



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** November 20, 2025

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

**Subject:** Study Session- 70 Old County Road Planning Program

### Recommendation

Staff recommends the Council provide direction to staff and consultants regarding a preferred development concept scenario to be studied further.

### Background

The City acquired the site at 70 Old County Road in 2022 in order to gain control of a key gateway site to the city. In September 2024, the City Council approved a multi-phase planning program (Attachment 1) to determine an appropriate long-term vision for the site in alignment with community priorities and market realities. The program undertaken by Good City Company under contract to the City, consists of community engagement, conceptual planning, feasibility evaluation and implementation strategy development.

To date, community engagement has included the following:

- **Open House #1, March 8, 2025:** An Open House held at the Brisbane Library Community Room staffed by Good City Company and the Planning Department to advertise the upcoming planning process, make initial connections with the community, and provide educational messaging to inform and collect feedback and ideas from members of the community;
- **Pop- Up Workshop #1, May 15, 2025:** An interactive “pop-up” community workshop held at the Brisbane Farmer’s Market to showcase six vision concepts of land use options for the 70 Old County Road property, which were developed to reflect input received from the Community from the Open house #1. Attendees engaged one-on-one with city staff and consultants on the six vision concepts;
- **Vision Concept Survey, June 30, 2025:** A survey was conducted from May 14 – June 30, 2025 to obtain feedback from the community to rank preferences between the six vision concepts. 233 responses were received. Survey respondents indicated a preference for the community center, commercial strip center, and mixed-use residential concepts;
- **Pop- Up Workshop #2, July 25, 2025:** An interactive “pop-up” community workshop held at Brisbane’ Concert in the Park event to share project updates, present survey results and collect community feedback to help refine land use options for the site;
- **Open House #2, September 6, 2025:** An Open House held at the 70 Old County Road property to encourage interactive feedback on the top three most preferred vision concepts, share results of the community survey, and allow attendees to become more familiar with the features of the site.

Summaries of public engagement events are attached to this report (Attachment 2).

## Discussion

With conclusion of the initial community engagement phase, consultants Good City Company completed a high-level feasibility analysis of the top three preferred vision concepts. The attached Feasibility Evaluation Report (Attachment 3) assesses the feasibility of each concept given physical site constraints, infrastructure considerations and market conditions. The report incorporates stakeholder feedback and engagement relative to each of the top three development concepts and includes relevant case studies to help inform realistic development outcomes. The purpose of the report is to help the City Council and community better understand the feasibility of potential land use approaches as it considers land use options for the site.

The report concludes the following:

- The affordable or mixed-income, mixed-use residential concept represents the most viable near-term path for redevelopment of the 70 Old County Road property, provided the City contributes land and potentially gap financing.
- The commercial/retail scenario is likely to succeed only if paired with a strong anchor tenant that is identified in advance, or incorporated into a broader, multi-parcel redevelopment plan.
- The community center scenario would impose high public costs with limited utilization and is not recommended as a standalone use.

## Next Steps

As set forth in the planning program (Attachment 1), the next steps are for the Council to identify a preferred development concept for the property. Direction provided by City Council will help focus consultant work and future community engagement on the preferred concept, which will include project details such as site layout, parking, architectural design, and other project-specific elements. Further refined plans will be subject to additional public and City Council review. The direction provided by the City Council at this juncture is not a final decision and does not commit the City to any specific action in the future. Good City estimates that remaining planning work, including final approval of a preferred development concept, CEQA clearance, and completion of an implementation strategy, will occur by the end of March 2026.

## Fiscal Impact

Selecting a preferred development concept for the 70 Old County Road site and further study of such concept is budgeted for in the approved work program for the 70 Old County Road community visioning project. The overall budget amount for the project approved by the City Council in 2024 was \$150,000. Approximately \$82,000 remains in the contract to complete the remaining authorized scope of work.

## Attachments

1. September 19, 2024 City Council agenda report with planning program
2. Community Engagement Deliverables
  - a. Open House #1 Summary
  - b. Pop-Up Workshop #1 Summary
  - c. Vision Concept Survey Results
  - d. Pop-Up Workshop #2 Summary

- e. Open House #2 Summary
- 3. Feasibility Report prepared by Good City Company

*John Swiecki*

\_\_\_\_\_  
John Swiecki, Community Development Director

*Jeremy Dennis*

\_\_\_\_\_  
Jeremy Dennis, City Manager



**CITY COUNCIL AGENDA REPORT**

**Meeting Date:** September 19, 2024

**From:** Community Development Director

**Subject:** 70 Old County Road Planning Program Sole-Source Contract with Good City Co.

**Community Goal/Result**

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

Fiscally Prudent - Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community

**Purpose**

To commence the planning process for the 70 Old County Road (former Bank of America) City-owned property.

**Recommendation**

Authorize the City Manager to execute a professional services agreement with Good City Co. for the 70 Old County Road planning program, including the scope of work, budget, and schedule described in the submitted proposal.

**Background**

On July 18, 2024 the City Council considered a preliminary scope of work for the community engagement and planning program for 70 Old County Road and authorized staff to negotiate a sole-source contract with Good City Co. The July 18, 2024 agenda report is attached for reference. Based on Council's authorization, staff released a Request for Proposal (RFP) to Good City Co. in August. Good City Co. submitted a proposal on September 9, 2024.

**Discussion**

Staff finds the submitted proposal to be responsive to the RFP. The proposed budget of \$150,000 addresses Phases 1 and 2 of the project as described in the City's RFP for community engagement and identification of preferred alternatives for the site. The third phase, implementation, is to be determined based on the outcome of the planning process and is not scoped or budgeted at this time. Good City proposes a 15-month schedule concluding in December 2025, which staff thinks is reasonable considering other planning issues slated for the community and Council's consideration in 2025.

Optional tasks include Parkside Plan updates, which may not be required and if required may be able to be performed by City staff. The proposal includes budget for 4

meetings with City Council and Planning Commission as directed. Additional meetings would be out of scope and would require additional compensation on a time and materials basis.

As noted above the third project phase- implementation- is not scoped or budgeted as staff believes it is too speculative to include at this time. Depending on the outcome of Tasks 1 and 2 staff may be able to address implementation in-house. A key deliverable of the proposal is an Implementation Strategy, which will outline necessary steps to move development of the site forward as envisioned by the community. Staff anticipates using this strategy to evaluate whether consultant services will be necessary for implementation and to inform future budget proposals for Council's consideration, as appropriate.

**Fiscal Impact**

As noted the proposal includes a budget of \$150,000. The \$150,000 is the amount budgeted in the 2024-25 budget.

**Measure of Success**

Execution of a consultant contract enabling the City to move forward with the community visioning and planning program for the 70 Old County Road site.

**Attachments**

- 1. Good City Co. Proposal dated 9/9/2024
- 2. July 18, 2024 City Council agenda report

  
\_\_\_\_\_  
John Swiecki, Community Development Director

  
\_\_\_\_\_  
Jeremy Dennis, City Manager

**ATTACHMENT 1**

BM 10

61 LANE



**GOODCITY**  
COMPANY

**Proposal for the Preparation of a  
70 Old County Road Planning Program  
for the City of Brisbane**

September 9, 2024





# TABLE OF CONTENTS

- 1. **Project Approach ..... 6**
- 2. **Scope of Work ..... 7**
- 3. **Project Budget ..... 11**
- 4. **Project Timeline ..... 13**
- 5. **Meet the Team ..... 14**





Julia Ayres  
Principal Planner  
City of Brisbane  
*via email* to [jayres@brisbaneca.org](mailto:jayres@brisbaneca.org)

RE: Proposal for the Preparation of a Planning Program for 70 Old County Road in Brisbane

Dear Ms. Ayres,

Good City Company (Good City) is pleased to submit this proposal to prepare a planning program for the 70 Old County Road site in Brisbane.

Headquartered in Redwood City, Good City's technical expertise in current and advance planning, zoning code updates, objective design standards, and executive management is built upon decades of close collaboration with our local jurisdiction clients across the greater Bay Area. Based on our experience with similar projects, Good City is well qualified to prepare a planning program for the 70 Old County Road site. For this project, we have assembled a staff team skilled in planning, urban design, economic development, and community development. We are confident in our team's ability to deliver high-quality work that meets the unique needs of the City.

Aaron Aknin will serve as the Principal in charge and Kevin Gardiner, AICP will serve as the primary point of contact for this proposal. Lisa Costa Sanders, Good City Principal, will be available to provide additional support as needed. Jacob Garcia, Senior Planner, will support with project management and outreach. Noa Kornbluh, Economic Development Associate, will provide input on economic feasibility. Other team members will provide expertise in analysis and site design.



We look forward to the opportunity to work with the City of Brisbane on this interesting and important endeavor. Please contact me if you have any questions or need additional information. I can be reached at (415) 845-8344 or [aaknin@goodcityco.com](mailto:aaknin@goodcityco.com).

Sincerely,

A handwritten signature in blue ink, appearing to read 'A. Akin', with a light blue circular highlight around it.

Aaron Akin, Partner  
Good City Company





# 1. PROJECT APPROACH

Good City has prepared a work plan that responds to the City Council’s objectives for the 70 Old County Road planning effort:

- » **Community Engagement** – The work plan provides 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. Good City proposes a combination of on-site engagement activities, at least one online survey, and at least two “pop-up” events and two open house events.
- » **Planning** – Based on the community input, Good City will develop a schematic development plan (or up to three plans, as applicable) for the site. Each development alternative for the site will be capable of being implemented on a standalone basis, recognizing the physical limitations established by surrounding existing private development.
- » **Vision for the Surroundings** – The work plan will also address the potential future redevelopment of the adjacent shopping center that promotes compatible development across multiple sites. Furthermore, planning will also factor the proposed redesign of Bayshore Boulevard to incorporate traffic calming measures.





## 2. SCOPE OF WORK

The following work plan follows the Scope of Work provided by the City in the RFP, with additional elaboration and detail.

### PHASE 1: COMMUNITY VISIONING

#### 1A Community Engagement and Brainstorming

Good City will lead a robust series of community engagement and brainstorming activities using creative and varied means to collect public feedback and ideas. There will be a combination of on-site engagement activities, at least one online survey, and at least two “pop-up” events and two open house events, with both in-person/analog and digital means of participation. Good City will leverage resources provided by Go Vocal (formerly CitizenLab) throughout the engagement process to collect, evaluate, and analyze community feedback through digital means. Good City will prepare a Community Engagement Plan for review and approval by staff.

#### 1B Educational Messaging

In coordination with the Community Engagement and Brainstorming activities, Good City will prepare educational messaging for the public and decision-makers to 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. Educational materials may include examples of development types, technical information such as building heights and parking standards, and market demand matters. Educational messaging will be nuanced and not perceived as limiting the brainstorming process.

#### 1C Meeting with Decisionmakers and Stakeholders

Meetings with City decision-makers and stakeholders, including:

- » At least one interview with individual City Council members (five meetings total)



- » Meetings or other means of outreach targeted to advisory bodies, e.g. City Council subcommittees and/or other appointed commissions or committees (to be determined). Five meetings are included in the base budget, and additional meetings shall be provided at a range from \$1,245 to \$1,660 per meeting (depending on length of meeting and attendance).

### **1D Community Engagement Summary**

Good City will prepare a Community Engagement Summary which will include a broad level analysis of ideas shared by the community.

### **1E Vision(s)**

Identify primary vision (or suite of alternatives) for community review and City Council consideration.

### **Deliverables**

- » Draft and Final Community Engagement Plan
- » Draft and Final Educational Materials
- » Draft and Final Community Engagement Summary
- » Draft and Final Vision(s) Summary

## **PHASE 2: CONSENSUS AND ADOPTION OF VISION**

### **2A Schematic Concept Plan(s)**

Good City will develop up to three schematic concept plans reflecting the community vision for City Council consideration. Each concept plan will include a site plan showing building and parking layouts, building section diagrams, and a three-dimensional massing diagram prepared in SketchUp. While the primary detailed focus will be the 70 Old County Road site, some concepts may also include approaches for potential changes to the adjacent shopping center (to the extent that alternatives identified by the community rely on or would have synergy with changes at the shopping center).

- » The City will contract separately with transportation consultants to refine circulation-related elements of the plan or alternatives as needed. Good City will coordinate with the transportation consultant as needed.
- » Artistic renderings are not included, but can be commissioned as an additional service if desired.



**2B Feasibility Evaluations**

In response to input received from the community, Good City will evaluate various ideas against the market and other considerations at a high level to test feasibility. Evaluation will include interviews or focus groups with sources with knowledge of market feasibility, as well as identification of relevant case studies.

**2C Development Plan**

Based on City Council direction, Good City will refine a preferred schematic concept plan into a development plan for the site that is sufficient to allow for completion of project level environmental review. This will include refinement of the site plan, floor plans, and massing diagrams. An illustrative site plan will be provided that is comparable in graphic standards to the site plan in the Parkside Plan.

**2D Parkside Plan Update (Optional)**

As an optional task, Good City will assist in an update of the Parkside Plan to reflect:

- » The development plan for the 70 Old County Road site.
- » The preferred vision for the adjacent shopping center should land use changes at the shopping center factor into the preferred vision for the subject property.

**2E California Environmental Quality Act (CEQA) Clearance**

For the purposes of this proposal, it is assumed that a project-level CEQA infill exemption clearance of a development plan will be appropriate for the project. Good City will prepare a draft of the infill exemption.

- » Should a more substantial environmental review be required such as an Initial Study/Mitigated Negative Declaration (IS/MND), Environmental Impact Report (EIR), or EIR Addendum be required, Good City can subcontract with an environmental review consultant as an additional service.

**2F Implementation Strategy**

Good City will provide a memorandum that established a roadmap/strategy for the 70 Old County Road project implementation, depending on the approved development plan. The strategy will identify components necessary for the City to issue a Request for Proposals (RFP) for development of the site, as well as other relevant technical issues needing to be resolved for the project.



**2G Planning Commission and City Council Meetings**

Good City will attend up to four meetings with the Planning Commission and/or City Council during Phase 2. Additional meetings shall be provided at a range from \$1,245 to \$1,660 per meeting (depending on length of meeting and attendance).

**Deliverables**

- » Schematic Concept Plans – up to 3
- » Draft and Final Feasibility Memorandum
- » Development Plan
- » Parkside Plan Update (Optional – if applicable)
- » CEQA Clearance Document
- » Draft and Final Implementation Strategy Memorandum
- » Planning Commission/City Council Meetings (4)

**PHASE 3: POST-ADOPTION SUPPORT****3A Post Adoption-Support**

Good City will provide post-adoption support based on the preferred vision for the project. This may include assistance with preparing a Request for Proposals (RFP) for site development, assistance with Surplus Lands Act requirements should the City opt to transfer fee title to another entity, etc. Accordingly, Good City will submit an updated proposal for the City's consideration following completion of Phase 2 of the process.



# 3. PROJECT BUDGET

The Good City team proposes a not-to-exceed budget of **\$150,000** for Phases 1 and 2 of the work scope, including expenses. For optional services, or services without a defined limit (e.g., advisory body meetings), flat rates per meeting/service have been provided.

70 Old County Road Planning Program		Principal	Advance Planning Director	Senior Planner	Economic Development Associate	Graphic Designer	Total Hours	Total Cost
		\$ 260	\$ 230	\$ 170	\$ 140	\$ 100		
Phase 1	Community Visioning					-		\$ 65,460
1A	Community Engagement and Brainstorming	20.0	40.0	80.0	8.0	20.0	168.0	\$ 31,120
1B	Educational Messaging	10.0	12.0	20.0	4.0	5.0	51.0	\$ 9,820
1C	Meetings with City Decisionmakers and Stakeholders	12.0	30.0	30.0	8.0	-	80.0	\$ 16,240
1D	Community Engagement Summary	2.0	4.0	12.0	2.0	-	20.0	\$ 3,760
1E	Vision(s)	4.0	8.0	8.0	2.0	-	22.0	\$ 4,520
Task 2	Consensus and Adoption of Vision							\$ 69,890
2A	Schematic Concept Plan(s)	10.0	50.0	35.0	4.0	20.0	119.0	\$ 22,610
2B	Feasibility Evaluations	4.0	8.0	20.0	20.0	-	52.0	\$ 9,080
2C	Development Plan	5.0	30.0	20.0	8.0	10.0	73.0	\$ 13,720
2D	Parkside Plan Update (Optional - see below)							
2E	CEQA Clearance	2.0	2.0	12.0	-	-	16.0	\$ 3,020
2F	Implementation Strategy	5.0	20.0	40.0	8.0	10.0	83.0	\$ 14,820
2G	Planning Commission and City Council Meetings	8.0	8.0	16.0	-	-	32.0	\$ 6,640
	Project Management					-		\$ 12,260
	Project Management	10.0	10.0	40.0	4.0	-	64.0	\$ 12,260
	Subtotal Hours by Position	92.0	222.0	333.0	68.0	65.0	780.0	
	Subtotal Cost by Position	\$ 23,920	\$ 51,060	\$ 56,610	\$ 9,520	\$ 6,500		\$ 147,610
	Project Expenses (Printing, etc.)							\$ 2,390
	<b>Total Budget</b>							<b>\$ 150,000</b>

### Optional Tasks

2C	Parkside Plan Update	12.0	20.0	40.0	4.0	20.0	96.0	\$ 17,080
	Additional Meeting, each (range)	1.5	1.5	3.0			6.0	\$ 1,245
		2.0	2.0	4.0			8.0	\$ 1,660



Good City prides itself on being a cost-effective solution for public sector agencies. Staff retains detailed timesheets and works efficiently to ensure the client is getting the best value for the services.

<b>TITLE</b>	<b>HOURLY RATE</b>
» <b>Principal/Partner</b>	\$260
» <b>Planning Director</b>	\$230
» <b>Principal Planner/Planning Manager</b>	\$195
» <b>Economic Development Director</b>	\$230
» <b>Public Policy Manager</b>	\$225
» <b>Chief Building Official</b>	\$170
» <b>Senior Planner/Project Manager</b>	\$170
» <b>Senior Economic Development Planner</b>	\$170
» <b>Housing Services Consultant</b>	\$170
» <b>Public Policy Lead</b>	\$170
» <b>Associate Planner</b>	\$140
» <b>Economic Development Associate</b>	\$140
» <b>Assistant Planner</b>	\$130
» <b>Planning Technician</b>	\$100
» <b>Marketing Specialist/Graphic Designer</b>	\$100
» <b>Administrative Specialist</b>	\$90

Subconsultant Contracts Direct Billing + 10% oversight fee. Reproduction Costs Direct Billing. Rates subject to adjustment January 1st of each year (typically 3-7% increase). Mileage is reimbursed at the IRS rate. Travel within 30 miles of Redwood City offices will not be billed. Beyond 30 miles from the Redwood City Office, travel will be billed on an hourly basis at 50% of the above-listed rates.





# 4. PROJECT TIMELINE

Good City proposes a 15-month timeline for the 70 Old County Road planning program, per the timeline shown below.

Phase	2024			2025												
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
<b>Phase 1 Community Visioning</b>																
Community Engagement and Brainstorming				•												
Educational Messaging																
Meetings with City Decisionmakers & Stakeholders				•	•	•	•									
Community Engagement Summary																
Vision(s)																
<b>Phase 2 Consensus &amp; Adoption of Vision</b>																
Schematic Concept Plan(s)																
Feasibility Evaluations																
Development Plan																
Parkside Plan Update (Optional)																
CEQA Clearance																
Implementation Strategy																
PC & CC Meetings														•	•	•

• Meetings





## **5. MEET THE TEAM**

For this project, we have assembled a staff team skilled in planning, architectural and urban design, economic development, and community development. We are confident in our team's ability to deliver high-quality work that meets the unique needs of the City.

