

Ravenswood Business District / 4 Corners Specific Plan Update

Community Workshop #1

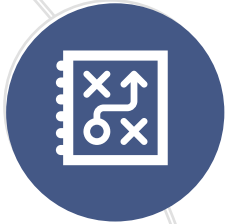
May 27, 2021 | 6:30pm



Workshop Agenda

- 6:30 – 6:40pm **Welcome & Introduction**
- 6:40 – 7:10pm **Overview Presentation**
- 7:10 – 7:20pm **Brief Q&A Session**
- 7:25 – 8:15pm **Breakout Groups**
- 8:15 – 8:30pm **Group Discussion**
- 8:30 – 8:45pm **Next Steps**

Tonight's Objectives



Provide **information** on the Specific Plan Update project



Review **what's changed** in the City since Plan adoption in 2013



Gather **feedback, insight** from members of the community about the RBD / 4 Corners area



Discuss your **concerns, questions, and thoughts** regarding potential impacts and benefits of RBD development

menti.com



Please enter the code

1388 7216

Submit

The code is found on the screen in front of you

Mentimeter Results

How would you describe yourself? Select all that apply
¿Como se describiría? Seleccione todos que aplican



Resident of East Palo Alto (Residente de EPA)



Resident of University Village or Ravenswood Business District (Residente de University Village o RBD)



Worker in East Palo Alto (Trabajador en EPA)



Business Owner in East Palo Alto (Dueño empresario en EPA)

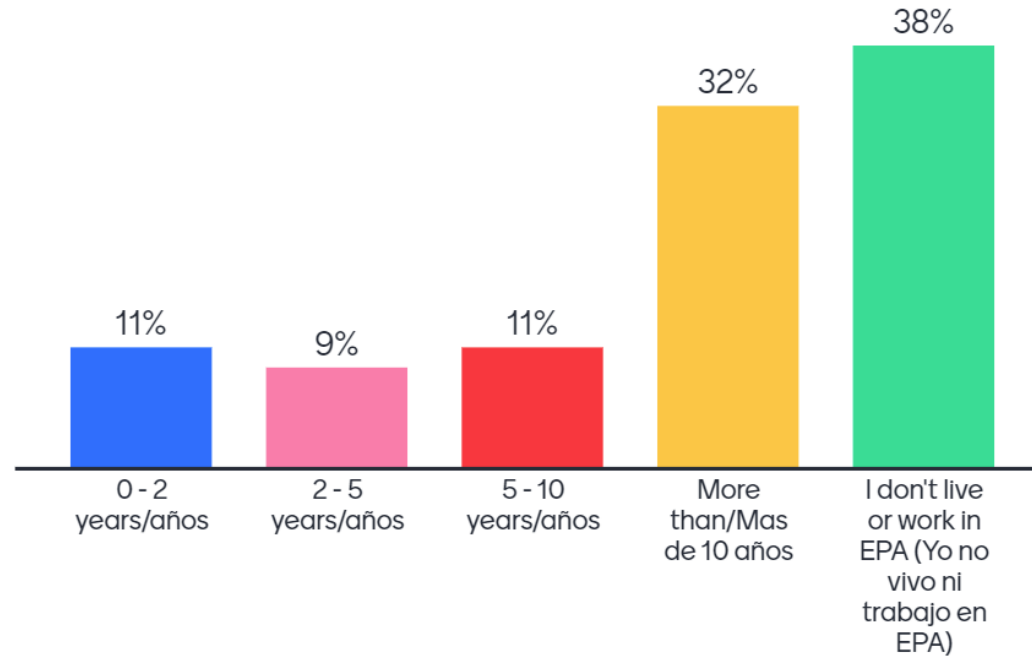


Other/Algo mas



Mentimeter Results

How long have you lived or worked in East Palo Alto?
¿Cuánto tiempo ha vivido en East Palo Alto?



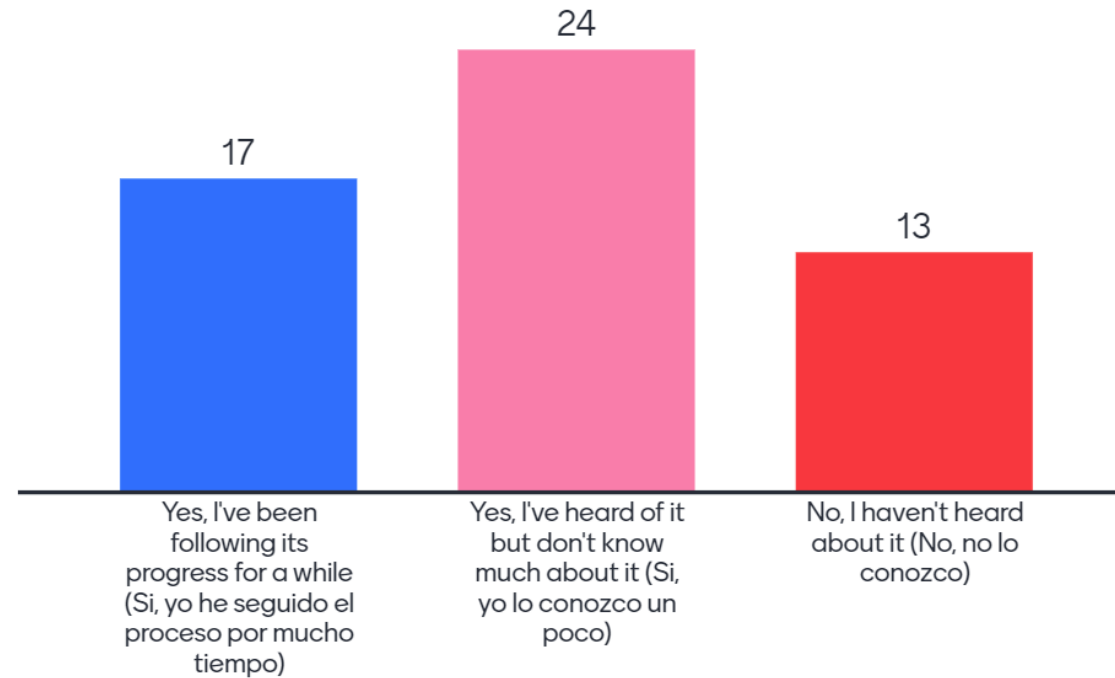
56



Mentimeter Results

Are you familiar with the RBD Specific Plan? ¿Usted conoce el plano específico del RBD?

Mentimeter



An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the background. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

Specific Plan Update Project Overview

Ravenswood Business District / 4 Corners Specific Plan Update

What?

A **targeted amendment** to the adopted 2013 Specific Plan document which regulates land use and growth within this area ->

Why?

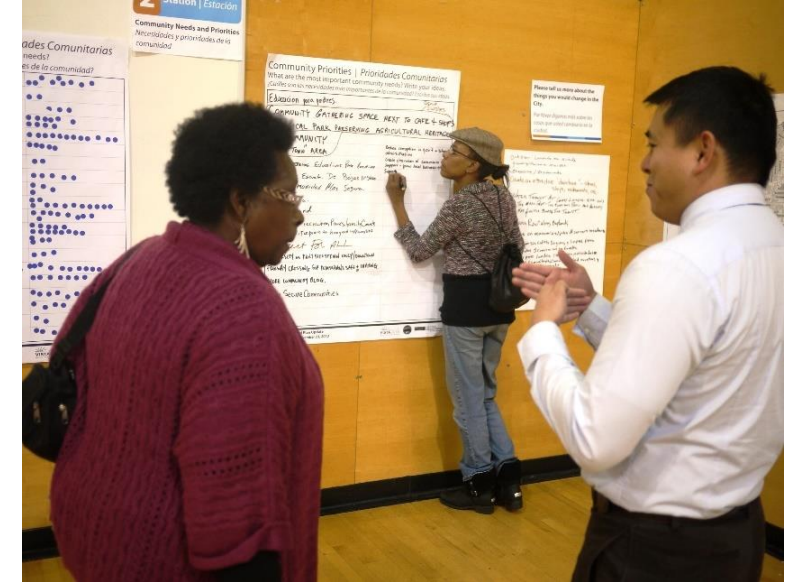
- City has experienced **significant changes since the original plan's adoption**
- Several proposed development projects **exceed** the amount of development analyzed 2013 Specific Plan EIR (2.75 million s.f. more)



Specific Plan Area

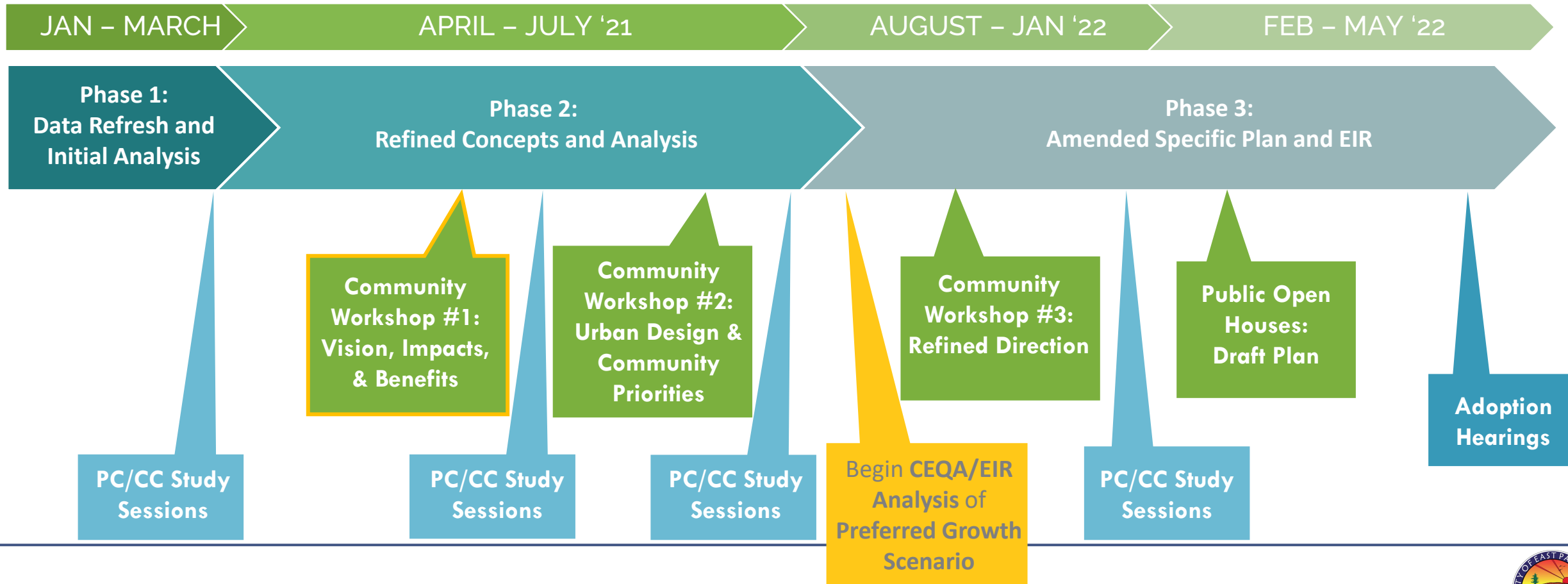
Objectives of the Plan Update

1. Explore increased **development beyond 2013**
Plan analysis
2. Evaluate “impacts” and “benefits” of allowing more development
3. Analyze the impact of development on **traffic, infrastructure, housing affordability, and displacement**
4. Develop a detailed framework for **community benefits**
5. Develop **urban design standards that create a new neighborhood**
6. Evaluate potential **fiscal benefit** to the City



Project Schedule

Ongoing community and stakeholder engagement will continue; today is the first of several **public workshops**



Project Team

City of East Palo Alto Planning

- Amy Chen, Director of Community & Economic Development Dept.
- Elena Lee, Planning Division Manager

