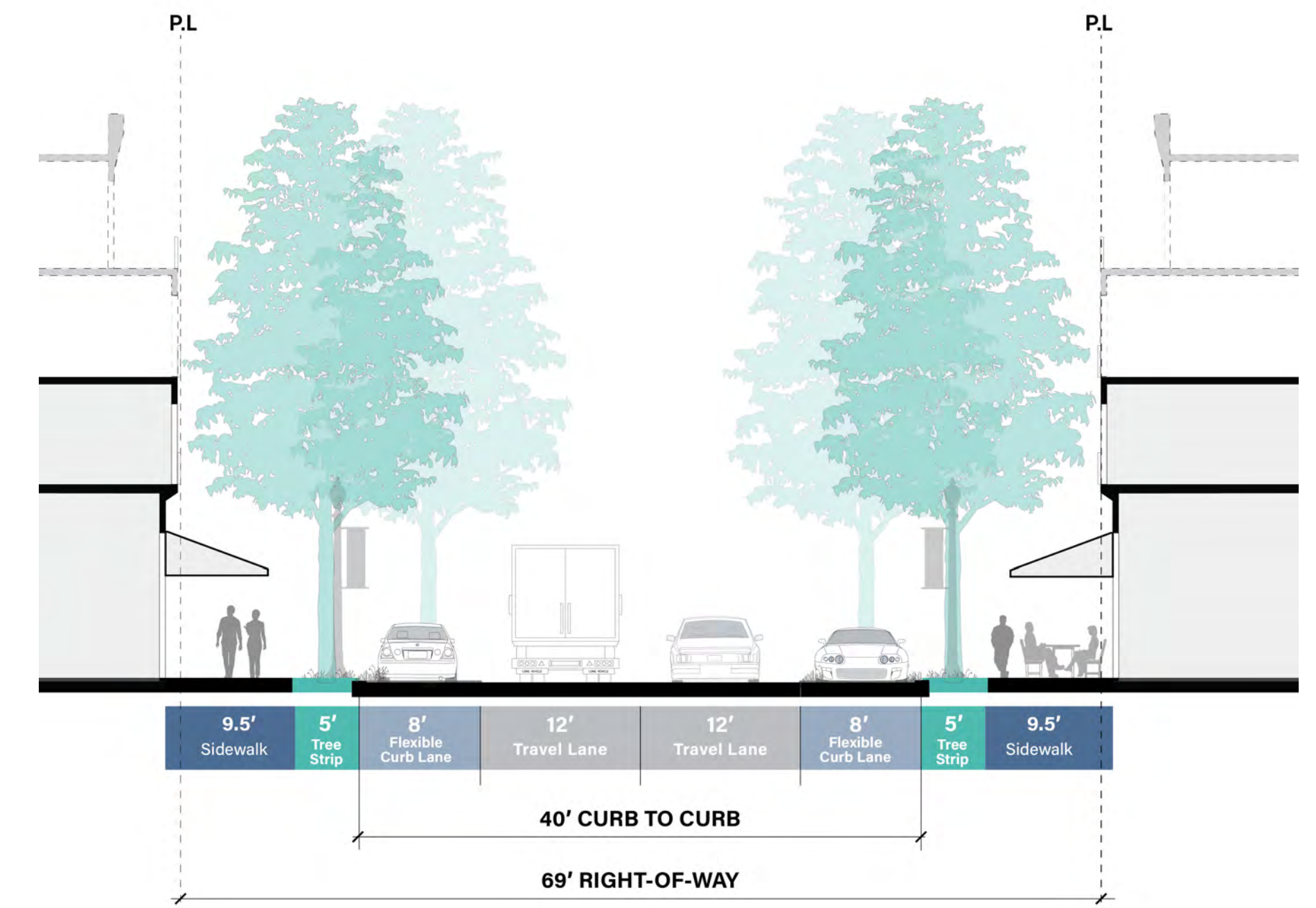
600 & 800 BLOCKS (LOOKING NORTH)



