

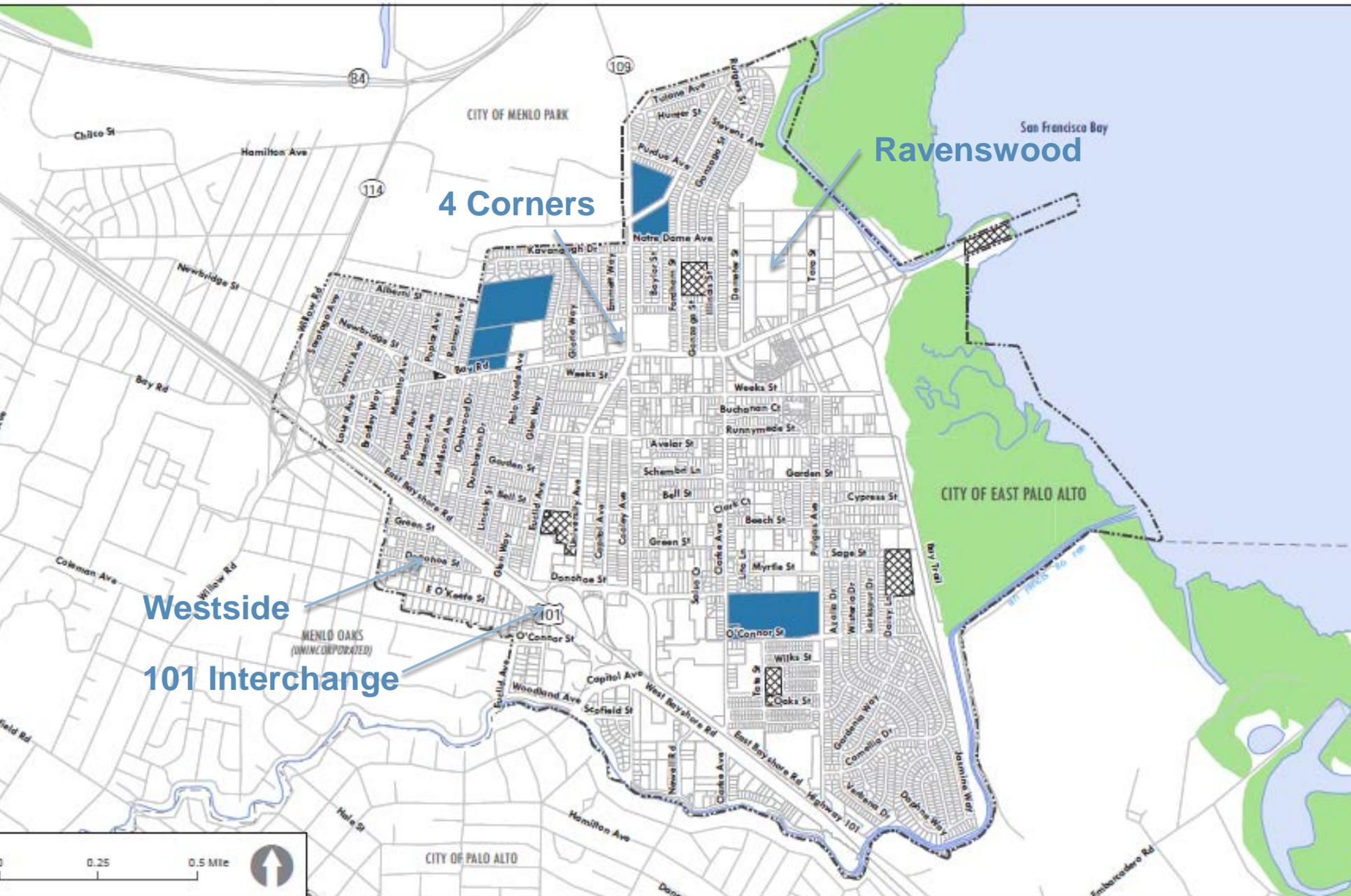


East Palo Alto's Priority Development Area *Ravenswood*



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CONTEXT



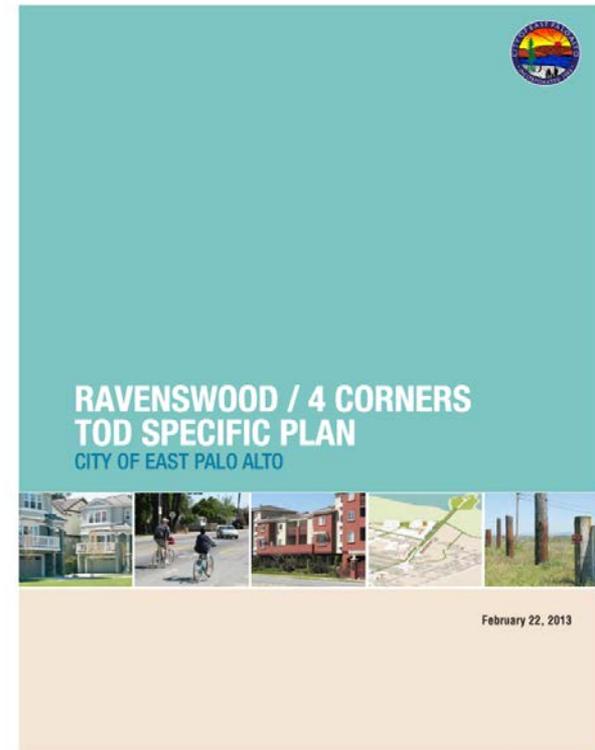
Key Questions

- What has been accomplished through the City's designation of a Priority Development Area?
- What are some of the challenges?
- What is necessary to incentivize the development envisioned in the Specific Plan?



Presentation Outline

- Accomplishments
- Challenges
- Opportunities



Accomplishments

Process

- 1) Community Engagement
- 2) Identification of the number of existing and planned housing units and jobs
- 3) Market demand analysis
- 4) Affordable housing and accessibility strategy
- 5) Multi-modal connectivity including pedestrian-friendly design standards
- 6) Parking demand analysis
- 7) Infrastructure development
- 8) Implementation plan and financing strategies

Accomplishments

Infrastructure improvements

1) Transportation Infrastructure (SCS)

Bay Road, SR2S, POC

2) Water-related Infrastructure

Gloria Bay Well / PAD D / San Francisquito Creek Flood
Protection / Runnymede Drainage