Raimi + Associates (lead, land use/design, engagement)

- Matt Raimi & Troy Reinhalter

Subconsultants

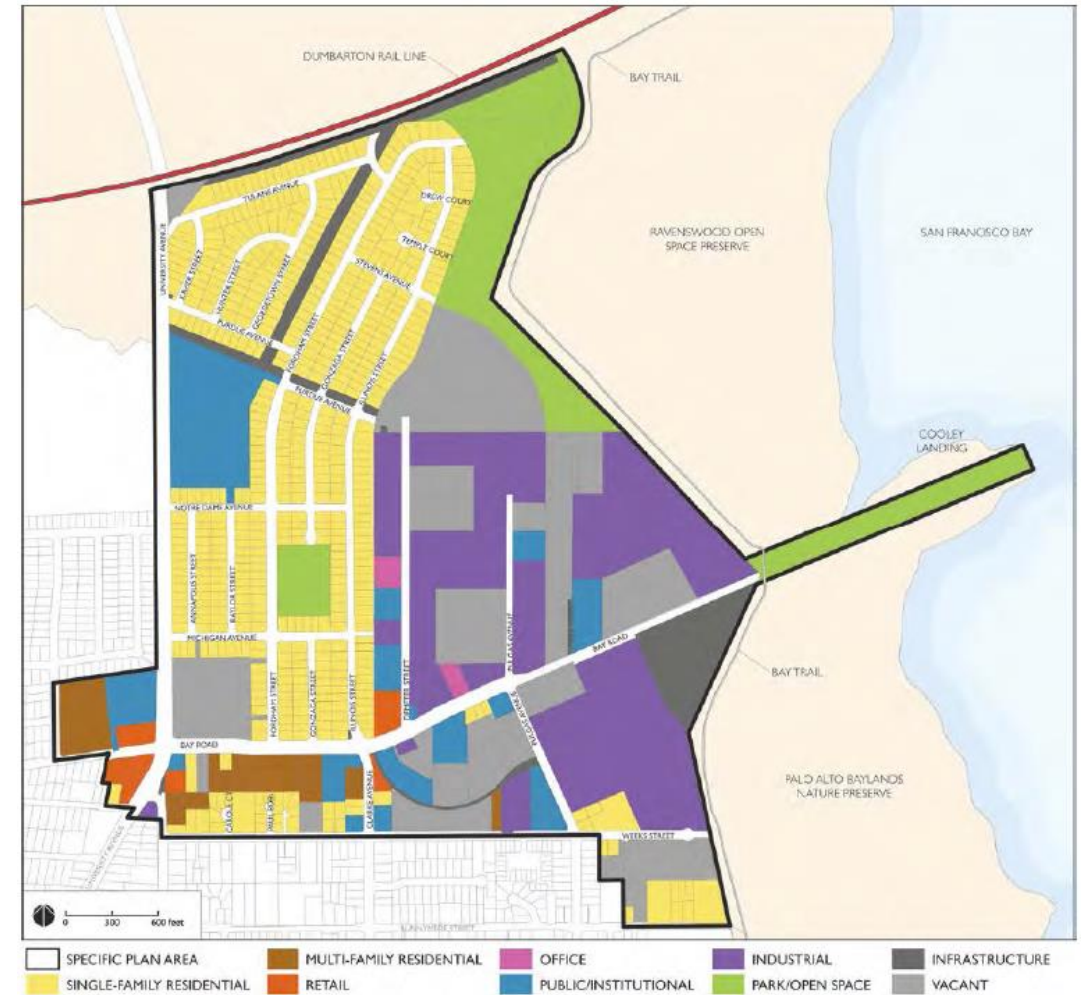
- **Strategic Economics** (economic/fiscal analysis)
- **Hexagon Transportation** (transportation analysis)
- **Schaaf + Wheeler** (infrastructure analysis)
- **David J. Powers & Associates** (environmental analysis)

An aerial photograph of a coastal city, likely Victoria, British Columbia, showing a dense urban area with a mix of residential and commercial buildings. In the background, a large body of water (the Strait of Juan de Fuca) is visible, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center-left, containing the title text. To the left of this box is a solid orange vertical bar.

Background on RBD / 4 Corners Specific Plan

Existing Specific Plan

- Completed in **2013**
- Developed out of an **extensive community engagement process**
- Challenges at that time:
 - **Pollution concerns** from legacy industrial and manufacturing uses (e.g. toxic substances at former Romic site shut down by the community)
 - **Lack of developer interest** during recession
 - Small parcels and **many owners**
 - **Limited vehicle access**



2013 land uses in RBD

2013 Specific Plan Vision

“Transform the area into a vibrant, walkable, mixed-use destination with a significant increase in employment, institutional uses, and moderate increase in housing”

RAVENSWOOD / 4 CORNERS TOD SPECIFIC PLAN CITY OF EAST PALO ALTO

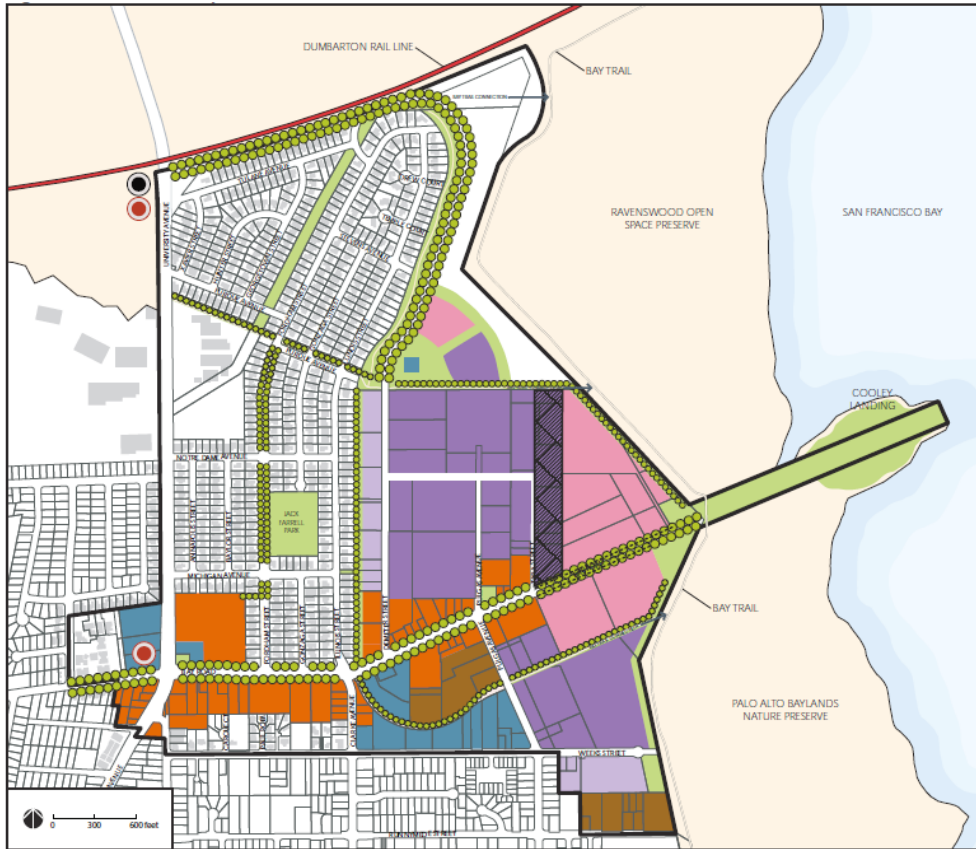


2013 Specific Plan Goals

- Redevelop into a major **employment district**
- Develop a “**new downtown**” along Bay Road
- Create lasting **fiscal solvency** for the City
- Create new **job opportunities** for EPA residents
- Foster a **thriving community** that provides housing; employment opportunities; parks and open spaces; and amenities for all of East Palo Alto

*However, key constraints such as **fragmented ownership, circulation, aging infrastructure, and pollution** would need to be overcome.*

2013 Development Capacity



* This Diagram shows a conceptual vision for future land uses in the Specific Plan area. Figure 4-1 does not represent zoning for the Specific Plan Area.

- MIXED USE (OFFICE OR RESIDENTIAL)
- CIVIC / COMMUNITY
- R&D / INDUSTRIAL
- LIGHT INDUSTRIAL
- OFFICE
- OFFICE/R&D/INDUSTRIAL OVERLAY
- RESIDENTIAL
- PARKS / OPEN SPACE
- RAPID BUS / BRT STATION
- DUMBARTON RAIL STATION
- ACTIVE FRONTAGE
- SPECIFIC PLAN AREA

Amount studied by EIR

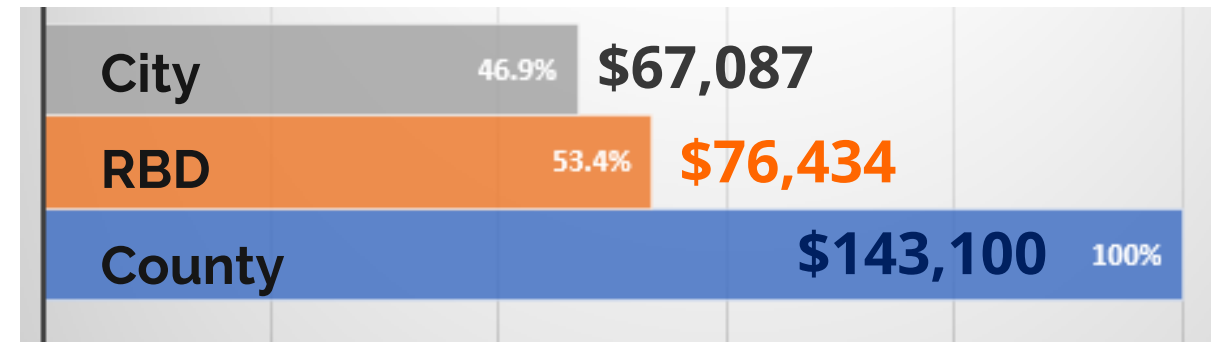
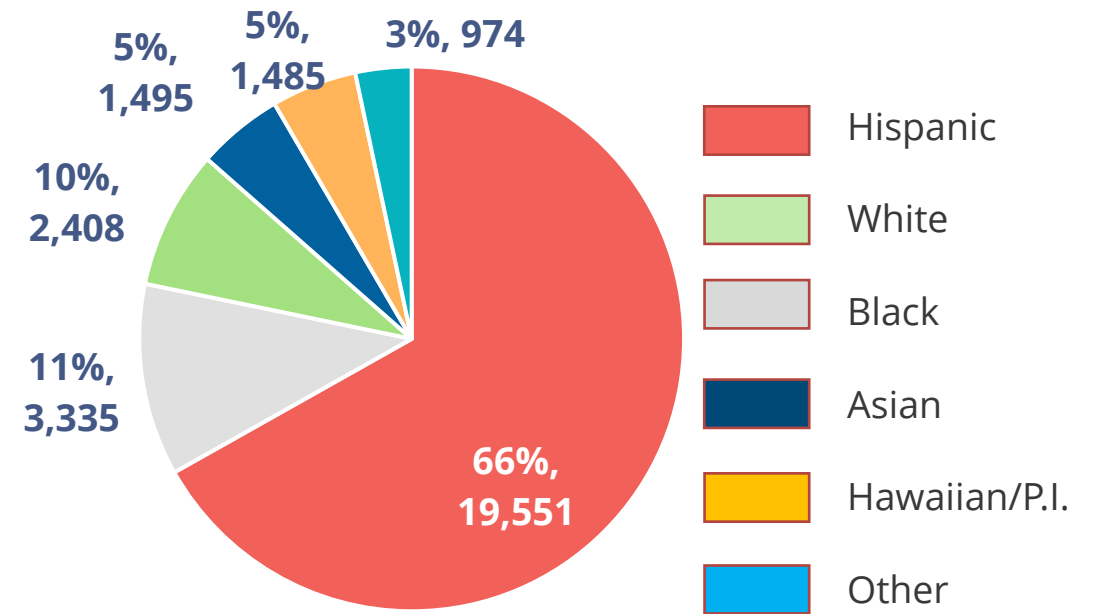
Residential	853 units
Retail	112,400 sf
Office	1,268,500 sf
Light Industrial/R&D	351,000 sf
Civic	60,000 sf