**SCHEMATIC PLAN**



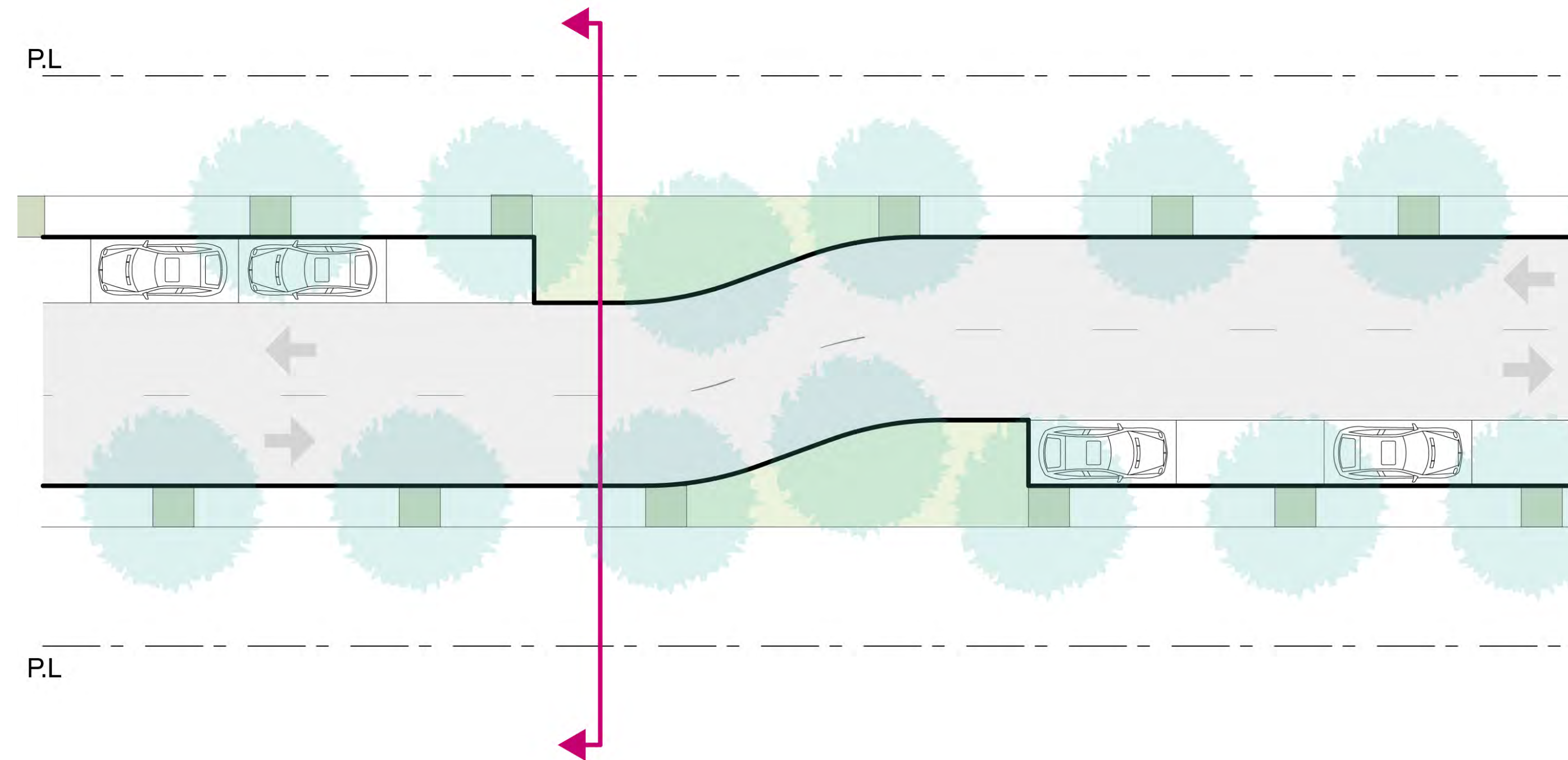
**EXISTING  
(LOOKING NORTH)**



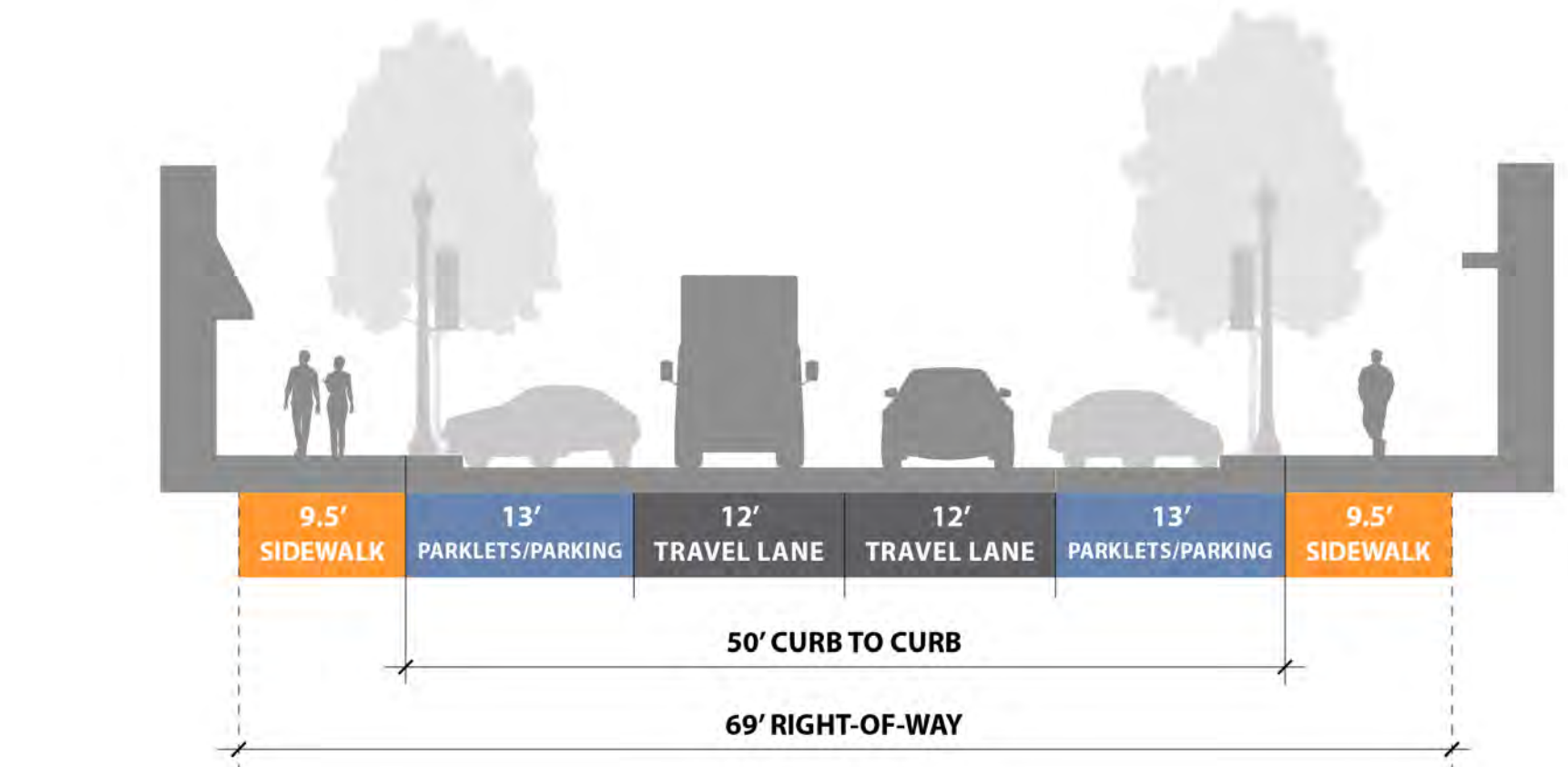
**CROSS SECTION  
(LOOKING NORTH)**

# LAUREL STREET CONCEPT 2 - PARALLEL, ALTERNATING SIDES

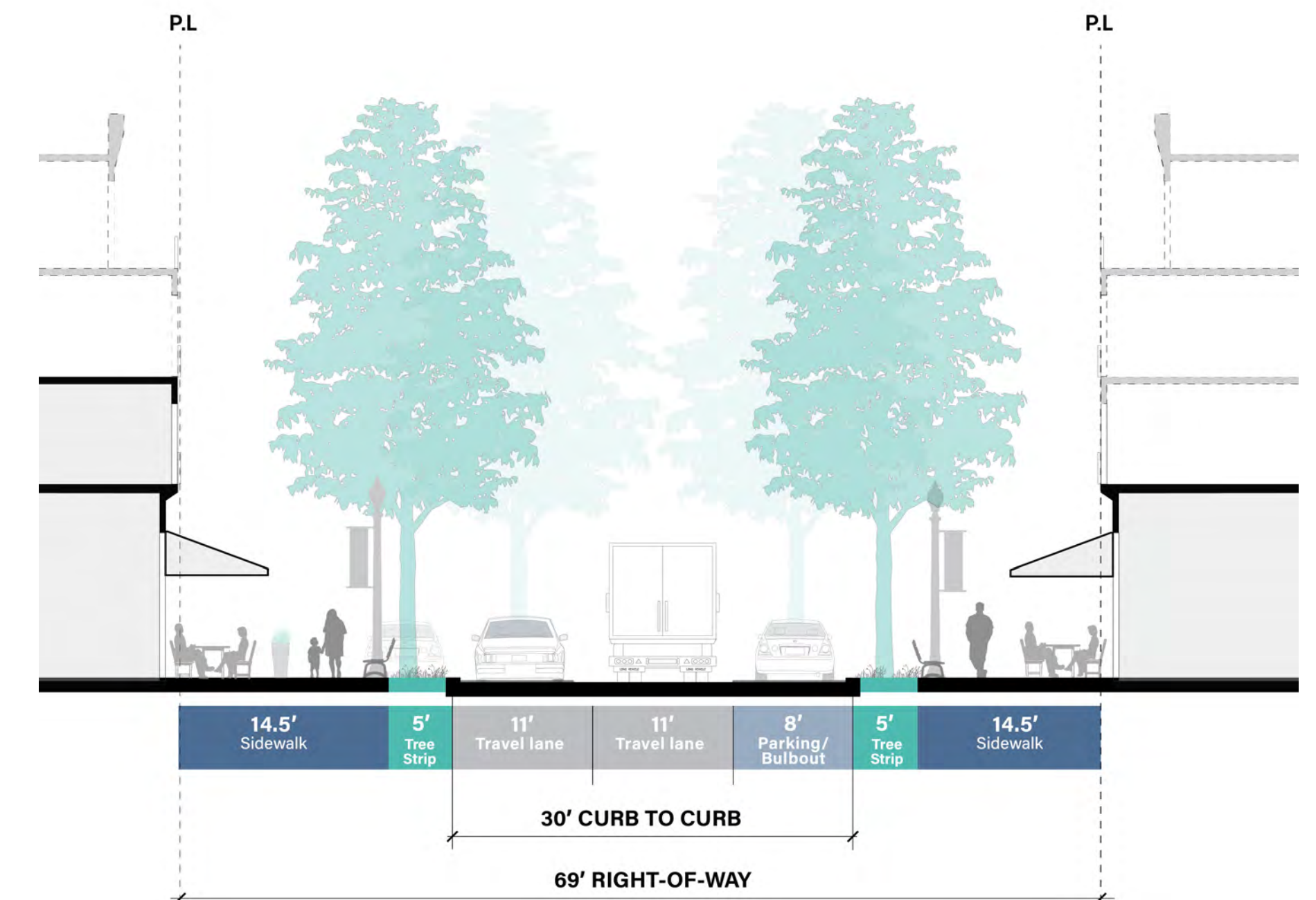
600 & 800 BLOCK (LOOKING NORTH)



**SCHEMATIC PLAN**



**EXISTING**  
(LOOKING NORTH)



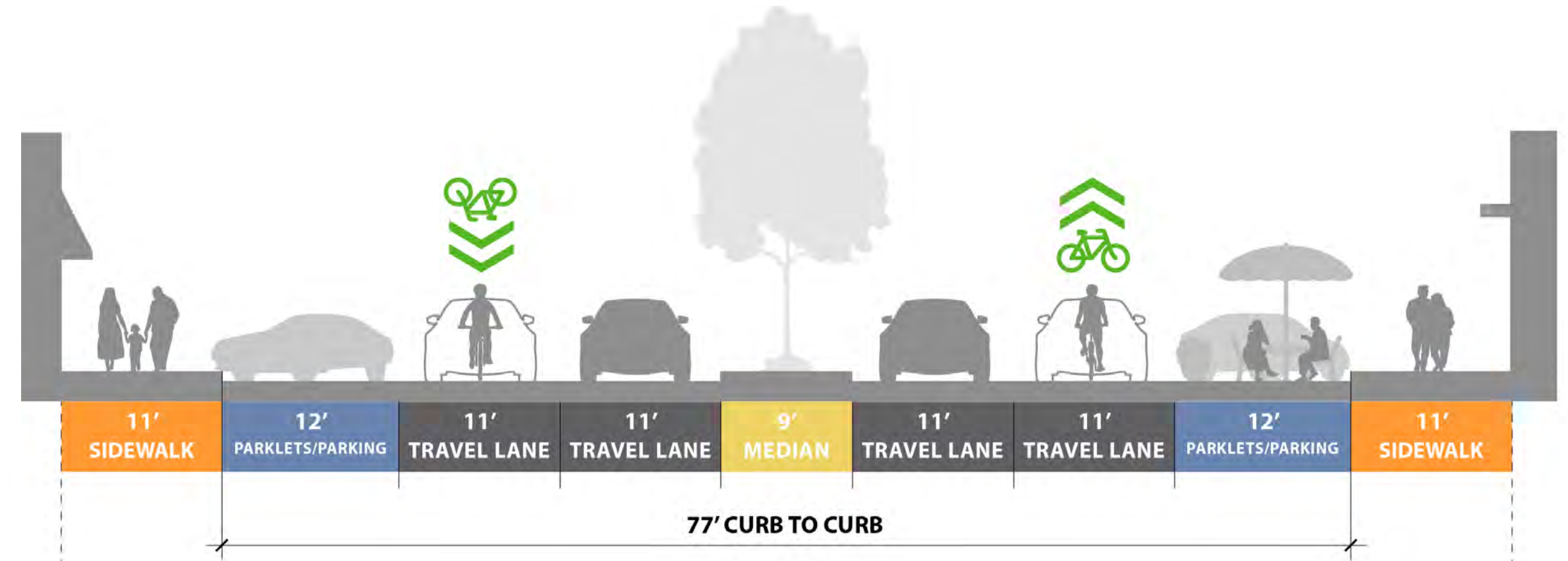
**CROSS SECTION**  
(LOOKING NORTH)

# SAN CARLOS AVENUE

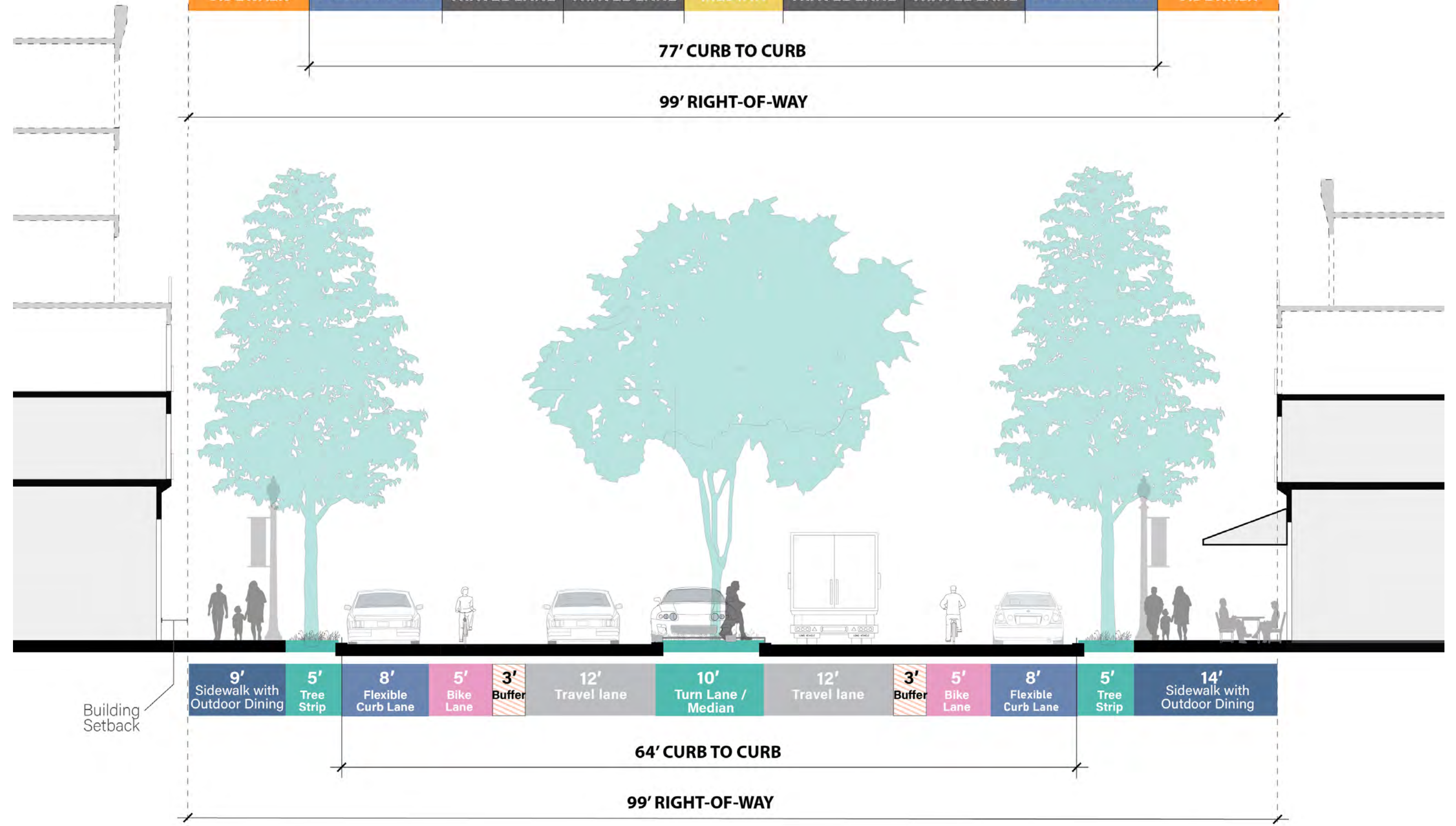
## PRIMARY GATEWAY TO DOWNTOWN

1100 & 1200 BLOCKS  
(LOOKING EAST)