Aaron Aknin will serve as the Principal in charge and Kevin Gardiner, AICP will serve as the primary point of contact for this proposal. Lisa Costa Sanders, Good City Principal, will be available to provide additional support as needed. Jacob Garcia, Senior Planner, will support with project management and outreach. Noa Kornbluh, Economic Development Associate, will provide input on economic feasibility. Other team members will provide expertise in analysis and site design.

Team resumes are on the following pages.





## AARON AKNIN, AICP

Principal, Owner Good City Company

### PROFESSIONAL EXPERIENCE

Aaron Aknin, AICP, is a Principal and Co-Owner of Good City Company. He has nearly two decades of Bay Area municipal experience, including serving in an executive capacity for several different Peninsula cities. He is a member of the American Institute of Certified Planners (AICP) and the American Planning Association. Aaron has frequently spoken at regional events, as well as served on panels at national conferences on topics related to development, downtown planning, transportation, parking, affordable housing, and related issues.

Most recently, Aaron was the Assistant City Manager and Community Development Director with the City of Redwood City. In this capacity, he oversaw a 70+ member department, which included the Planning, Housing, Engineering, Transportation, Front Counter Services, and Code Enforcement divisions. As the Assistant City Manager, he led key Citywide initiatives and also served as Interim City Manager in 2015.

Aaron was in Redwood City during a time of unprecedented growth and community involvement (2014-2019). During his half-decade with the City, the City reviewed and processed over 4,000 new housing units, as well as several million square feet of office space. In addition, Aaron oversaw the implementation of the Redwood City Downtown Precise Plan, including several key amendments to the plan. Aaron helped shape a first of its kind community benefits program ("Partnership Redwood City"), adoption of several key affordable housing initiatives including an inclusionary housing ordinance, an Airbnb affordable housing tax and renter protections, and the adoption the Citywide Transportation Plan.

Aaron was also deeply involved in economic development issues and served on the Redwood City Community Improvement Association (RCIA) Board. Aaron continues to serve on the RCIA Board and was recently appointed to the Chamber of Commerce Board of Directors. Finally, one of Aaron's key focuses in Redwood City was improving the process, both for residents participating in policy making, as well as applicants, business owners and developers who chose to invest in the City.

Prior to coming to Redwood City, Aaron was with the City of Palo Alto in 2012-2014. He served as both the Assistant and Interim Director of Planning and Community Environment. In this capacity, he led the Planning and Transportation Divisions within the City. Key projects included the formation of the first Downtown Residential Permit Program (RPP), leading the downtown

### EDUCATION

B.A., Urban Studies, San Francisco State University

M.A., Public Policy, Cal State Northridge

### MEMBERSHIPS

American Institute of Certified Planners

American Planning Association

International City/ County Manager Association



development cap process, providing direction related to the Comprehensive Plan (General Plan), being the Planning Commission liaison, and overseeing several Stanford related developments.

Prior to coming to Redwood City, Aaron was with the City of Palo Alto in 2012-2014. He served as both the Assistant and Interim Director of Planning and Community Environment. In this capacity, he led the Planning and Transportation Divisions within the City. Key projects included the formation of the first Downtown Residential Permit Program (RPP), leading the downtown development cap process, providing direction related to the Comprehensive Plan (General Plan), being the Planning Commission liaison, and overseeing several Stanford related developments.

During his time in Palo Alto, Aaron focused much of his efforts on transparency by increasing the amount of available (and understandable) public information and building a connection within the community.

Aaron “grew up” as a local government professional within the City of San Bruno. He began his career in San Bruno in 2002 as an Assistant Planner, and left in 2012, after spending the last 5 years as the Community Development Director. As Community Development Director, he was in charge of the Planning, Building, and the Code Enforcement divisions in the City. He also staffed the Planning Commission and managed their agendas. During his time in San Bruno, the Shops at Tanforan mall was renovated for the first time in generations, and over 1,500 residential units were constructed citywide. This included over 1,000 units at “The Crossing” (former Navy Base) which included 315 affordable units. During Aaron’s tenure as Director, the first General Plan in 25 years was adopted, and the draft Transit Corridor Plan was released.

Most importantly, Aaron served as the Plan Section Chief during the PG&E Pipeline Explosion and worked closely with property owners during the immediate aftermath and in the months and years following the disaster.

Aaron grew up in the Peninsula, spent much of his adult life in San Francisco, and moved back to San Carlos in 2012. He lives there with his wife Cindy, and two kids.

### **PROJECT EXPERIENCE HIGHLIGHTS**

- » Caltrain at Diridon, Project Manager/City Liaison, Caltrain
- » Harbor Industrial Area Specific Plan, Principal-in-Charge, Belmont
- » Scotts Valley Town Center Specific Plan, Principal-in-Charge, Scotts Valley
- » North Fair Oaks Community Plan, Principal-in-Charge, County of San Mateo
- » Redwood City Precise Plan Implementation, Lead, Redwood City\*

\*Work completed at a previous place of employment



## LISA COSTA SANDERS

Principal, Owner Good City Company

### PROFESSIONAL EXPERIENCE

Ms. Costa Sanders has been with the firm since 1992. Her experience and specialties include interdepartmental project management, current, and long-range planning, solid waste and recycling management, budget preparation, and economic development and housing program implementation. She also has extensive experience in design review, California Environmental Quality Act (CEQA), Subdivision Map Act and worked on permit streamlining and permit tracking systems. Ms. Costa Sanders manages staff and processes large complex development projects.

Serving as Principal Planner for the City of San Carlos, Ms. Costa Sanders provides staff assistance for larger complex Planning and Economic Development projects. She was the Project Planner for the Wheeler Plaza Development and Landmark Hotel Development. She also assisted with property acquisition for economic development, managed city-owned properties including lease negotiations and managed the City's affordable housing programs. Ms. Costa Sanders also assists with General Plan and Zoning Code updates and amendments.

Ms. Costa Sanders also served as the Acting Assistant City Manager for the City of San Carlos. In that capacity, she prepared the Mayor's State of the City presentation, managed the City's annual Strategic Plan update, reviewed all City Council staff reports and attended several regional meetings on behalf of the City Manager's office.

As Town Planner for the Town of Atherton, Ms. Costa Sanders manages all current and long-range planning and presents projects to the Planning Commission and City Council. Ms. Costa Sanders also prepares ordinance amendments, General Plan updates and amendments, works on annexations and subdivisions.

Ms. Costa Sanders is currently assisting the City of South San Francisco with its comprehensive General Plan update, preparation of the Environmental Impact Report and Zoning Code Update.

As Contract Principal Planner for the City of Redwood City, Ms. Costa Sanders managed larger complex development applications including the Harbor View Place development, Rocketship Charter School, multi-family development at 150 El Camino Real, mixed-use development at 557 E. Bayshore and 610 Walnut Street, Sandpiper School expansion and the City's new water tank project.

### EDUCATION

B.S., City and Regional Planning, California Polytechnic State University San Luis Obispo

### MEMBERSHIPS

American Planning Association



Previously as the Acting Planning Manager for the City of San Bruno, she was the project planner for the Tanforan Remodel Project, Crossing 350-unit housing development, Pacific Bay Vistas, 308 unit multi-family development, Merimont 70 new home development, Skycrest 24 new home development, and Cedar Mills 14 new home development. She also assisted the Public Services Director with preparing reports to the City Council, managing sustainability projects, managing grant programs and served as the Assistant Project Manager for the San Bruno Grade Separation project.

**PROJECT EXPERIENCE HIGHLIGHTS**

- » Tanforan Shopping Center Redevelopment Project Manager, San Bruno, CA
- » Lindenville Specific Plan Project Manager, South San Francisco, CA
- » San Carlos East Side Innovation District Plan Strategic Advisor, San Carlos, CA
- » Northeast Industrial Specific Plan Strategic Advisor, San Carlos, CA
- » Wheeler Plaza Lead Planner, San Carlos, CA
- » Alexandria Campus Development Lead Planner, San Carlos, CA
- » Concord Passages Shopping Mall Redevelopment Lead Planner, San Mateo, CA
- » Bay Meadows Specific Plan Project Manager, San Mateo, CA



### EDUCATION

B.A., Environmental Design,  
University of California  
Berkeley

M.Arch., University of  
California Berkeley Master of  
City and Regional Planning,  
University of California  
Berkeley Degree and  
Insitution

### MEMBERSHIPS

American Institute of Certified  
Planners

American Planning Association

Congress for the New  
Urbanism

Urban Land Institute

## KEVIN GARDINER, AICP

### Director of Advance Planning

#### PROFESSIONAL EXPERIENCE

Kevin Gardiner, AICP, has a background in planning and architecture, with nearly three decades of experience in both public service and private consulting. He is involved in all aspects of planning, with a specialization in long-range plans and urban design. He understands the complex relationships between planning policy, design, community input and market issues, and can respond with a range of creative approaches to allow informed decision-making.

Kevin is a member of the American Institute of Certified Planners, the American Planning Association, the Congress for the New Urbanism, and the Urban Land Institute. He is a skilled public speaker and regularly speaks at events and conferences on topics related to community planning, zoning regulations, housing, and climate adaptation.

Most recently, Kevin was the Community Development Director for the City of Burlingame. The position included oversight of Planning, Building, Economic Development, and Housing divisions. During his tenure he oversaw the city's first comprehensive update of its General Plan in 50 years, the complete rewrite of the city's zoning code, and the update of its Housing Element. He also managed a new transit-oriented specific plan for an emerging mixed-use neighborhood and led a pilot community engagement initiative focused on housing called "Burlingame Talks Together About Housing." Working with the county flood control and sea level rise district, he also oversaw a sea level rise risk assessment, leading to one of the first examples of zoning regulations focused on sea level rise resilience in the Bay Area.

Prior to coming to Burlingame, Kevin was with a series of planning consulting firms, including his own firm Kevin Gardiner & Associates. His work included downtown plans for the Cities of Burlingame and Napa, as well as Scottsdale, AZ; form-based zoning for the City of Palo Alto; re-use plans for two different high-tech districts in Mountain View, California; a conceptual transit-oriented development plan for Eugene, Oregon; and a comprehensive plan for a small town in Indiana.

#### PROJECT EXPERIENCE HIGHLIGHTS

- » Burlingame General Plan Update, Project Manager, Burlingame
- » Burlingame Housing Element Update, Project Manager, Burlingame
- » Site Feasibility Studies, Palo Alto
- » South Whisman Precise Plan, Mountain View



## JACOB GARCIA

### Senior Planner

#### EDUCATION

B.S., Environmental Science, Technology and Policy, California State University, Monterey Bay

Masters in Urban Planning with a certificate in Real Estate Development, San Jose State University

#### MEMBERSHIPS

American Planning Association (APA)

#### PROFESSIONAL EXPERIENCE

Jacob Garcia is a Senior Planner with a background in land use planning, natural resource planning, and Geographic Information Systems (GIS). He has been with Good City Company since 2019 and provides contract planning services to the City of San Carlos, City of Pacifica, City of Belmont and the Town of Portola Valley.

Jacob currently manages development projects throughout the entitlement process. As such his duties include current planning assistance, design review and Zoning conformance review, and preparing and presenting staff reports before various design review boards, planning commissions and city councils. He assists jurisdictions with zoning amendments and policy research and implementation. He takes pride in providing excellent customer service and serving as a liaison to community groups and residents on behalf of cities and their various committees.

Jacob also has experience supporting the management of sustainability programs, staffing cities' environmental committees, and facilitating wet weather construction site inspections and annual stormwater reporting. Before joining Good City, Jacob worked for multiple public and private land management agencies providing natural resource and conservation planning services such as public outreach, data collection, data analysis, and research.

#### PROJECT EXPERIENCE HIGHLIGHTS

- » Stanford University, Belmont Campus, Conceptual Development Plan (CDP), Belmont, CA
- » Willow Commons, Supportive Housing and Density Bonus Project, Portola Valley, CA
- » Fairmont Shopping Center, Master Use List, Zoning Amendment, Pacifica, CA
- » Monitoring Urban Wildlife Corridors in San Diego County, Center for Natural Lands Management (CNLM), CA\*
- » Ten Mile Canyon ACEC Draft Watershed Management and Monitoring Plan, Bureau of Land Management (BLM) Moab Field Office, UT\*



## NOA KORNBLUH

### Economic Development Associate

#### PROFESSIONAL EXPERIENCE

Noa has spent her career supporting communities in creating sustainable, resilient local economies. She has over eight years in community economic development working for state and local government, as well as non-profits. Noa has a background in community outreach and engagement, strategic planning, and building entrepreneurial ecosystems.

Most recently, she worked as an assistant field manager in community and economic development at the Rural Community Assistance Corporation (RCAC) providing training and technical assistance to low-income rural and indigenous communities across the Western United States. Prior to RCAC, she worked for local Bay Area governments. She served as a Community Development Analyst for the City of El Cerrito, helping to facilitate business permitting, and as an Economic Development Specialist for the City of Milpitas, developing business retention and attraction programs.

Noa is a Bay Area local. She grew up in the city of Palo Alto and completed a bachelor's degree from the University of California, Berkeley. She then went on to receive a master's degree in Local Economic Development from the London School of Economics and Political Science, followed by a year as an AmeriCorps Vista working for the State of Delaware's Main Street Program.

#### PROJECT EXPERIENCE HIGHLIGHTS

- » North Fair Oaks Community Plan Review Project, San Mateo County, CA
- » Small Business Technical Assistance Program, San Mateo County, CA
- » Economic Development Strategy and Program Implementation, Campbell, CA





**GOODCITY**  
COMPANY

**CITY COUNCIL AGENDA REPORT****Meeting Date:** July 18, 2024**From:** John Swiecki, Community Development Director**Subject:** Authorize City Manager to Solicit Proposal and Negotiate Sole-Source Contract from Good City Co. for 70 Old County Road Community Engagement and Planning Project**Community Goal/Result**

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

Fiscally Prudent - Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community

**Purpose**

To commence the community engagement and planning process for the 70 Old County Road (former Bank of America) City-owned property by negotiating a sole-source contract with Good City Co.

**Recommendation**

Authorize the City Manager to solicit a proposal and negotiate a scope of work and budget with Good City Co., urban planning consultants, with the final contract subject to City Council approval in the fall.

**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 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.

The Economic Development Subcommittee (Mayor Pro-tem Cunningham, Councilmember Lentz) met on May 30, 2024 to review a preliminary scope of work prepared by staff and provide direction on how to move forward with consulting services for the project. A revised preliminary scope of work is attached (Attachment 1). The Economic Development subcommittee staff report is also attached to this report as Attachment 2.

**Discussion**

The Economic Development subcommittee supported the staff recommendation that the City pursue a sole-source contract with Good City Co., an urban planning consulting firm that the City currently contracts with for several current planning projects and previously completed the community engagement and implementing zoning for the Objective Design and Development Standards (ODDS) project. A sole-source contract negotiation would expedite the launch of community engagement for the revisioning project starting in the fall of 2024, compared to a competitive Request for Proposals (RFP) process which would likely delay commencement until early 2025.

**Fiscal Impact**

The City Council’s adopted FY 24-25 budget included a placeholder budget for this effort of \$150,000. This amount was not based on a final scope of work and the agreement to be presented in the fall will include actual cost subject to Council approval.

**Measure of Success**

A robust community engagement and planning program for 70 Old County Road that identifies the community’s vision for this key site and establishes planning direction to implement the community’s vision.

**Attachments**

- 1. Preliminary scope of work
- 2. May 30, 2024 Economic Development Subcommittee Meeting Agenda Report

  
\_\_\_\_\_  
John Swiecki, Community Development Director

  
\_\_\_\_\_  
Jeremy Dennis, City Manager

## ATTACHMENT 1

**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 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.

**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 Go Vocal (formerly 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, including interviews with developers, commercial landlords and leasing agents, and/or others sources with knowledge of market 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 re
- c. view
- d. Update the Parkside Plan as needed to reflect the development plan for 70 Old County Road
- e. Update the Parkside Plan as needed to include the preferred vision for the adjacent shopping center should land use changes at the shopping center factor into the preferred vision
- f. Obtain project-level CEQA clearance for the Parkside Plan revisions as applicable.
- g. 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)

DRAFT



ATTACHMENT 2

# 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.

**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)



## 70 Old County Road Planning Program

### Community Open House #1 – March 8, 2025

### Event Summary

The Community Open House for the 70 Old County Road Community Visioning project was held on March 8, 2025 from 10:00 am to noon in the community room of the Brisbane Library.

The open house was designed to encourage interactive feedback, allowing attendees to engage one-on-one with staff or with other attendees, or in small groups to discuss specific areas of interest. As the first community engagement event in the planning program, the open house materials provided an overview of the project site and planning program timeline, and presented an opportunity to gather initial input on a land use program for the site. Informational boards showcased various land use options for the 70 Old County Road property, including residential, commercial, mixed-use, and community/civic uses (see Appendix B). Some boards included relevant data points to provide context for the specific land use option. Attendees were invited to share their thoughts by writing comments on post-it notes and placing them on the corresponding



boards. There was also a video display showing drone flyovers of the 70 Old County Road site and showing informational slides based on the informational posters.

The open house was publicized through the STAR, City message boards, weekly BLAST email notification, and the City's social media channels. Approximately 50 people attended over the course of the two hours.



## *Consolidated Summary*

This section presents a consolidated summary of the written comments gathered from all of the boards during the event. The particular comments for each topic area can be found in Appendix C of this report.

### **General Community Sentiment and Concerns**

- » **Preserving Brisbane's Scale and Character:** There was a strong and recurring desire to maintain Brisbane's unique "small-town character." A common theme was



the preference for development that is not "massive". Height limitations were frequently mentioned, with limits of two or three stories being suggested.

- » **Traffic and Infrastructure:** Traffic congestion and parking shortages were raised as concerns. There were also considerations about the suitability of the land for development due to issues like liquefaction and sea level rise.
- » **Economic Development and Retail Viability:** There was a desire to stimulate the local economy, support small businesses, and attract more retail options. However, concerns were raised about the current vacancy of businesses and the viability of retail in the area.
- » **Planning Approach:** Comments emphasized the need for comprehensive planning that considers various factors and integrates different land uses. There were suggestions to have a more comprehensive plan that would involve the coordinated development and/or redevelopment of properties nearby.

### **Desired Amenities and Uses**

- » **Retail/Commercial:** Specific retail and commercial establishments were frequently requested, indicating a desire for more shopping and dining options. These include:
  - Trader Joe's
  - A "nice grocery store"
  - Peet's Coffee
  - Pharmacy
  - Credit Union
  - Commercial recreation (gym, indoor sports)
  - Other desired businesses including banks, ATMs, a 1950s style diner, a beer garden, and In-N-Out Burger.
- » **Community Spaces:** A wide range of community uses were suggested, reflecting a desire for more public amenities and gathering places:
  - Theater and performing arts center
  - Arts centers and studios
  - Teen center
  - Community rooms and meeting spaces
  - Community or botanical garden
  - Park/open space



- Other suggestions included a community center for activities like foosball and pinball, workshops, and exercise stations
- » **Housing:**
  - The need for diverse housing options was acknowledged, with discussions around:
    - Affordable housing
    - Senior housing
    - Workforce housing
    - First-time buyer housing
  - There were suggestions for combining housing with other uses, such as retail.
  - Concerns about the scale, density, and impact of housing development were also present, with some advocating for smaller units, shared spaces (co-op style), and innovative solutions like 3-D printed homes.
  - Specific concerns included traffic, safety, and the impact on community character.
- » **Interim Uses:** A number of temporary or interim uses were suggested, which would allow the property to become active and serve a purpose until ready to be redeveloped:
  - City overflow parking lot
  - Diner
  - Beer garden

### **Development Preferences and Opposition:**

The boards included an opportunity for community members to indicate what they did *not* want to see on the property. These comments do not necessarily represent a consensus among attendees:

- » **Undesirable Development Characteristics:** Participants voiced a strong sentiment against development that would mimic the look and feel of El Camino Real or areas of South San Francisco. Residents expressed a desire to maintain Brisbane's "small-town character", particularly as they commented on housing and scale of development.



