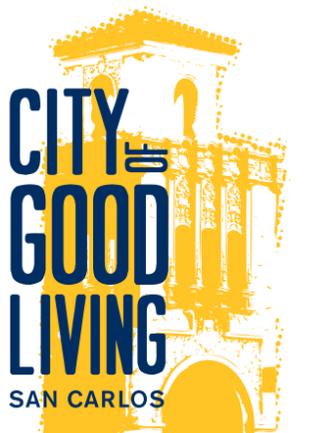




# PRIORITY DEVELOPMENT AREAS

## San Carlos Case Study

Al Savay, Director  
Community & Economic Development Department  
City of San Carlos

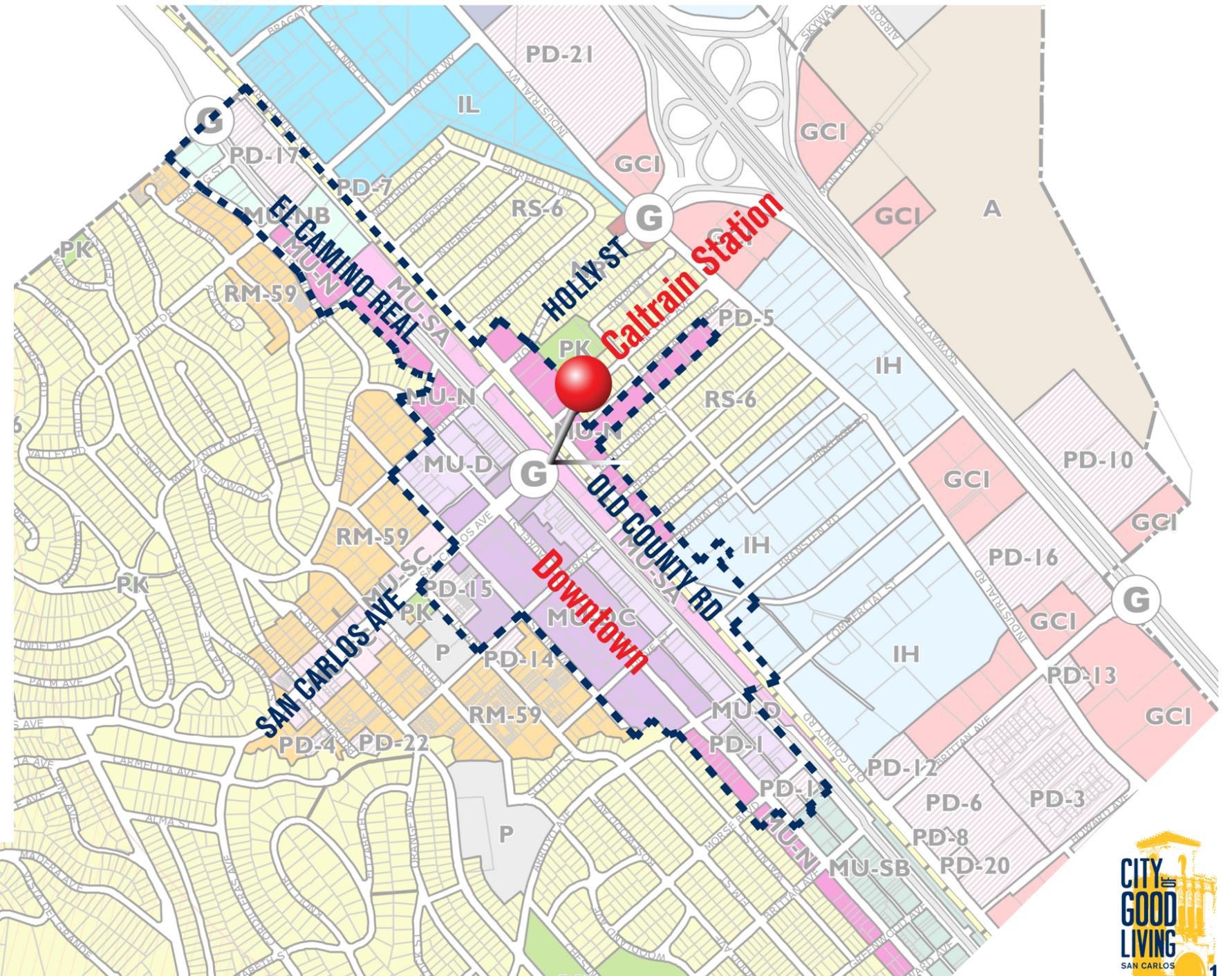


# San Carlos Railroad Corridor PDA



san carlos  
PDA

- RS-3: Single Family, Low Density
- RS-6: Single Family
- RM-20: Multi-Family, Low Density
- RM-59: Multi-Family, Medium Density
- MU-NB: Mixed Use North Boulevard
- MU-SB: Mixed Use South Boulevard
- MU-D: Mixed Use Downtown
- MU-DC: Mixed Use Downtown Core
- MU-N: Neighborhood Mixed Use
- MU-SA: Mixed Use Station Area
- MU-SC: Mixed Use San Carlos Ave
- IL: Light Industrial
- IH: Heavy Industrial
- IA: Industrial Arts
- IP: Industrial Professional
- GCI: General Commercial/Industrial
- NR: Neighborhood Retail
- PD: Planned Development
- A: Airport
- P: Public
- PK: Park
- OS: Open Space
- City Boundary
- Neighborhood Hub Overlay
- G Gateway Overlay District