**EXISTING**  
(LOOKING EAST)



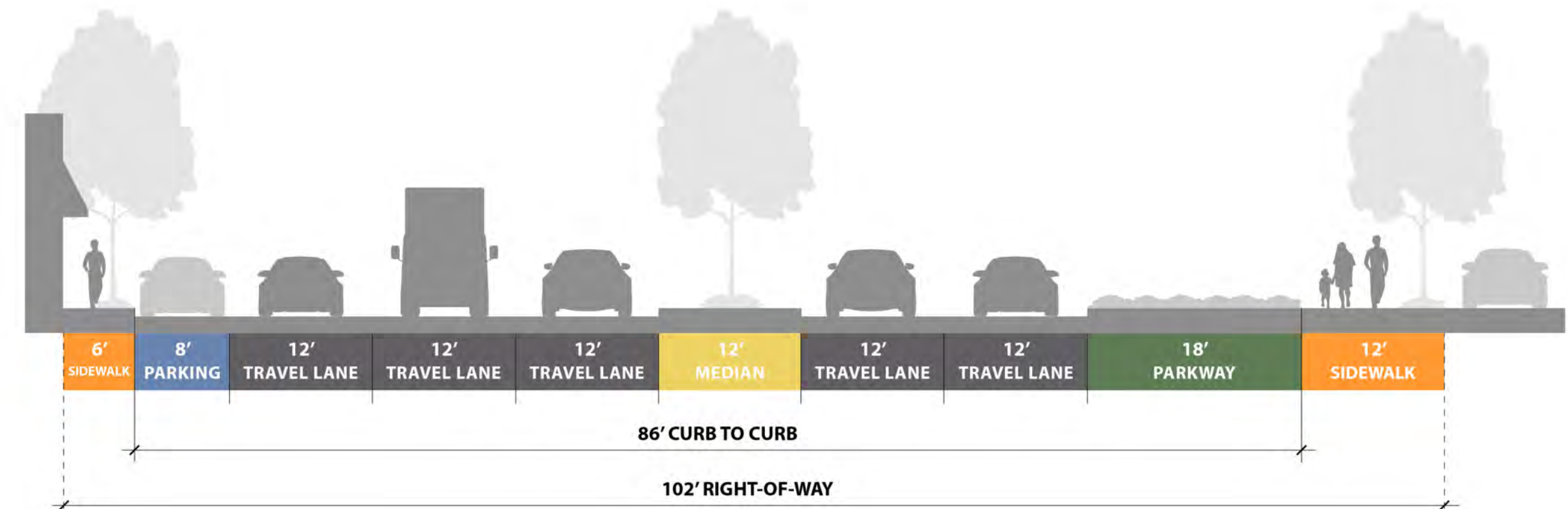
**PROPOSED**



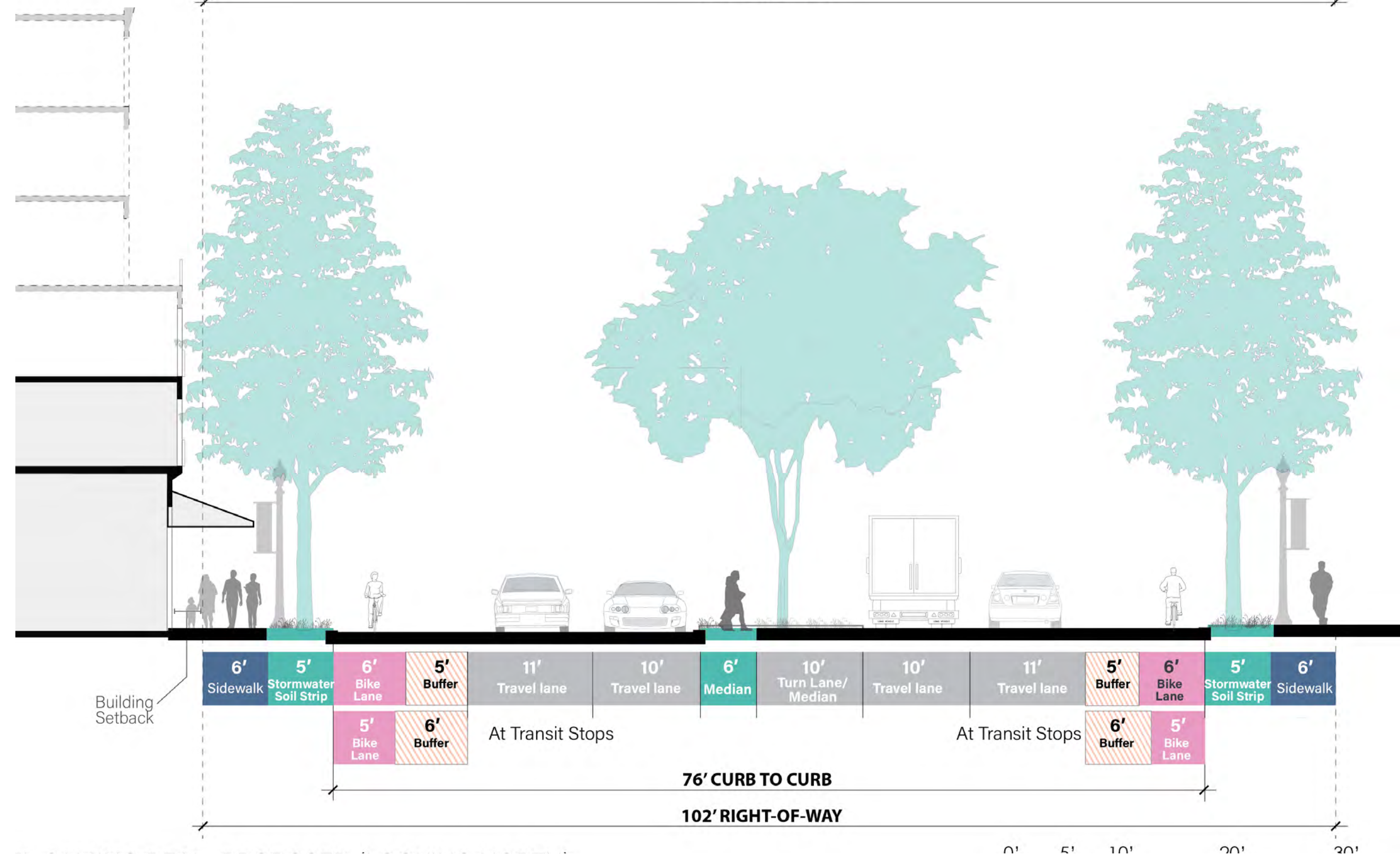
# EL CAMINO REAL

(LOOKING NORTH)

## EXISTING (LOOKING NORTH)



## PROPOSED



# PEDESTRIAN MALL EXAMPLES

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# EXAMPLE 1: PEDESTRIAN MALL | ITHACA COMMONS, NY



# EXAMPLE 2: PEDESTRIAN MALL | PEARL STREET, BOULDER, CO



# EXAMPLE 3: PEDESTRIAN MALL | CHARLOTTESVILLE, VA



# EXAMPLE 4: CASTRO STREET, MOUNTAIN VIEW, CA



# EXAMPLE 5: BURLINGAME AVENUE, BURLINGAME, CA

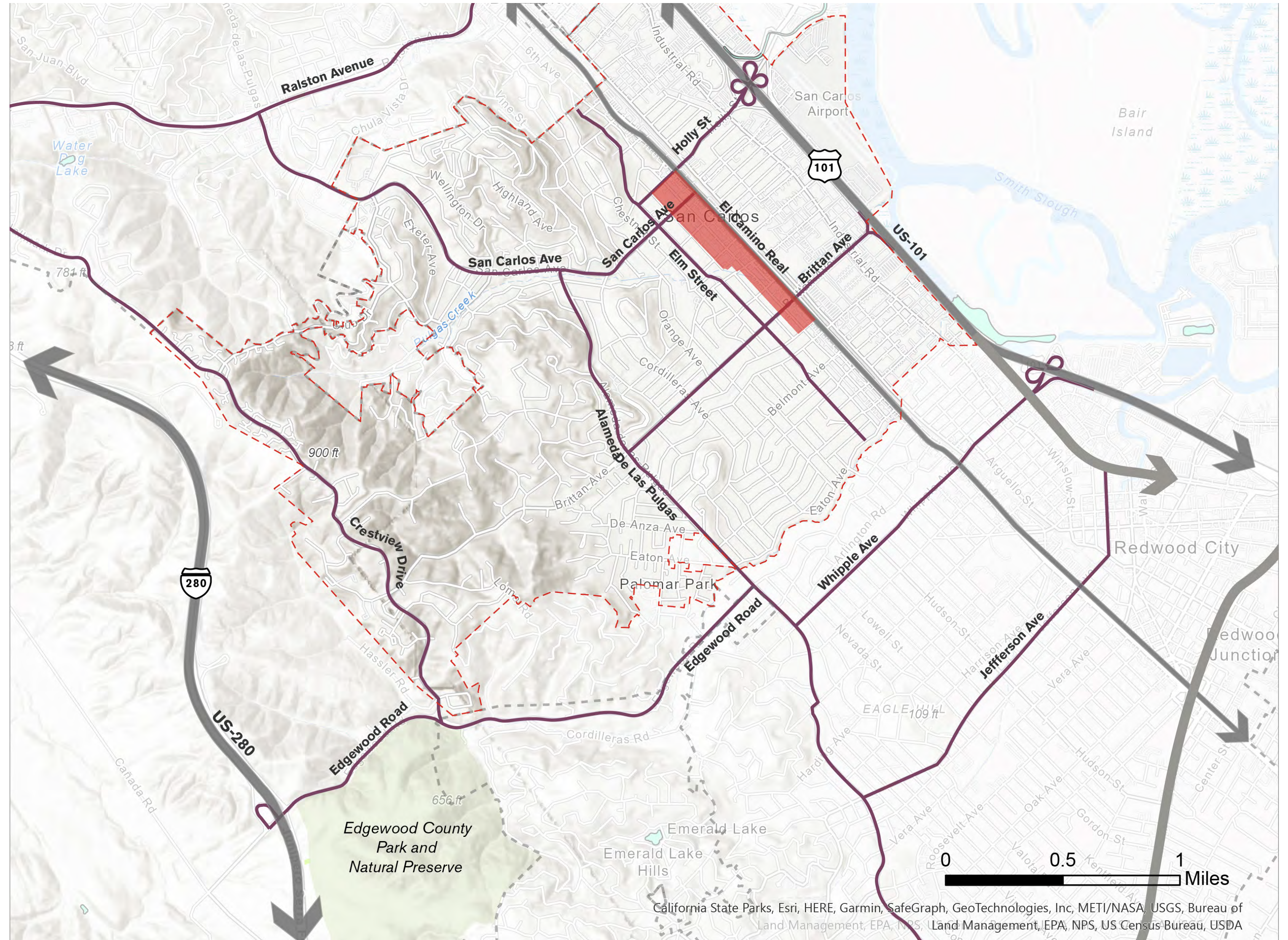


# PROGRAM IDEAS FROM OTHER CITIES



**HOW CAN CIRCULATION EFFECTIVELY  
SUPPORT THE VISION?**

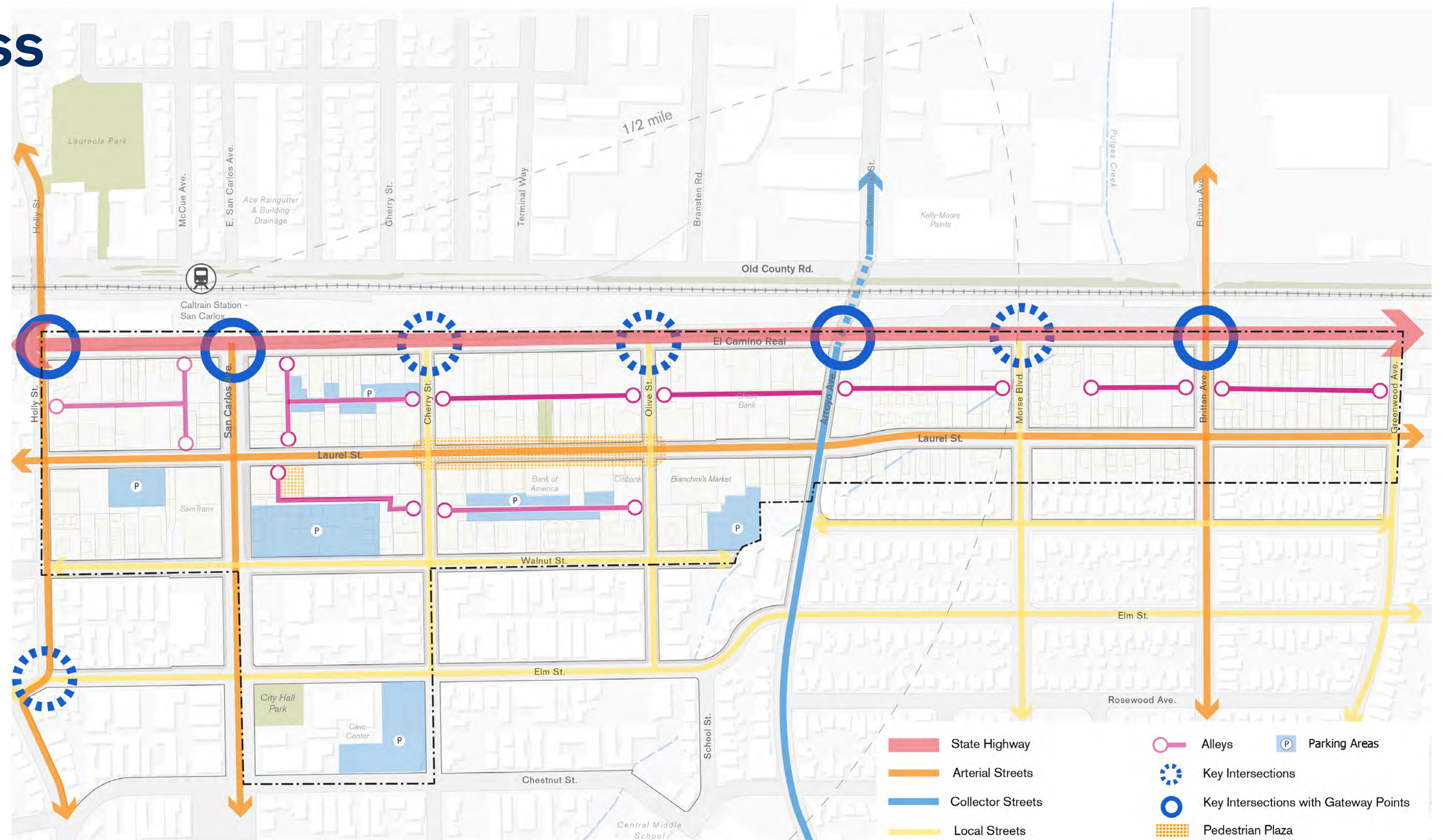
# HOW DO WE MOVE AROUND TOWN?



California State Parks, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, Land Management, EPA, NPS, US Census-Bureau, USDA



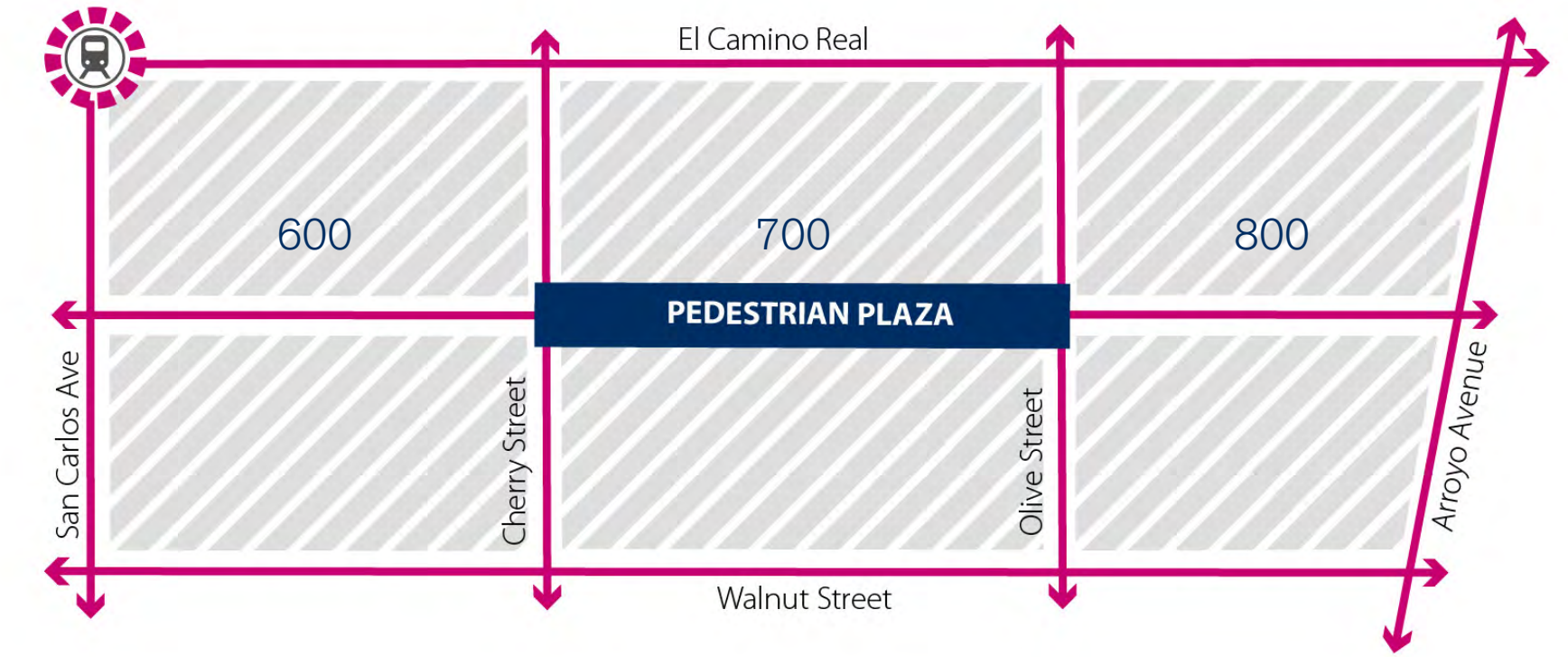
# HOW DO WE ACCESS THE DOWNTOWN?