An aerial photograph of a coastal city, likely San Francisco, showing a dense urban area in the foreground and a large body of water (the bay) in the background. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

Changes in Ravenswood & East Palo Alto since 2013

Key Changes since 2013

- The City's **Black population** has **decreased**, while **White, Asian,** and **Hawaiian/Pacific Islander** populations have **grown**
- There are **fewer** children (5 and under) and more older adults (45-65)
- Household income** has **grown** on average by 30%, but still has not kept pace with the County average



2018 represents most recently available census data

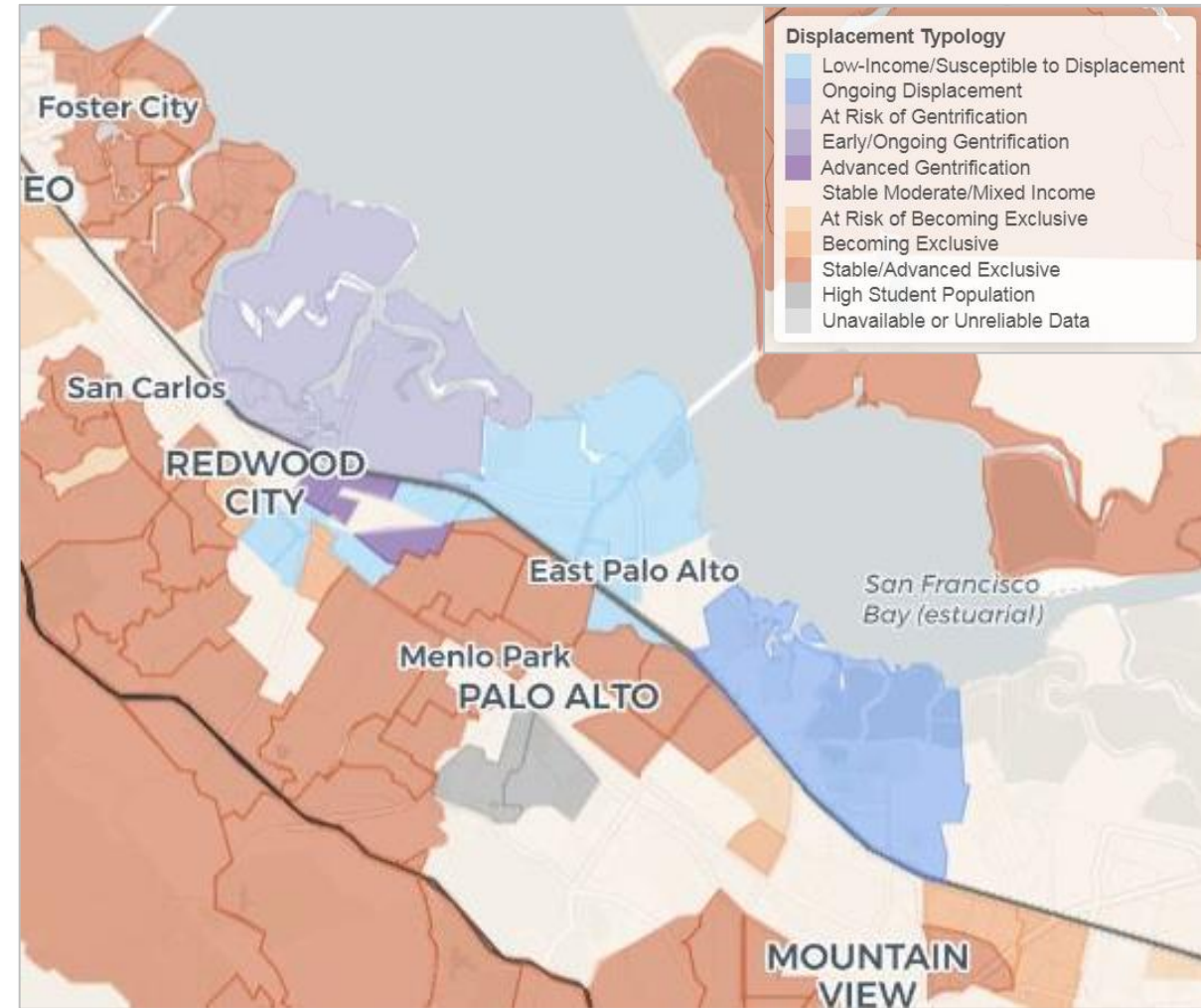


Key Changes since 2013 (continued)

- **Median rent** has **grown** by 50% (\$1,154 -> \$1,766)
- **Median home value** **increased** by 40% (\$ 558,780 -> \$785,880)
- **Retail** remains the most common employment type
- **20% increase** in share of workers 55 and older

Displacement Pressures

- East Palo Alto is considered “Susceptible to Displacement”
- **Anti-displacement** measures have been put in place to support residents including:
 - **Rent Control**
 - **Inclusionary Housing**
 - **Just-Cause policies**



Source: Urban Displacement Project 2018 Update, Center for Community Innovation at UC Berkeley, 2020.

Need for Jobs Has Not Changed

Existing Plan emphasized the City's jobs/housing imbalance:

- 0.3 Jobs Per Employed Resident
 - One of the **lowest rates in the State** (compared to 0.82 in San Jose or 1.06 in SF)
- 0.5 Jobs Per Occupied Housing Unit
 - One of the **lowest ratios of cities in the South Bay/Peninsula** (compared to 0.82 in Palo Alto, 0.70 in Menlo Park, or 0.72 in Mountain View)
- Educational attainment in the City still lags behind the County
- One-quarter of EPA jobs are held by those under 30

Transportation Challenges Remain

- **Roadway congestion**, especially along University Ave and Bay Road, remains a top priority
- **Cut-through traffic has worsened**
- **Public transit is still limited** in RBD
- Bicycle network is **lacking**

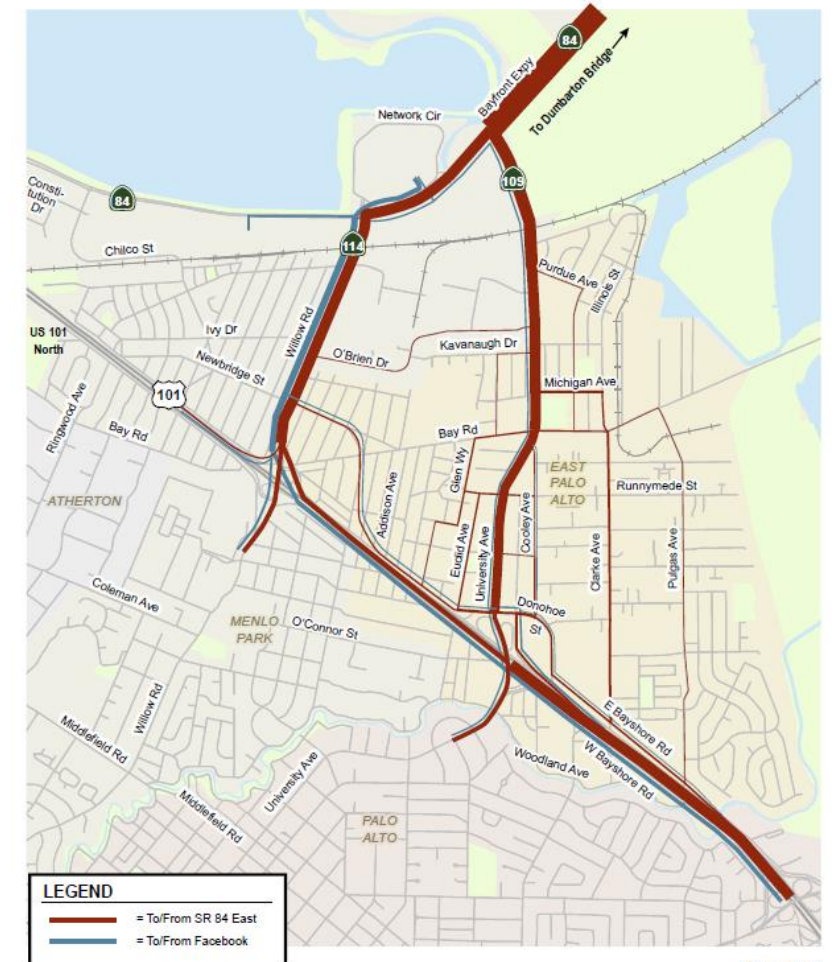
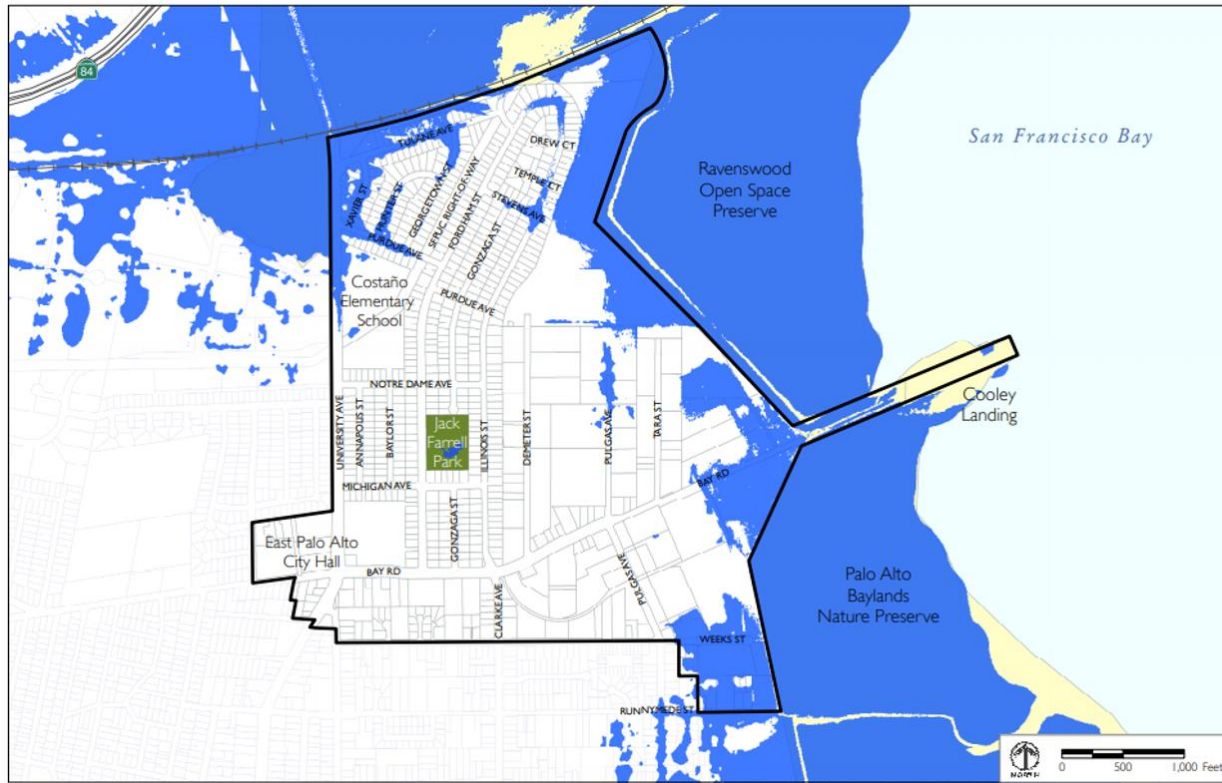