- » **Specific "No's":** Certain types of development were explicitly opposed by participants:
  - Gas stations
  - Fast food restaurants and drive-throughs
  - "Giant box" retail
  - Asphalt and "ugly" parking lots
  - "Boring chains"
- » **Opposition to Specific Types of Housing:** There was opposition to:
  - "Giant housing complexes"
  - Condos
  - High-rise buildings
- » **Financial Concerns:** Questions about how development will be paid for and the City's role in the process were raised.

**Additional Considerations:**

- » **Interim Uses:** The importance of interim uses for vacant land was mentioned.
- » **Community Input:** Comments highlighted the importance of community engagement and incorporating resident feedback into the planning process.
- » **Environmental Concerns:** There were desires to preserve natural beauty of the site, protect views, and consider environmental factors like sea level rise and liquefaction. Some suggested restoring the site to marshland.
- » **Transportation:** Improving transportation options and addressing parking shortages were key considerations.
- » **Sale of the Property:** A few individuals suggested the City sell the property and not become involved in the development business.

In summary, the comments emphasized the importance of a balanced approach—one that fosters economic growth and provides essential amenities while preserving the town's unique character and meeting residents' needs.



# Appendix A

## Event Flyer

[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

### Open House — Ideas Wanted!



Did you know the City has acquired **70 Old County Road**, the former Bank of America site? We're hosting an open house to hear your ideas on how this property can be used to benefit the community. Options could include housing, stores and restaurants, and other community uses.

**Saturday, March 8**

10:00 AM - 12:00 PM

Brisbane Library Community Room

163 Visitacion Avenue

*Coffee and refreshments will be served, and we'll have a coloring area for the kids.*

Join us at the library for the open house and share your thoughts! This is the first engagement opportunity in the planning process, which will also include a community survey, pop-up workshops at the site, and public meetings.



City of **BRISBANE**  
CALIFORNIA



*Appendix B*

*Presentation Boards*



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

In 2022, the City acquired 70 Old County Road (the former Bank of America site). This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane.



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

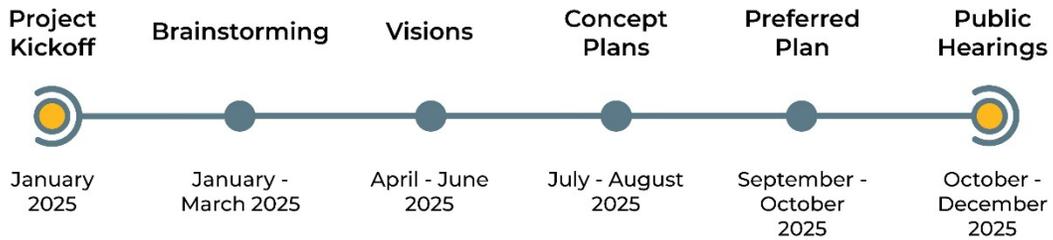
  @cityofbrisbaneca

# 70 Old County Road

How can this property be used to benefit the community? Options could include housing, stores and restaurants, and other community uses.



## Project Time Line / Milestones



Sign up for updates at [brisbaneca.org/portal](http://brisbaneca.org/portal)



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Brisbane Housing

**By the Numbers:**

	<b>Total number housing units in Brisbane (2023):</b>	2,071 units
	<b>Percentage of single family housing units in Brisbane (2023):</b>	69%
	<b>Percentage of multi-family housing units in Brisbane (including mobile homes) (2023):</b>	31%
	<b>Number of deed-restricted affordable housing units in Brisbane:</b>	25 units
	<b>Number of senior (55+) housing units in Brisbane:</b>	14 units



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Brisbane Housing

What kind of housing do we need?



Senior Housing?



First-Time Buyer Housing?



Workforce Housing?



Other?



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Affordable Housing

## By the Numbers:

Minimum number of units needed for an affordable housing development to be operationally and financially feasible:	50-80 units (depending on Low Income Housing Tax Credit / LIHTC financing)
70 Old County Road acreage:	1.27 acres
Typical number stories needed to accommodate 50-80 units on 1.27 acres:	3 -4 stories

## Local and Regional Examples:



1 San Bruno Avenue, Brisbane  
15 units (2 affordable) on 0.34 acres



36-50 San Bruno Ave, Brisbane (unbuilt)  
16 units (2 affordable) on 0.22 acres



Montara Apartments, San Mateo  
68 affordable units on 1.0 acre



Firehouse Square, Belmont  
66 affordable units on 0.72 acres



Serenity Apartments, East Palo Alto  
41 affordable senior units on 0.75 acres



Onizuka Crossing, Sunnyvale  
58 affordable units on 1.27 acres



City of  
**BRISBANE**  
CALIFORNIA



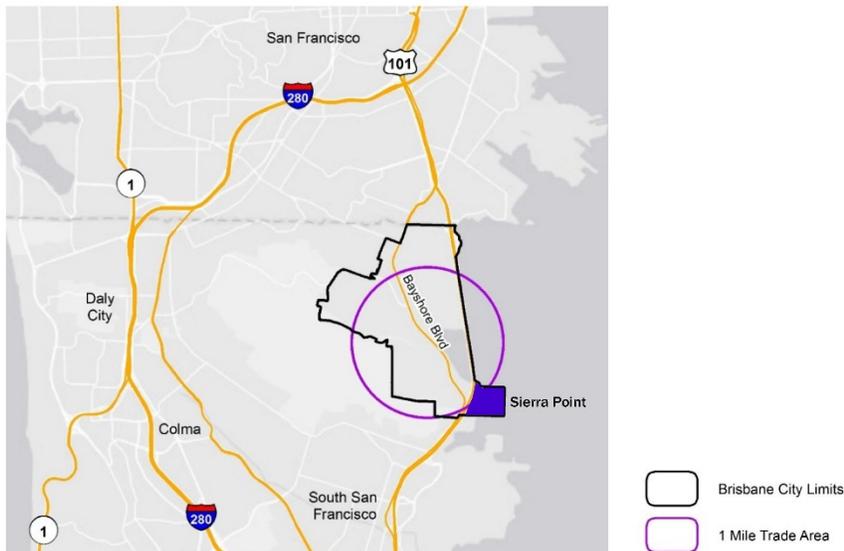
[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Retail & Mixed Use

## By the Numbers:

Minimum population within 1 mile to attract retail and restaurant vendors:	12,000 - 18,000
Population within 1 mile of 70 Old County Road:	5,000 residents 3,000 jobs
Average daily vehicle trips to attract retail and restaurant vendors:	20,000 trips per day
Average daily vehicle trips on Bayshore Boulevard:	approx 20,000 trips per day



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Retail & Mixed Use

## Retail needs:

- ✓ High roadway visibility
- ✓ Good vehicle access
- ✓ Convenient parking

## Local and Regional Examples:



1297 Chess Drive, Foster City  
Small retail strip



Specialty's, Mountain View  
Single-tenant retail



The Hangar, Scotts Valley  
Brewpub + small retail stores



City Center Plaza, Redwood City  
Ground Floor Commercial, Upper Floor  
Affordable Housing



977 Laurel Street, San Carlos  
Ground Floor Commercial, Upper Floor  
Residential



Broderick Place, San Francisco  
Ground Floor Commercial, Upper Floor  
Residential



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Community Uses

What do we need?

Previous ideas we've heard have included:



Gas Station



Pharmacy



Drive-Thru Restaurant



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

What **don't** you  
want to see?



City of  
**BRISBANE**  
CALIFORNIA



## *Appendix C*

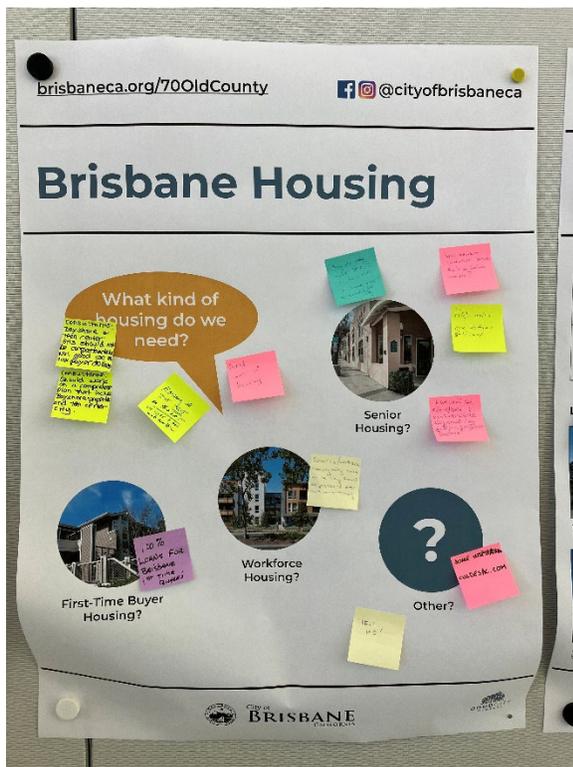
### *Presentation Board Comments*

This appendix lists the individual comments affixed to each board, exactly as written on the post-it notes.

Comments that show an x in parentheses (such as "(x2)") indicate the same comment on more than one post-it note.



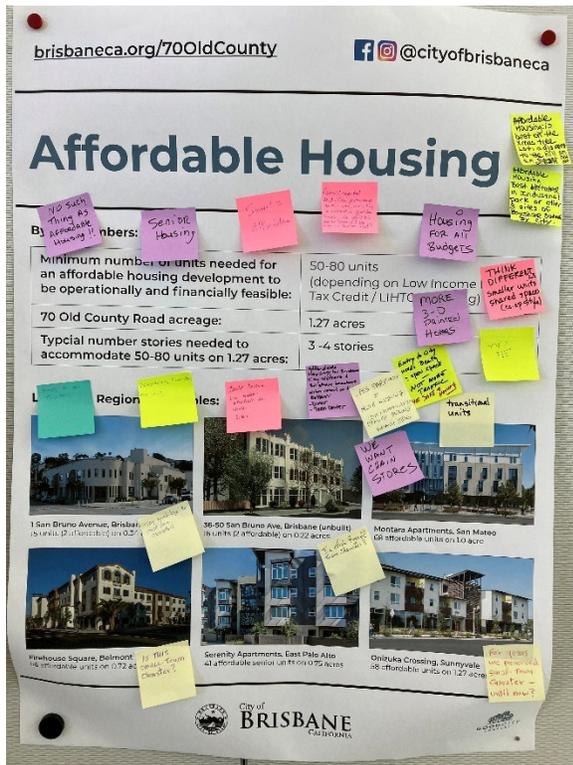
## Housing Board Comments



- *We should consider housing. Would any developer consider?*
- *Bay shore + teen center, site should not be compatible, Not a good use of taxpayer dollars"*
- *Consultants should work on a comprehensive plan that includes Bayshore properties and the teen center, Center City.*
- *Housing Ok but, but not on this lot/not safe too much traffic*
- *Need lots of housing*
- *Families, Work Force Housing, and bringing income to the city should be prioritized on more senior housing*
- *If we can't get a developer to build Parkside, why would they build on busy Bayshore?*
- *100% loans for Brisbane 1<sup>st</sup> time homebuyers*
- *"Some Inspiration Culdesac.Com*
- *High units are better for views*
- *James Wines' style environmental architecture, solar facing UNIQUE*
- *6 story minimum apts super views*
- *Small units*



Affordable Housing Board Comments



- *No Such Thing As Affordable Housing*
- *Housing FOR All Budgets*
- *For years we preserved Small-Town Character - until now?*
- *Say goodbye to small town character*
- *IS THIS SMALL-TOWN CHARACTER?*
- *Affordable Housing: is best on the Xmas tree Lot, adjacent on S.F. Street, not to the hill, not B of A site*
- *Affordable Housing: Best located in the Industrial Park or other 3 sites of Bayshore owned by the city*
- *Senior Housing*
- *Small Affordable*
- *Housing for all budgets*
- *3-D PRINTED Homes*
- *Transitional units*
- *THINK DIFFERENT- Smaller units shared spaces (co-op style)*
- *Entry to City*
- *open space*
- *LESS PARKING = more housing, study possibility to removed parking min req*





- *IN and OUT Burger*
- *Montera Credit Union (x2)*
- *STARBUCKS (x2)*
- *Nice Grocery*
- *Trader Joe's or similar with housing on top*
- *Chase Bank/Starbucks combo*
- *B of A ATM*
- *We can't even occupy the storefronts we have at the mall on Visitacion. Not a great idea*
- *Retail won't work; look at shopping centers and SF. Mixed-use won't work; look at San Bruno. How will this be paid for? The city is not the developer and is not sensitive to the market.*
- *Buy the shopping center and make a beautiful project*
- *All the business at 70 County Road is half empty. Stimulate the economy for Brisbane small business. Trader Joe's is the solution.*
- *Love the example of the hanger in Scotts Valley, add housing on above*
- *Drive-Thru Restaurant*
- *PEETS Coffee*
- *Moller's*
- *Gas Station*
- *Battery Swapping stations*
- *A REAL nice Grocery Store (x3)*
- *Pharmacy (x3)*
- *50's Diner Idea and/or Family Friendly Beer Garden*
- *Medical building*
- *Medical clinic*
- *Food Trucks*
- *Trader Joe's or similar with housing above it (x3)*
- *Montera Credit Union/ trader joes combo*
- *Create jobs*
- *What happens to the Christmas tree lot?*



## Community Uses Board Comments



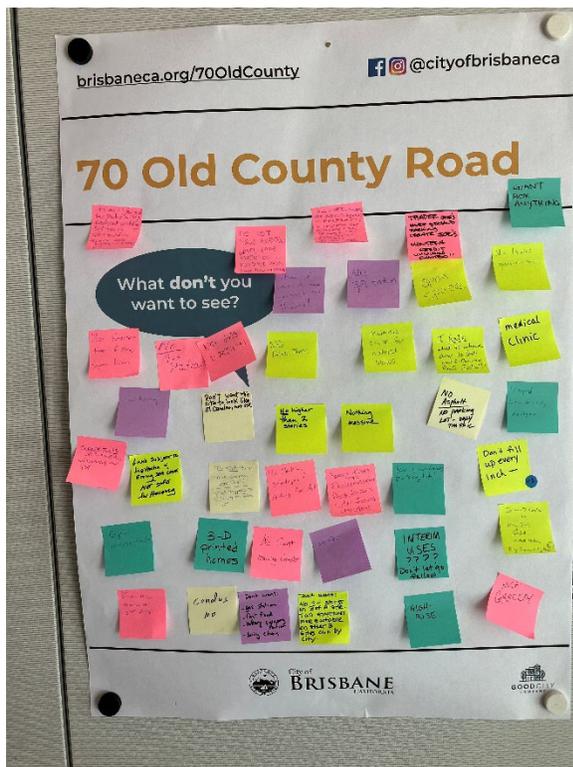
- Theater for Events
- Cultural Arts Center- reuse existing building
- Small stage for performances
- Gallery, artist studios
- Exercise stations, rings, pull up, dip, step up, (small space)
- Gymnasium (x3)
- Gym with indoor track
- Adult Children Programming
- Community Room
- Meeting Room
- Party Room
- Teen Center (x3)
- Multi-use/Gathering Space
- Performing Arts Center-see Mission Blue -performing arts
- Classroom Spaces (x2)
- Senior Recreation/Activity Space for when sunrise room is closed
- Ceramics Studios for all ages
- Community Garden
- Brisbane gym (x2)



- *Workshop rooms*
- *Keep existing building and reuse it*
- *Better walking connection to B of A location*
- *Police dept annex*
- *Indoor sports like pickle ball, basketball, Ping pong, badminton, with outdoor area*
- *Interim Uses?*
- *Community center for foosball, pinball machines, ping pong, bring the community together*
- *Maintain the creek for natural values*
- *No Parking shortages, parking for all*
- *Consider sea level rise, a former swamp*
- *Relocate police station, free up the city hall*
- *Tie into the Parkside plan keep consistent*
- *Park*
- *Natural Beauty*
- *Sell for private development use a revenue for city purposes*
- *Open Space*
- *Open Space with trees*
- *Outdoor Open Space*
- *Archway over Old County "Welcome to BRISBANE - CITY OF STARS"*
- *Kinetic Workspace, game room, physical, activity space, games like pool, ski ball, chess*
- *Consider the View Shed of the Bay & Lagoon from Brisbane*
- *BACA Station RINGE PULL UP DIP STEP LIP SMALL SPACE*
- *Supplement Park & Ride Parking at least in the meantime*
- *Restore to marshland*
- *Botanical garden*
- *Weekend plant store*
- *Community gateway, use for the entire community*
- *Free multiuse space for the community; indoor archery, badminton, pickleball, etc.*
- *Brisbane star installation, community art*
- *Art area, ceramics, surfboard shaping*
- *Consider the view shed of the bay & lagoon*
- *Do not move THE Community center*
- *Currently we should use for overflow parking for park and village*
- *Best Use- Restore Native Marsh lands for park, people and birds*
- *Beauty/ Open Space*
- *Maintain values*



## “What Don’t You Want to See” Board Comments



- *Don't want this site to look like El Camino, nor South San Francisco (x2)*
- *I hate what they have done to SSF and El Camino Real*
- *Don't fill up every inch (x2)*
- *No 3+ Stories on B of A site. Tall structures more suitable on other sites owned by city.*
- *No Gas Station (x5)*
- *Traffic*
- *Nothing Massive*
- *No higher than 2 Stories*
- *No Drive through*
- *Office buildings*
- *No Fast Food*
- *No Asphalt*
- *No Parking Lot – Ugly*
- *No Boring Chain*
- *No Giant Box Anything*
- *No wasted opportunities*
- *No “Family Size” units*
- *Stupid low-density designs*



- *Hi Rise (x2)*
- *No Giant housing complex*
- *No Condos (x2)*
- *Don't let go fallow*
- *No gun or smoke shops*
- *Land subject to liquefaction, not safe for housing*
- *Sea Level*
- *Tall structures are more suitable on the other 3 sites owned by the City*
- *Open Space*
- **GIANT BOX ANYTHING**
- *High-Rise P's*
- *Big housing complexes*



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

[f](#) [@cityofbrisbaneca](#)

## 70 Old County Road

In 2022, the City acquired 70 Old County Road (the former Bank of America site). This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane.