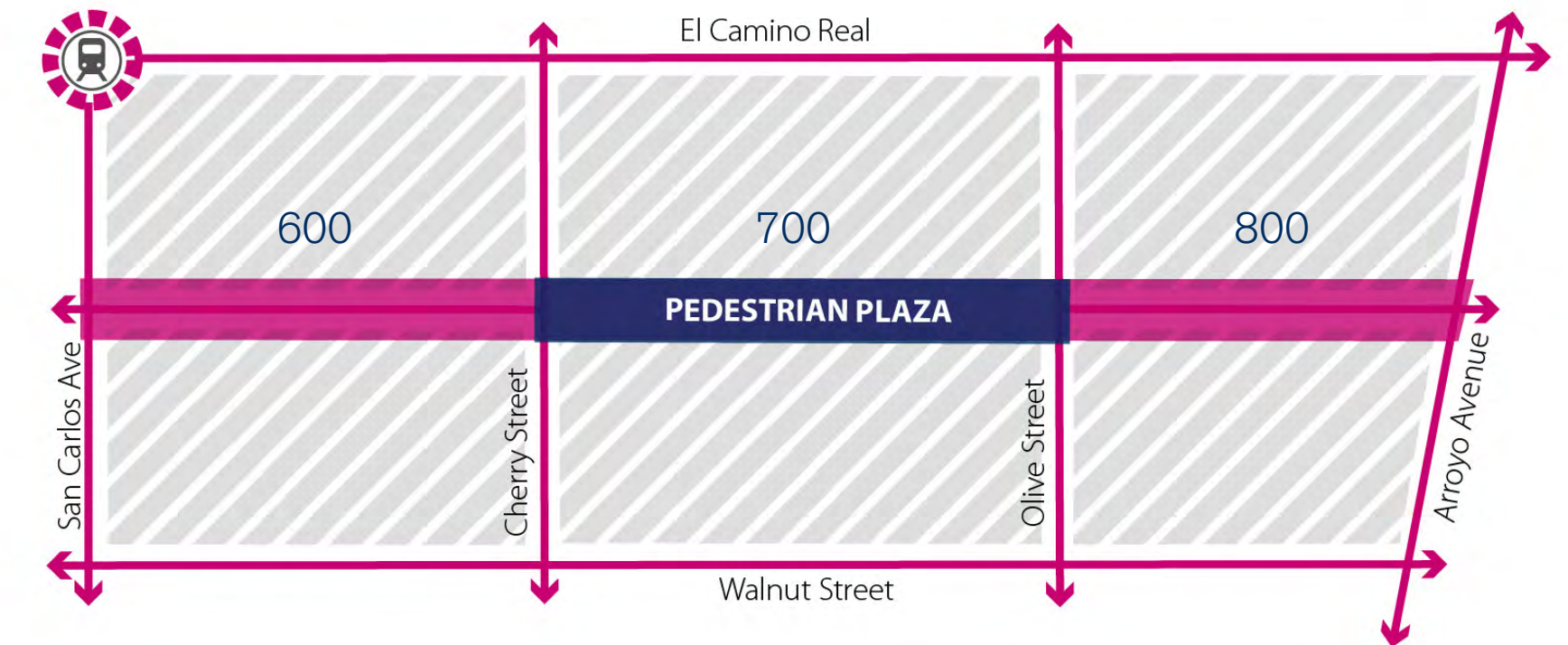
# HOW DO WE USE LAUREL STREET DURING EVENTS?

EVENT	DATE/DAY	TIME	ATTENDANCE	LOCATION
<b>San Carlos Farmers' Market</b>	Every Sunday, Year-round	9.00 AM - 1.00 PM	2,000	Laurel Street
<b>Art &amp; Wine Fair</b>	Annual, Month of October	10.00 AM - 6.00 PM	50,000	Laurel Street
<b>Goblin Walk</b>	Friday, October 27, 2023	4.00 PM - 5.30 PM	2,000	Laurel Street
<b>Night of Holiday Lights</b>	Annual, Month of December	5:00 PM - 8:30 PM	3,000	Laurel Street
<b>Block Party</b>	July/ August 2024	4.00 PM - 8.00 PM	2,000	Laurel Street

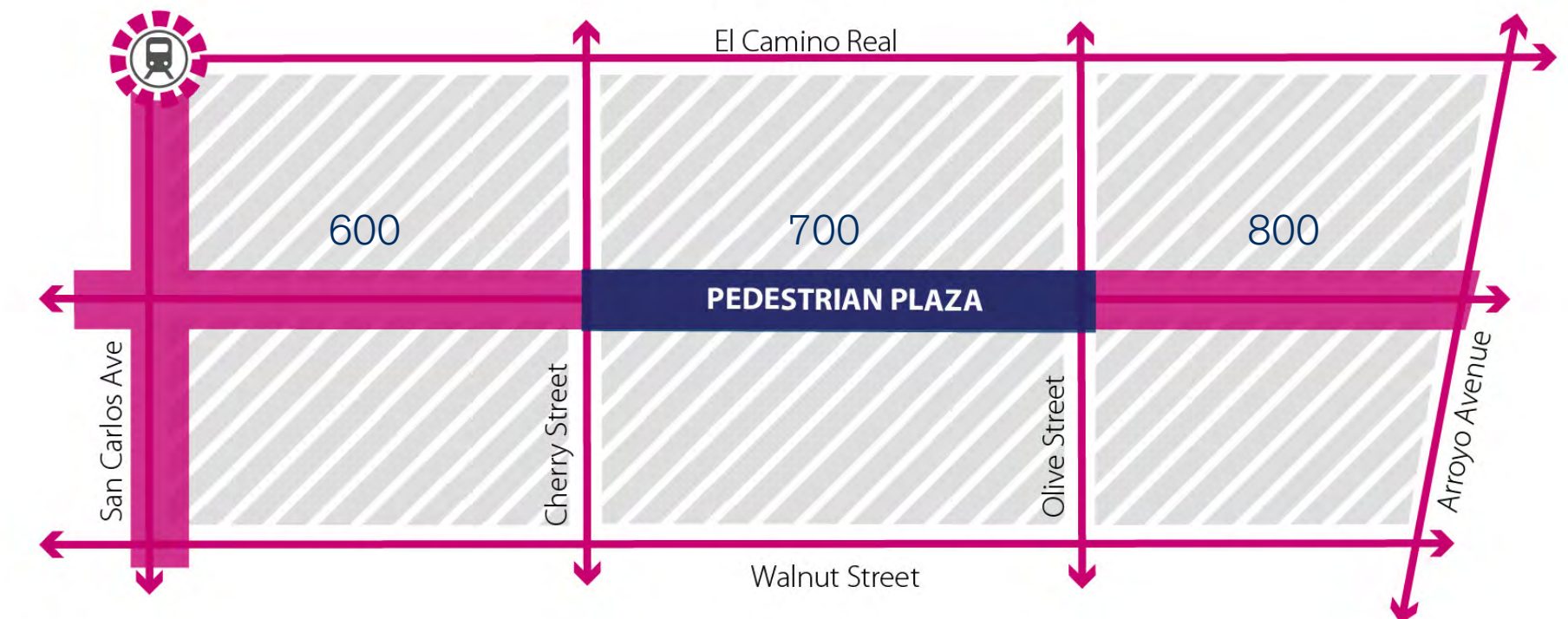
SCENARIO 1:  
700 BLOCK PEDESTRIAN PLAZA



SCENARIO 2:  
700 BLOCK PEDESTRIAN PLAZA +  
TEMPORARY CLOSURE OF LAUREL STREET



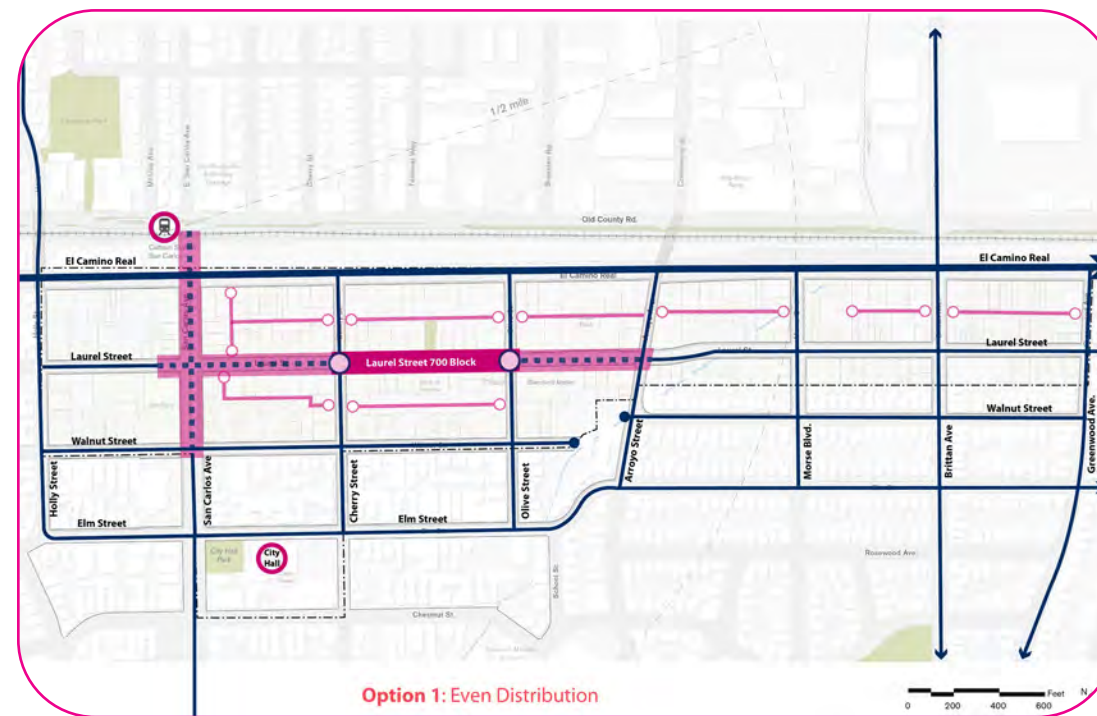
SCENARIO 3:  
700 BLOCK PEDESTRIAN PLAZA +  
TEMPORARY PEDESTRIANIZATION  
OF LAUREL STREET & SAN  
CARLOS AVENUE



