



# MEMORANDUM

DATE: 30 May 2024

TO: City Council Economic Development Subcommittee

FROM: John Swiecki *JS*  
Community Development Director

**SUBJECT: 70 Old County Road Planning Update**

## BACKGROUND

On May 2, 2024 the City Council directed staff to move forward with a community engagement and planning effort to establish a land use program for the City owned site at 70 Old County Road. The City Council further specified that the planning effort should focus on 70 Old County Road and allow for it be developed on a standalone basis. The Council further noted that consideration also be given to establishing a future vision for the potential redevelopment of the adjacent shopping center site to promote long term compatibility between adjacent properties.

## DISCUSSION

Staff has prepared the attached preliminary draft scope of work for the subcommittee's review and comment. The scope of work will be incorporated into a Request for Proposal (RFP) to solicit a proposal from a qualified planning consultant to assist in the City's planning efforts. It would be staff's preference to sole source the RFP to Good City, a local planning consulting firm that is currently under contract with the City to provide EIR management for several City EIRs now under preparation. City staff has a good working relationship with Good City and believes they have a solid understanding of land use issues in Brisbane and the technical ability to provide the necessary services in a timely way. Moving forward with Good City is predicated on their response to the RFP being responsive to the City's needs in a financially responsible manner. Any agreement with Good City would be subject to the approval of the full City Council. As an alternative the City would send the RFP to a more extensive list of qualified planning consultants and go through a more formal and consultant selection process.

## ATTACHMENT

Preliminary Draft Scope of Work -70 Old County Road Planning Program

## Preliminary Draft

City of Brisbane  
70 Old County Road Planning Program  
Work Scope

### **Background and Purpose**

In 2022, the City of Brisbane purchased an approximately 1.27 acre property at 70 Old County Road, Brisbane, the site of a former Bank of America branch (“subject property”). The subject property is located in the primary gateway to the City at the northwestern corner of the intersection of Bayshore Boulevard with Old County and Tunnel Roads. This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane. The City Council intends to undertake a robust community dialogue to determine the appropriate community serving use(s) of this site and establish a site development plan based upon this vision. Housing, commercial and/or public uses have preliminarily been identified for consideration as potential land uses for this site.

### **Relevant Planning Considerations**

The subject property is zoned Neighborhood Commercial- Brisbane Village (NCRO-2) and is located within the 25-acre Parkside at Brisbane Village Precise Plan (“Parkside Plan”) area. The Parkside Plan was adopted in 2017, at which time the subject property was owned by Bank of America and operated as a bank branch out of an approximately 40-year old portable trailer. The Parkside Plan’s envisioned the subject property being redeveloped with two adjacent properties (the Brisbane Village Shopping Center and 125 Valley Drive; together the “Commercial Vision Area”) as a connected retail center and park/plaza. This vision serves as an aspirational illustration, it was not codified through the adoption of land use policies and/or zoning regulations.

Other planning efforts in the vicinity include the Brisbane Baylands Specific Plan easterly of Bayshore Boulevard, which is undergoing environmental review. The City is also considering a redesign of Bayshore Boulevard to incorporate traffic calming measures. Additionally, a Light Maintenance Facility for the CA High Speed Rail project is proposed within the Baylands subarea and contemplates reconfiguring the four-way Bayshore/Old County/Tunnel Ave intersection fronted by the subject property into a three-way intersection (eliminating the easterly leg of the Tunnel Avenue/Bayshore Boulevard intersection). All these potential projects should be considered to the extent they would impact site access, visibility, and land use alternatives on the subject property.

### **Objectives**

The City Council’s objectives in the 70 Old County Road planning effort are:

#### **Community Engagement**

- Engage in a meaningful and robust community engagement process to obtain community input in developing a land use program (or alternative programs) that the City should

pursue, as well as important design features /components to be incorporated into subsequent site development plans.

- **Planning**

- Based on the community input develop schematic development plan or plans for the site. All development alternatives for the site must be capable of being implemented on a standalone basis recognizing the physical limitations established by surrounding existing private development . A secondary objective of the planning effort is to establish a vision for the future redevelopment of the adjacent shopping center that promotes compatible development across multiple sites. This planning effort shall ultimately result in the establishment of final site and development plans for the 70 Old County site.

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**Work Scope**

1. Community Visioning

- a. Robust community education, engagement and brainstorming using creative and varied means to collect public feedback and ideas. A combination of on-site engagement activities, surveys, “pop-up” events should be proposed. The City recently contracted with CitizenLab, which should be leveraged throughout the engagement process to collect, evaluate, and analyze community feedback. The educational component should ensure the community process is informed by market, economic , technical, design and other considerations that will influence the feasibility of future site development and long term viability
- b. Evaluating ideas against the market and other considerations at a high level to test feasibility .
- c. Identify primary vision (or suite of alternatives) for community review and City Council consideration

2. Planning

- a. Develop a schematic concept plan ( or alternatives) reflecting the community vision for City council consideration.
- b. Based on City Council direction refine the schematic concept plan into a development plan for the site that is refined to a level sufficient to allow for completion of project level environmental review
- c. Update the Parkside Plan as needed to reflect the development plan for 70 Old County Road and vision for the adjacent shopping centers should land use changes at the shopping center factor into the preferred vision, updates to the Parkside Plan and project-level CEQA clearance would be required.
- d. Establish a Roadmap/strategy for 70 Old County Road project implementation

3. Post-Adoption Support

- a. TBD depending on vision (e.g., assistance with preparing a Request for Proposals for site development, assistance with Surplus Lands Act requirements should the City opt to transfer fee title to another entity)