Figure 3
AM Peak Period Cut-Through Traffic Patterns to/from SR 84 East and Facebook

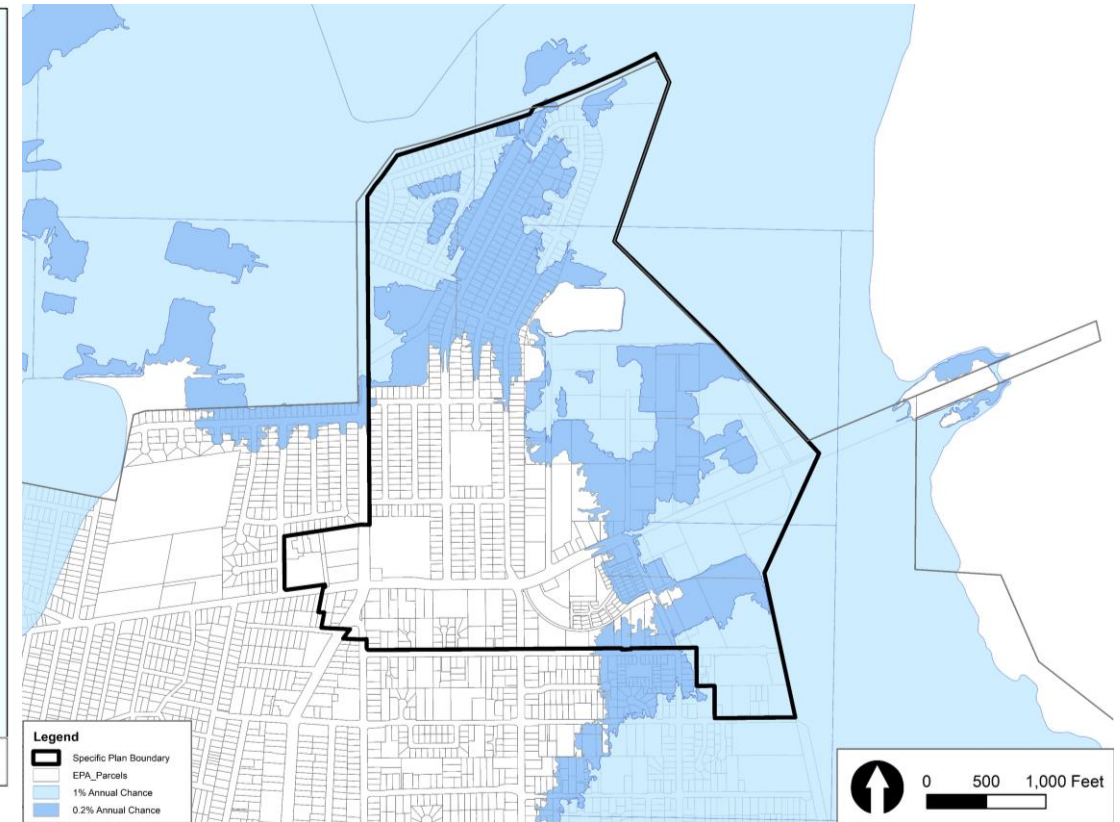
Potential Sea Level Rise Impacts Increased

Projected Sea Level Rise has become **more significant**

2012 data



2020 data



Projections for year 2050

An aerial photograph of a coastal city, likely Victoria, British Columbia, showing a dense urban area in the foreground and a large body of water (the Strait of Juan de Fuca) in the background. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

Proposed Development in RBD / 4 Corners

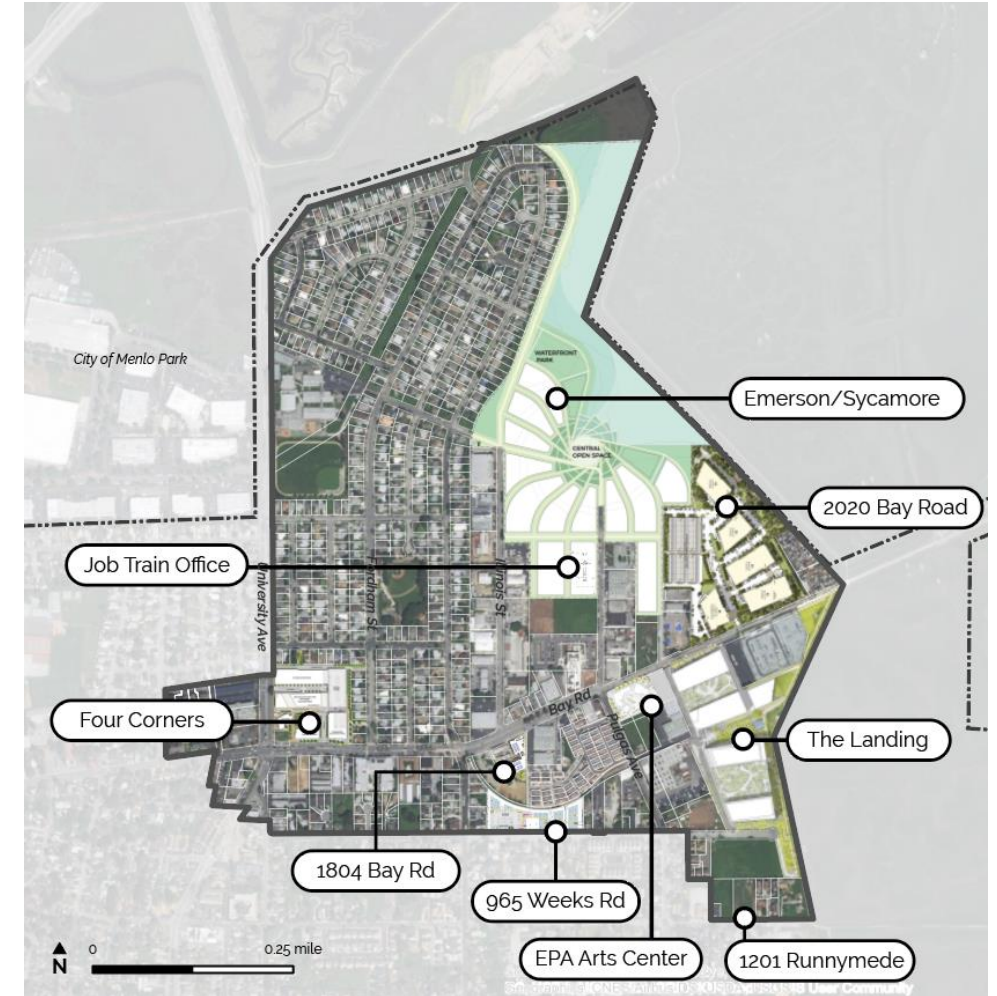
Proposed Development Projects

4 large projects proposed

- Almost **four million square feet** of office/R&D space
- 0 s.f. of industrial space
- 125,000 s.f. of community space
- 60,000 s.f. of retail space
- 440+ housing units

5 smaller projects

- Job Train
- EPA Arts Center
- Ravenswood Health Center
- 3 residential projects



“2020 Bay Road”

- Owner: Three Cities Research, Inc.
- Status: Submitted and under Review

Office / R&D	1,275,000 sf
Retail	5,000 sf
Civic	50,000+ sf
Parking Spaces	4,500 spaces
Open Space	6+ acres
Building Height	8 stories (130')



2020 Bay Rd: Proposed Benefits

- 53,000 square feet of ground-floor civic space (civic center)
- 1.75 acre waterfront park with Bay Trail connection and pedestrian path
- TDM reduction goal of at least 25% with preferential parking for carpool/EVs, bicycle showers & lockers

Required Improvements include

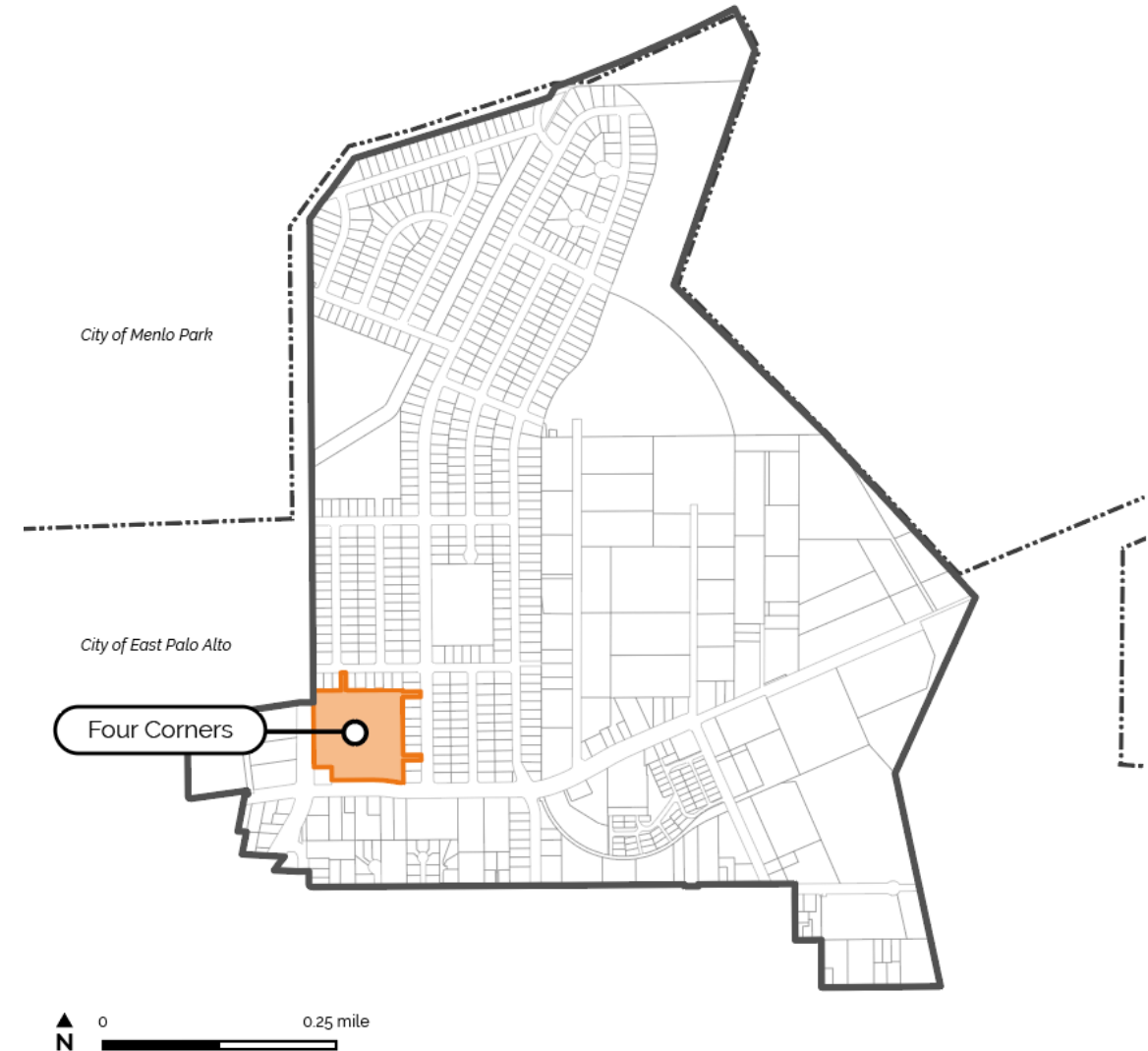
- Roadway and sidewalk improvements, including Tara Street
- Measure HH fees and other impact fees
- On-site stormwater management infrastructure
- Site contamination clean-up + mitigation



“Four Corners”