3) Open Space and Park Infrastructure

Cooley Landing

Transportation



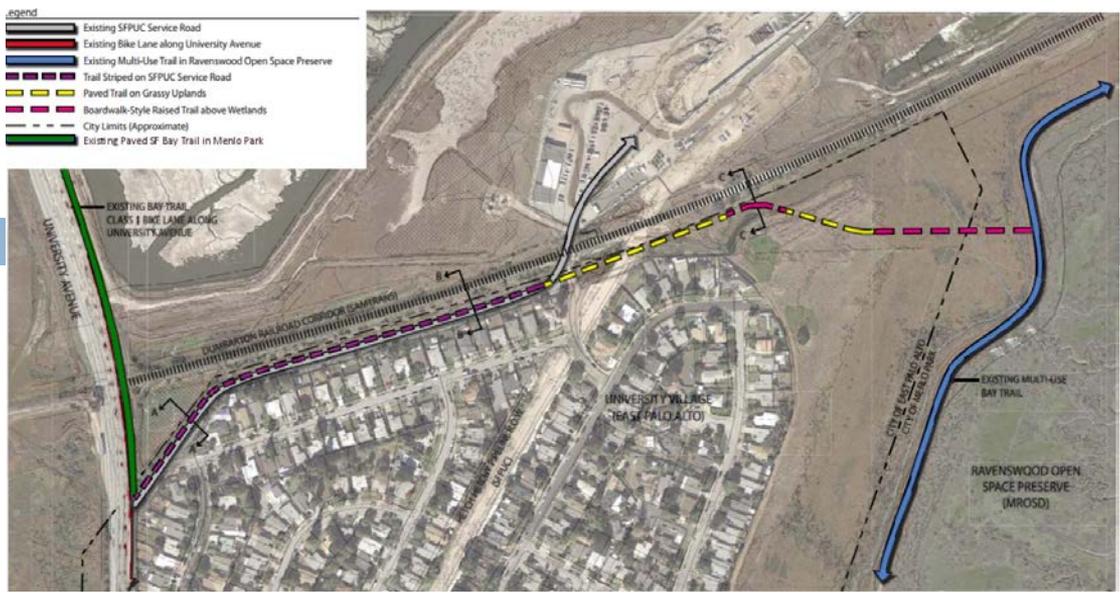
\$15,000,000 Bay Road project



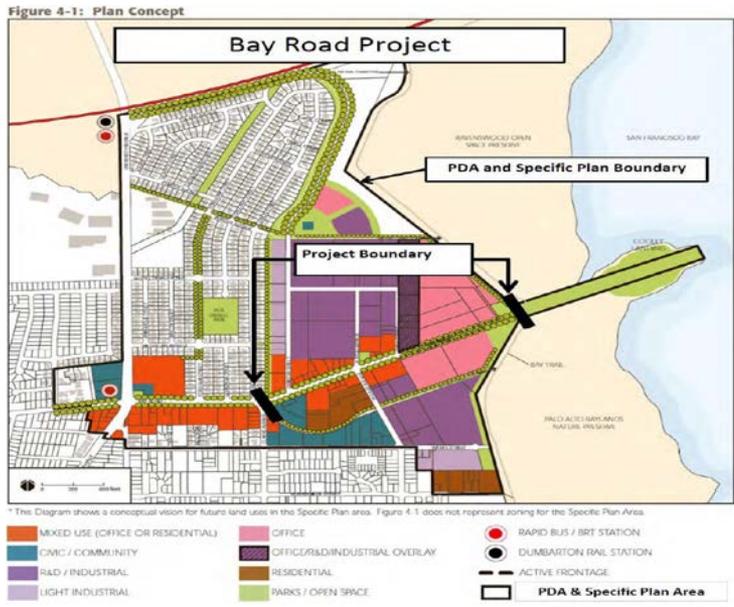
Prior Approvals



New Development



Bay Trail



Cooley Landing

Transportation: Safe Routes to School

- Provides non motorized access along designated pathways to school campuses
- Partnerships – Ravenswood City School District