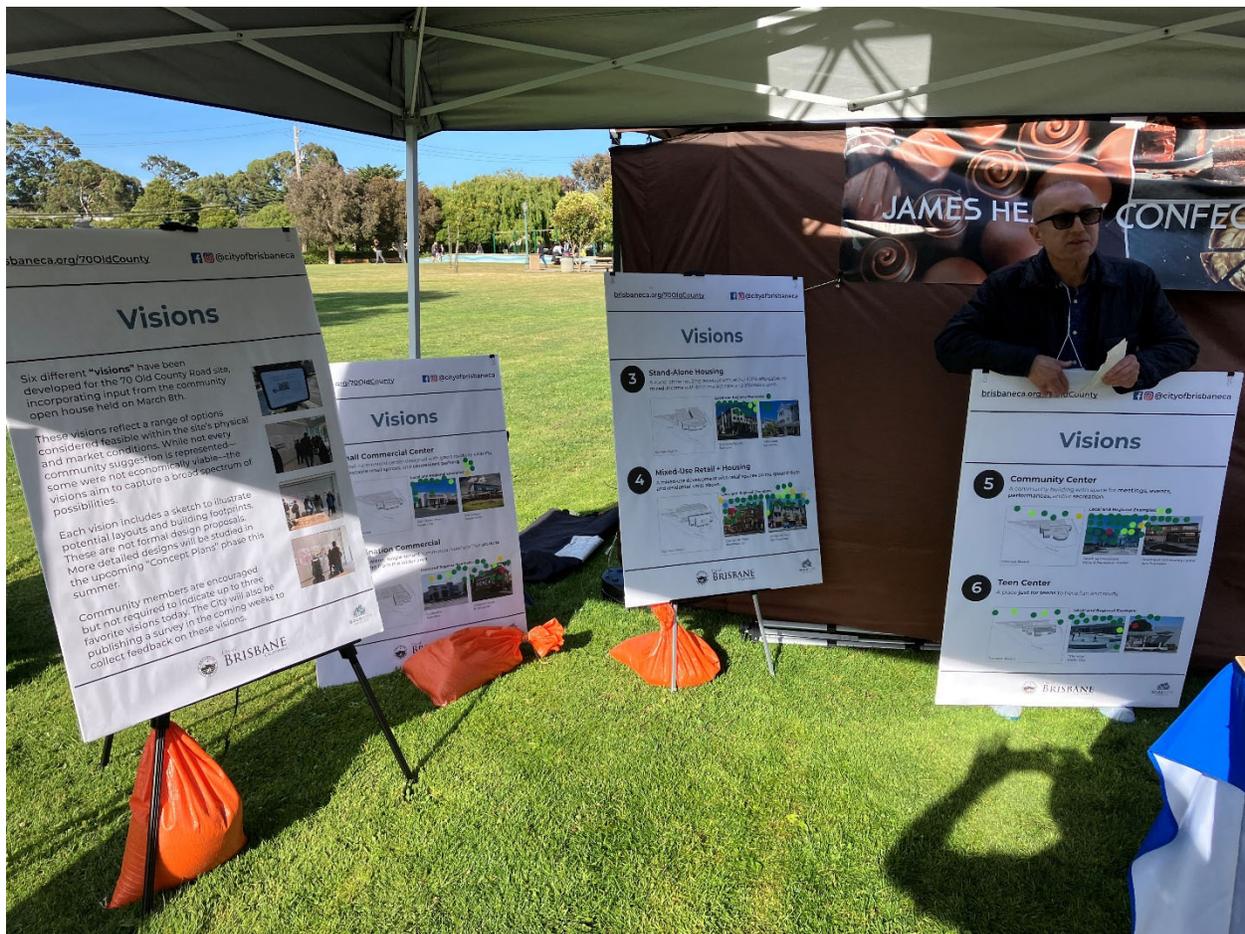
## 70 Old County Road Planning Program Farmer's Market Pop-Up – May 15, 2025 Event Summary

The Farmers' Market Pop-Up for the 70 Old County Road Community Visioning project was held on May 15, 2025, from 3:00 pm to 6:00 pm in a booth at the Farmers' Market in the Community Park in Brisbane.

The Pop-Up was designed to encourage interactive feedback, allowing attendees to engage one-on-one with staff and consultants. As the most recent community engagement event in the planning program, the pop-up displays provided an overview



of the project site and community input to date, as well as an opportunity to gather further input to refine the land use program options for the site. Informational boards showcased six different “visions” of land use options for the 70 Old County Road property, including stand-alone housing, destination commercial, small commercial center, mixed-use, and both community and teen centers. The visions had been developed to reflect input from the community open house held on March 8, 2025. The visions were intended to reflect a range of options considered feasible within the site’s physical and market conditions.



Attendees were invited to share their preferences by placing dots on their three favorite land use visions, which were illustrated by reference photos of similar built development types and a basic conceptual line drawing. Also, conversations were encouraged to collect further anecdotal information from participants.

The event was publicized through the STAR, City message boards, weekly BLAST email notifications, the City’s project e-notification subscription list, and the City’s social media channels. Approximately 41 people interacted with staff over the course of the three



hours to share their opinions. Most visitors voted for their top three visions by placing stickers on the boards.

A “Vision Concepts” survey presenting the same material and featuring the same images as presented on the presentation boards was launched on the same day as the pop-up. Those who were not able to participate in the pop-up dot exercise were encouraged to provide input through the survey at their convenience.



Presentation Boards

[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

In 2022, the City acquired 70 Old County Road (the former Bank of America site). This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane.



[brisbaneca.org/70OldCounty](https://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

How can this property be used to benefit the community? Options could include housing, stores and restaurants, and other community uses.



## Project Time Line / Milestones



Sign up for updates at [brisbaneca.org/portal](https://brisbaneca.org/portal)



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Visions

Six different “**visions**” have been developed for the 70 Old County Road site, incorporating input from the community open house held on March 8th.

These visions reflect a range of options considered feasible within the site’s physical and market conditions. While not every community suggestion is represented—some were not economically viable—the visions aim to capture a broad spectrum of possibilities.

Each vision includes a sketch to illustrate potential layouts and building footprints. These are not formal design proposals. More detailed designs will be studied in the upcoming “Concept Plans” phase this summer.

Community members are encouraged but not required to indicate up to three favorite visions today. The City will also be publishing a survey in the coming weeks to collect feedback on these visions.



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Visions

1

## Small Commercial Center

A small commercial center designed with good roadway visibility, marketable retail spaces, and convenient parking.



Concept Sketch

Local and Regional Examples:



1297 Chess Drive  
Foster City

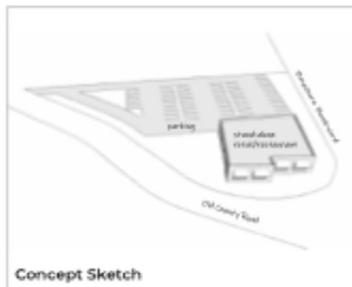


The Hangar  
Scotts Valley

2

## Destination Commercial

A stand-alone, single-tenant commercial business that attracts customers from the wider area.



Concept Sketch

Local and Regional Examples:



Starbucks  
Palo Alto



Maverick Jack's  
Burlingame



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/700OldCounty](http://brisbaneca.org/700OldCounty)

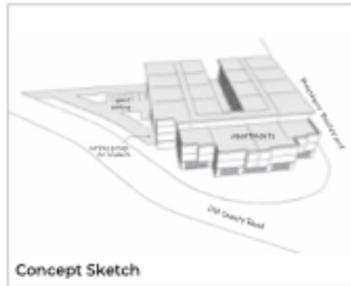
  @cityofbrisbaneca

# Visions

**3**

## Stand-Alone Housing

A stand-alone housing development, either 100% affordable, or mixed-income with both market-rate and affordable units.



Concept Sketch

Local and Regional Examples:



Firehouse Square  
Belmont

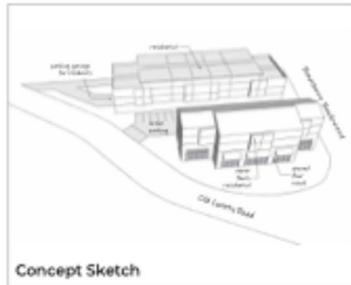


Arbor Rose  
San Mateo

**4**

## Mixed-Use Retail + Housing

A mixed-use development with retail spaces on the ground floor and residential units above.



Concept Sketch

Local and Regional Examples:



City Center Plaza  
Redwood City



Broderick Place  
San Francisco



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

---

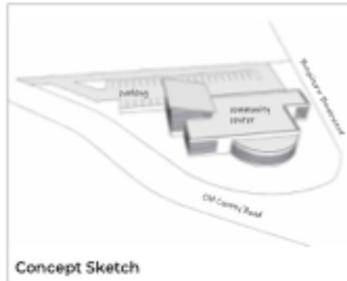
# Visions

---

**5**

## Community Center

A community building with space for **meetings, events, performances, and/or recreation.**



Local and Regional Examples:



South San Francisco  
Parks & Recreation Center

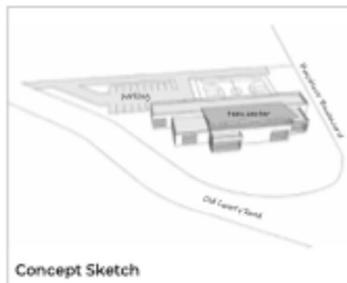


Southeast Community Center  
San Francisco

**6**

## Teen Center

A place **just for teens** to have fun and study.



Local and Regional Example:



"The Vibe"  
Foster City



City of  
**BRISBANE**  
CALIFORNIA



## Summary

This section presents a summary of the input gathered from the boards during the event.

### Farmers’ Market Dot Counts – May 15, 2025

#### Number of participants: At least 41

Participants represented a range of ages and backgrounds. Although demographics were not formally tracked in the pop-up, conversations with participants indicated:

- A large number of Brisbane residents, most of which were very familiar with the site
- Some employees of Brisbane businesses
- Some individuals who did not identify as being either residents or employees
- A range of ages, including seniors, teenagers, and children with their parents

Attendees were invited to share their preferences by placing dots on their three favorite land use visions. Dot counts are listed below:

Vision	Dot Count
1. Small Commercial Center	18
2. Destination Commercial	19
3. Stand-Alone Housing	15
4. Mixed-Use Retail + Housing	41
5. Community Center	44
6. Teen Center	23

In summary, the visions with the most support were the Community Center vision and the Mixed-Use Retail + Housing vision. Both visions received similar levels of support.

Because of wind conditions during the pop-up, participants were not able to provide written comments on post-it notes as they were able to at the March open house. However, the project team met subsequently to share comments they heard from participants.



### Conversations Highlighted at the event

- » **Great Place for Housing:** There was a strong and recurring commentary that many participants thought 70 Old County Road would be a good housing site.
- » **Terrible Place for Housing:** Conversely, some individuals thought the property would *not* be a good housing site, due to proximity to Bayshore Boulevard and traffic. At least two individuals expressed a strong desire to avoid any new housing on the site.
- » **Positive feedback on Mixed Use with Housing:** A majority of participants gave general positive feedback on housing as a part of a mixed-use development. There appeared to be more support for housing as part of a mixed-use development rather than a stand-alone residential project..
- » **Mixed-Use with Community Center:** Several people commented that they would like to see a consideration for a mixed-use development that includes a community center below housing.
- » **Retail/Commercial:** Specific retail and commercial establishments were frequently requested, indicating a desire for more brand-name shopping and dining options. These included:
  - Trader Joe's
  - Peet's Coffee or Starbucks Coffee
  - In-N-Out Burger
- » **“All of the Above”:** A few individuals said that they liked all of the uses shown, and wanted to vote “all of the above.” This may explain some of the interest and support for the mixed use vision.
- » **Feasibility:** A few individuals commented that they were not convinced that a community center or teen center was possible, given funding concerns. Some asked how many teens were in Brisbane, and whether the number was sufficient to support a teen center.



*Appendix A*

*Photos of Vision Boards with Dots*

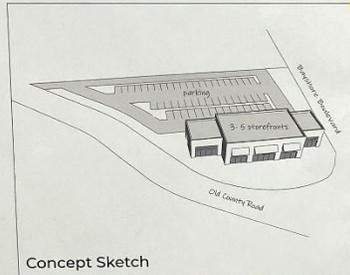


# Visions

1

## Small Commercial Center

A small commercial center designed with good roadway visibility, marketable retail spaces, and convenient parking.



Local and Regional Examples:



1297 Chess Drive  
Foster City

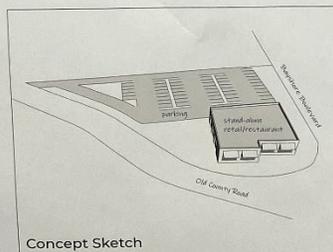


The Hangar  
Scotts Valley

2

## Destination Commercial

A stand-alone, single-tenant commercial business that attracts customers from the wider area.



Local and Regional Examples:



Starbucks  
Palo Alto



Maverick Jack's  
Burlingame



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

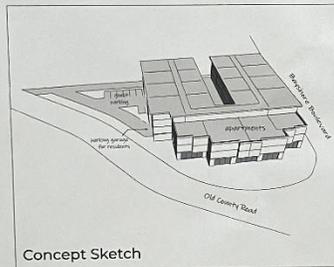
  @cityofbrisbaneca

# Visions

3

## Stand-Alone Housing

A stand-alone housing development, either 100% affordable, or mixed-income with both market-rate and affordable units.



Local and Regional Examples:



Firehouse Square  
Belmont

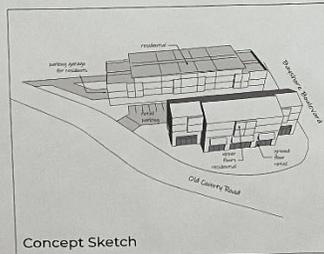


Arbor Rose  
San Mateo

4

## Mixed-Use Retail + Housing

A mixed-use development with retail spaces on the ground floor and residential units above.



Local and Regional Examples:



City Center Plaza  
Redwood City



Broderick Place  
San Francisco



City of  
**BRISBANE**  
CALIFORNIA



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

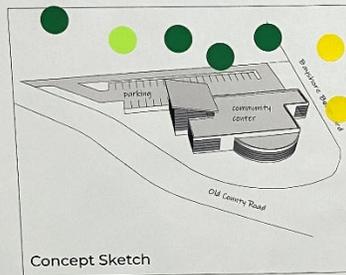
  @cityofbrisbaneca

# Visions

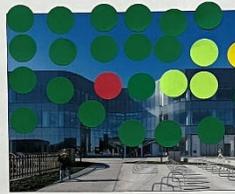
5

## Community Center

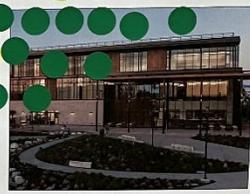
A community building with space for meetings, events, performances, and/or recreation.



Local and Regional Examples:



South San Francisco  
Parks & Recreation Center

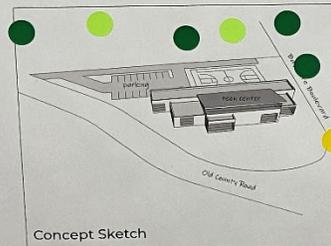


Southeast Community Center  
San Francisco

6

## Teen Center

A place just for teens to have fun and study.



Local and Regional Example:

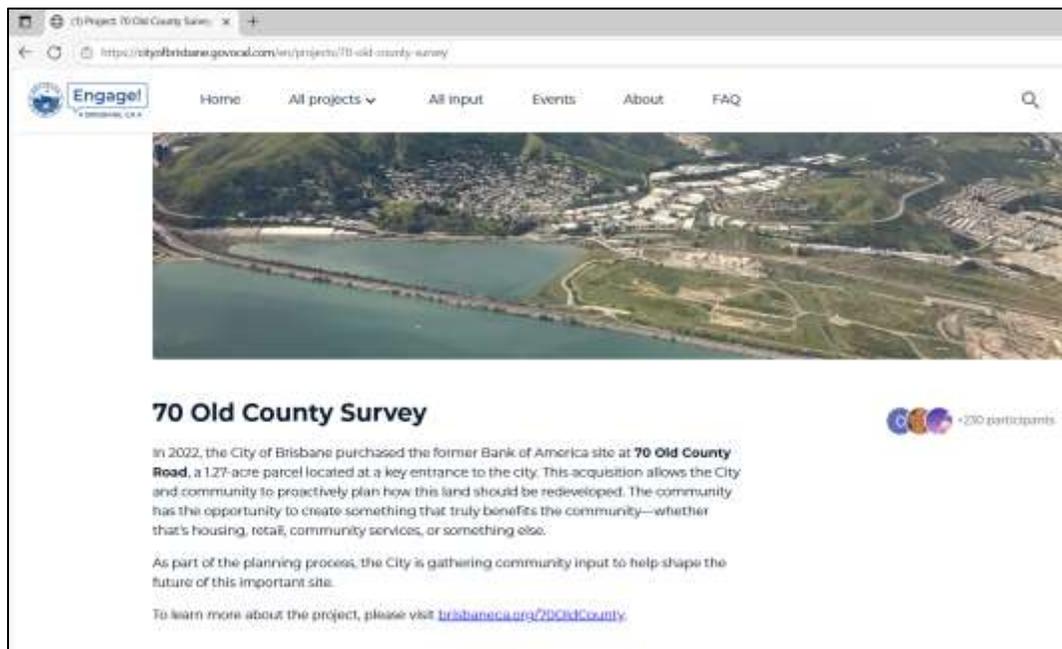


"The Vibe"  
Foster City



City of  
**BRISBANE**  
CALIFORNIA





## 70 Old County Road Planning Program Community Survey Summary

A survey was conducted from May 14 – June 30, 2025 to obtain feedback from the community on potential uses of the 70 Old County Road property.

The survey was publicized through the STAR, City message boards, weekly BLAST email notifications, the City’s project e-notification subscription list, and the City’s social media channels. The survey was offered in both online and hard copy formats. 233 responses were received.

The survey provided an overview of the project site along with six distinct land use “visions” for the property. These included stand-alone housing, destination commercial, a small commercial center, mixed-use development, and both community and teen centers. The concepts were shaped by input from the March 8, 2025 community open house and were designed to represent a range of options considered feasible based on the site’s physical characteristics and market potential. Survey participants were asked to rank their top three preferences among the six visions and were invited to explain their choices and identify key considerations for each.



## *Survey Responses*

Survey Question: From the six vision concepts shown below, **please select your top three favorite ideas** for how this site could be redeveloped. You may rank them 1st, 2nd, and 3rd.

## *Rankings*

Based on the numbers of first choice votes, the vision concept with the strongest support was the **Mixed Use Retail + Housing vision**, followed by the **Small Commercial Center vision** and the **Community Center vision**.

<b>Vision</b>	<b>Number of First Choice Votes</b>
Mixed-Use Retail + Housing	<b>73</b>
Small Commercial Center	<b>61</b>
Community Center	<b>43</b>
Destination Commercial	<b>30</b>
Teen Center	<b>14</b>
Stand-Alone Housing	<b>12</b>

The visions as shown in the survey are shown below, together with the numbers of 1st, 2nd, and 3rd choices for each.



Vision Concept #1: Small Commercial Center

1

## Small Commercial Center

A small commercial center designed with good roadway visibility, marketable retail spaces, and convenient parking.



Concept Sketch

**Local and Regional Examples:**



1297 Chess Drive  
Foster City



The Hangar  
Scotts Valley

#1	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 15%; height: 10px; background-color: #0056b3;"></div></div>	61 choices
#2	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 20%; height: 10px; background-color: #0056b3;"></div></div>	60 choices
#3	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 25%; height: 10px; background-color: #0056b3;"></div></div>	54 choices

This means 61 people chose this as their **first choice**

Vision Concept #2: Destination Commercial

2

## Destination Commercial

A stand-alone, single-tenant commercial business that attracts customers from the wider area.