- Owner: Sand Hill Property
- Status: Full Application Submitted

Office / R&D / Lab	500,000 sf
Retail	20,000 sf
Civic	~20,000 sf
Housing Units	260 units
Parking Spaces	1,300 spaces
Open Space	1.0 acres
Building Height	5 to 8 stories (130')



Four Corners: Proposed Benefits

- Civic space or public library (20,000 sf)
- Ground-floor neighborhood retail along Bay Road and internal plaza
- New affordable housing units
- Public plaza across from City Hall
- Public art installations
- Pocket park on Michigan Avenue

Required Improvements include

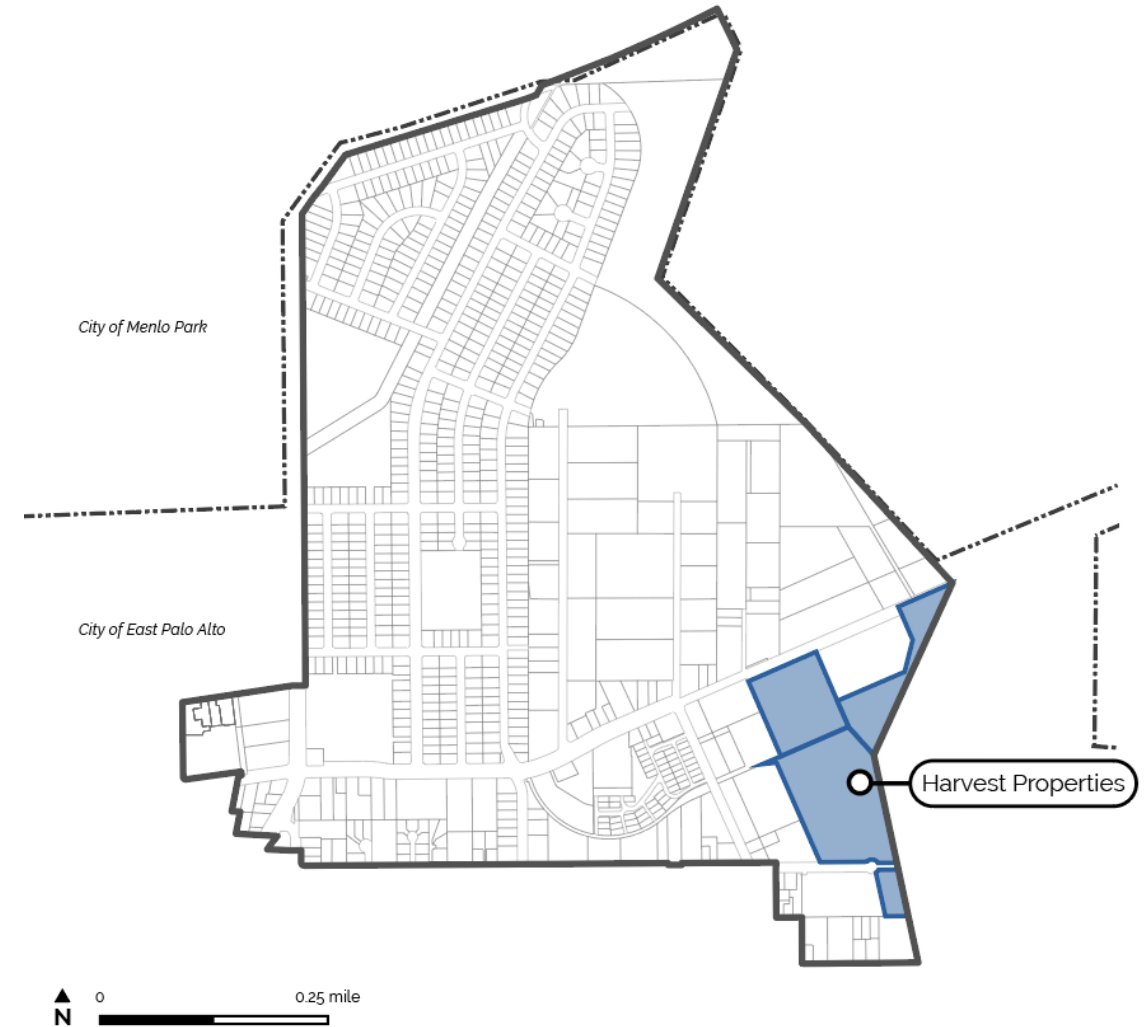
- Roadway and sidewalk improvements
- Measure HH fees and other impact fees
- Intersection mitigations including bike lanes



“The Landing”

- Owner: Harvest Properties
- Status: Pre-Application

Office / R&D	871,000 sf
Retail	10,000 sf
Civic	14,000 sf
Parking Spaces	2,900 spaces
Open Space	6.5 acres
Building Height	4 to 8 stories



The Landing: Proposed Benefits

- 6.5 acre park along the Bayfront
- Dog park, community gardens, outdoor café and retail, outdoor amphitheater, playground, fitness areas, and outdoor picnic/seating areas
- Small business grants & free or subsidized community business spaces
- On-site public local art and arts funding
- Aggressive TDM and green building measures

Required Improvements include

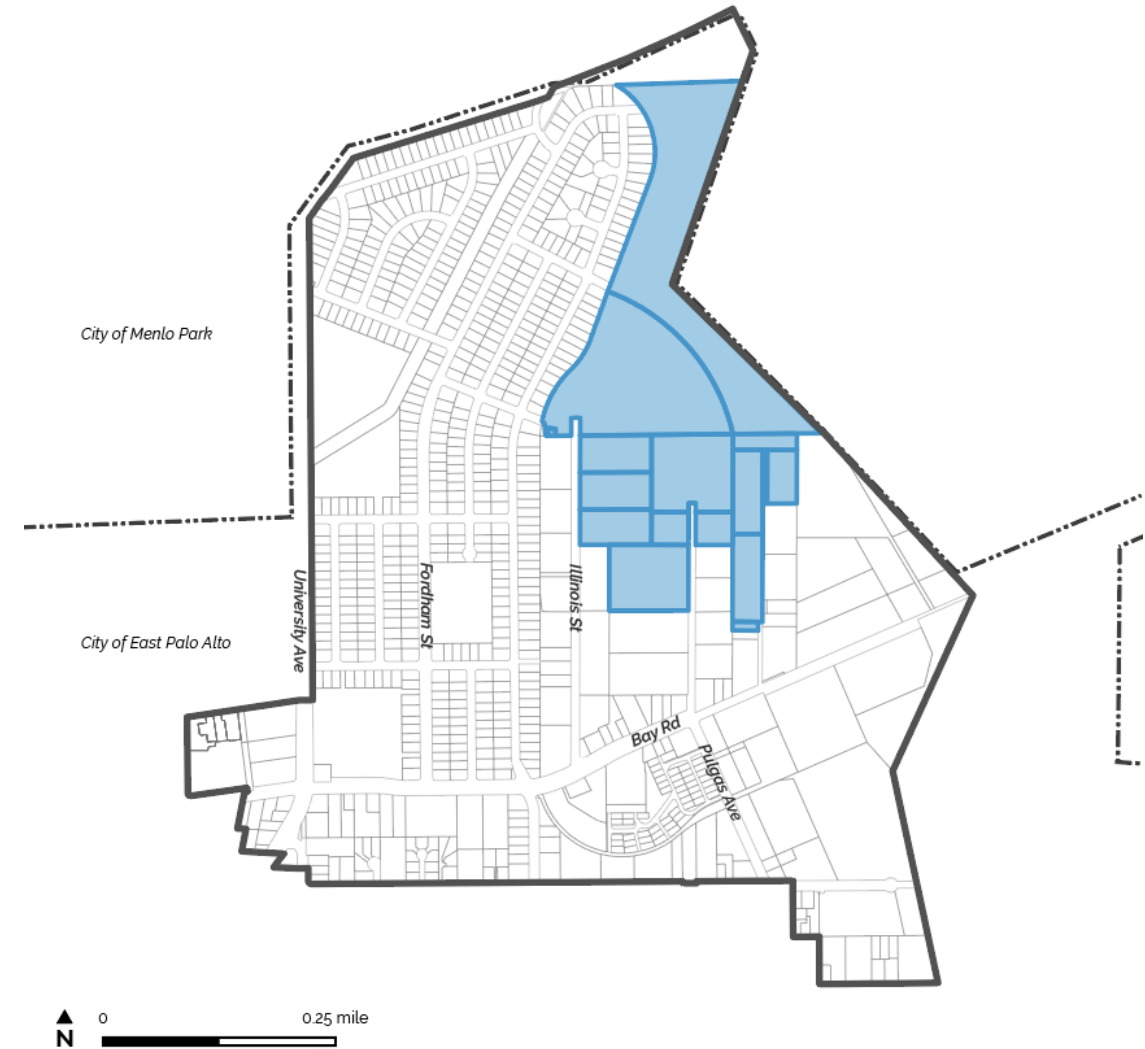
- Roadway and sidewalk improvements
- Measure HH fees and other impact fees
- Site contamination clean-up + mitigation
- Levee land dedication



“EPA Waterfront”

- Owner: Emerson Collective/Sycamore
- Status: Pre-Application

Office / R&D	1,300,000 sf
Retail	25,000 sf
Civic	40,000 sf
Housing Units	260 units
Parking Spaces	4,300 spaces
Open Space	9+ acres (and 15+ acres wetlands)
Building Height	Up to 8 stories

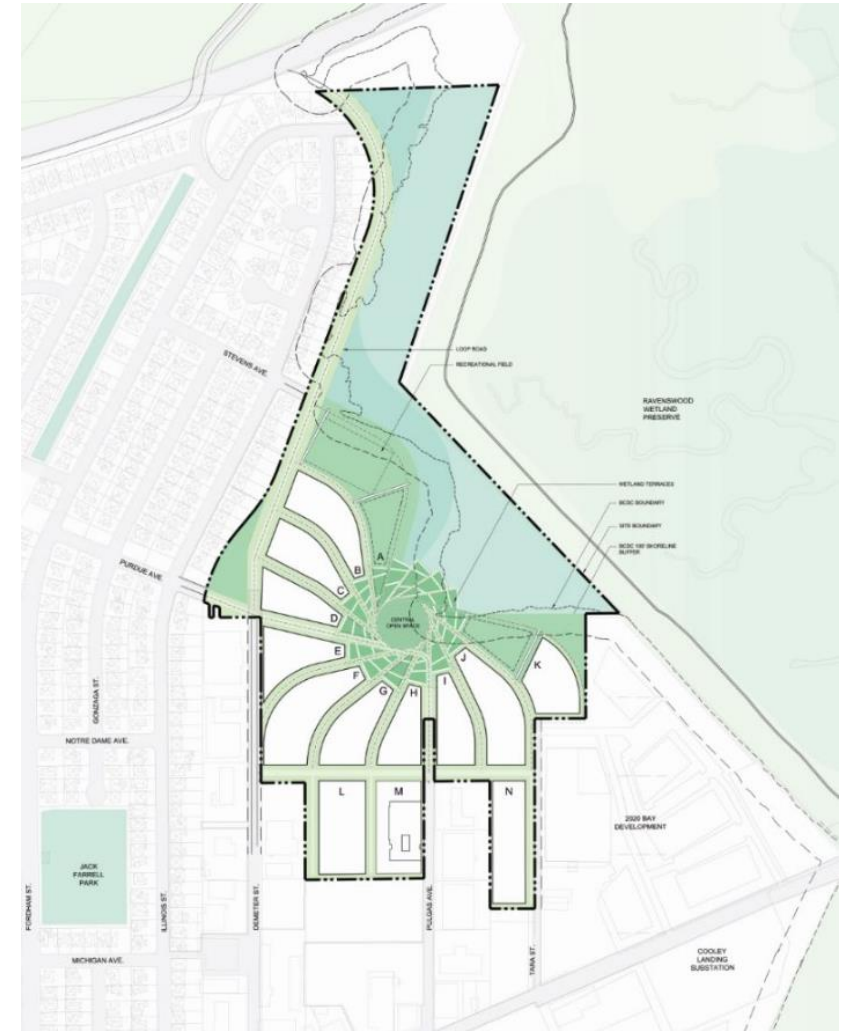


EPA Waterfront: Proposed Benefits

- 9+ acres of publicly accessible open space and waterfront trails
- New affordable housing units
- Restoration of acres of habitat + wetlands
- Ample community spaces and new retail
- Central gathering space/plaza
- JobTrain partnership