Ravenswood City School District Safe Routes to School Report

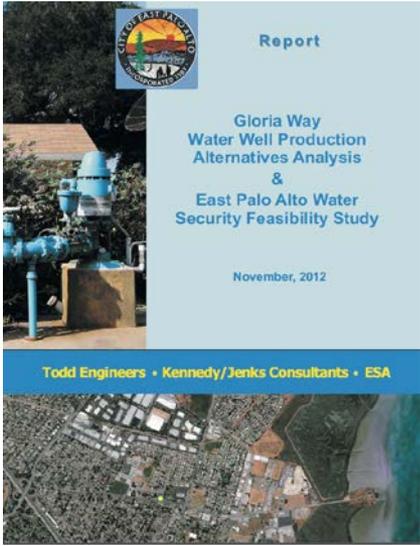
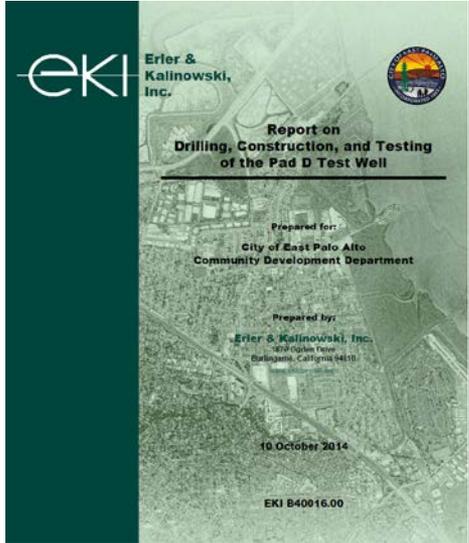
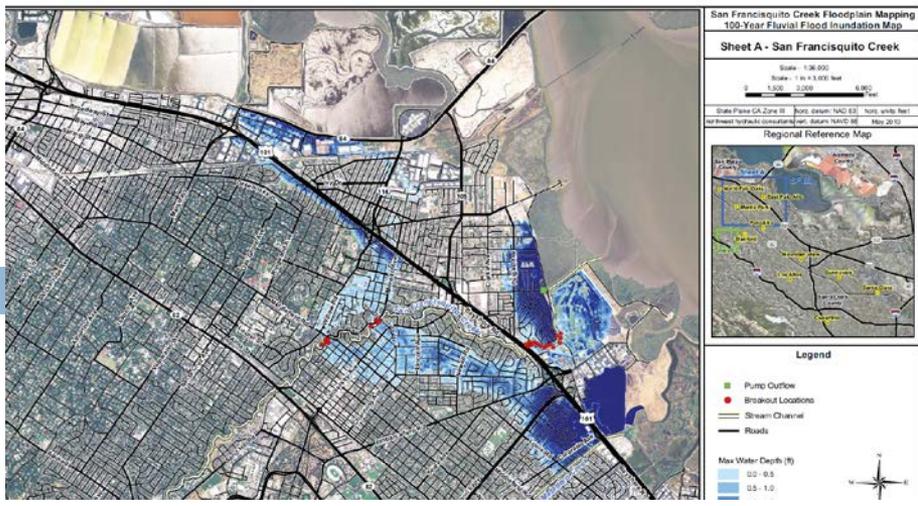
2012-2013 School Year



Drawing by Brandon Palominos – Cesar Chavez Academy



Water



Too much, and not enough!

Open Space and Park Infrastructure



Cooley Landing



Cooley Landing

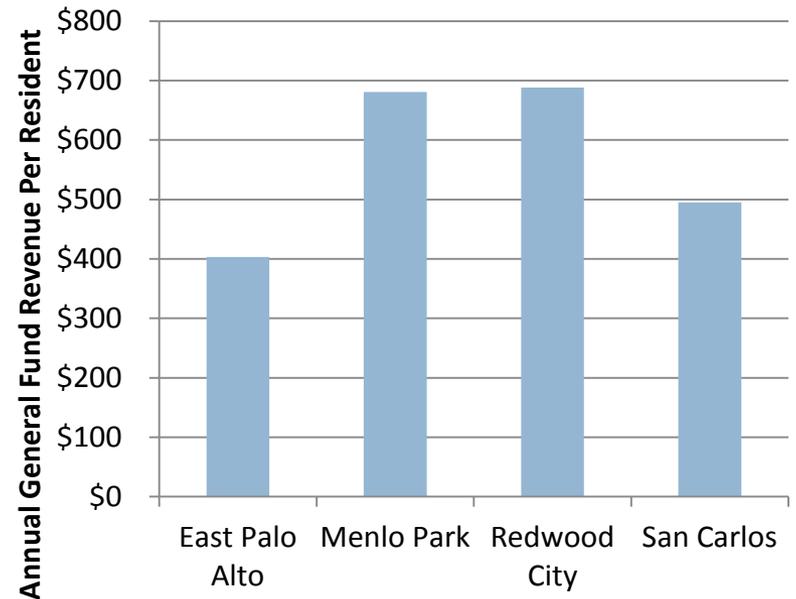


Challenges (Fiscal)

