



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** May 2, 2024

**From:** John Swiecki, Community Development Director

**Subject:** Planning Program-70 Old County Road/Parkside/Crocker Park

### **Community Goal/Result**

Community Building - Brisbane will honor the rich diversity of our city (residents, organizations, businesses) through community engagement and participation

### **Purpose**

For the City Council to discuss the objectives, scale and scope of future planning efforts in the 70 Old County Road/Parkside/Crocker Park area.

### **Recommendation**

That the City Council provide direction for future planning efforts in this area and authorize staff to prepare a scope of work reflecting the City Council's direction.

### **Background**

In early 2022 the City of Brisbane purchased the approximately 1.27acre former Bank of America site at 70 Old County Road. The City Council expressed its intent and desire to engage the community in a thorough and thoughtful manner to determine the preferred land use of this key site at the entrance to Brisbane. Staff solicited a proposal from Good City land use consultants to undertake a community visioning process for the site. Before the City Council considered the proposal in October 2022, councilmembers expressed concerns that a planning effort limited to the site was too narrow in scope, and that the planning effort should be expanded to properties included in Parkside Precise Plan area, specifically the adjacent Brisbane Village Shopping Center. In further discussions with the Economic Development subcommittee (Councilmembers Cunningham and Lentz) it was suggested that consideration be given to further expanding the planning program scope to include Crocker Park, with an emphasis on evaluating the potential for future housing sites within Crocker Park.

The item was tabled as Planning staff's resources were directed toward completion of Housing Element and ongoing efforts with other large scale planning projects such as the Baylands and Quarry redevelopment. In the 2023-24 Community Development Department budget, a placeholder of \$150,000 was included to advance this work program, with the understanding that the final scope and budget would be subject to City Council approval. However, it was ultimately pulled from the budget as an item that would be reconsidered later in the fiscal year.

### **Discussion**

In order to move planning efforts forward, the scope of work needs to be defined to enable staff to prepare a request for proposals for the appropriate consultant services which will be required.

There are advantages and disadvantages with the various approaches that have been discussed to date. Limiting the scope to the city-owned site at 70 Old County would result in reduced planning cost and time, potentially giving the city the opportunity to move forward with a project with high community impact relatively quickly. On the other hand, planning for this site without better understanding and/or defining what will happen on adjacent properties could result in a piecemeal development that may not be the best fit within the long terms plans for the larger area.

A broader, comprehensive planning program addressing the adjacent shopping center (or larger geographic area) could have a greater community benefit in the long term by establishing a proactive vision that promotes cohesive and compatible development over time. A broader planning effort will be more expensive, complex and time consuming than a program focused solely on 70 Old County Road. Additionally, including privately owned properties the city does not control creates uncertainty as to the implementation of a future plan. It is unknown how this might impact the City's ability to move forward with a meaningful project at 70 Old County Road on a stand-alone basis.

In regard to the evaluation of potential future housing in Crocker Park, this is a significant policy issue for the City Council to consider. While it is likely that the City will need to provide additional housing sites to satisfy future Regional Housing Need Allocations (RHNA), the extent of potential future obligations are unknown at this time. Assuming the City will need to identify additional housing sites in future RHNA cycles, any City efforts to proactively plan for housing would put the City in a better position in the long term.

Additionally, the idea of studying the potential for introducing housing in the form of mixed use development within Sierra Point and Crocker Park was included in the adopted 2023 Housing Element. Specifically the Housing Element includes Program 2.A.7 to "study zoning amendments to existing commercial zoning districts, at Sierra Point and Crocker Park, to either allow or require mixed use buildings." The time frame established in the Housing Element was to initiate such an analysis by the end of 2026. Undertaking such an analysis now would satisfy this Housing Element program.

### **Fiscal Impact**

To be determined based on scope of work defined by the City Council.

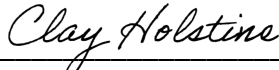
### **Measure of Success**

Establishing land use policy direction for the 70 Old County site and surrounding areas as deemed appropriate by the City Council.

### **Attachments**

1. Vicinity Map

  
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John Swiecki, Community Development Director

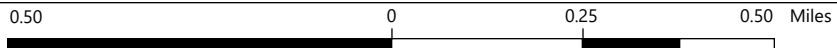
  
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Clay Holstine, City Manager



# Crocker Industrial Park, Parkside District, and Bank of America Site








Central Brisbane



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-  Crocker Industrial Park
-  Parkside POAZ-1
-  Bank of America Site
-  Parkside PAOZ-2