Concept Sketch

**Local and Regional Examples:**



Starbucks  
Palo Alto



Maverick Jack's  
Burlingame

#1	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 10%; height: 10px; background-color: #0056b3;"></div></div>	30 choices
#2	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 20%; height: 10px; background-color: #0056b3;"></div></div>	42 choices
#3	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="width: 25%; height: 10px; background-color: #0056b3;"></div></div>	47 choices

Good City Company | [www.goodcityco.com](http://www.goodcityco.com)

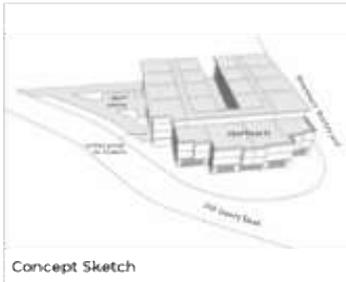
3

Vision Concept #3: Stand-Alone Housing

3

## Stand-Alone Housing

A stand-alone housing development, either 100% affordable, or mixed-income with both market-rate and affordable units.



Concept Sketch

**Local and Regional Examples:**



Firehouse Square  
Belmont



Arbor Rose  
San Mateo



Vision Concept #4: Mixed-Use Retail + Housing

4

## Mixed-Use Retail + Housing

A mixed-use development with retail spaces on the ground floor and residential units above.



Concept Sketch

**Local and Regional Examples:**



City Center Plaza  
Redwood City



Broderick Place  
San Francisco

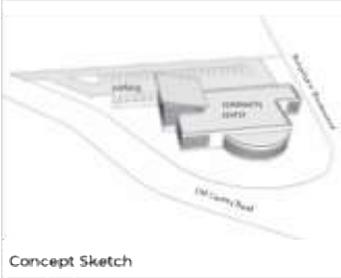


Vision Concept #5: Community Center

5

## Community Center

A community building with space for **meetings, events, performances, and/or recreation.**



Concept Sketch

**Local and Regional Examples:**



South San Francisco  
Parks & Recreation Center



Southeast Community Center  
San Francisco

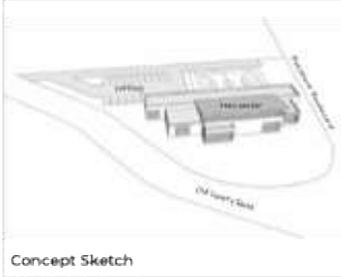


Vision Concept #6: Teen Center

6

## Teen Center

A place **just for teens** to have fun and study.



Concept Sketch

**Local and Regional Example:**



"The Vibe"  
Foster City





## *“Tell Us More” Responses*

As an optional question, respondents were invited to tell why they made their choices and what would be important considerations for each choice.

Many respondents expressed a strong desire for new commercial amenities, especially a small grocery store (such as Trader Joe’s), a pharmacy, health food options, a bakery, and diverse restaurants (e.g., Thai, Sweetgreen). There was also interest in revitalizing the neighboring shopping center and attracting new businesses to improve the area’s vibrancy.

A significant number of comments highlighted the need for a modern community center or recreation hub, noting that current facilities are outdated, lack ADA compliance, and do not meet the needs of all age groups. Respondents emphasized the value of having a central space for classes, programs, and social gatherings, particularly for teens and families who currently travel outside Brisbane for activities. There was also mention of the previous teen center becoming neglected and a suggestion to consider a community garden instead.

Opinions on housing were mixed. Some respondents opposed new housing at this site due to concerns about traffic, aesthetics, and proximity to major roadways, while others supported mixed-use development that includes both housing and community space. Some also noted the importance of ensuring any new development provides financial benefits to the city rather than being a financial drain.

Overall, the most common themes were the desire for new commercial amenities (especially food-related), a modern and inclusive community center, and careful consideration of housing and financial impacts.

*All responses are provided in Appendix B.*

## *“Other Ideas to Share” Responses*

As an optional question, respondents were invited to describe other options that might not have been shown in the six visions that were presented.

Many respondents emphasized the need for community-oriented spaces, with several suggesting an exercise facility, or intergenerational gathering place that supports both social and physical activities. There was also notable interest in creating more green, interactive outdoor spaces—particularly those usable by children and for community gardens.



Some respondents expressed concerns about adding housing to the area, citing potential issues with increased traffic and parking difficulties, and preferred retail or restaurant options to bring vibrancy without permanent population growth. However, there was also support for a combination of community center and housing, rather than retail-focused development.

A few responses highlighted the desire for practical amenities such as a grocery store, gas/charging station, and bike rental/fix stations with local history exhibits. There was also mention of mixed-use spaces that combine parks with places to eat and shop.

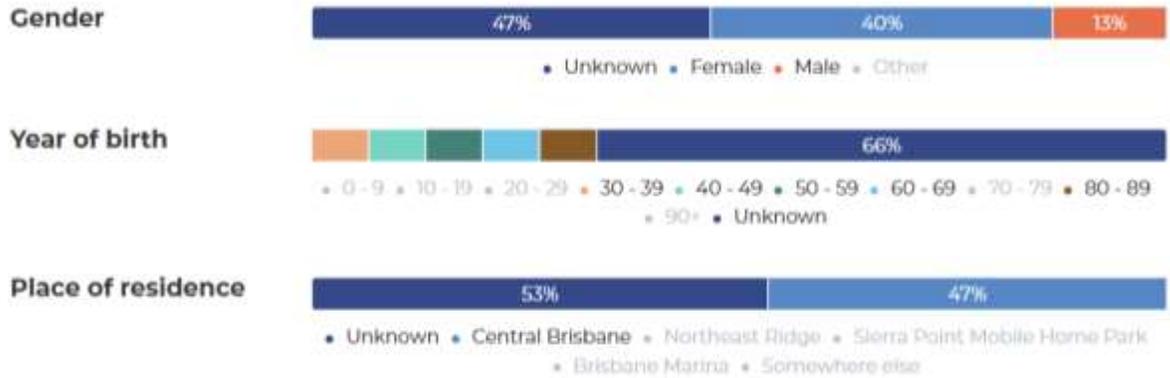
Overall, the most common themes were a strong preference for community gathering spaces (especially those that are intergenerational and support health/wellness), more green and interactive outdoor areas, and some concern about the impact of additional housing on traffic and parking.

*All responses are provided in Appendix C.*



## Demographics

233 people responded to the survey. Gender, age, and place of residence responses are indicated below:



*Appendix A*

*Survey Document*





## 70 Old County Survey - Building on the March 8 Open House

### Instructions

- Write as **clearly** as you can— these forms might be scanned
- Write your answers in the same language as this form

## 70 Old County Road Survey

In 2022, the City of Brisbane purchased the former Bank of America site at 70 Old County Road, a 1.27-acre parcel located at a key entrance to the city. This acquisition allows the City and community to proactively plan how this land should be redeveloped. The community has the opportunity to create something that truly benefits the community—whether that's housing, retail, community services, or something else.

As part of the planning process, the City is gathering community input to help shape the future of this important site.

To learn more about the project, please visit [brisbaneca.org/70OldCounty](https://brisbaneca.org/70OldCounty)



A community open house was held this past March to gather input from the community on potential uses for the 70 Old County Road property. Broad themes that emerged from the input included:

- **Preserving Brisbane's Scale and Character:** There was a strong and recurring desire to maintain Brisbane's unique "small-town character." A common theme was the preference for development that is not "massive". Height limitations were frequently mentioned, with limits of two or three stories being suggested.
- **Traffic and Infrastructure:** Traffic congestion and parking shortages were raised as concerns. There were also considerations about the suitability of the land for development due to issues like liquefaction and sea level rise.
- **Economic Development and Retail Viability:** There was a desire to stimulate the local economy, support small businesses, and attract more retail options. However, concerns were raised about the current vacancy of businesses and the viability of retail in the area.
- **Planning Approach:** Comments emphasized the need for comprehensive planning that considers various factors and integrates different land uses. There were suggestions to have a more comprehensive plan that would involve the coordinated development and/or redevelopment of properties nearby.

Community members had a wide range of suggestions for potential uses of the property:

- **Retail/Commercial:** Specific retail and commercial establishments were frequently requested, indicating a desire for more shopping and dining options. These included a grocery store such as Trader Joe's, a pharmacy, commercial recreation such as a gym or indoor sports, or a restaurant.
- **Community Spaces:** A wide range of community uses were suggested, reflecting a desire for more public amenities and gathering places. These included a theater or performing arts center, teen center, community rooms and meeting spaces, and park/open space.
- **Housing:** Suggestions for diverse housing options were provided, with discussions around affordable housing, senior housing, workforce housing, and homes for first-time buyers. There were suggestions for combining housing with other uses, such as retail or community uses.

Based on the community input, six different “visions” have been developed for the 70 Old County Road site. These visions reflect a range of options considered feasible within the site’s physical and market conditions. While not every community suggestion is represented — some were not economically viable — the visions aim to capture a broad spectrum of possibilities.

Each vision includes a sketch to illustrate potential layouts and building footprints. These are not formal design proposals, however. More detailed designs will be presented in the upcoming “Concept Plans” phase.

**Survey Question**

From the six vision concepts shown below, **please select your top three favorite ideas** for how this site could be redeveloped. You may rank them 1st, 2nd, and 3rd.

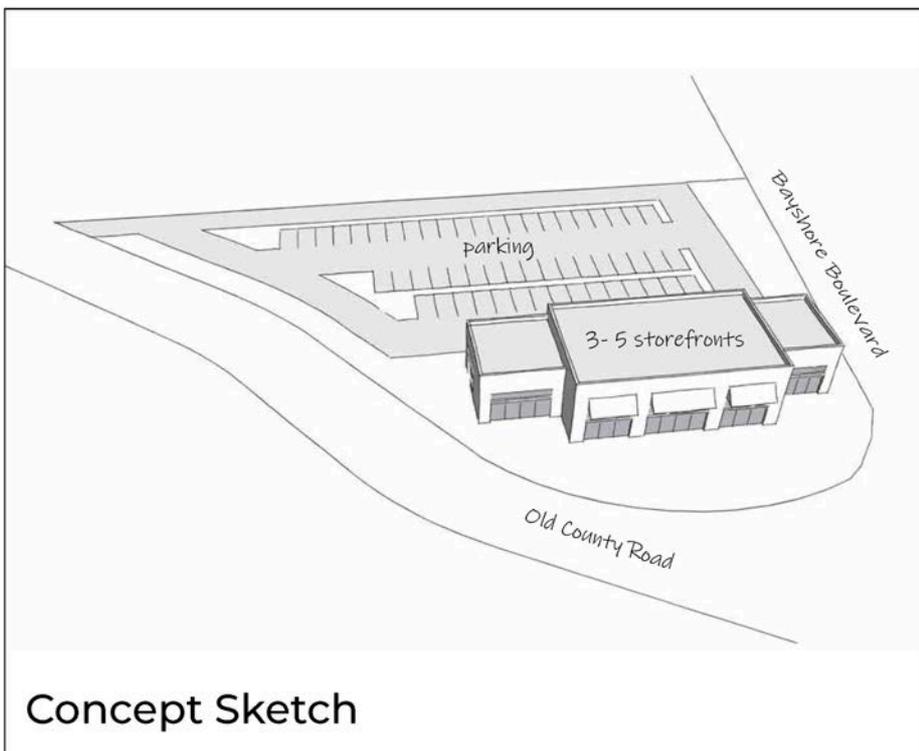
1. **Small Commercial Center** - A compact commercial hub with strong roadway visibility, marketable retail spaces, and convenient parking. *Regional Examples:*



*Chess Drive Commercial Center (Foster City)*



The Hangar (Scotts Valley)



Concept Sketch

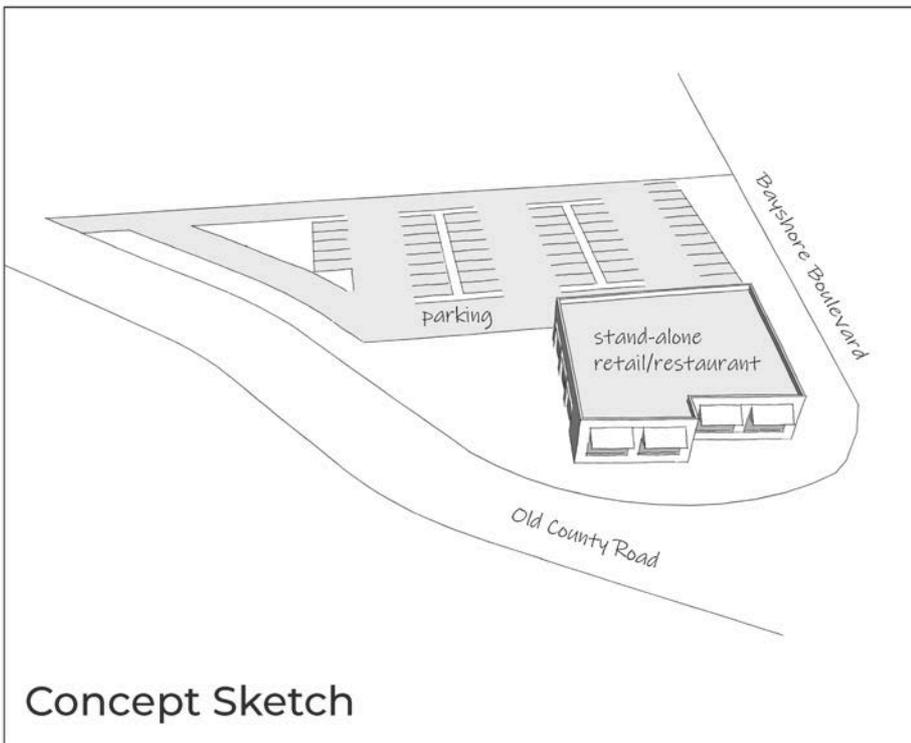
- **Destination Commercial** - A stand-alone, single-tenant business that draws customers from beyond Brisbane. *Regional Examples:*



*Starbucks (Palo Alto)*



*Maverick Jack's (Burlingame)*



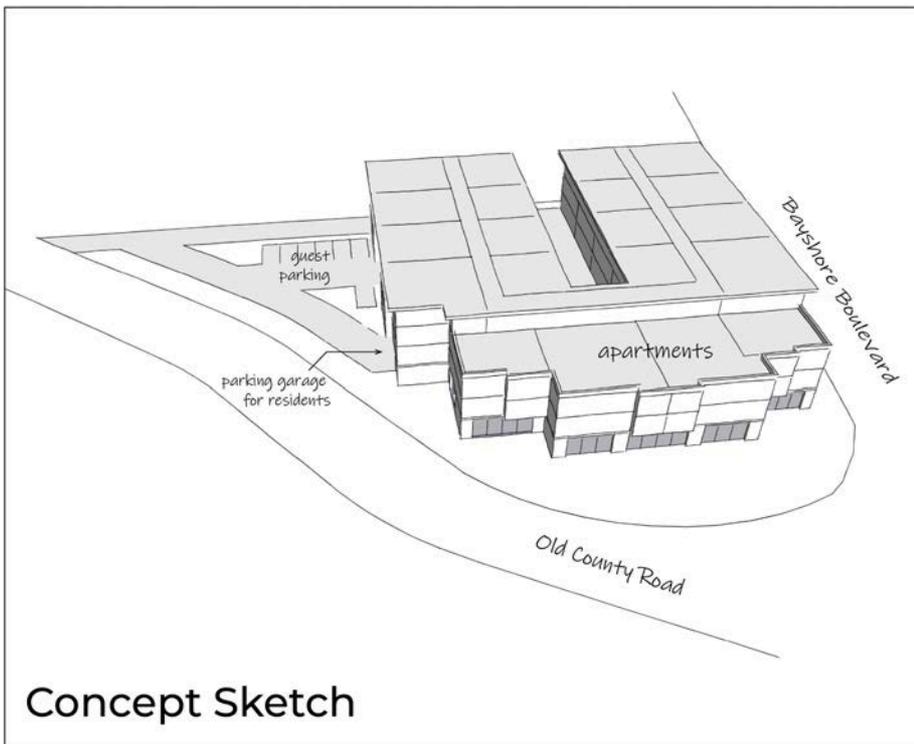
- **Stand-Alone Housing** - A residential development that is either 100% affordable or a mix of market-rate and affordable housing. *Regional Examples:*



*Firehouse Square Apartments (Belmont)*



*Arbor Rose Townhomes (San Mateo)*



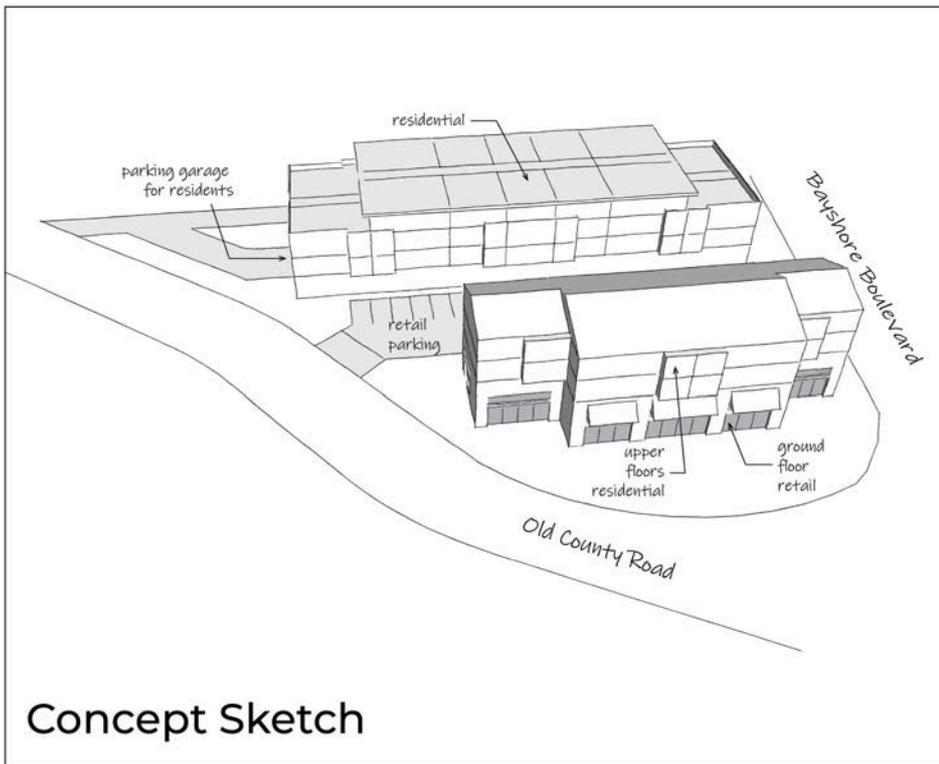
- **Mixed-Use Retail + Housing** - A development with ground-floor retail and residential units above. *Regional Examples:*