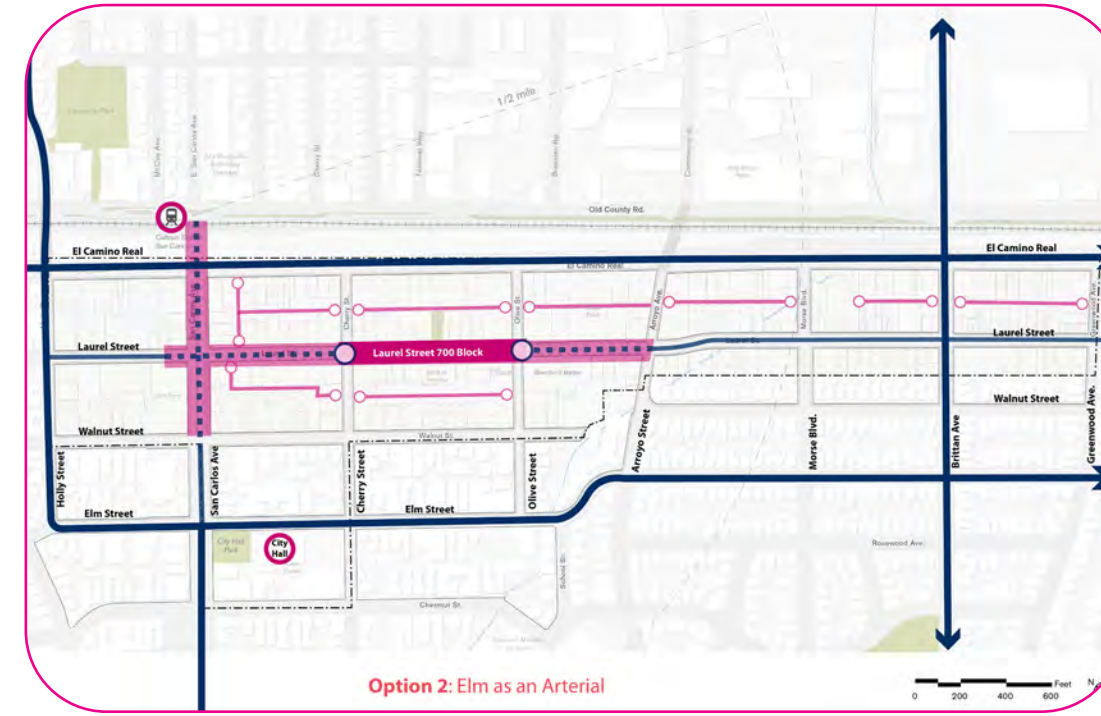
- Laurel Street 700 Block Closure/ Pedestrian Plaza
- Temporary Pedestrianization Scenarios