# Pinpointing Problem Areas: Sidewalks



east side  
connect

# Pinpointing Problem Areas: Bike Paths



east side  
connect





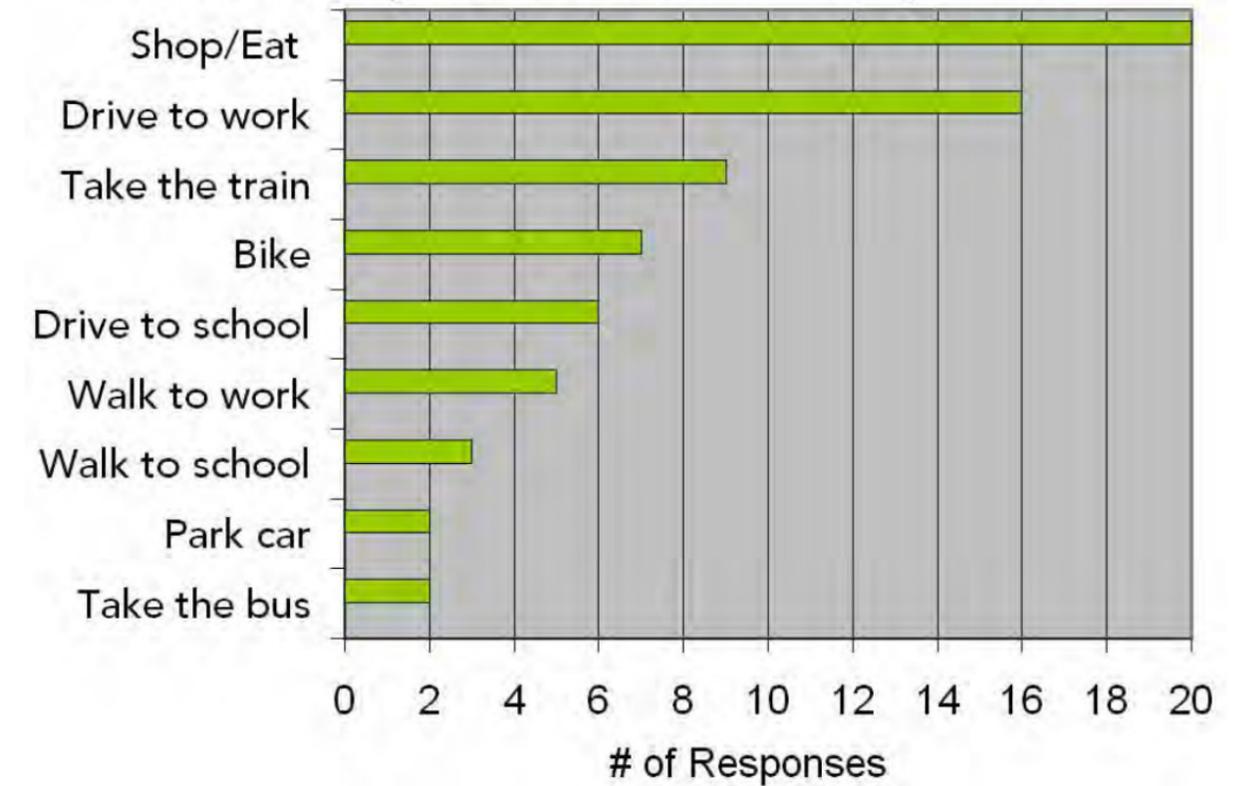
east side  
connect

# Understanding Community Needs

- » Held open houses to engage neighbors and stakeholders
- » Surveyed community

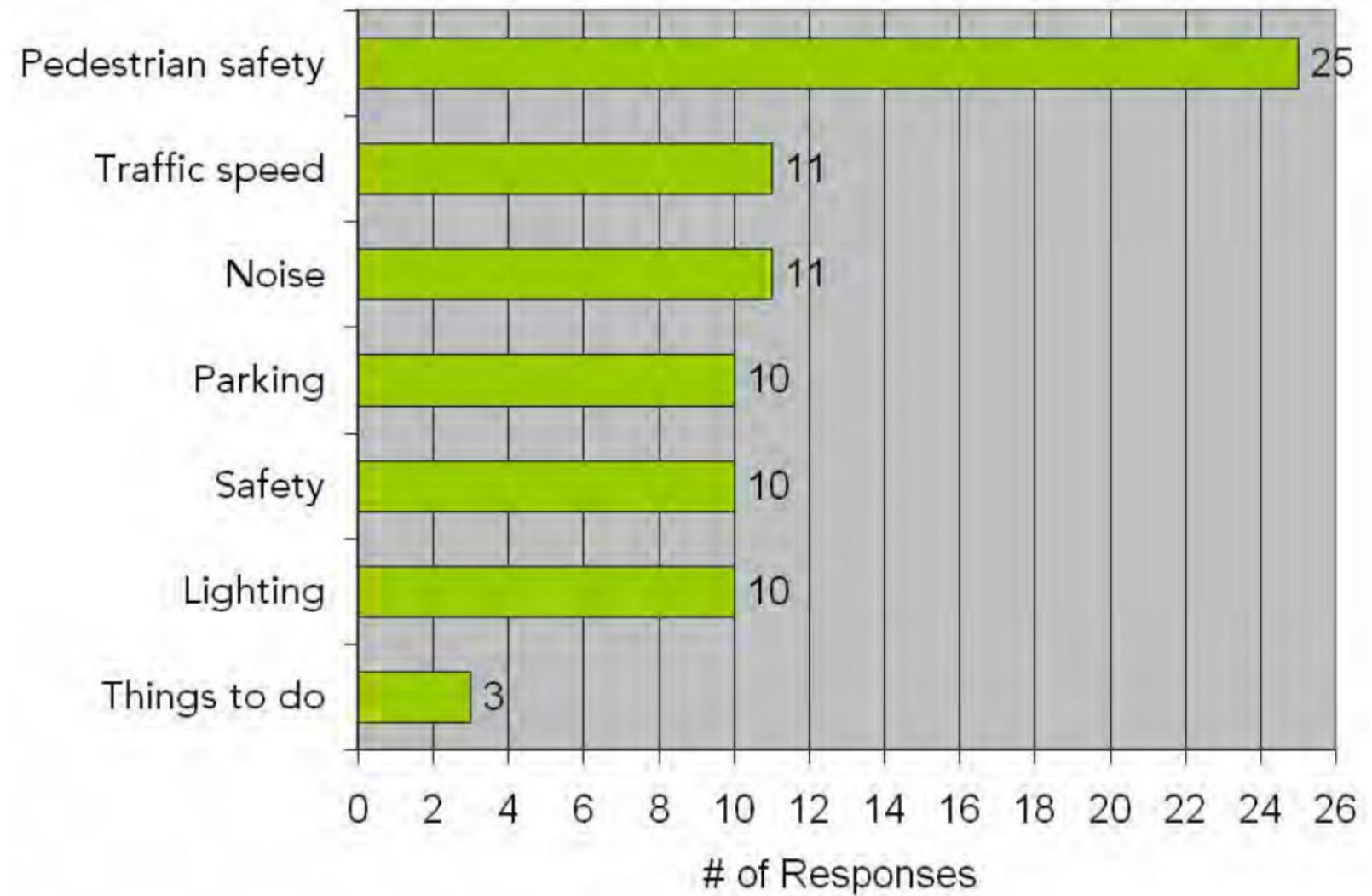


How do you use Old County Road?