Required Improvements include

- Roadway and sidewalk improvements
- Measure HH fees and other impact fees
- Site contamination clean-up + mitigation



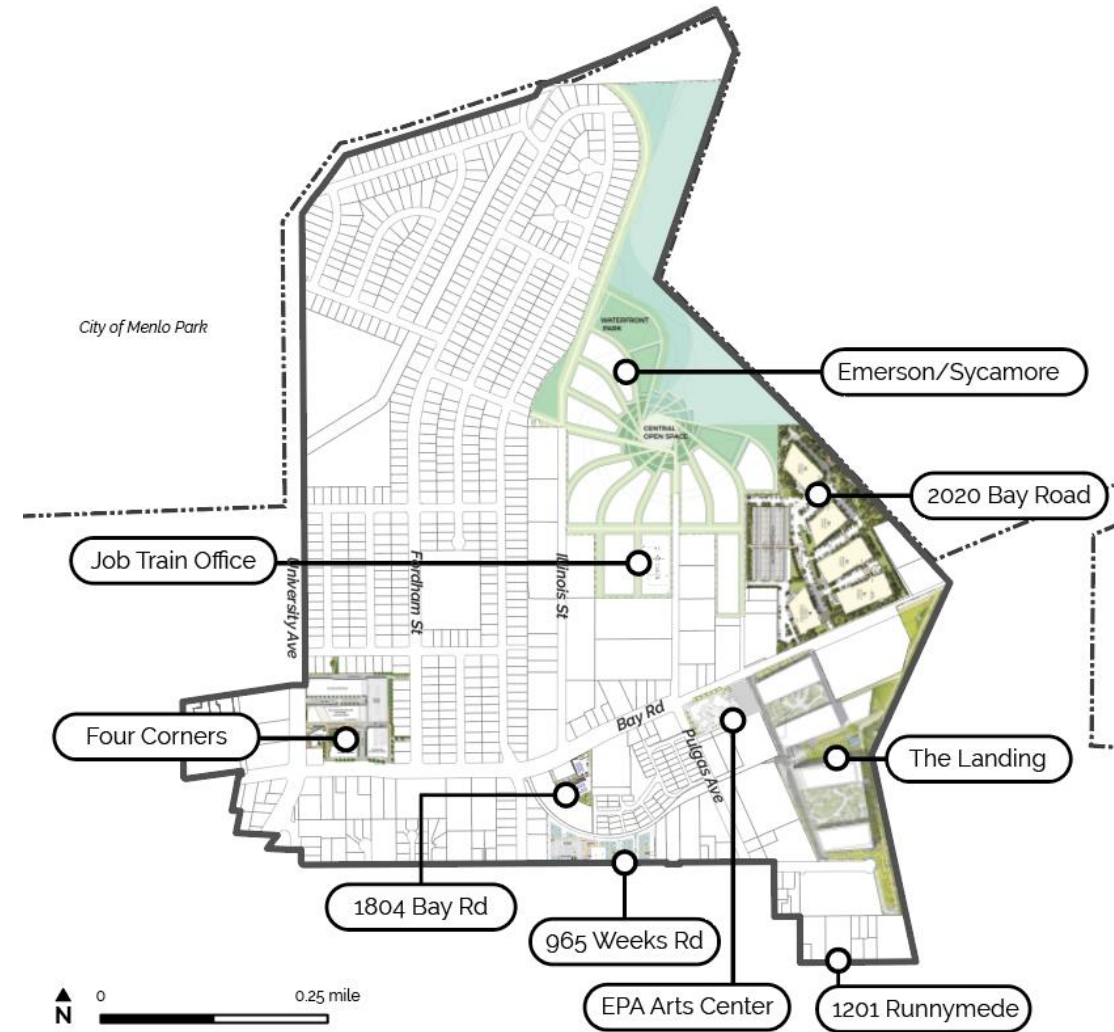
Minor Projects

Name
Job Train
Ravenswood Health Center Office
965 Weeks St
1804 Bay Road
1201 Runnymede
EPA Arts Center



Where We Stand Today

- Proposed office and R&D development currently **far exceeds** the development amount studied in the 2013 Specific Plan
- Major challenges must be solved before significant development can occur: traffic, infrastructure, sea level rise, etc.
- Potential for significant benefits to EPA and its residents



Proposed development in RBD as of 2021



Impacts



Benefits

Potential Impacts / Challenges

Challenges arising from development include:

- **Congested roadways**
- Displacement and **gentrification**
- Impact on **housing affordability**
- **Visual impacts** from high-rise buildings
- Vulnerability to **sea level rise + flooding**
- **Possible mismatch** between EPA residents and new jobs

Opportunities / Benefits

RBD development could provide new opportunities for existing residents:

- A range of **community benefits**
- **New public facilities** and spaces
- **Fiscal benefits** including property and sales taxes
- **Job opportunities** and new neighborhood retail
- **New open spaces** and trails
- A **renewed and revitalized 'Downtown'**



An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

Placemaking and Design

Design Vision in Existing Plan



Proposed



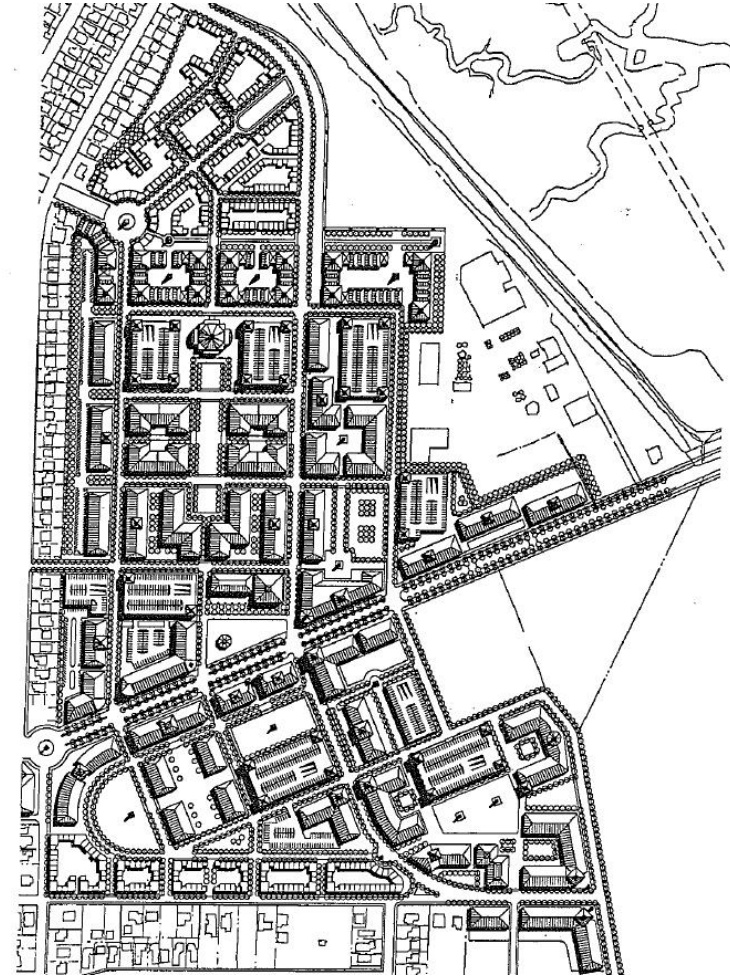
The Case for Updated Design Guidance

2013 Design Goals:

- Preserve and enhance **public views**
 - Improve **circulation** and design roads for **pedestrians, bicycles, and vehicles**
 - Develop **Bay Road** as the “**heart**” of the City
-
- We can build on these goals, but we need to go farther:
 - Specific guidance on new connections and new **walkable blocks**
 - Clear expectations for **Bay Road frontages** and uses
 - Define **character of office/R&D** projects
 - Design a connected + **welcoming open space** network
 - Ensuring coordination between projects

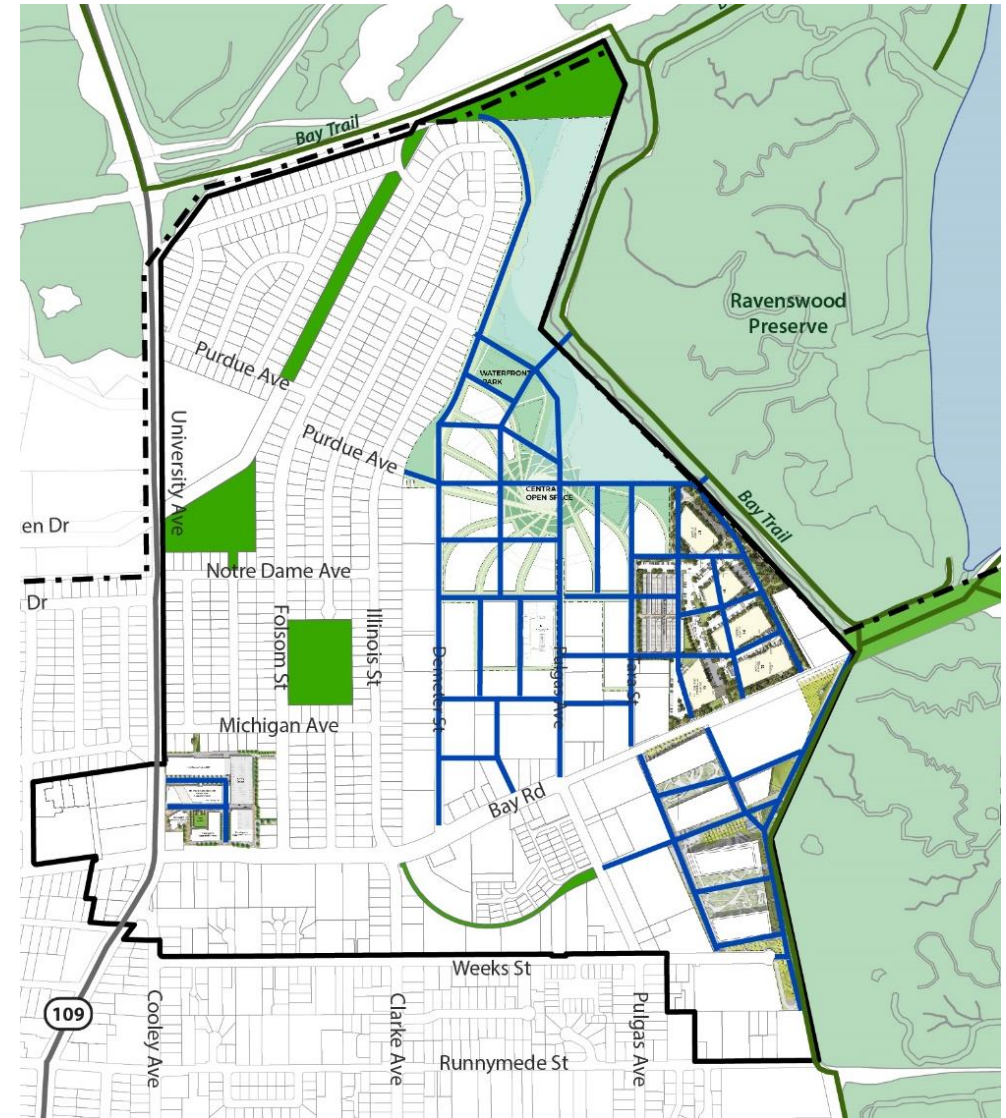
#1. Create a Complete Neighborhood

- Blend office, R&D, industrial, retail, and residential uses together with public open space, amenities, and civic uses to create a real neighborhood
- Plan development in a coordinated and cohesive fashion
- Create a place greater than the sum of its parts