# POTENTIAL CIRCULATION SCENARIOS

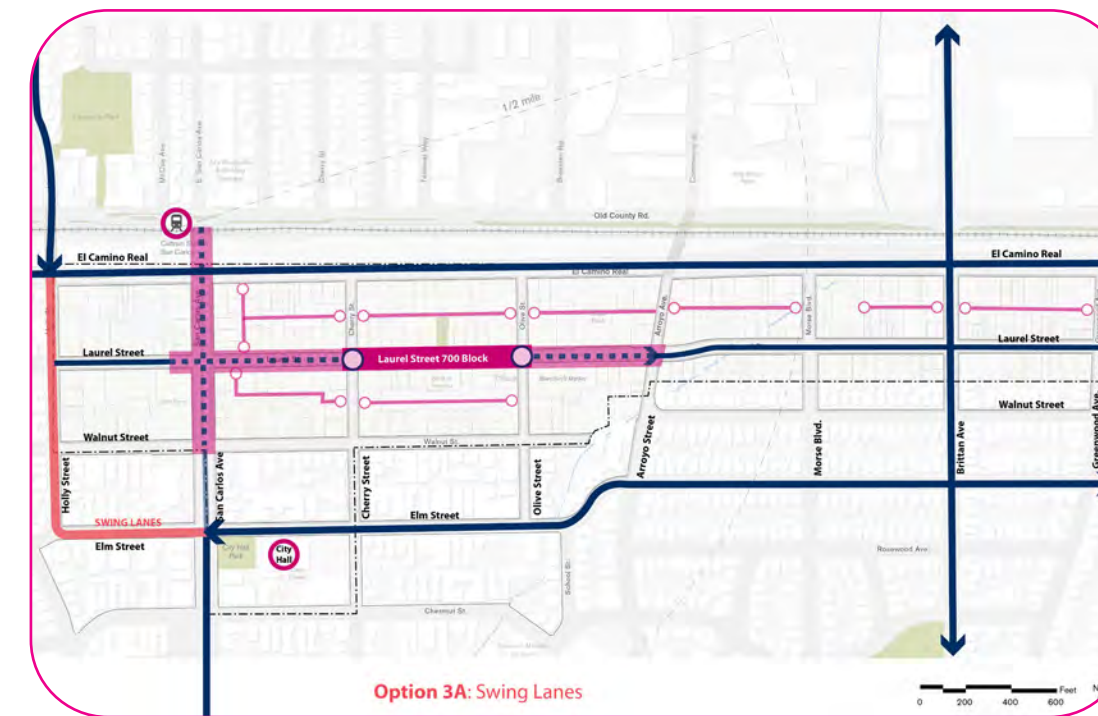
## OPTION 1 EVEN DISTRIBUTION



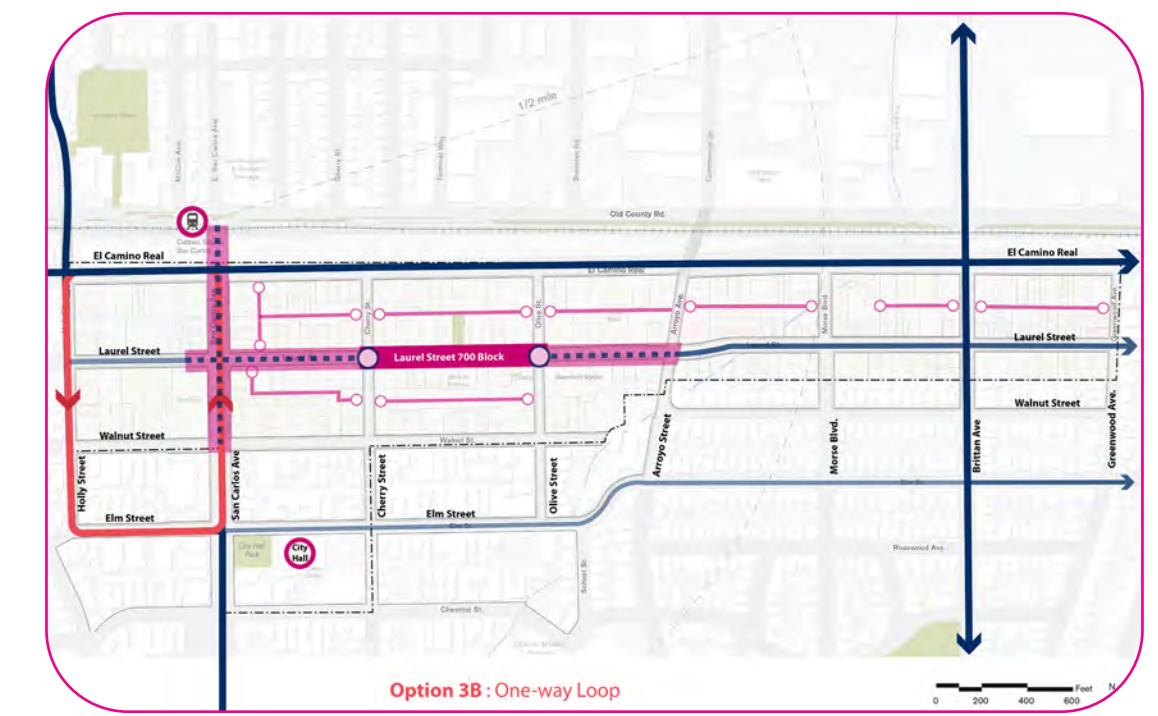
## OPTION 2 ELM AS AN ARTERIAL



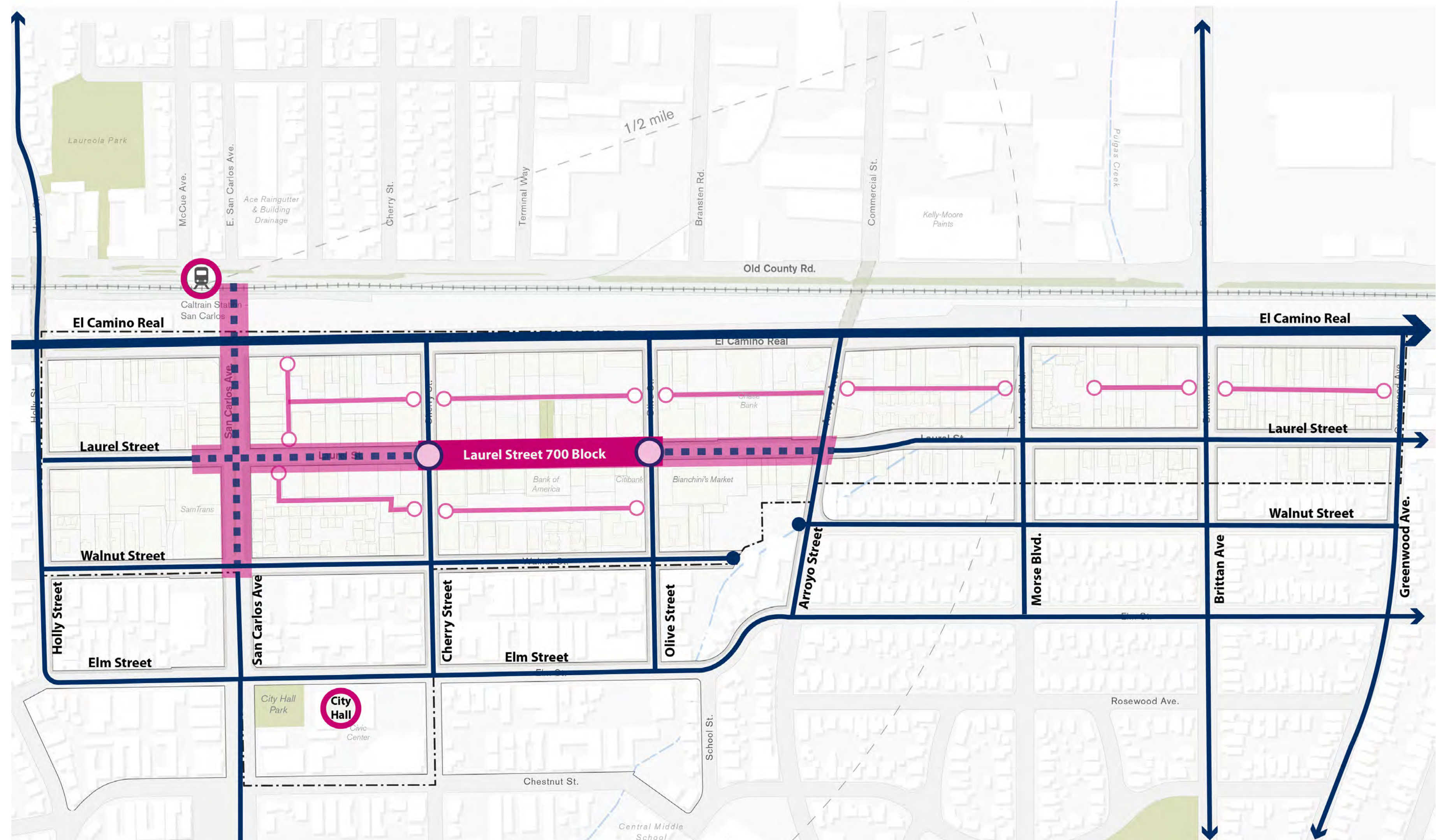
## OPTION 3A SWING LANES



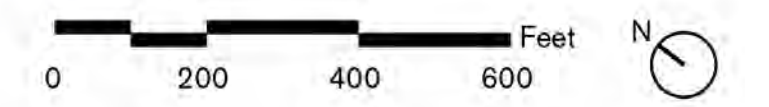
## OPTION 3B ONE WAY LOOP



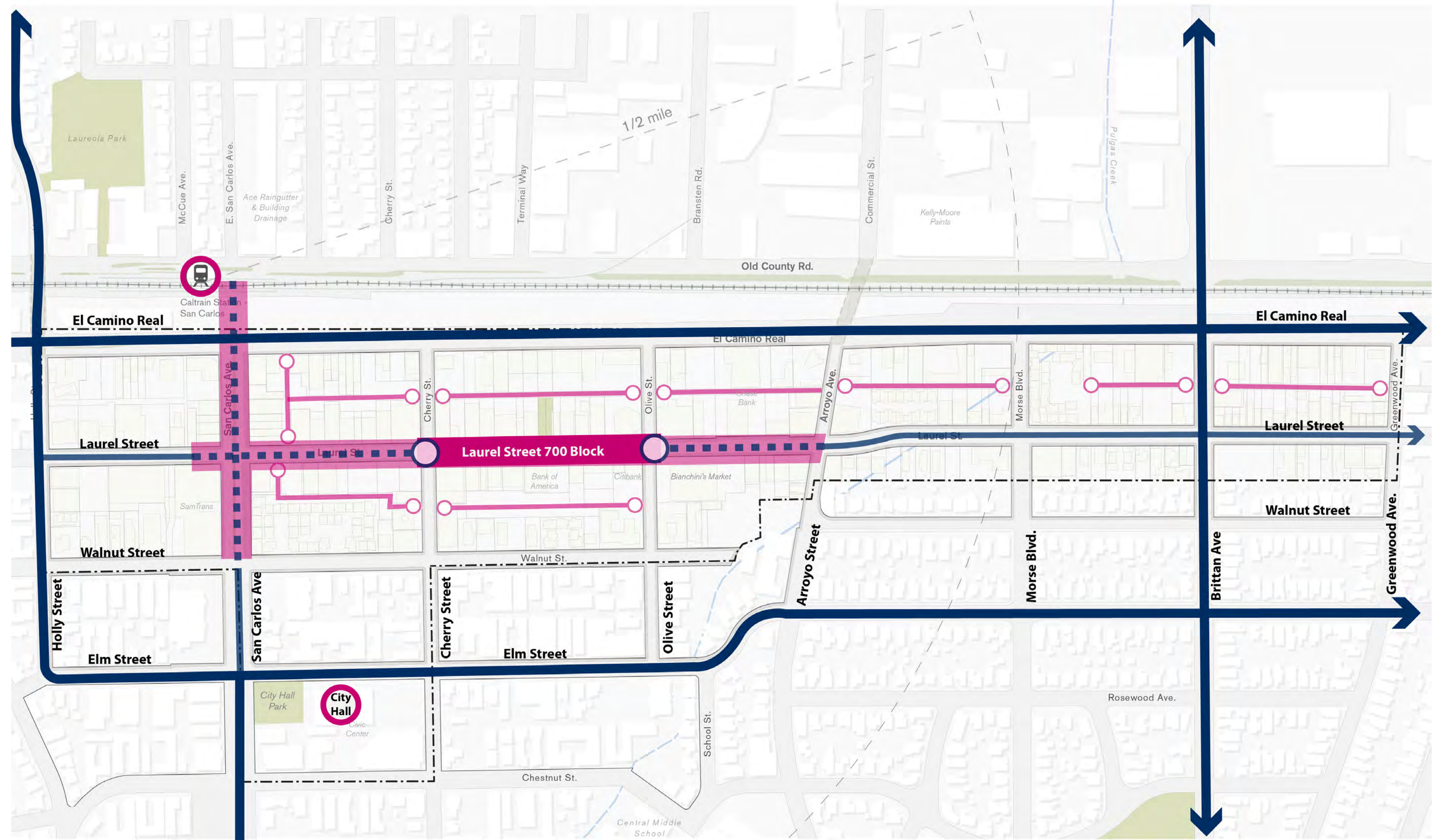
# OPTION 1 EVEN DISTRIBUTION










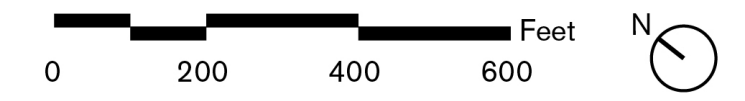
- State Highway - El Camino Real
- Vehicular Circulation
- Temporary Traffic Closures on Event Days
- Temporary Pedestrianization Zone on Event Days
- Laurel Street 700 Block
- Alleys



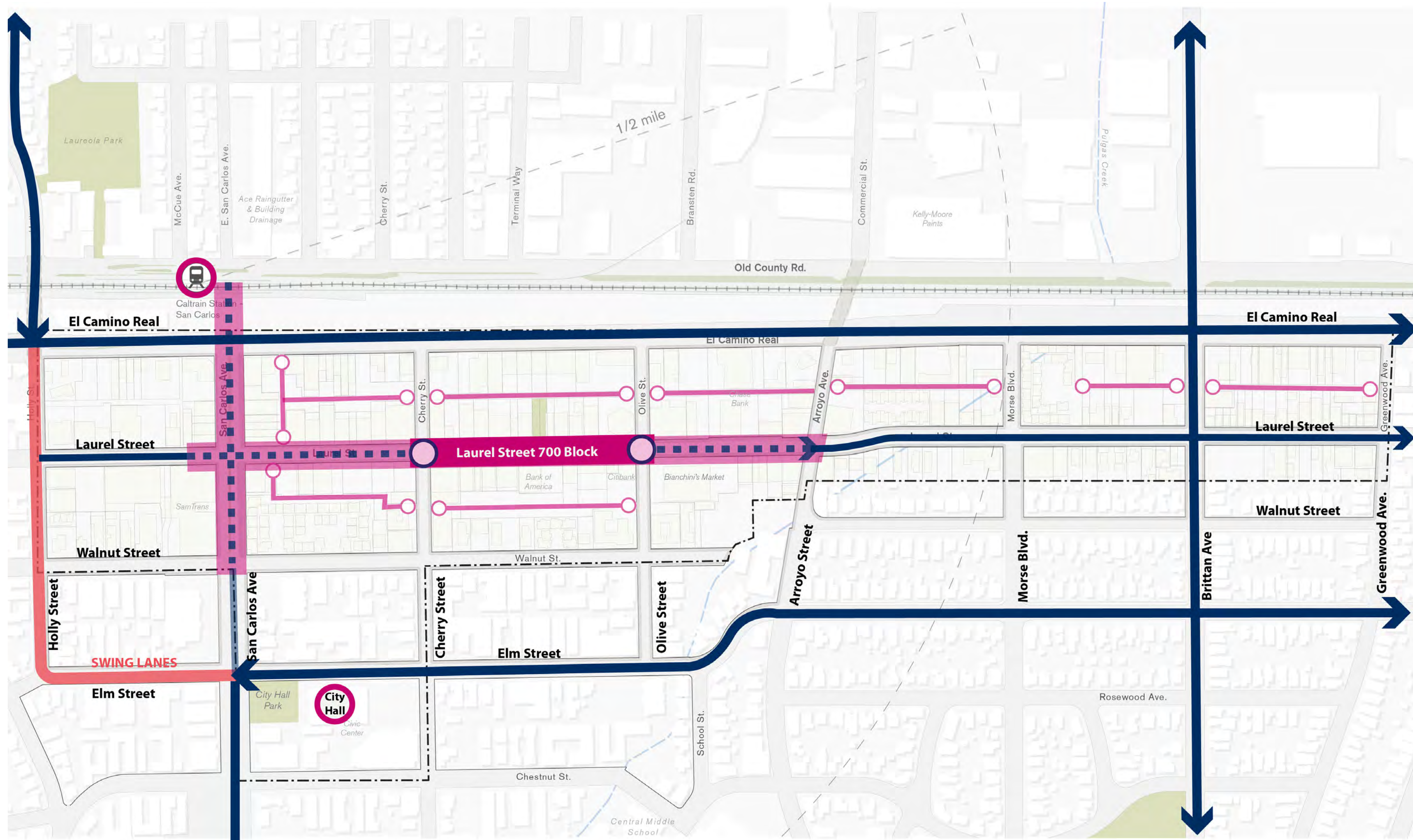
# OPTION 2 ELM AS AN ARTERIAL



-  State Highway - El Camino Real
-  Primary Vehicular Routes
-  Laurel Street Circulation
-  Temporary Traffic Closures on Event Days
-  Temporary Pedestrianization Zone on Event Days
-  Laurel Street 700 Block
-  Alleys



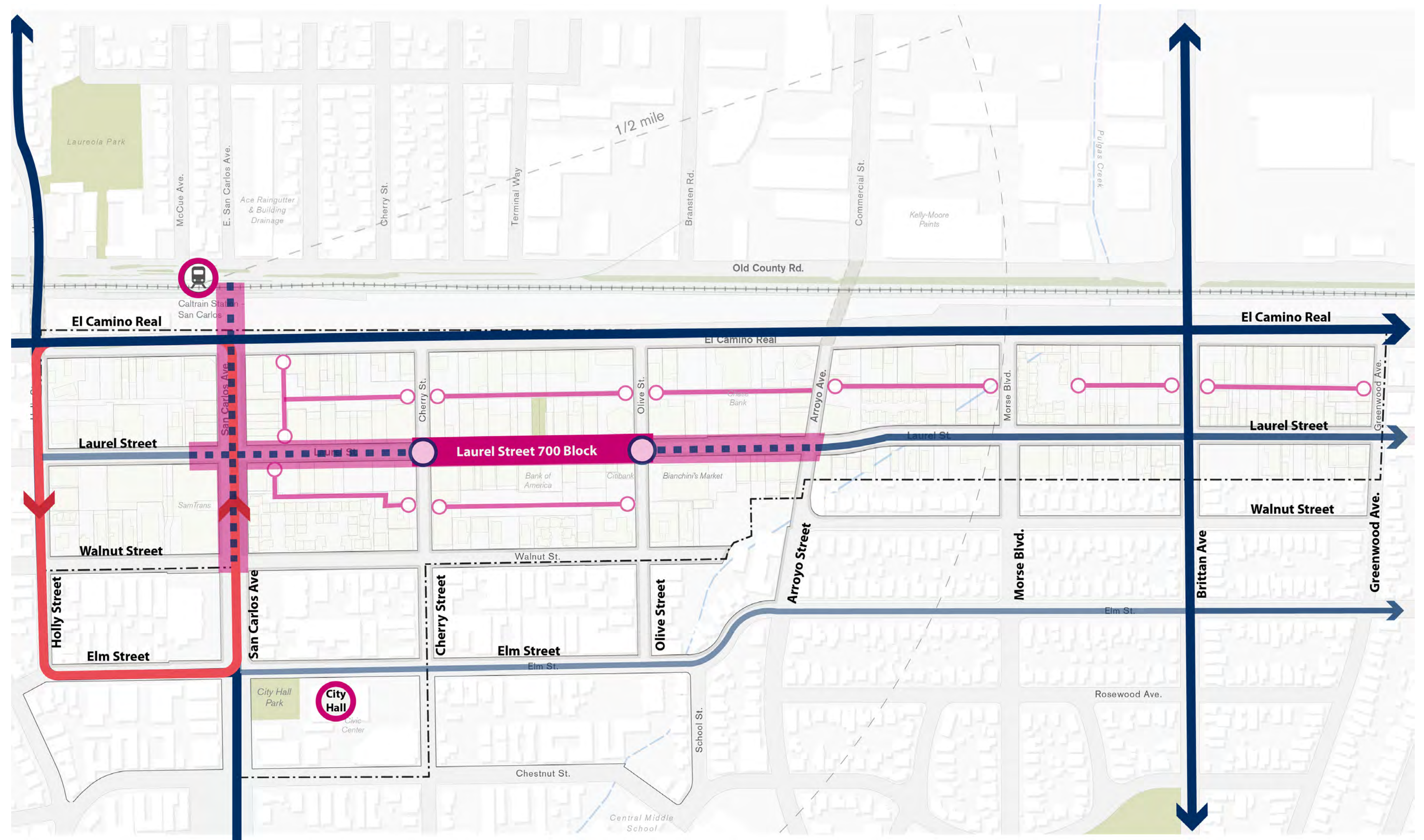
# OPTION 3A SWING LANES










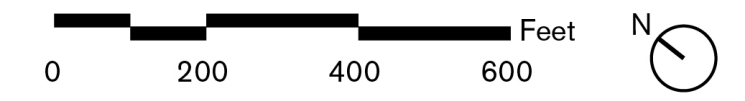
- State Highway - El Camino Real
- Primary Vehicular Routes
- Laurel Street Circulation
- Temporary Traffic Closures on Event Days
- Temporary Pedestrianization Zone on Event Days
- Laurel Street 700 Block
- Alleys
- Swing Lanes Scenario



# OPTION 3B ONE-WAY LOOP



-  State Highway - El Camino Real
-  Primary Vehicular Routes
-  Laurel Street Circulation
-  Temporary Traffic Closures on Event Days
-  Temporary Pedestrianization Zone on Event Days
-  Laurel Street 700 Block
-  Alleys
-  One-way loop Scenario







# **BREAKOUT DISCUSSION**

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# REPORT BACK

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# NEXT STEPS

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- In Person Ideation Workshop - Saturday, December 9th, 2023.
- Post Event Survey - Refer Project Website.
- Summary Report.
- Planning and Transportation Commission & City Council Study Sessions.