*City Center Plaza (Redwood City)*



*Broderick Place (San Francisco)*



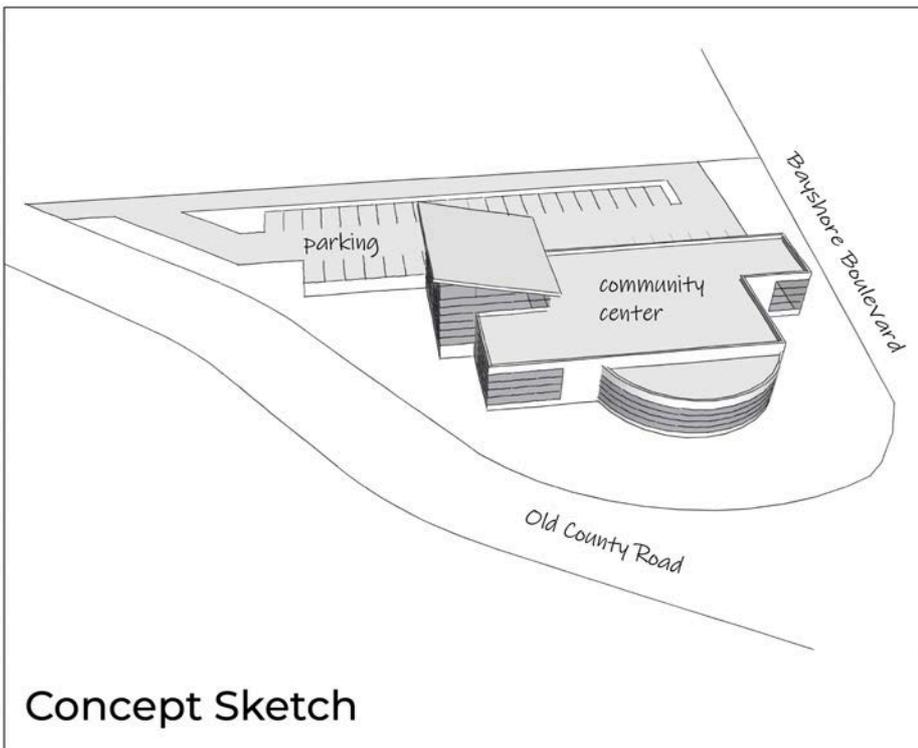
- **Community Center** - A public facility for meetings, events, and recreation, accessible to all residents. *Regional Examples:*



South San Francisco Parks & Rec Center



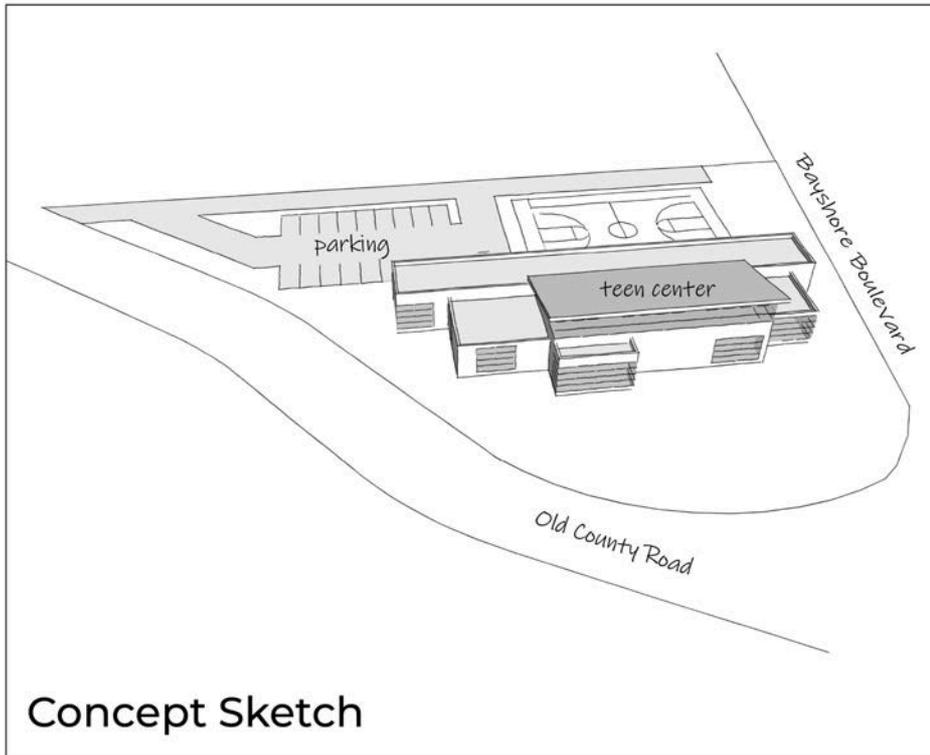
Southeast Community Center (San Francisco)



- **Teen Center** - A dedicated place where teens can relax, study, and participate in youth-focused programs. *"The Vibe"* (Foster City)



"The Vibe" (Foster City)



**Concept Sketch**

**1. Please rank your top 3.**

Please rank your top three choices below (1 = Most Preferred, 2 = Second, 3 = Third  
*Please write a number from 1 (most preferred) and 6 (least preferred) in each box.  
Use each number exactly once.*

- Small Commercial Center
- Destination Commercial
- Stand-Alone Housing
- Mixed-Use Retail + Housing
- Community Center
- Teen Center

## Appendix B

### “Tell Us More” Responses

As an optional question, respondents were invited to tell why they made their choices and what would be important considerations for each choice.

**Question text:** *If you'd like, please tell us why you made your choices and what would be important considerations for each choice.*

#### All responses (unedited) (101)

Need pharmacy
Small Commercial - would love a Sweetgreen, a bakery, a Thai restaurant. Would prefer building to be two stories or less.
A small grocery store (eg Trader Joe's) or some other retail/restaurant establishment would bring some welcomed business to that end of town without taking away from our beloved 'small town' vibe.
Income source for the city plus additional housing. Some options are just a pure financial draw on the city, that's bad
The current "community center" is outdated and lacking ADA requirements. The community has expressed more interest for classes and programs-- this would be a perfect space to host more gatherings and social settings for those of all ages.
While more housing is generally a good thing, I believe that a site next to a major roadway with significant truck traffic is not the right place for housing, especially considering that the Baylands (hopefully) will be developed into hosting a lot of new housing. All other choices (teen/community center or commercial space) have similar ranking with no one standing out as a clear winner
Brisbane is great to live in, however during the rainy months there is little to do. We rely on our good weather, but that isn't what we always have. Teens have very little to do here, which is a big problem for them. Community Center would allow ALL of the population to be involved though.
housing would be an eyesore and cause traffic issues. not a great spot for living.
Recreation programs are vital to the Brisbane community and there is currently no central community hub in Brisbane.
We tried the teen center before, and it is now a dilapidated building eyesore with weeds growing all over. Maybe we could make that area another community garden.
Brisbane families drive our kids all over for activities that could be held in a dedicated space that others could also use. So many BES, Lipman and High School families supplement their kids' education, musical, artistic, athletic talents and well-



<p>being. I think there is real potential for a community center or similar facility to be a dedicated space to help families stay local and buy dinner in the plaza afterwards. We would save so much time and travel if we could just stay in Brisbane. A concerted effort needs to be made to refurbish the dingy brown plaza, get new businesses there (like that boarded up Martial Arts place) and make the vegetation more inviting. Thinking more holistically about 70 Old County would help the board. Thank you!</p>
<p>Mixed used housing and community center would be my first choice.</p>
<p>I'm not sure there are commercial operations that want to use the space-- since there is the commercial space next door it seems redundant. Of all of these options, the community center adds something new to our city. A combination of community center and housing would be ideal-- adding new housing stock is always needed.</p>
<p>health food grocery or similar, farmers market with more options</p>
<p>We have a significant need for space for our older children in our community. As a small isolated town we need additional resources for those who can not easily leave Brisbane during the day. This includes primarily children and young teens, but additionally adults. We need a space similar to what Mission Blue provides but within walking distance to the schools and majority of houses in our community.</p>
<p>Now is the perfect time for our town to invest in more community spaces. Creating places where we can all connect safely - family, teens, singles, older folks too - will bring us closer together. (And we really need unity right now with the way the world is going!) Not only will this support local businesses and help our economy grow, but it'll give everyone, regardless of background, a space to feel welcome. These spaces could host events and opportunities that celebrate our community and bring people together make our town a healthier place to live. Let's take this opportunity to create a space where everyone can thrive and feel a sense of belonging.</p>
<p>I wish this survey could provide info about the relative revenue the city might gain from each option.</p>
<p>Provide green areas with trees. Prioritize walking, biking, people over vehicles.</p>
<p>An in-house audience is always useful to help retail. Not convinced there is a single retail merchant/restaurant that will draw enough people.</p>
<p>We need housing! Mixed use would be best because it will spur business which would benefit the whole city. Even just stand-alone housing would spur business at the Brisbane Village Shopping Center nearby. And this isn't even that much housing so it will still preserve Brisbane's small town feel. We already have plenty of space in Brisbane for teens and community gathering (the skate park, basketball courts, Library, Community Center on Visitacion, Mission Blue Center, the Community Park). We don't need more of that. The purely commercial options waste so much space on surface parking and would likely just lead to the same fate as the Bank of America: an eventually vacant storefront. Please, build housing. As much as the NIMBY's might</p>



<p>protest, it is what is best for Brisbane's future and would actually benefit everyone in our city.</p>
<p>given the central location of the property, the most optimal use would be mixed use residential and commercial. it likely generates the most tax revenue per acre and requires little maintenance compared to other options.</p>
<p>Whatever it is, just don't make it look like a strip mall.</p>
<p>I actually don't care what goes there, but your survey is forcing me to rank the concepts above. Please consider not making answers mandatory if you really want to engage the community. I just want the city to recover the money that's been spent on this property. With the exception of standalone housing (assuming the community supports the density required, which I doubt), none of those concepts seems likely feasible. How does the city get back the money spent on this purchase with a Community or Teen Center? Where is the data for these concepts? Where are the numbers that show any of the retail/restraurant options would attract greater numbers of people than other cities? While we meet the 20,000 daily trips, other cities have a lot more, so there's no financial incentive for a retail/restraurant to locate in Brisbane. A similar study was already done for the Parkside Precise Plan with a much more detailed economic analysis of this area and clearly showed why retail/restraurants were likely not feasible here. Mixed use was also deemed not likely because Brisbane is against the density required to make it work. 1 San Bruno is great example of failed mixed use - no retail. The Parkside Precise Plan reflected what the community wanted, but not what the market will support, and this is why nothing has been developed there. The city is following the same failed process which will also lead to something not feasible, but in this case we will have something sitting vacant that the city will be paying for. And just one last comment. Regarding Teen Centers, I've raised a teenager, and they aren't interested in an adult supervised space. The skatepark/basketball courts are the Teen Center.</p>
<p>I like the "The Hangar (Scotts Valley)" style of small commercial, not the generic strip mall. Something quaint to match our small town. I was going back and forth between just small commercial and the mixed-use retail/housing. More housing would be good, but would that be the right spot for it? A Community Center at the entrance of town would be nice, but do townfolk even use our current community center? No on destination commercial as we are close to a lot of those places already. I believe there are more non-teens than teens, so dedicating a whole space/center to them might not be the best use, but maybe a part of the mixed-use could be for teens.</p>
<p>If we made some affordable housing here, maybe we could revitalize the business spaces in the adjacent strip mall...which sits empty a lot of the time. Bonus that it is across from shopping and the park.</p>
<p>Wendy's, bookstore, color me mine, art supply, coffee shop</p>



<p>Only care for having a store there. In N Out Burgers, Chick Fil A are always bus. Site has enough parking. Great source of income for the city. Wouldbe a great job for high schoolers.</p>
<p>I don't think people should live down there. Too close to the water. A Trader Joe's would put Brisbane on the map, bringing people into town to our restaurants and businesses. Brisbane folks would have a place to shop without needing to drive.</p>
<p>I would like to see a 2-3 story building with apartments for seniors. Commercial on the ground floor (restaurant or market) and a meeting or community room.</p>
<p>There's limited parking at the two centers now.</p>
<p>None of the above. I would like the Community Park to be extended to this space. Remove the current building, plant more trees, etc, and have it open so it welcomes peple to the shopping plaza and the park.</p>
<p>The vacancy rate at the existing "shopping center" should tell you all you need to know about additional retail, and putting a Trader Joe's or Starbucks or something similar is a pipe dream. Brisbane needs affordable and senior housing. I also like the idea of a teen center but have no idea where that would fit in.</p>
<p>The hangar concept from SV would be ideal as well as to have perhaps a combo of small retail footprint with a teen center space as well a nice and safe outdoor eating spaces with trees and shade.</p>
<p>I had to rank these but mixed use retail and housing is the only one I think we should pursue. Urban density is the what makes a city more walkable and bike-able: having attractive places to live, work and do business within walking distance is key. You have to have something compelling to walk/bike to.</p>
<p>Any low density / single story residential or commercial project represents a poor use of space.</p>
<p>Whatever this development is, it also needs to be carbon neutral from day one. Putting in any new fossil fuel infrastructure of any kind would be a poor financial decision, and is not aligned with the city's 2040 net zero goals.</p>
<p>not a good place for housing. it's noisy and there are a lot of vehicle fumes.</p>
<p>Housing would support retail already in Brisbane.</p>
<p>Brisbane needs to attract more business, adding a commercial hub next to the current one may help attract other business</p>
<p>We already have a local retail center that can barely stay rented, so more retail is out of the question. I think a community center like SSF would be a great addition to the entrance to Brisbane, as long as it is no more than 2-3 stories high.</p>
<p>We need housing and this would be a great location, not causing more traffic for the rest of Brisbane. Mixed use would be great - and housing would help create foot</p>



<p>traffic for the businesses.</p> <p>For the 16+ years we've lived here, we've been told we don't have enough people for a grocery store (Trader Joe's, Lunardi's, Rainbow, etc) -- could a 'destination' retail be useful?</p> <p>Whatever you do, please make sure there's ample parking. And, we don't need more strip malls! That era is over.</p> <p>Finally, as a mom of teenagers, I can safely say the Teens Will Not Use the Space enough to justify the opportunity cost of all of these other great ideas.</p> <p>Please try to get as close to Parkside as you can. Bay Area needs more housing and this is the easiest and most environmentally friendly way (ie not Baylands, not Acres) to have more housing while retaining the charm of Brisbane ... and maybe more housing will help us improve our restaurant scene.</p> <p>Thank you!</p>
<p>More housing is a must. BUT I would hate to not also have some kinds of first floor extras there (either community space or commercial) since that's such a central location.</p>
<p>The location is along a very busy very loud road. Not a good place for any housing nor community center. I would like to see something welcoming that will draw people in. A business/commercial center can do that.</p>
<p>I would also like to see a Chase or Wells Fargo Bank there. That would be my 2nd choice.</p>
<p>Perfect location for a well know commercial food source or BLT expansion. This could draw traffic into Brisbane from Bayshor.</p>
<p>The city has not been able to provide significant housing opportunities regularly prioritizing industrial space which detracts from the community growth. Small businesses struggle as there is not sufficient patronage of what is in place currently so that leads me to conclude that any retail should fall second to housing.</p>
<p>Easy access from SF and Peninsula, and lots of parking makes it super attractive. Need a sit-down restaurant in the area, Starbucks would also be great</p>
<p>Affordable housing is critical to our community. Should include a few 2 -3 bedroom for a few families to continue to live in town. Priority for current residents in town. Seniors and those with disabilities could also be on list. Perfect for those who rely on transportation or have no car.</p>
<p>Demand for housing is ever present; loation is excellent for retail opportunity</p>
<p>Affordable senior housing not run by bridge</p>



<p>I want a bank.</p>
<p>For this community, I don't know that there is an enclosed center for emergency evacuations due to fire or Earthquake. As many of us age we will require use of things like oxygen, CPAP, motorized wheelchairs that need to be charged, etc. There should be a place designated for folks with those needs in case of devastating fire or earthquake.</p>
<p>The city already has a community center (another one does not make sense); commercial is okay but as you stated - Brisbane does not have enough of a catchment area to support destination commercial</p>
<p>I'm hoping we put something in this location that broadly benefits Brisbane residents (vs only impacts a limited number of families), creates a welcoming entrance to the town, some sense of cohesion with the community park, and hopefully encourages some improvement in the foot traffic and owner upkeep of the larger commercial building on site. While there are a few restaurants in there working very hard that are usually busy, everything else is empty storefronts or pretty sad.</p>
<p>In-fill housing, right in the town center next to public transportation options (although few) and walk-able to most services in town, is very important to me. I would prefer it to be ALL affordable housing, based on a variety of incomes. I am really pissed off that the Park Place housing was never built because people wanted to keep "that small town feel". Well now we've got the Baylands shoved down our throats instead. If we do more of these in-fill projects, we can meet the state requirements of building our share of housing without building on the goddamn dump.</p>
<p>Brisbane needs an affordable grocery store and pharmacy (Trader Joe's, walgreens, etc), especially if it adds housing. The current options are crazy expensive! Who could afford to shop there?</p> <p>Not everyone has the money for a car or gas to easily drive to the current grocery options that are ridiculously far away, currently an hour each direction on public transit!</p> <p>The town of Brisbane is so small that promoting walking and bike riding would be easy!</p> <p>The merchant would also be able to supplement the small scale of business provided by Brisbane with the traffic from Bayshore Blvd and all of the nearby businesses with warehouses full of employees who are also looking for healthier meal options located within a closer proximity to work, as shifts rotate 24/7. While I don't expect Brisbane to approve a grocery store to be open 24 hours a day, Trader Joe's specifically closes at 9pm, around the same time as other businesses in the strip mall nearby. Trader Joe's would fit right in, here in Brisbane!</p> <p>Creating as many jobs as possible with the project would really benefit Brisbanes residents, building opportunities to earn and eat for years to come.</p>



<p>A Starbucks or drive through coffee place would be the best choice, but a restaurant would probably not, the restaurants in town are barely surviving and many have closed since covid, even in the plaza next door...</p>
<p>Prefer a locally-owned small grocery store (e.g., Spangler's in El Granada or Gus' Grocery in Portola) or a Trader Joe's.</p>
<p>4-6 doesn't preserve and will bring more of the things that residents do not want or are afraid the Baylands will bring. We need more spaces where residents and particularly the younger generation and gather and do activities and not just the library after school.</p>
<p>This location would be perfect as a location for senior housing. Many elderly people live in the hills. Providing this type of housing would allow them to stay in Brisbane when they can no longer drive/walk safely in the hills. Adding shopping and restaurants would be a benefit for them, as well as the entire town.</p>
<p>I live in Brisbane because it's a small community. Also, there's a reverence for nature. Brisbane is unique and it feels like a small town. People who live here love the environment and arts and they're very laid-back. We want to keep it feeling like a small town, a hidden gem. With that said, it would be nice if we had a bank, a Painton postal center, a pharmacy. Our own gas station and ATM machines.</p>
<p>I already submitted a survey, so this might be a duplicate, but definitely the small town feel and respect for local ecology. We don't want Brisbane to become crowded with challenging parking issues. I'd be nice if we had a high school here. Even if it's just an independent study center so a teen center/maybe homeschool check in place.</p>
<p>I believe it would be useful if Brisbane had access to a good quality grocery store that could make food shopping more easy and accessible for those in town, or a small store like Walgreens for good and affordable items.</p>
<p>A pharmacy or grocery store would be great. The most inconvenient thing about living in Brisbane is needing to drive to other cities for essentials.</p>
<p>We already have many buildings in the industrial park that have been empty for years. Why not use this space for commercial or housing? Use what we already have. Keep our open space open.</p>
<p>We already have a mall there, which is ugly. Fix the clock and remove the plastic fence. If anything, a small building, one story only with open trees and a park around. No housing.</p>
<p>The first two add a little retail variety without taking up valuable parking spaces. The last two are too big for the lot and would increase traffic and parking congestion.</p>
<p>If we want to attract customers, then the businesses should be located closer to the road. Teen/Community Centers and housing can be put in other places. The existing square needs a facelift -- hardie board siding, fresh paint, updated signage, and more</p>