- Revenues per resident are much lower in East Palo Alto than other cities in Peninsula.
- City's operating deficit (FY 2014-15 adopted Budget is first financially balanced budget in years)
- In the longer term, revenue increases (TOT, sales tax, or utility user rates) may be necessary



**General Fund Revenue Per Resident,
2011-2012**



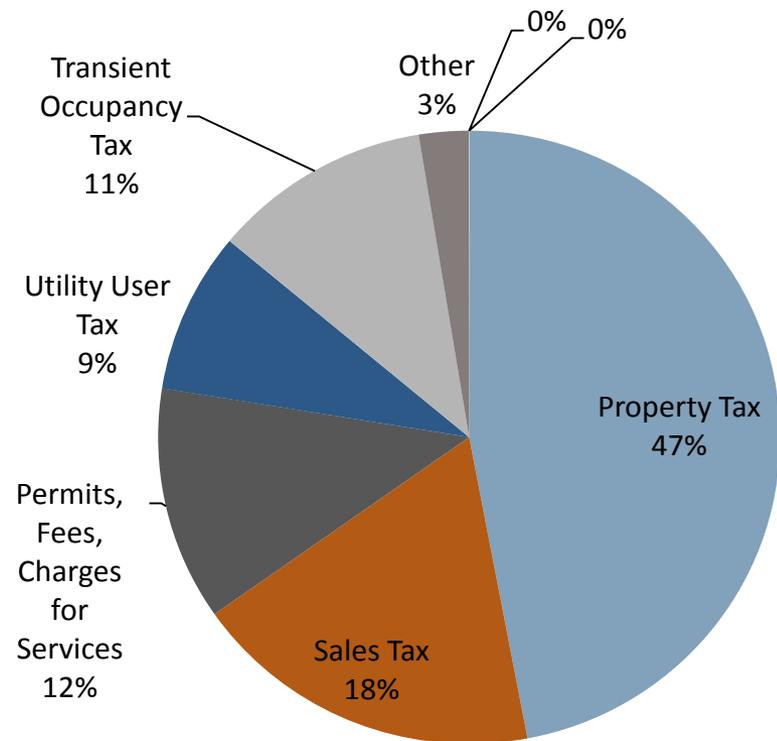
Source: City of East Palo Alto

Challenges (Fiscal)

- High dependence on property tax which is almost half of all revenues.
- Sales taxes are 18% of General Fund revenues - a few stores the bulk
- Hotel (transient occupancy tax) adds a third important revenue source.
- Lack of revenue diversity mak



General Fund Revenues, FY 2014-2015 Adopted Budget



Challenges (Planning)