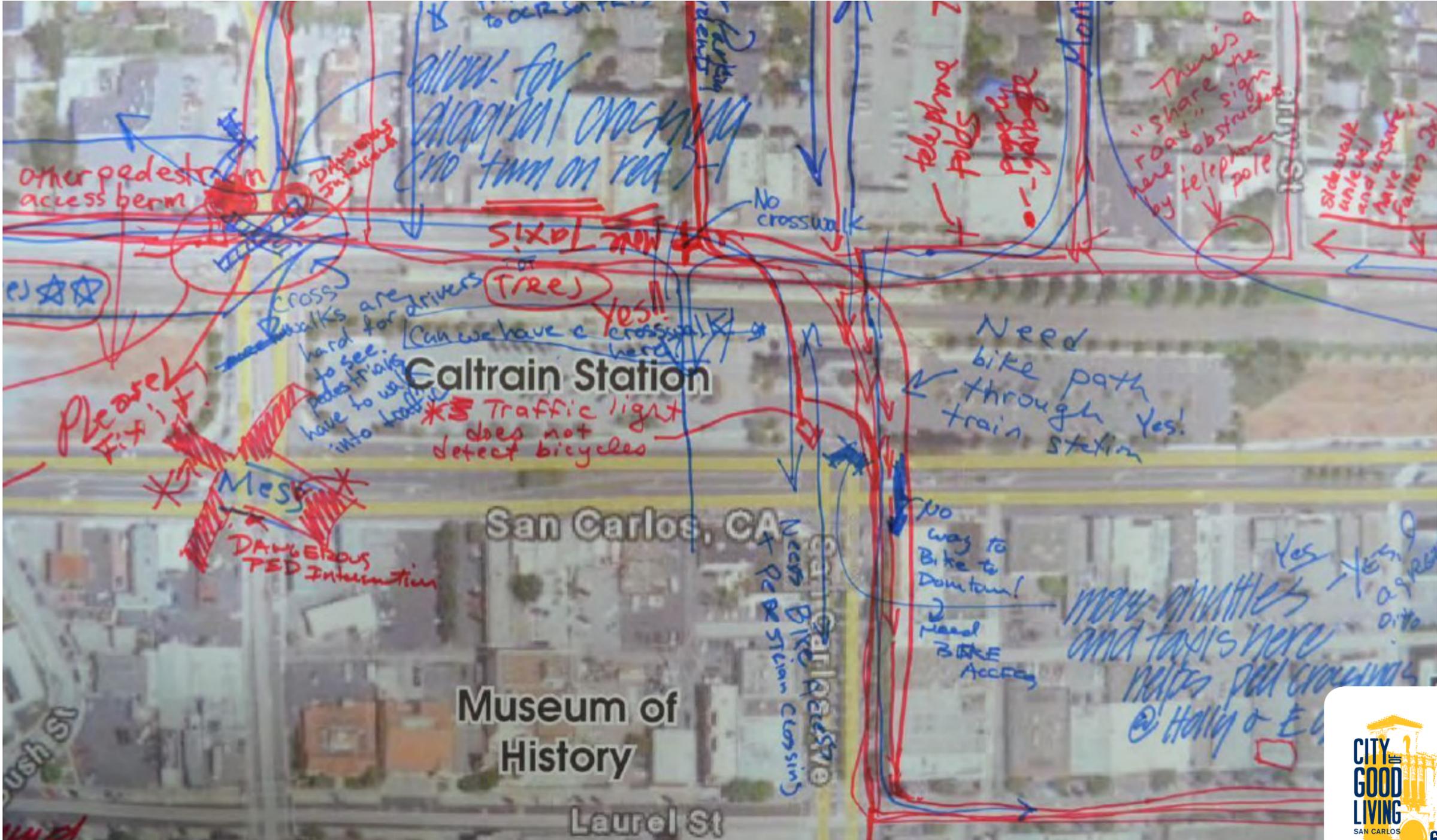
# Identifying Specific Concerns

What is your biggest concern about Old County Road?



east side  
connect

# Identifying Specific Concerns



east side  
connect





**east side  
connect**

# Project Funding

## Green & Safe Streets

Federal (MTC/ABAG Funds)	2,221,000
State (Prop 18)	426,000
Local	530,000
TDA Article 3 Grant	83,000
<b>Total</b>	<b>\$3,260,000</b>

## Undergrounding Utilities

Private Utilities	2,000,000