# THANK YOU

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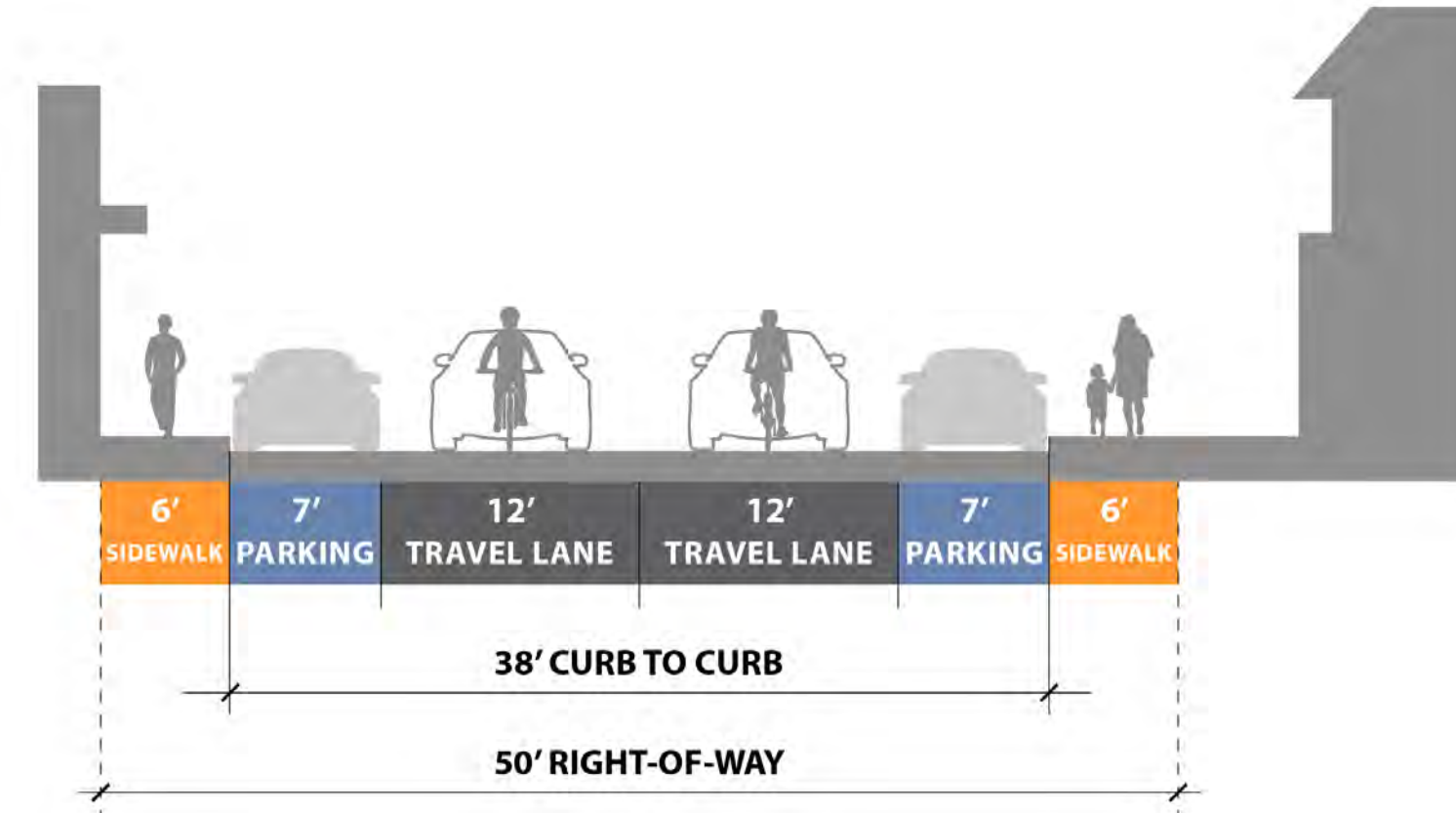




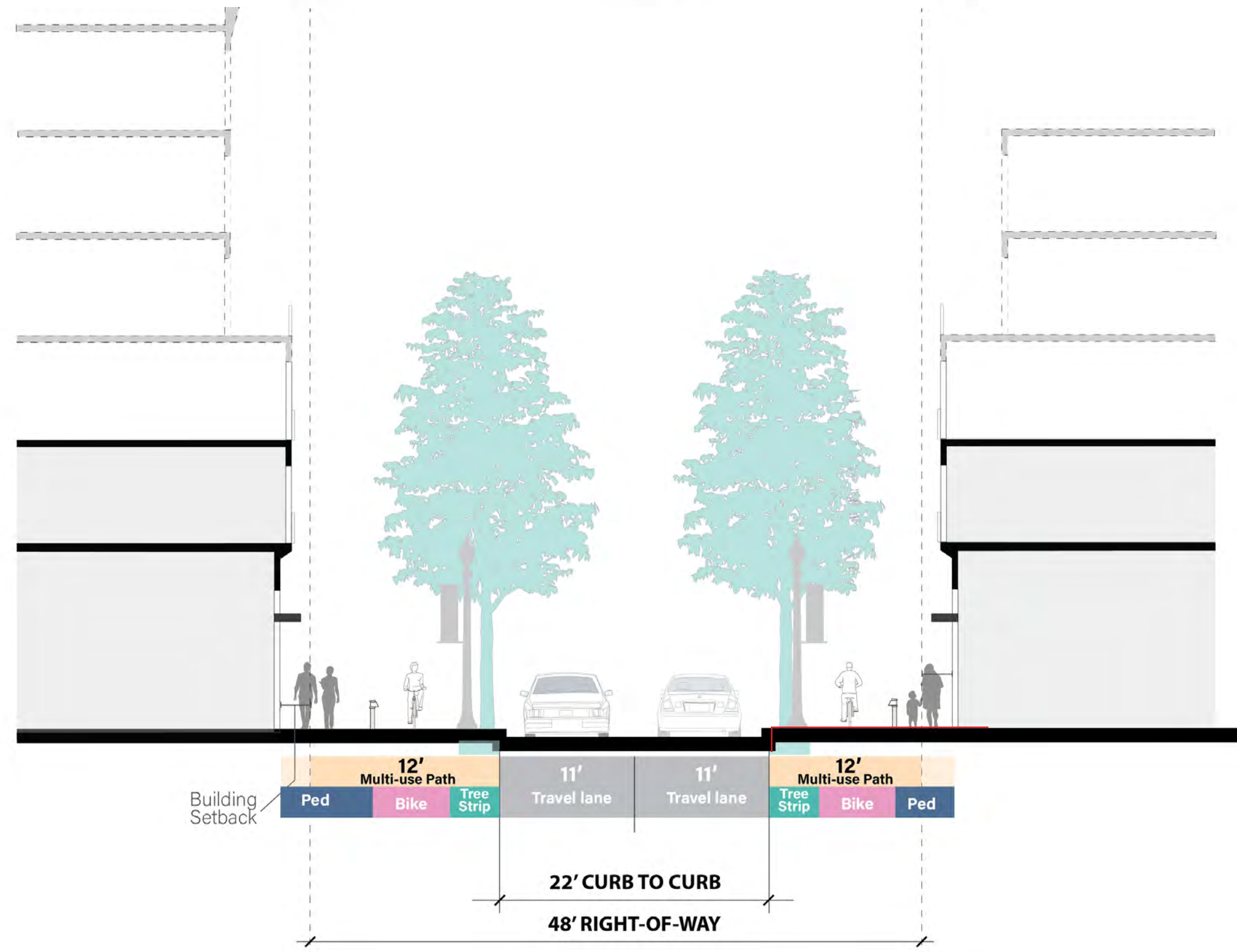
# ARROYO AVENUE

(LOOKING EAST)

**EXISTING**  
(LOOKING EAST)



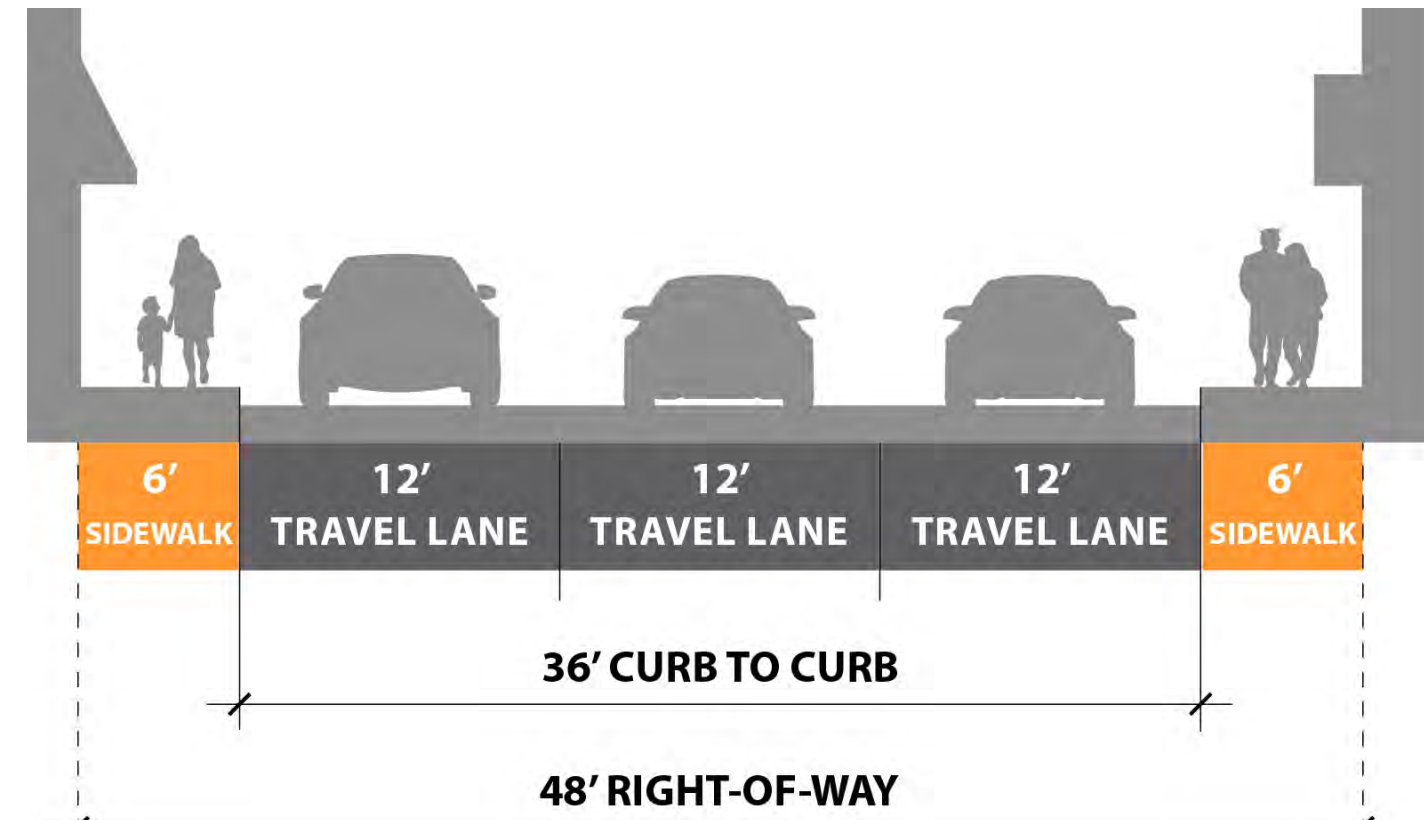
**PROPOSED**



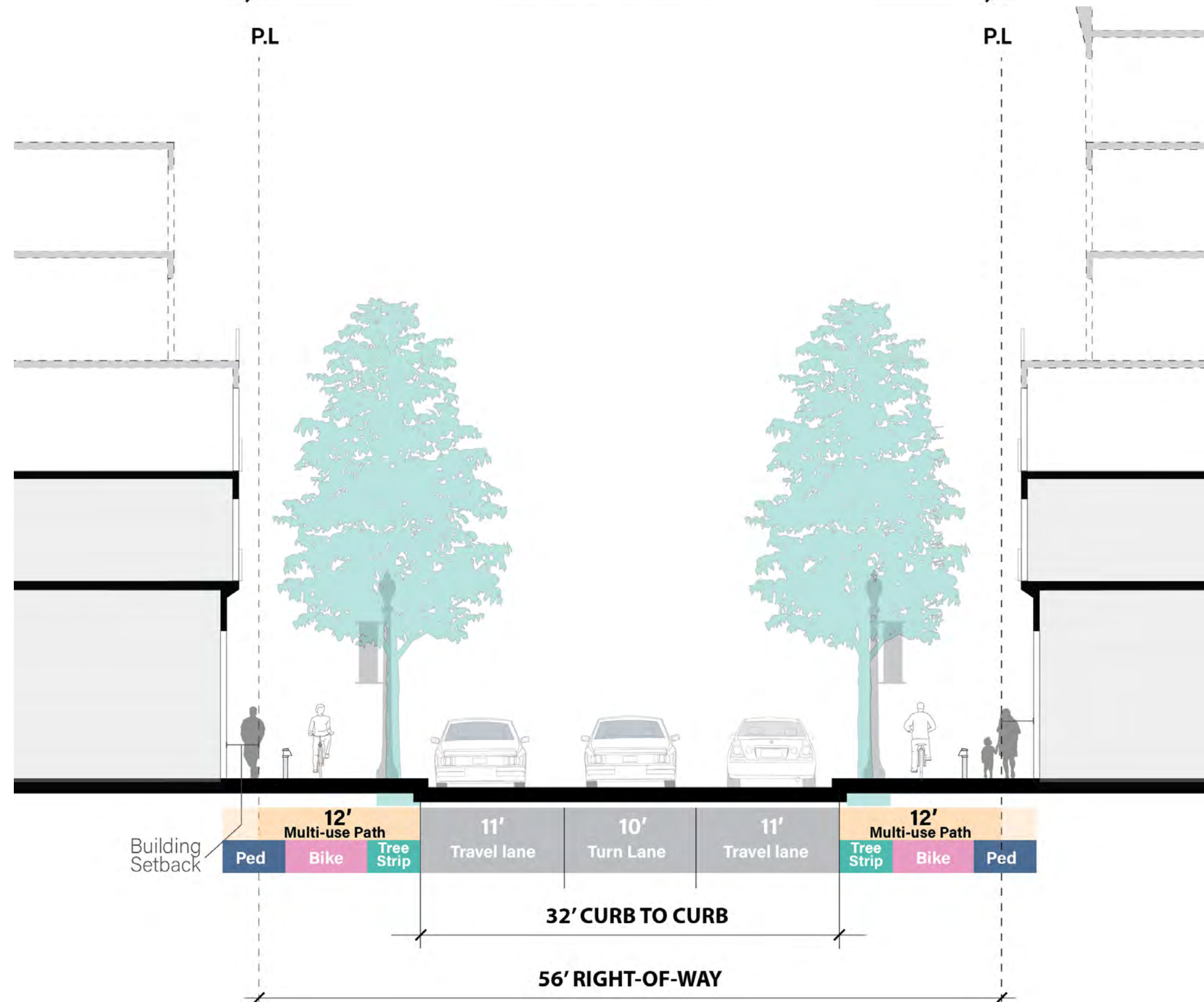
# BRITTAN AVENUE

(LOOKING EAST)

**EXISTING**  
(LOOKING EAST)



**PROPOSED**



# USER JOURNEYS

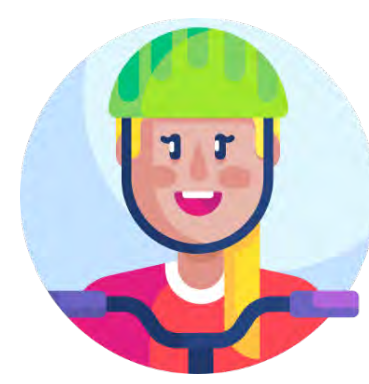
## USER PROFILES

People move by:



SAN CARLOS RESIDENT

**Residents** move mainly by private modes, if available, or with active modes. Routinary and occasional movements during the day are expected.