<p>diverse businesses. Then, the old bank area might attract more people. I think we need to consider going to two stories, IF this would give customers views of the water/mountain. So lovely in that area.</p>
<p>Having a Trader Joe's would be amazing! It seems like we have enough small commercial spaces. If the space isn't big enough, maybe having one where garage is on ground floor and store is level above, and housing above that?</p>
<p>We need something to invite people i to Brisbane And I think a stand alone has the best chance of doing that</p>
<p>Ideal spot for transit rich housing and small local businesses. Pls, no Starbucks</p>
<p>Priority for commercial development in a space that is already adjacent to a shopping center and a location that is easily accessible for residents and visitors from outside Brisbane. The city needs economic drivers like an anchor business; a Trader Joe's or Dean's Grocery would be ideal!</p>
<p>A community center for Brisbane residents is our first and only choice. The other choices only invite more traffic/congestion for which we already lack parking areas.</p>
<p>I don't believe retail/restaurants are a viable option in that location due to the several empty storefronts already in the neighboring shopping center.</p>
<p>Having a big housing complex there will be an eyesore more non-asian food or retailers would be great or in my view something the community can use I do like the idea of the library being expanded and community center for EVERYONE not just the few or teens.</p>
<p>Teen center only serves a fraction of the population, please not. Need to bring in more people for the neighboring shopping to survive. Seems too far from freeway for destination commercial. Will more small commercial survive??</p>
<p>Brisbane needs more housing, but also more places for residents to dine and hang out (which will also generate tax revenue for the city). Retail space on the lower floor, preferably known entities to ensure success (restaurant, coffee shop (like Starbucks, Peets) and housing on upper floors would meet that goal. Add a little outdoor courtyard with benches, nice landscaping/trees, and parking.</p>
<p>Having more accessible grocery stores would be a wonderful quality of life improvement for all Brisbane residents</p>
<p>Our teens have been deprived of space, programs, and joy these last 10 years.</p>
<p>I think commercial attraction is a must for the space having multiple small shops would be fantastic. Residential is a bonus if it can be achieved efficiently.</p>
<p>Housing is my first priority, because Brisbane needs to do more to help people who work in town also be able to live here. My favorite idea is a Trader Joe's on the ground floor, with ownership homes above. The housing should be prioritized for first-time homeowners, as well as workforce housing (police/fire, teachers, city staff) for people who already work in Brisbane.</p>



<p>If a Trader Joe's isn't possible, I would like to see retail/commercial space on the ground floor that serves the community. We already have a lot of vacant retail space in town, so it would be good to figure out what is missing, and what the market actually wants.</p>
<p>It would be great to have more options for places to go in Brisbane and some place that could also host celebrations with a little outdoor seating. Something that would attract people and also offer more parking for the lunchtime crowds.</p>
<p>Would love to see a real market here. Trader Joe's, Whole Foods, etc</p>
<p>Brisbane is a grocery store desert, with the closest option at least a 15 minute drive. A retail center with a grocery option like Whole Foods, Safeway, Trader Joe's etc. is much needed.</p>
<ol style="list-style-type: none"> <li>1. Who doesn't love coffee. Not another coffee shop for miles along Bayshore.</li> <li>2. Be convenient to have other places to shop.</li> <li>3. Always short of housing.</li> </ol>
<p>Brisbane needs a community or teen center where people can go to take classes or have events.</p>
<p>What the city needs is stand-alone housing. With so much vacant store front, the city doesn't need more commercial or mixed housing/commercial.</p>
<p>I agree that it is important to keep the small town feel and charm of Brisbane. I think that more accessible housing would be important, but also it would be nice to have easier to access grocery</p>
<p>Definitely need more housing; don't need more strip malls; don't need community/teen centers that will only serve a small group of people and remain underutilized most of the day.</p>
<p>This lot is adjacent to a very busy road (Bayshore) and intersection. It is noisy and polluted (air). Commercial activity is the best used of this site. A teen or community center, as well as housing, are not compatible with this location.</p>
<p>I love the idea of a community center with art galleries and meeting/event space. Perhaps a dance studio to replace the run down old library facilities. To serve as a community center, it needs to be very different from the Mission Blue though-- can it be open all the time and constantly hosting events/classes? I rated teen center lower, as it feels like a new investment in this space would serve such a narrow portion of residents. I do think a teen center could be beneficial in town, why not in the old library? I'd place mixed use housing/retail high, as it allows for both needs.</p>
<p>We need to be building new housing anywhere we can in the Bay Area, and developing a mixed-use housing site with appealing retail options would provide a great example of how European-style walkable urbanism can be done here in the</p>



<p>area. Such developments have extremely high levels of happiness and satisfaction for their residents and one there would be an excellent addition to Brisbane.</p>
<p>Our opportunity to add meaningful value!</p>
<p>Mixed use housing and retail would provide economic benefits in Brisbane, much needed homes, and a welcoming entry point to the city.</p>
<p>The BofA site is an opportunity for Brisbane to build something that brings pride to our community. Having a commercial and retail development while upgrading the existing shopping mall. Bringing a grocery store such as Trader J or Sprouts. Upgrade and Attract other businesses like a bakery, gourmet restaurants and other quality businesses would be ideal. We should stay ahead of other cities and provide the best for our community and visitors</p>
<p>Reason for my first choice is because Brisbane lacks places for teens to hang out at after school. I frequently see teens using the library as a hangout spot which is not ideal because the library is not big.          For my second choice, we need a new community center in the 'old' part of Brisbane and not at Mission Blue because Mission Blue is quite far, especially for anyone who doesn't drive. Maybe it's time to renew the community center that is currently below the old library?          For my third choice, I chose this because we can use more housing AND commercial space in this part of Brisbane and not just housing.          I didn't care for the choice of a commercial center since we already have one.          I just can't picture people coming to Brisbane a destination commercial spot some there are so many bigger and better retail near us (i.e. Serramonte).</p>
<p>I am a brisbane resident and have been looking to move out of a 1 bedroom to a bigger place for my family of 4 and it has been impossible. There is nothing on the market and the few that have gone on zillow disappeared 2 days later. I would love to stay in Brisbane and continue to be apart of such a wonderful community.</p>
<p>As busy mom of 2 I would also like to see more options for grocery stores in town.</p>
<p>With the structure already there, it's easy to add with minimal destruction either a popular coffee spot(dutch bros) or a reputable food shop to the area.</p>
<p>"NO" housing near the plaza. Does not suit a small downtown area. Too much congestion!</p>
<p>Tables/umbrellas for people to sit, talk, and have lunch or a treat (ice cream, pastry, tea + coffee). Brisbane residential is "easily accessible" to the plaza. In addition, there could be more parking, trees for shade, and flowers! We've got the weather! All we need is an outdoor space to enjoy!!</p>
<p>I prioritized in order of what we don't have already in Brisbane</p>
<p>I strongly oppose a corporate chain in this location like Starbucks.</p>



Indoor play ground for kids

Living in Brisbane, I would love another nice restaurant or bar close to home as currently the options are limited. I'd be happy with the convenience of a small pharmacy or something going into the commercial space. I'm interested in bringing people from outside the community to support our businesses. Also, I believe in adding more housing to make overall housing more affordable- I think every community needs to do their part. I think we have enough community spaces (Maybe just renovate Mission Blue please?). It seems that if the city acquires it as a community space, it is going to cost money to run instead of making money. Teen center sounds nice - but who is going to run it? It's doesn't seem like Brisbane Parks and Rec is resourced enough to keep enough programs going. community

We need more housing but I'd love to see it mixed use to support the opportunities for local businesses that the community would welcome.



## Appendix C

### “Other Ideas to Share” Responses

As an optional question, respondents were invited to describe other options that might not have been shown in the six visions that were presented.

**Question text:** *As noted at beginning of survey, there were many creative ideas that the community put forward at the open house that are not shown here because these six scenarios are the most feasible. However, we want to hear if you are passionate about other options that aren't shown here so these can be conveyed to the City Council.*

#### All responses (unedited) (56)

Maverick Jacks
An actual grocer such as Safeway or other
Housing in that center would add issue to the already populated streets and parking. We would have more difficulty navigating Visitacion with that section of the town potentially having a great amount more commuter cars in its midst. Highly fond of a small retail establishment or restaurant that would bring vibrancy instead of housing permanency.
Community Center Exercise facility to enable the seniors to stay physically fit and mobile. PT and OT services could be nearby to assist. Working out is important for young and old, thus it would be intergenerational from Teens to elderly. We need a place to go regularly where we don't need to ingest calories for a meeting space such as boba or sweets.
I left an idea in the previous box, I think another community garden might fulfill the Old Empty building next to the Ace hardware, that used to be a teen center.
Combination community center and housing-- instead of retail and housing. Brisbane isn't like any of the examples shown-- the businesses shown in the examples wouldn't build there. We lost Bank of America from that spot-- why are the plans for that spot banking on businesses when they come and go based on what works for them and not for our community. A community center and housing are both needed here.
Gas Station/Charging Station
Bike rental with trail maps and historic exhibits of early Brisbane and the Ohlone tribe that resided here originally.
Bike rental/fix station with trail maps, Brisbane & Ohlone history, and points of interest.
The representations above are all heavily covered in cement. I think it is more in line with the values of our community if final designs include more green usable outdoor



<p>space. Not landscaped space, but space that can be interacted with, especially by children.</p>
<p>Brisbane has a unique opportunity to create a space that fosters a connected, resilient, and engaged community that is both welcoming but also protective of its values. I haven't had the opportunity to voice my preferences yet, so thank you so much for all the effort to hear each and every one of us.</p> <p>I would love to see a dedicated space for socializing, creativity, and personal growth...a diverse open space plan that allows physical activity and socialization, artistic expression, creative workshops, maybe an outdoor exercise station, a meditation/education/nature hub to commemorate the mountain and its protection.... We could offer essential resources for mental and physical health, empowering our residents to thrive. It has the potential to set Brisbane at the forefront of innovative, people-centered development, creating a model for other cities to follow. Let's build a future where all are invited to feel safe, supported, and connected!</p>
<p><a href="https://culdesac.com">https://culdesac.com</a></p>
<p>A mixed use space that includes a community park is ideal since it offers many reasons to come to the area — a place to eat, shop, and hang out</p>
<p>How about a large maker space - similar to The Crucible in Oakland. It emphasizes innovation, creates possibilities for both adult and youth classes, and generates employment opportunities for the instructors and staff. Could possibly combine as mixed use with housing.</p>
<p>Sell it ASAP. The market, not the community, will decide what goes there, and it's likely that whatever is feasible by the market is not going to be what the community wants anyway. If the city builds what the 'community' wants (which I highly doubt is housing based on the fact the state had to force Brisbane to approve housing on a vacant site 3 mi away), it will likely sit vacant for years. This was a completely irresponsible purchase by 4 City Council Members because they were afraid of what the market would support - not a great strategy. I find it laughable that some of the concepts show chain restaurants (Habit for example) when one of the council members that voted for the purchase was afraid that if the city didn't buy the property there would be an In and Out at that spot.</p>
<ul style="list-style-type: none"> <li>'- Pop-Up Business Space: Small modular kiosks or booths for startups, food trucks, or seasonal vendors. Designed to support local entrepreneurs and create vibrancy.</li> <li>- Town Co-Op Market Flex Space: Sell local produce, crafts, and goods in a shared storefront or open market with a green plaza</li> <li>- Incorporate solar and battery storage, sustainability</li> </ul>
<p>Might be nice to house the police station here. Easy access to Bayshore and would be a reminder for criminals that might have to pass on their way into town.</p>
<p>How about Hawaiian BBQ</p>
<p>Hydrogen station</p>



Have we considered a mixed use retail + housing scenario that also treats the parking as an EV charging hub with solar canopy and storage?

This would be a forward thinking way to maximize the utility of the parking area, providing shade, a new revenue stream from the charging itself, and a captive audience looking to waste a little time at the local businesses while they charge. Put charging in the kinds of places people want to go anyway – not the parking lots of mostly empty or otherwise unattractive buildings.

Companies like Rove (<https://www.rovecharging.com/>) are doing interesting things with this concept. I think this type of setup could work quite well in this location given its proximity to Bayshore Blvd and 101.

One other idea I had along the lines of the community center – what if the complex was primarily mixed use retail with housing above but there was a small multipurpose space used to make produce from local farmers, vendors and small businesses available more often than just our once weekly farmers market? Maybe it could be run like a small coop? I know I would shop there!

It could also be structured along the lines of Japanese 'Michi-no-eki' : a place for travelers from all over to stop, recharge, be exposed to local foods, arts and culture, support the local economy and get back to their journey.

<https://www.japan.travel/en/guide/michi-no-eki/>

offices for community groups

New retail shouldn't compete with already-existing retail (e.g. Mad House)

It will be great if we can attract a grocery store to open up in Brisbane.

My son wants a small soccer field -- could do multipurpose athletic (pickeball, futsal) in the same site with residential.

I don't mind height. I do mind my kids not being able to afford a home near me. I'm nervous that anti-builders are louder than people who want more housing availability for future generations.

I think a restaurant from the BLT owners would be successful and a benefit for the city.

A park or parking lot.

Include an emergency Shelter for our citizens for disaster relief, including what I said above and a space to store sleeping cots, blankets and other emergency supplies.

Definitely don't want any more housing right at the entrance to town.

Prefer we use the old library as a starting point for a community/teen center.



<p>We need more healthy restaurants. Restaurant options and grocery store are very limited here. I personally have gluten allergy and I have to drive out of Brisbane to get what I need. Also we don't have a good drugstore here. Madhouse is such a nice hangout place to meet your friends. We need more community base places like that. Or we can sit around outside have lunch or a smoothie or something affordable options that are healthier.</p>
<p>We need healthy food options. A grocery store. I've been on the waitlist for the community garden for three years. I would love to have more community garden space in Brisbane and a nice drugstore. The hard word store in post office are closed while I'm off of work. It would be nice if there were places I could do my shopping on the evenings and weekends.</p>
<p>While not very popular, the city could use a quality automobile service station that includes gas and common repair services.</p>
<p>We are missing views of the water in our area. This isn't necessarily connected to this survey, but we have areas on the lagoon and bay that could provide restaurants with views. There is nothing special like this until you get to Burlingame. An idea! Our downtown has too much housing on the main street. Senior Centers and housing can be put in other areas to create a more vibrant small town feel. I think our seniors should have a center that has lovely views! They deserve it! Thank you for asking for our feedback!</p>
<p>High school</p>
<p>Gas station</p>
<p>Brisbane residents often use the ambiguous "small town character" description to describe how they want the city to be shaped. This is often a red herring for their true underlying no-growth and no-change mentality. Brisbane has grown over the years despite this, like the Ridge development. But retail in town has been waning. Visitacion Ave, for example, should be a quaint and vibrant retail row, but is instead is a somewhat depressing strip of mostly closed storefronts and our beautiful new library. And while the generation that wishes to preserve a city that no longer exists (and hasn't since the 60s), a new generation needs places to live and work, and access to transit. Just across Bayshore from 70 Old County Rd, for example, is a perfect location for a truly Brisbane Caltrain stop. We need to have imagination and not stay stuck in an outdated view of the "small town" city. We have amazing opportunities to be a vibrant and innovative little community.</p>
<p>The only other idea we have is for another bank. It's nice to have a bank right in town that can cooperate with the San Mateo Credit Union ATM.</p>
<p>WE NEED A CALTRAIN STATION AT OUR FRONT DOOR this property could help with parking if no other is available. WHY IS BRISBANE not trying to get Caltrain to San Francisco and San Jose right here instead heading to the ghetto and dust zone of a garbage heap calling that our station? We need leaders that take city planning</p>



seriously, been here 12 years and NO ONE has thought to put good public transit instead we get a disgusting SamTrans bus or a commuter van that is dangerous to the safety of its riders?
Senior housing would create jobs for young people and help some people that have lived here for some time and love the environment.
Groceries are key in our opinion
Leverage the commercial spaces as a rotating starter space for short term pop-ups that can serve as a feeder program to establish permanent location along empty Visitacion storefronts. Offer subsidies to setup for a short term lease and if the business takes off encourage permanence further in town.
Central Brisbane needs a community center/public gathering space--but I think that should be located at the old library (250 Visitacion), not at the edge of town on busy Bayshore Blvd.
I don't like the idea of only adding commercial without also adding housing. People living onsite adds 'eyes on the street' which keeps the area safer. It is also located right across the street from the bus stop (and not far from CalTrain), which makes it transit-served for people who don't drive.
In addition to a grocery store, a mixed retail configuration with space for a bar or restaurant to act as a community hub where neighbors can share food and drinks is lacking. Virtually all other towns on the peninsula offer mid-tier or upscale bars and restaurants which Brisbane doesn't have. A bar or brewery with outdoor space good for gatherings and families would really attract people in our community.
City needs more housing!
Whatever is done, it is very important that entry and exit to/from Old County Road are designed in a manner that safe.
Gas statio
Some affordable housing with small boutique hotel with some commercial integrated into it. This is the entrance to the city so must be inviting. The boutique hotel would integrate traveller's with permanent residents.
One thought that I didn't add to survey is that it would be a great opportunity for the City to allow the property owners of 23&25 Visitacion as well as the 23 Club parking lot on San Bruno Ave to trade for the old Bank of America property, allowing them to build the units that have been approved on the 23 club parking lot .The properties in the center of town as well as the old Teen center site would be a great opportunity to build our new community center , teen center and senior center which is a much needed necessity for our community !Thank you , Paul Bouscal
As part of this project, consider adding a grocery such as Trader Joe's or Sprouts. Additionally, upgrade the rest of the other stores in the shopping mall across from the



<p>BofA site. A lot of the stores are empty and those remaining need to be switched out for high quality businesses.</p>
<p>Maybe became a large spot where vendors can lease out booth size spots for retail (i.e. local artisanal goods, art) and food (i.e. local creamer, coffee)? Like they have in Europe?</p>
<p>I am a small food business owner and a resident of Brisbane for 10 years. I would like to see a Commercial Kitchen Nonprofit just like La Cocina in SF , whjch offers a commercial kitchen spaces and programming at an affordable rate to working-class entrepreneurs. We desperately need one in San Mateo County.</p>
<p>We need a restaurant that serves a minimum of breakfast - "traditional" eggs, bacon, sausage, potatoes, toast. Lunch - hamburgers, sandwiches, salads, desserts. Remember the "Brother's Four" - Everyone Loved It!!</p>
<p>Trader Joe's, in-n-out, performing arts center, community center</p>
<p>European Piazza style center with a mix of options for teens, spaces for music, art, batting cages, small community center, a restaurant.</p>
<p>Teen center Community center</p>





## **70 Old County Road Planning Program Concert in the Park Pop-Up – July 25, 2025 Event Summary**

The City of Brisbane hosted a Pop-Up booth at the Concert in the Park event on July 25, 2025, as part of the ongoing community engagement effort for the 70 Old County Road Community Visioning project. The purpose of the Pop-Up was to share project updates, present preliminary land use concepts, present survey results and collect community feedback to help refine land use options for the site.



The event was promoted through several City communication channels, including:

- The STAR publication
- City message boards
- Weekly BLAST email updates
- The City’s project e-notification subscription list
- City social media platforms

Despite broad outreach, adverse weather conditions—including high winds and cold temperatures—contributed to a low turnout at both the concert and the project booth. Twelve attendees engaged with City staff and project consultants during the two-hour event.



The Pop-Up featured informational displays highlighting:

- General Information
- Purpose and Timeline
- Survey Results
- Top Picks
- What do you think?
- Next Steps

The presentation boards and the feedback received are summarized below.