#2. Build walkable blocks

- Create small blocks with frequent space between roadways, & pedestrian connections.
- Use alleys, paseos, greenways, and similar connections to increase walkability and access through the area



#3. Create an interconnected transportation network

- Build Complete Streets for multiple users
- Align new connections with existing networks or adjacent projects and don't create dead ends
- Create new high-quality, wide pedestrian pathways and sidewalks
- Expand bicycle networks by incorporating new protected bicycle infrastructure through the area
- Orient heavy traffic away from neighborhoods



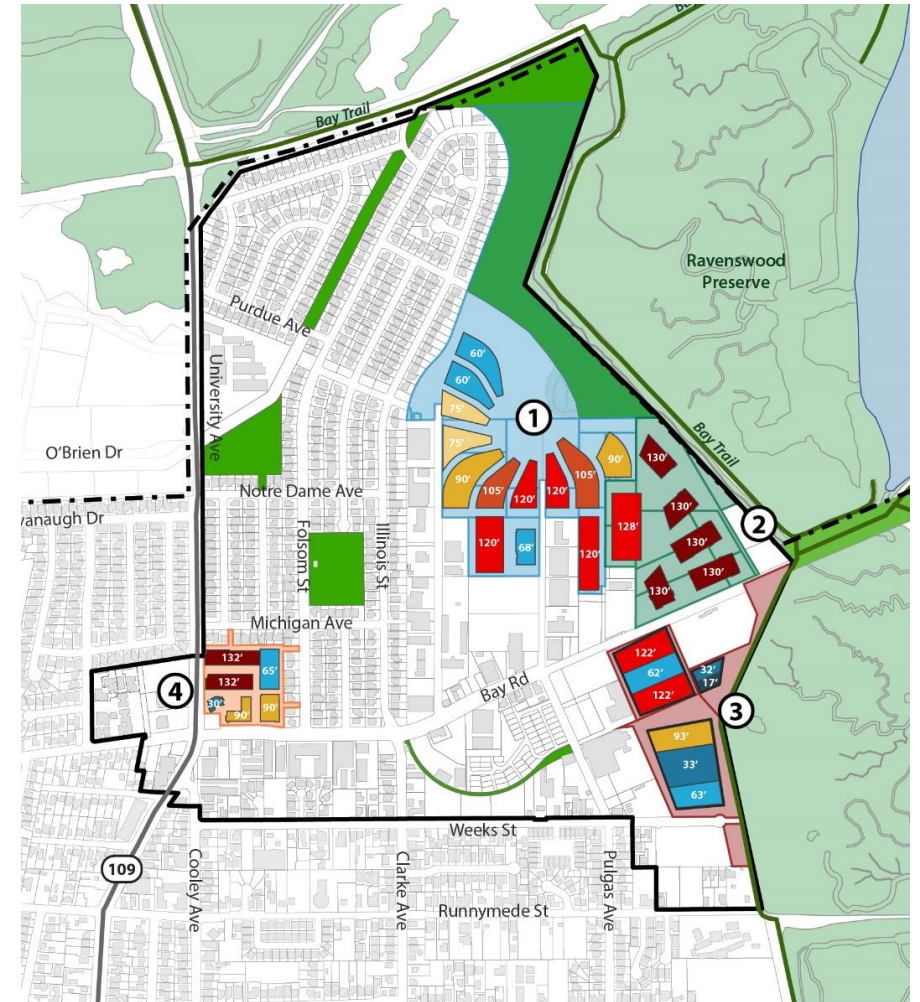
#4. Activate Bay Road

- Provide pedestrian-friendly design, building transparency, and active uses such as retail, entertainment, civic, and community uses along Bay Road
- Set buildings close to the street, and avoid blank facades
- Develop a network of community-serving spaces



#5. Moderate building size

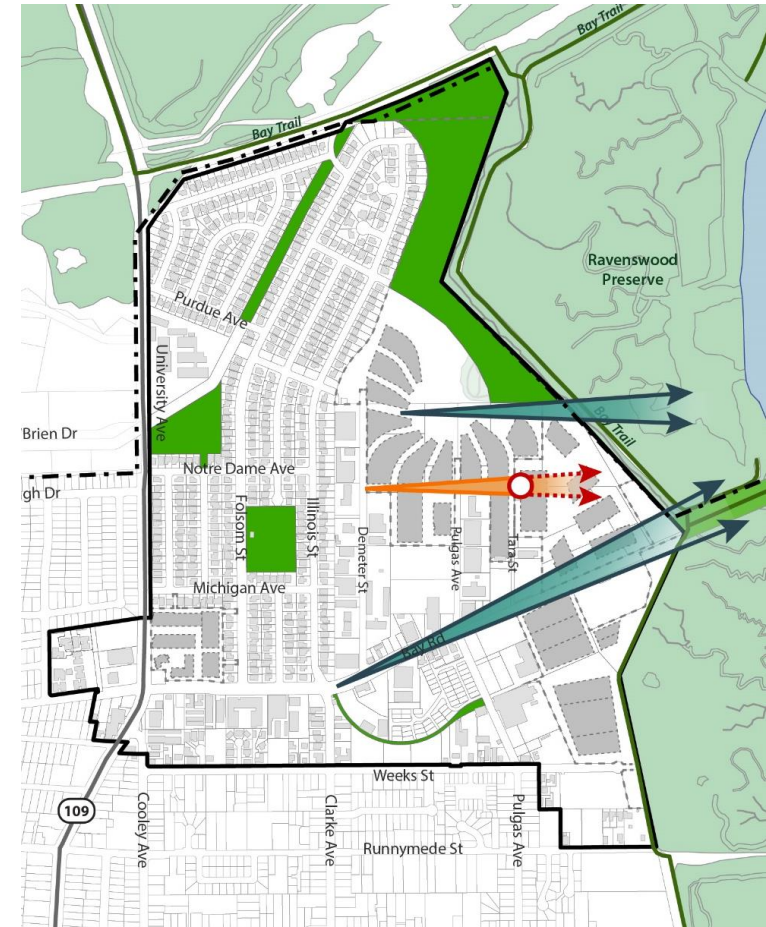
- Limit the amount of floor area built up to maximum heights
- Use material changes, screening, articulation, and massing transitions to reduce the physical impact of new buildings, especially upper stories
- Transition in height adjacent to residential uses or waterfront areas
- Minimize building dimension perpendicular to the waterfront



① Emerson/Sycamore	Less than 20'	90' - 93'
② 2020 Bay Road	30' - 33'	105'
③ Harvest Properties	60' - 68'	120' - 122'
④ Four Corners	75' - 78'	130'+

#6. Enhance public views of the Bay

- Ensure regular, consistent views of the water, especially from Bay Road
- Maintain sufficiently wide view corridors through all projects to preserve visual access to the Bay
- “Don’t block the Bay”



Viewsheds identified in existing Specific Plan

#7. Connect people to the waterfront

- Ensure that streets, bicycle, and pedestrian networks provide regular access to the Bay Trail
- Upgrade sections of the Bay Trail
- Create through-connections to the waterfront



#8. Develop a welcoming network of open spaces

- Create a diverse mixture of open spaces at various scales and types (active and passive)
- Create spaces that are easily usable and accessible by the community
- Ensure that new open spaces and trails are connected to the rest of the City
- Line public and common open space with active uses and engaging ground floor architecture
- Create transitions between different spaces
- Minimize surface parking lots

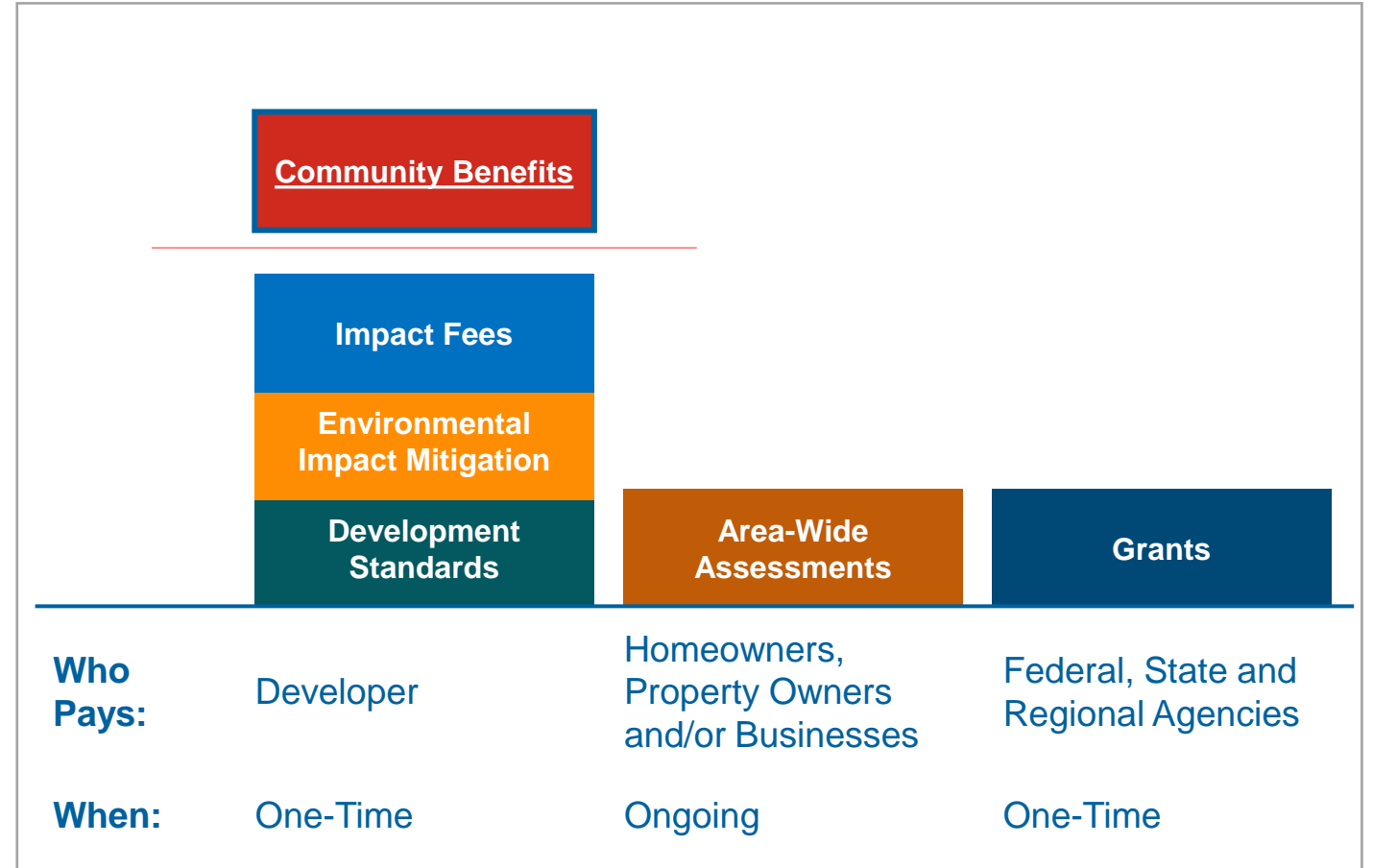


An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the text 'Community Benefits'. To the left of this box is a solid orange vertical bar.

Community Benefits

What are “Community Benefits”?