SAN CARLOS STUDENT



SAN CARLOS INVESTOR

**Visitors** move mainly by on-demand shared and private modes (e.g. taxi) from the hotel with movements during daytime for specific business and visiting errands.



SAN CARLOS RELATIVE



SAN CARLOS WORKER

**Commuters**, often living in adjacent cities, take trips by scheduled PT or if available with private modes. Peak movements are seen during morning and afternoon.



SAN CARLOS THERAPIST



SAN CARLOS MOM

**Casual downtown goers**, who may frequent the area in certain occasions, move mainly by private modes. Common movements are foreseen during afternoon and evening.



SAN CARLOS INFLUENCER

People move by:



SAN FRANCISCO TAILOR LIVING IN SUNNYVALE

**Through commuters**, that lives outside San Carlos and commute through San Carlos every day to reach their work. Peak movements are seen during morning and evening.

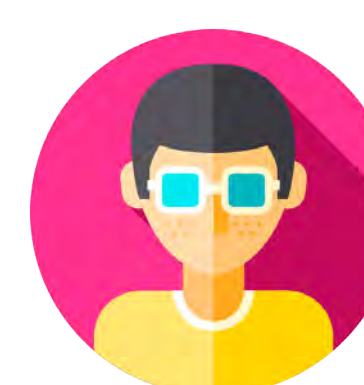


SAN JOSÉ WORKER LIVING IN SAN FRANCISCO



SAN CARLOS RESEARCHER

**East-side innovation district employees** take trips to downtown for happy hour, dinner or lunch, Occasional movements during lunchtime or early afternoon.



SAN CARLOS SCIENCE NERD



SAN CARLOS PARTY GIRLS

**Nighttime visitors**, living in the suburbs of the region or neighboring downtown, take trips by private modes or family kiss & ride. Peak movements are seen during the evening and nighttime.



SAN CARLOS DJ



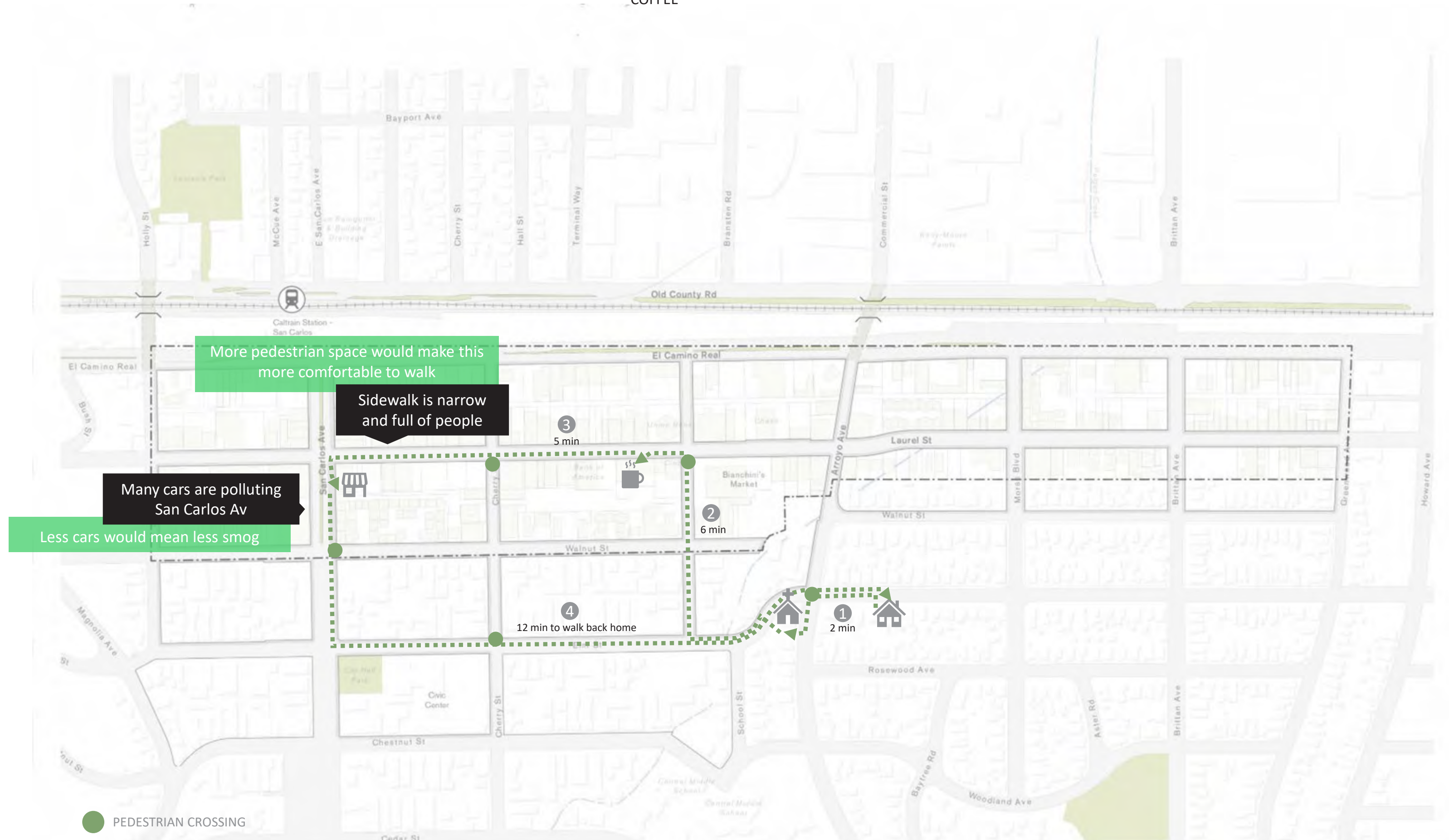
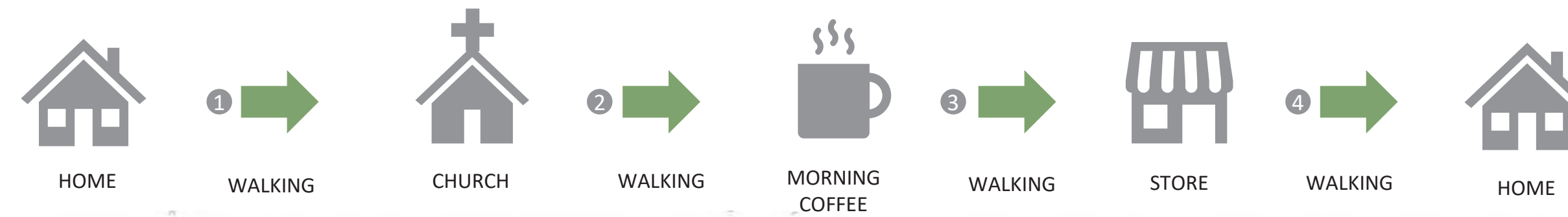
# User Journey

## San Carlos Resident



**Mary, 73**  
San Carlos Elderly Resident

- Grandmother and pensioner living with her daughter, son-in-law and grandkids
- Active church member
- Access is mainly by scheduled PT or if available, private modes
- Occasional movements in the morning for walks and early market shopping



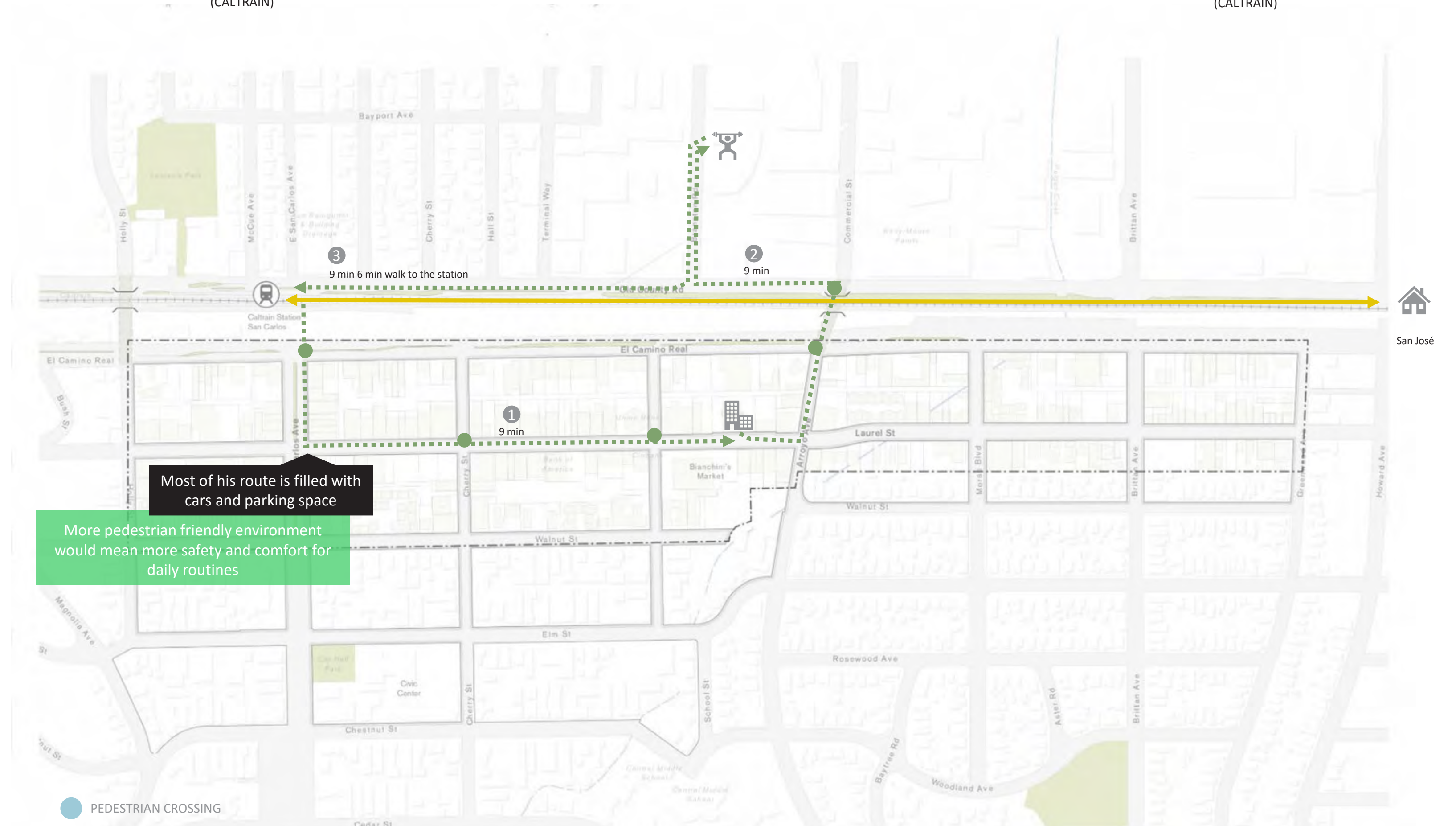
# User Journey

## San Carlos Commuter



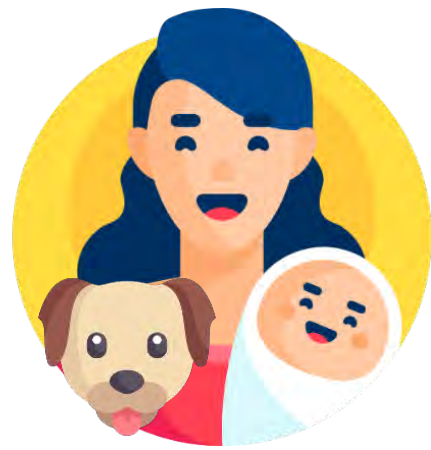
**Diego, 25**  
San Carlos Tech Worker

- San José-based software engineer working in finance
- Gym buff
- Trips by scheduled PT or occasionally with private cars
- Peaks during the morning and afternoon to reach and leave the workplace



# User Journey

## San Carlos Casual Downtown Shopper



**Sarah, 35**  
San Carlos Working mom

- Single mom with a kid and a dog, working in full remote
- Access is mainly by private modes, or occasionally, with scheduled PT
- Occasional movements in the afternoon for quick grocery shopping and early dinner