PG&E Credit to City (Rule 20A Funds)	3,000,000
<b>Total</b>	<b>\$5,000,000</b>



# east side connect



## BEFORE

old county road, looking north from caltrain station



# east side connect



## AFTER

old county road, looking north from caltrain station



**east side  
connect**



**BEFORE**

old county road, looking north from montgomery street



# east side connect

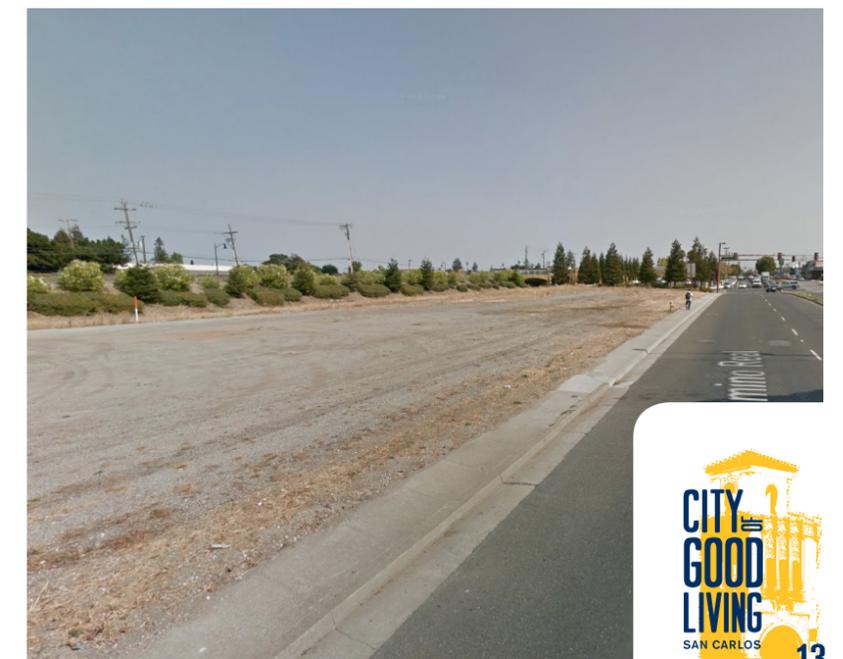
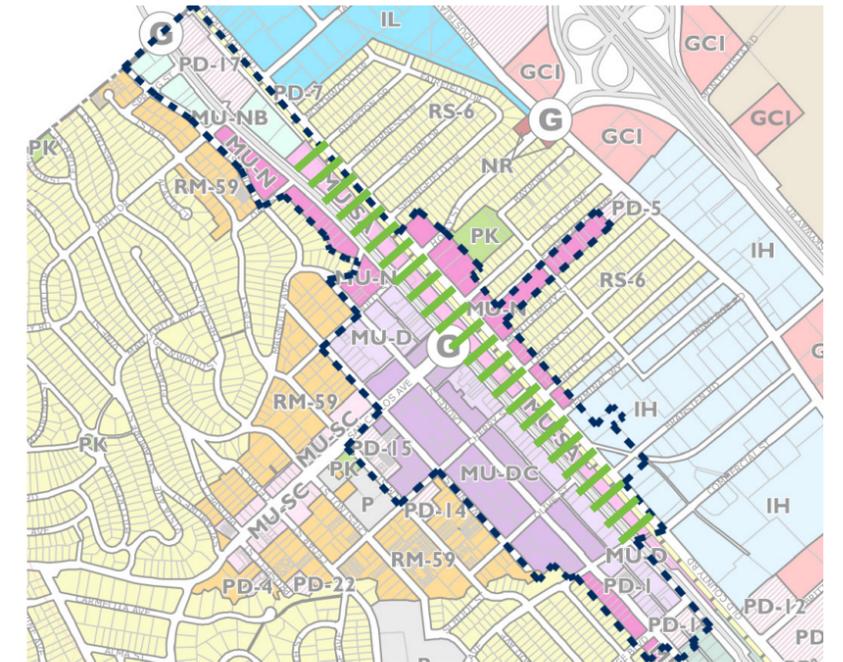