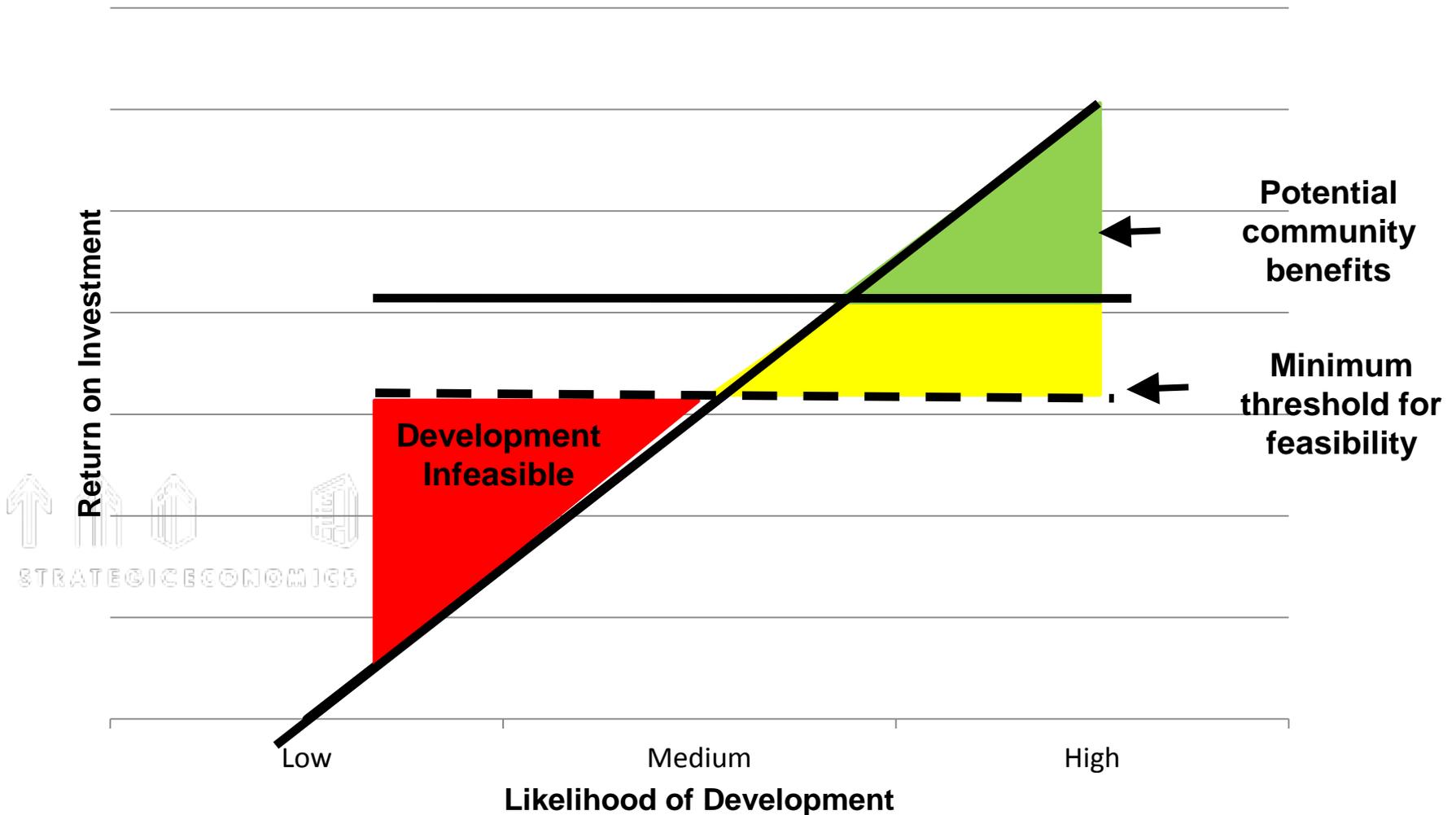
- Historic Resources – compatibility of new structures with historic resources
- Applicant's costs to rehabilitate properties
- Impacts on surrounding cities of sustained growth



STRATEGIC DEVELOPMENT



Community Benefits Strategy Tied to Overall Financial Feasibility



Opportunities – Focus growth in PDA and Update the General Plan

- General Plan = new clear land use policies to guide development and expedite the permitting
- Recruit = increase diversity through mixed use with retail, office, improving the jobs-housing balance.
- Housing = encouraging new higher density market-rate housing development, while preserving existing affordable housing.
- Infrastructure = attract new development and improve quality of life (sewer, roads, water).



Opportunities: Partnerships

- Workforce investment boards, non-profits, colleges, school districts, and businesses – K-12 and adult education, job training, mentorship, apprenticeship programs
- Transportation agencies and private companies - connections to job centers
- Regional economic development agencies - marketing and communications strategies to attract new companies
- Businesses and non-profits- technical assistance, business planning, support to entrepreneurs
- Investors, nonprofits, community development financial institutions - non-traditional funding sources for small businesses and entrepreneurs



Q & A

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