- Developer **contributions** beyond required impact fees / mitigations / improvements
- Provided in exchange for **additional** development rights



Community Benefits from 2013 Specific Plan

Local Job Opportunities	<ul style="list-style-type: none">• New high-quality job opportunities for residents; “many of the new jobs going to East Palo Altans”• Light Industrial uses
Transportation Improvements	<ul style="list-style-type: none">• New/upgraded internal roads• Loop Road• New bike lanes
Community Facilities	<ul style="list-style-type: none">• New recreation center, community center & library• At least 60,000 sf of community space
Parks, Plazas, & Trails	<ul style="list-style-type: none">• New parks, plazas, & trails (approx. 20 acres of new parks and trails)
Affordable Housing	<ul style="list-style-type: none">• New affordable housing
Utility Improvements	<ul style="list-style-type: none">• Water, storm drain, & sanitary sewer improvements

New Potential Benefits

Transportation Improvements	<ul style="list-style-type: none">• Additional sidewalk improvements throughout the area• Neighborhood traffic calming improvements• Long-term transportation & transit improvements
Affordable Housing	<ul style="list-style-type: none">• Additional affordable housing units (above inclusionary)• Additional contributions to affordable housing funds
Local Jobs & Businesses	<ul style="list-style-type: none">• Free or subsidized 'makerspaces' / creative spaces• Space, funding, or support for small local businesses• Workforce development programs• Youth/young adult education + internships
Community Facilities	<ul style="list-style-type: none">• Free or subsidized space for organizations• Assistance for displaced organizations
Parks, Plazas, & Trails	<ul style="list-style-type: none">• Additional trail improvements or other public amenities• Additional acres of public parks or passive open space• Public art installations

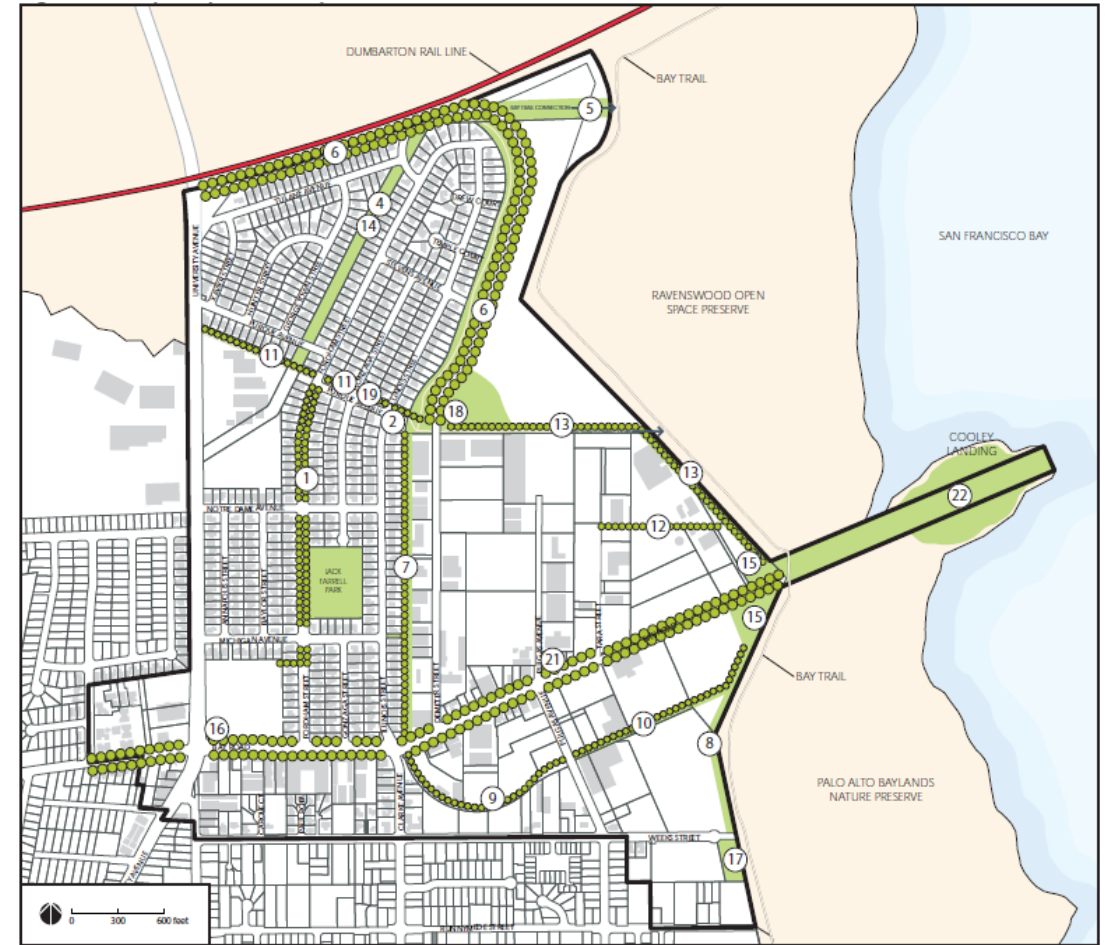
Additional Benefits of New Development

- Long-term financial stability for the City, to support services, staff, and programs
- Improved jobs/housing balance
- Creating a new, vibrant neighborhood
- Essential water and sewer infrastructure improvements
- Citywide transportation improvements (beyond just the RBD)
- Improved quality of life
- New “Downtown” with lively retail/civic uses along Bay Road

Key Questions...

What are the benefits to the City of new development in the RBD?

What specific community benefits do you want projects to provide?
What's your wish list?



Improvements identified in existing Specific Plan

An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the text 'Q&A Session'. To the left of this box is a solid orange vertical bar.

Q&A Session

An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the text 'Breakout Groups'. To the left of this box is a solid orange vertical bar.

Breakout Groups

An aerial photograph of a city and a large body of water, possibly a bay or lake, with mountains in the distance. The image is overlaid with a semi-transparent blue filter. A white rectangular box is positioned in the center, containing the title text. To the left of this box is a solid orange vertical bar.

Report-Back and Group Discussion

menti.com



Please enter the code

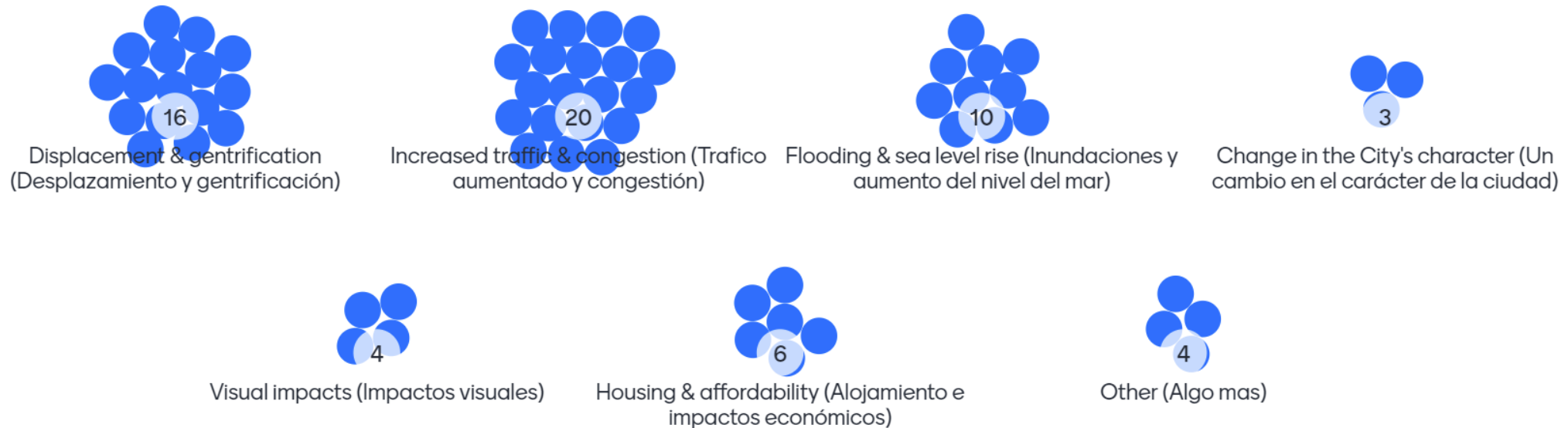
1388 7216

Submit

The code is found on the screen in front of you

Mentimeter Results

What are your concerns with future development in RBD?
(Top 2) ¿Que son sus preocupaciones sobre el desarrollo futuro del RBD? (Seleccione 2)



Mentimeter Results

What are the most important community benefits? (Top 2)
¿Que son los beneficios comuniales más importantes?
(Seleccione 2)



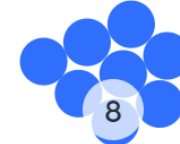
Additional affordable housing (Mas alojamiento económico)



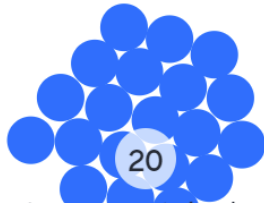
High-quality jobs for residents (Trabajos de calidad para residentes)



Community facilities (Instalaciones comuniales)



Transportation improvements (roads, sidewalks) (Mejoraciones de transportación)



Open space improvements (parks, plazas, trails) (Mejoraciones de los espacios públicos)

0

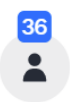
Public art (Arte publico)



Contributions to city finances (Contribuciones financieras a la ciudad)

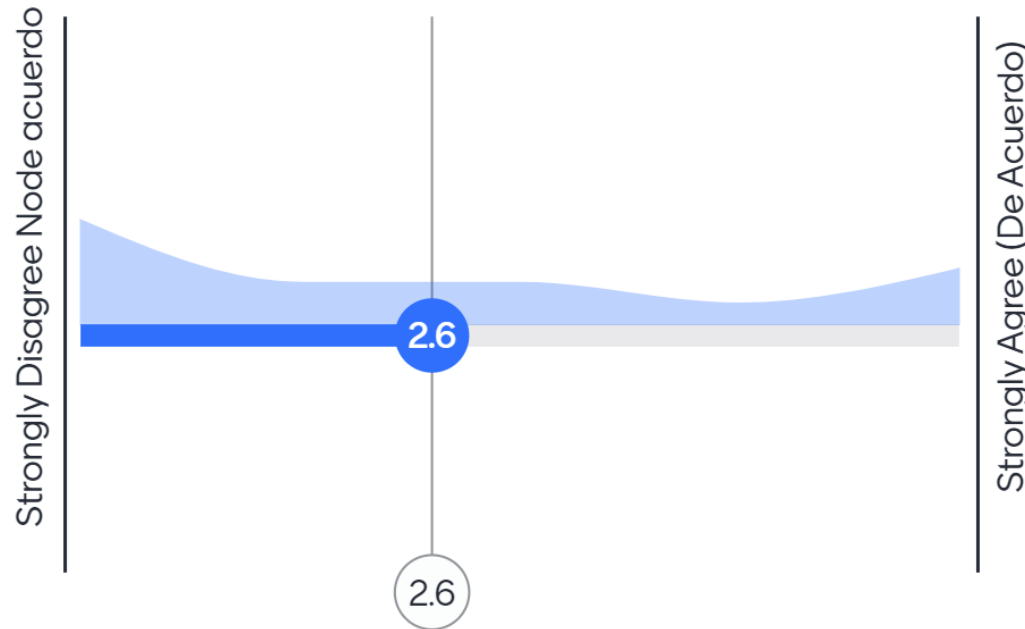


Other (Algo mas)



Mentimeter Results

Would you accept more development if it gave more community benefits? Estaría dispuesto aceptar más desarrollo si resulta en más beneficios comuniales?



38



Next Steps

- **Community Survey** will be live tomorrow (link via email)
- Find additional information at cityofepa.org/planning
- Questions & feedback can be shared with rbd@cityofepa.org

Upcoming meetings

- **June 8, 2021** - City Council workshop on transportation
- **June 28, 2021** - Planning Commission update

Thank you!

<https://www.cityofepa.org/planning>