**AFTER**

old county road, looking north from montgomery street

# San Carlos Transit Village

- » Transit-oriented, mixed-use development
- » Over 1/2 mile long project area
- » 6 buildings, totaling 202 rental units
  - » 10% of units will have below market rate rents
- » 288 residential parking spaces
- » 26,000 square feet of commercial space with designated public parking
- » Public plaza in front of Caltrain station
- » Upgraded, multi-modal transit plaza will be completed by April 2016



transit  
village

← hull drive

holly street ↓



transit  
village



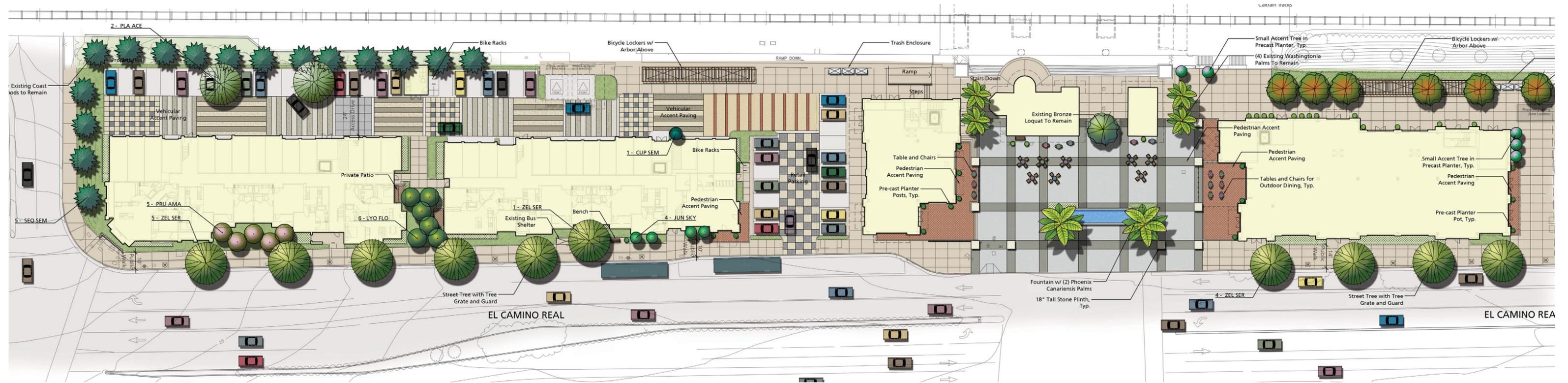
holly street



san carlos avenue



transit plaza →

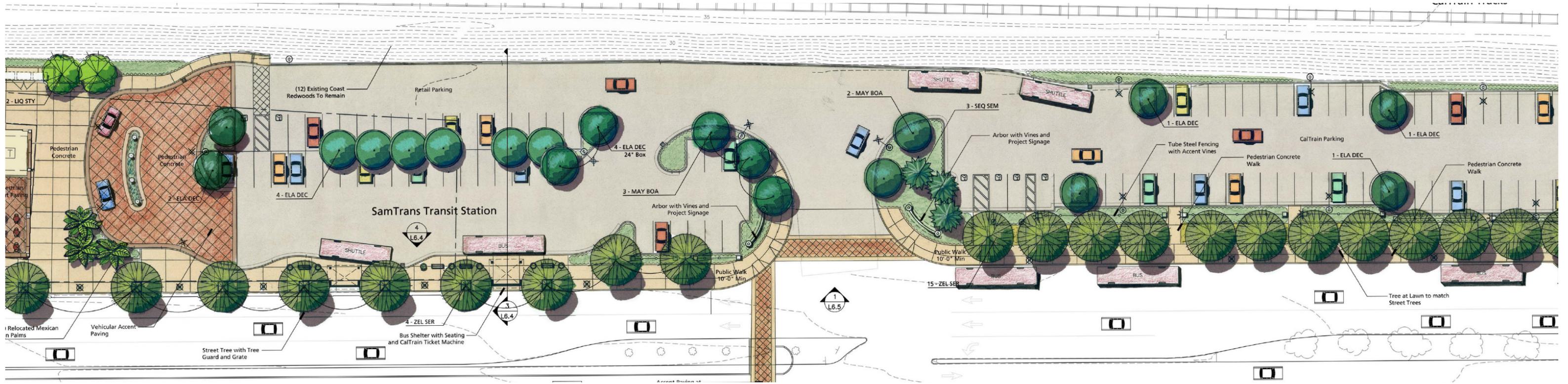


← caltrain station

holly street



terminal way



transit center





# transit village



## BEFORE

el camino real, looking south toward public plaza



# transit village



## RENDERING

el camino real, looking south toward public plaza



# transit village



## RENDERING

el camino real, interior courtyard of residential building



**transit  
village**



**BEFORE**  
driveway in front of caltrain station



# transit village

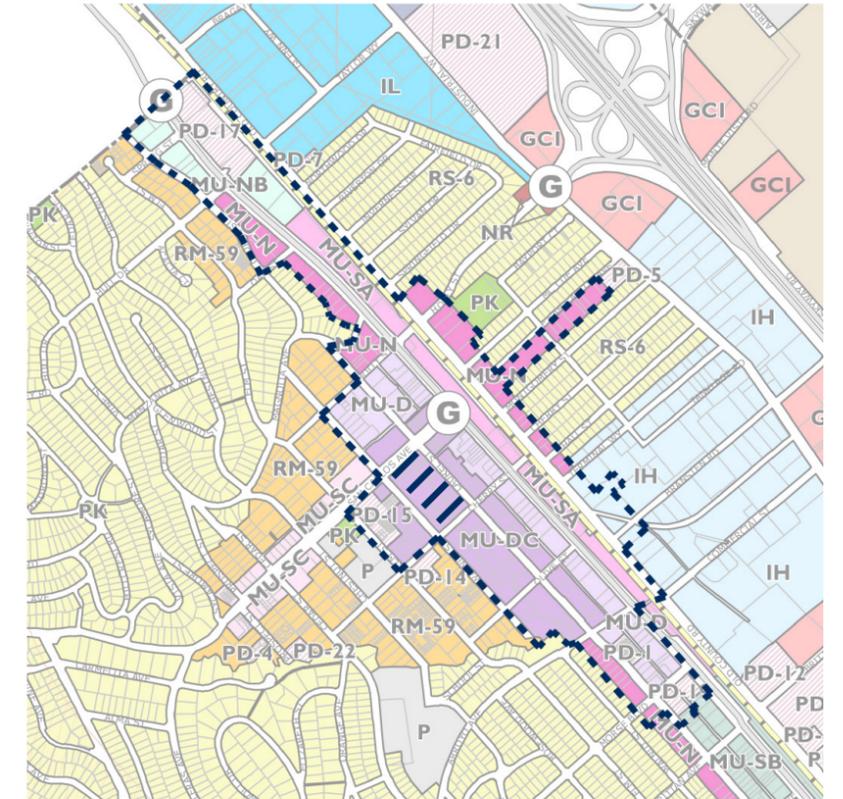


## RENDERING

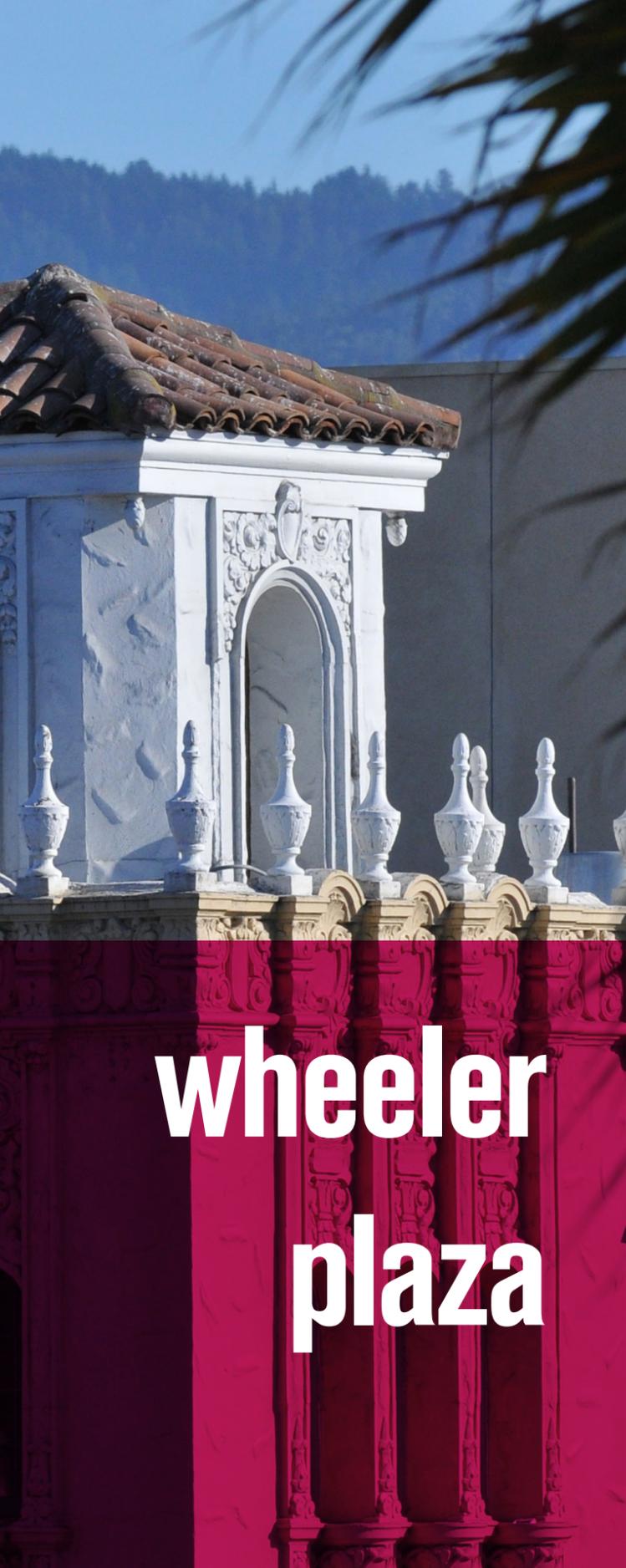
public plaza in front of caltrain station

# Wheeler Plaza Redevelopment

- » 4-story mixed-use building
- » 109 residential condominium units
- » 192-space residential parking garage
- » 10,274 square feet of ground floor commercial space
- » 252-space public parking garage (60 more spaces than existing lot)
- » Significant, \$3.7 million contribution to the City's affordable housing fund



wheeler  
plaza

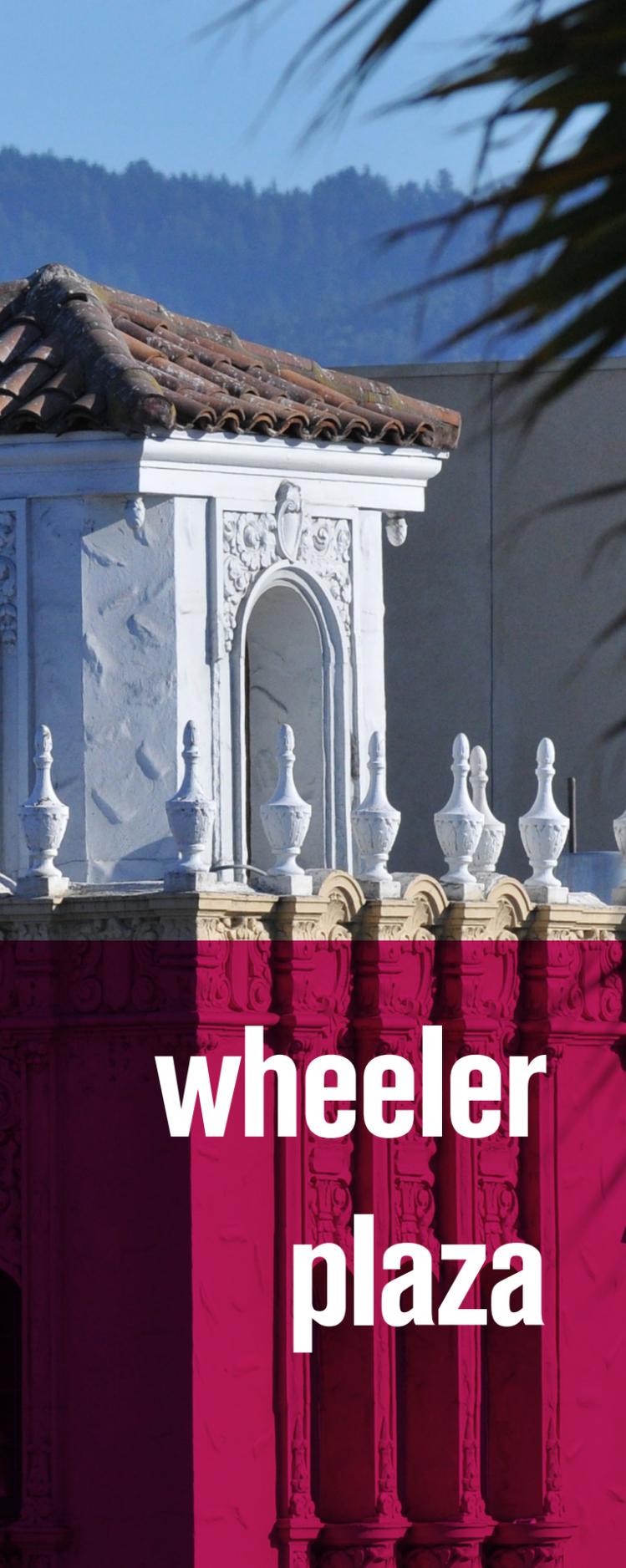


# wheeler plaza



## BEFORE

corner of san carlos avenue and walnut street

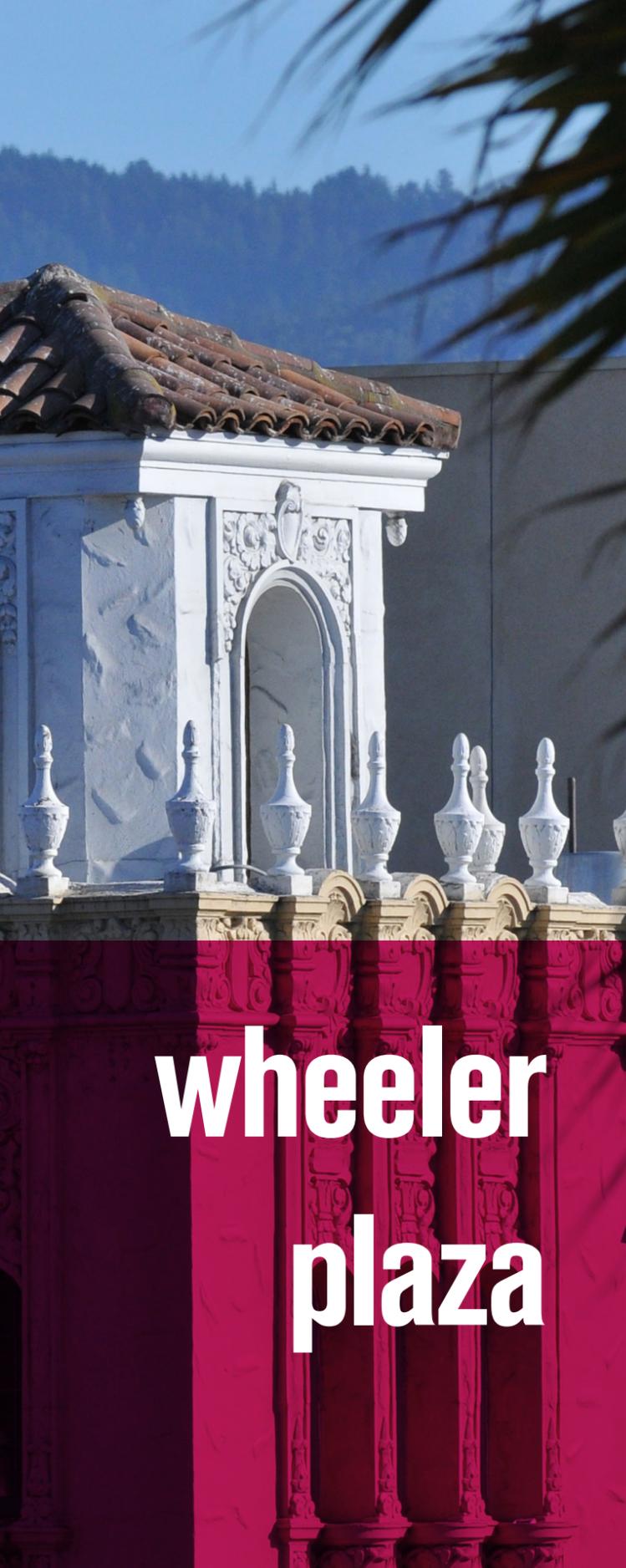


# wheeler plaza



## RENDERING

corner of san carlos avenue and walnut street

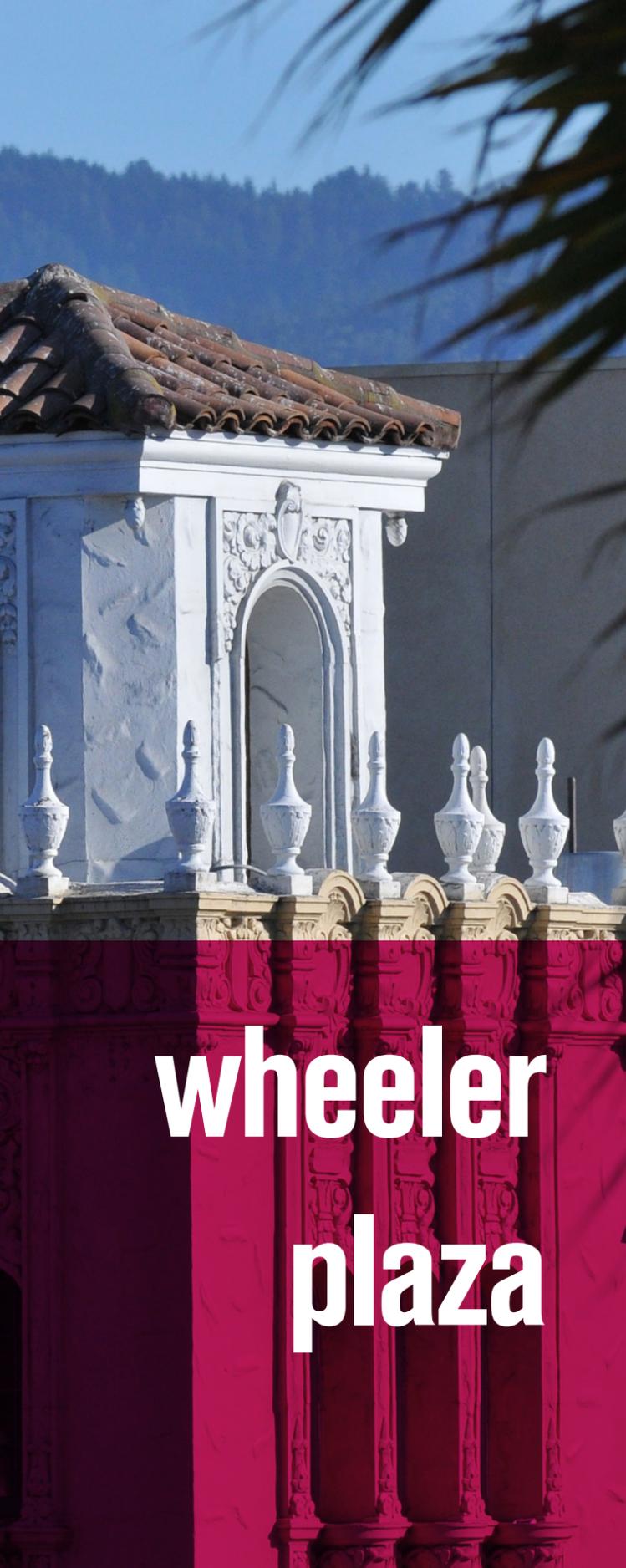


# wheeler plaza



## BEFORE

san carlos avenue, looking toward walnut street



# wheeler plaza



## RENDERING

san carlos avenue, looking toward walnut street



**san  
carlos  
PDA**

## Lessons Learned

1. Get everyone to invest as much time and energy into the project as you can
2. Prepare for the wildly unexpected
3. Raise more money and schedule more time that you think you may need
4. Prepare yourself and stakeholders for bumps in the road
5. Convince technicians of the importance of aesthetics