## Presentation Boards

The first two boards provided background on the 70 Old County Road property and provided an overview of the planning initiative.

[brisbaneca.org/70OldCounty](https://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

In 2022, the City acquired 70 Old County Road (the former Bank of America site). This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane.



City of  
**BRISBANE**  
CALIFORNIA



The question of “how can this property benefit the community” was included on the second board. Possible ideas at the initiation were housing, stores and restaurants, or community uses.

[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

How can this property be used to benefit the community? Options could include housing, stores and restaurants, and other community uses.



### Project Time Line / Milestones



Sign up for updates at [brisbaneca.org/portal](http://brisbaneca.org/portal)



The third board provided an overview of the community survey, and the purpose of finding the top picks from community input. There were 233 responses to the survey, with respondents evaluating six vision concepts that had been developed from earlier engagement processes such as the Open House in March and the Farmers’ Market Pop-Up in May. Participants in the survey were asked to pick their top three favorite Vision Concepts, and were invited to explain their choices.

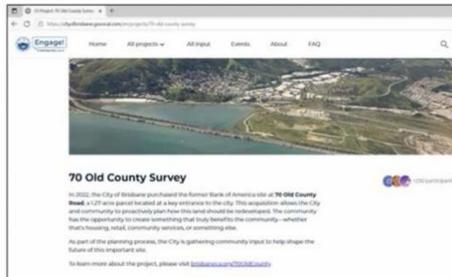
[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Community Survey

A survey was conducted from May 14 – June 30, 2025 to obtain feedback from the community on potential uses of the 70 Old County Road property.

The survey was publicized through the STAR, City message boards, weekly BLAST email notifications, the City’s project e-notification subscription list, and the City’s social media channels. The survey was offered in both online and hard copy formats. 233 responses were received.



The survey provided an overview of the project site along with six distinct land use “visions” for the property. The concepts were shaped by input from the March 8, 2025, community open house and were designed to represent a range of options considered feasible based on the site’s physical characteristics and market potential. Survey participants were asked to rank their **top three preferences** among the six visions and were invited to explain their choices and identify key considerations for each.



The next board included excerpts from survey responses. The intention was to highlight a range of opinions.

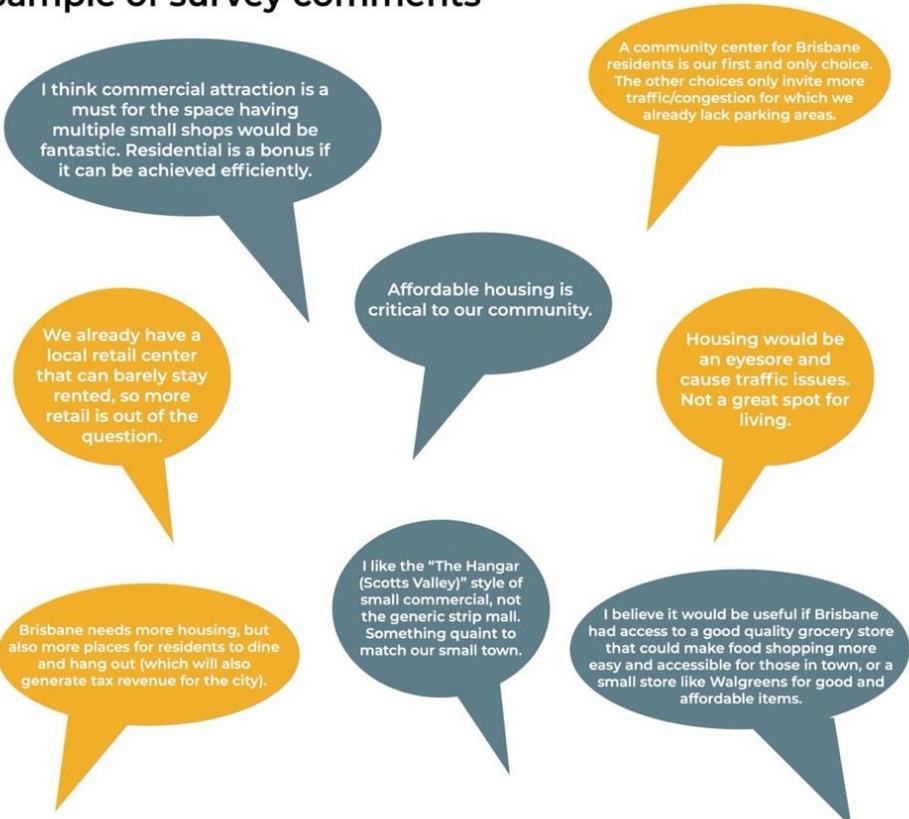
[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)   @cityofbrisbaneca

---

# What they're saying

---

## Sample of survey comments



I think commercial attraction is a must for the space having multiple small shops would be fantastic. Residential is a bonus if it can be achieved efficiently.

A community center for Brisbane residents is our first and only choice. The other choices only invite more traffic/congestion for which we already lack parking areas.

Affordable housing is critical to our community.

We already have a local retail center that can barely stay rented, so more retail is out of the question.

Housing would be an eyesore and cause traffic issues. Not a great spot for living.

Brisbane needs more housing, but also more places for residents to dine and hang out (which will also generate tax revenue for the city).

I like the "The Hangar (Scotts Valley)" style of small commercial, not the generic strip mall. Something quaint to match our small town.

I believe it would be useful if Brisbane had access to a good quality grocery store that could make food shopping more easy and accessible for those in town, or a small store like Walgreens for good and affordable items.

---

 City of **BRISBANE**  
CALIFORNIA 

The next board highlighted the three Vision Concepts that received the most support from the survey. Some visitors confirmed they had taken the survey, and they were interested in the results. A few people place dots on the “Top Picks” board to further affirm the vote they had cast. Others took a survey summary handout and quickly moved along.

The dots counts were:

- Mixed-Use Retail: three dots
- Small Commercial Center: four dots
- Community Center: three dots

Some of the participants came to the booth and placed a dot on the option they thought best. Others put dots on particular photos, indicating they preferred one architectural style over the other, particularly for mixed-use retail & housing. Some participants mentioned how the community center examples were too big for the site, especially the South San Francisco example, so would not be realistic for the 70 Old County Road site.



brisbaneca.org/70OldCounty   @cityofbrisbaneca

## Top Picks

---

**Mixed-Use Retail + Housing** (Vision Concept #4)

A mixed-use development with retail spaces or community spaces on the ground floor and residential units above.

**Rankings:**

#1	73 choices
#2	44 choices
#3	48 choices

**Local and Regional Examples:**



City Center Plaza  
Redwood City



Broderick Place  
San Francisco

---

**Small Commercial Center** (Vision Concept #1)

A small commercial center designed with good roadway visibility, marketable retail spaces, and convenient parking.

**Rankings:**

#1	61 choices
#2	60 choices
#3	54 choices

**Local and Regional Examples:**



1297 Chess Drive  
Foster City



The Hangar  
Scotts Valley

---

**Community Center** (Vision Concept #5)

A community building with space for meetings, events, performances, and/or recreation.

**Rankings:**

#1	43 choices
#2	25 choices
#3	42 choices

**Local and Regional Examples:**



South San Francisco  
Parks & Recreation Center



Southeast Community Center  
San Francisco



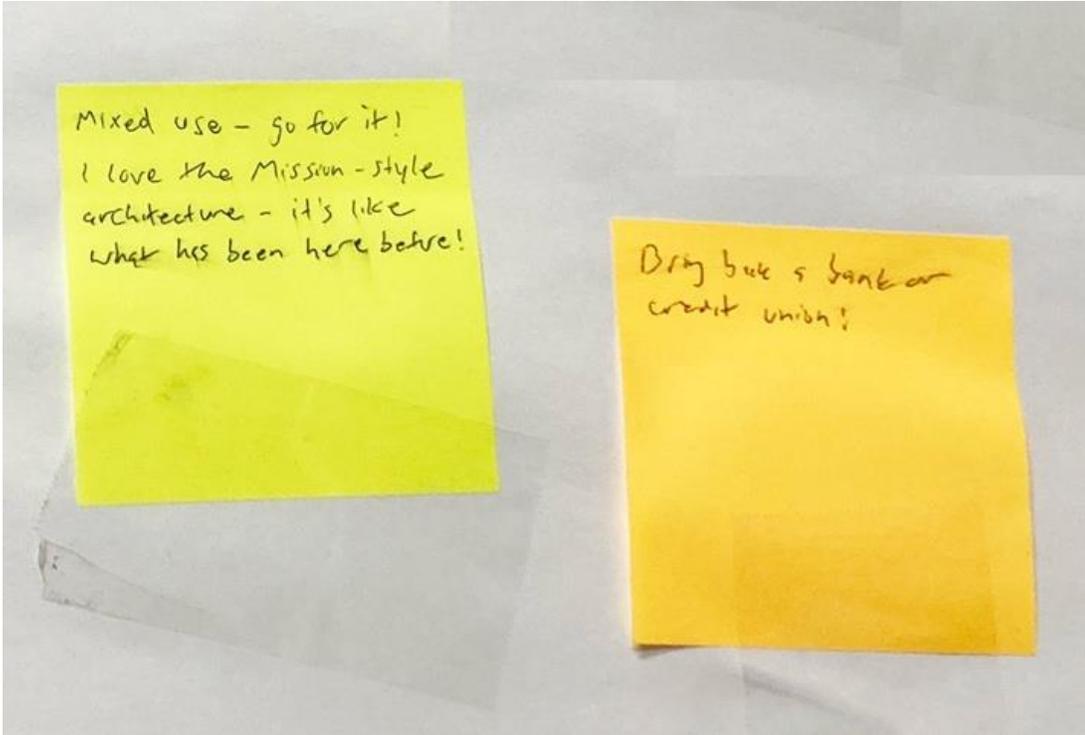
City of  
**BRISBANE**  
CALIFORNIA



The next board was titled "What do you think?" Attendees were invited to respond to the material using Post-it notes. Due to limited attendance, written feedback was limited. Most visitors opted to provide feedback through informal conversation rather than written input, so only two written comments were submitted on the board:

- *Mixed Use- go for it! I love the Mission Style Architecture. It's like what has been here before!*
- *Bring back a bank or a credit union.*







A "Next Steps" board was also provided to outline the remaining phases of the planning process and upcoming opportunities for community involvement.

[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Next Steps

-  *Concert in the Park* 
-  **Schematic Concept Plans**  
Three schematic concept plans reflecting the community vision for City Council consideration, including site plan, parking layouts, building section diagrams, and massing diagrams.
-  **Feasibility Evaluations**  
High-level evaluation of the concepts against the market and other considerations at to test feasibility.
-  **Development Plan**  
Preferred concept further refined into a development plan that is sufficient to allow for completion of project level environmental review.
-  **CEQA Clearance**  
Environmental review clearance per the California Environmental Quality Act (CEQA).
-  **Implementation Strategy**  
A roadmap/strategy to implement the 70 Old County Road project, based on the approved development plan.
-  **Planning Commission & City Council Meetings**



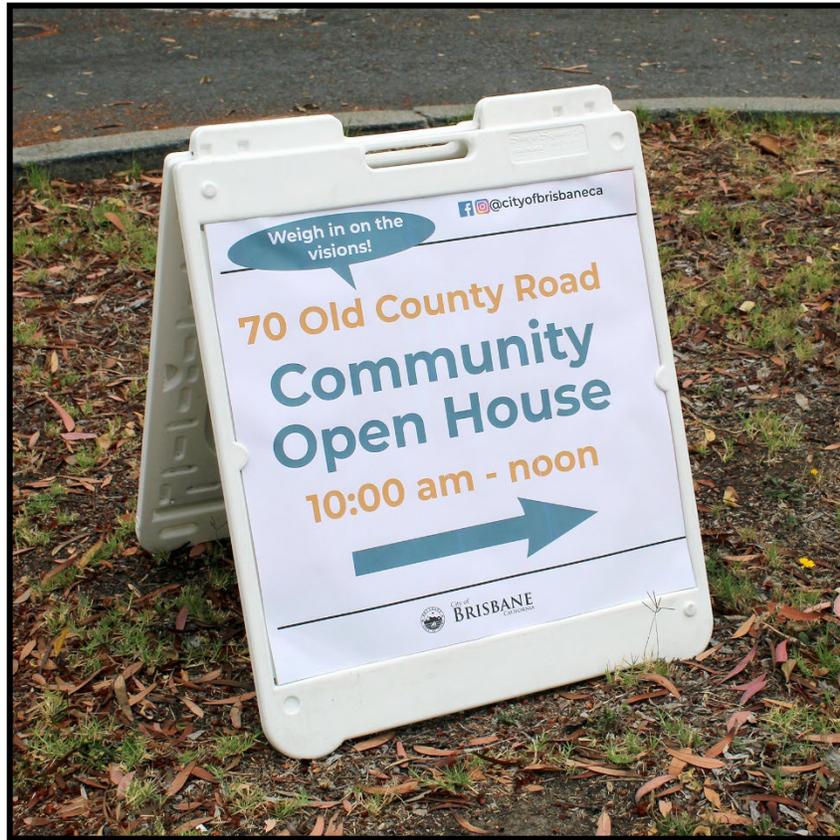
City of  
**BRISBANE**  
CALIFORNIA



## *Conclusion*

Although attendance was limited, the feedback received was generally consistent with the survey results and the earlier Farmers' Market pop-up. In conversations with the project team, most attendees reaffirmed their own choices and explained the reasons behind them.





**70 Old County Road Planning Program  
Community Open House #2 – September 6, 2025  
Event Summary**

The Community Open House for the 70 Old County Road Community Visioning project was held on September 6, 2025 from 10:00 am to noon at the 70 Old County Road site. This was the second open house for the project.

The open house was designed to encourage interactive feedback, share results of the community survey, and allow attendees to become more familiar with the features of the site. Attendees engaged one-on-one with staff, compared ideas with neighbors, and joined small-group conversations by topic. A self-guided walking tour of the property was offered to highlight existing conditions and site context.

As the final community engagement event in the planning program, the open house materials provided an overview of the project site, the remaining planning program timeline and invited input on the “top picks” of the land-use program for the site. Informational boards presented



the three concepts that had received the most support from the community survey—mixed-use, small commercial, and a community center—each with a brief feasibility summary and key data points (see Appendix B). Participants shared comments on Post-it notes and placed them on the boards wherever they had comments.

The open house was publicized through the STAR, City message boards, weekly BLAST email notification, and the City’s social media channels. Approximately 35 people attended over the course of the two hours.



### *Consolidated Summary*

This section presents a consolidated summary of the written comments gathered from all of the boards during the event. Also included are the anecdotal verbal comments that the staff heard while talking to attendees.

Most attendees were familiar with the project and had been previously engaged through prior events and/or the survey. There were a couple of first-time participants as well. Comments and questions included:

#### » **Planning Context**

- Consider the site together with the adjacent shopping center; evaluate both properties in a single planning effort.
- Step back for a broader, downtown-wide/specific-plan approach (not just this parcel).
- Coordinate early with shopping center owners; timing and phasing are important.
- Begin a strategic planning process that acknowledges recent Prologis purchases.
- Revive/revisit the Parkside Plan as a reference.

#### » **City Investment & Operations (Fiscal/Ownership)**

- Concern about City resources tied to the purchase, loan payments, and ongoing maintenance, but no stated preference for the final site program.
  - » Housing and mixed-use concepts (support expressed by some but not others; see constraints Environmental & Sites Constraints comments below).
- Retail anchor interest (e.g., grocery such as Whole Foods or Trader Joe's).
- A Public market concept: year-round farmer's market in a distinctive commercial building inspired by one individual's traveling experience in Mexico.
- Fitness uses (e.g., a gym).
- Community center with a flexible, convertible space (gymnasium/large event hall) and optional residential above or in a separate building. (This was also discussed in the context of the Old Library building needing refurbishments.)
- Open space alternative: "Why not make it a park?"

#### » **Commercial Viability & Activation**

- Concern about the ability to fill and sustain new commercial spaces.
- Desire to integrate with and strengthen the neighboring shopping center.

#### » **Community Facilities & Services**

- Request for a police satellite office (visible signage; on-site presence).



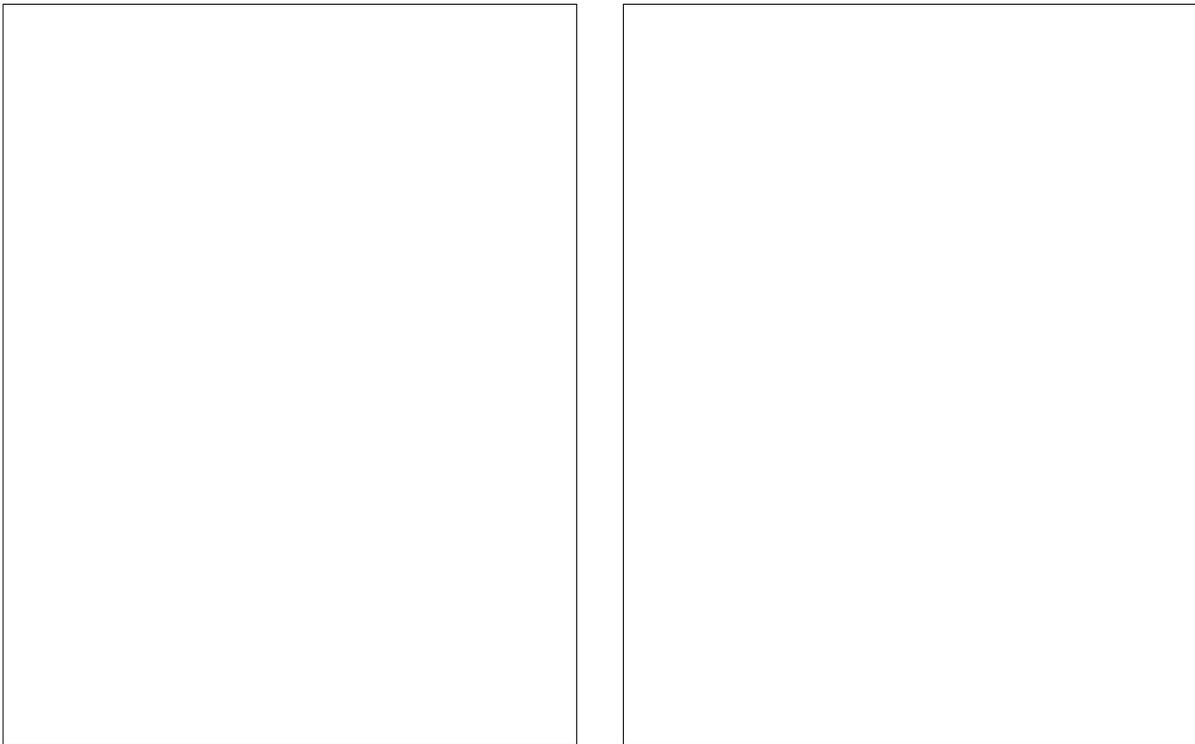
- If adding community space, consider reusing the old library first; note existing Mission Blue Center and libraries and limited revenue potential of yet another community facility.
  
- » **Mobility & Regional Connectivity**
  - Idea to connect the site to the Baylands using autonomous vehicles, either on-grade or via an elevated connection.
  
- » **Urban Design, Built Form & Gateway Identity**
  - Strong desire for a “nicely designed,” welcoming project befitting a key city gateway.
  - Height and views: preference from some to limit buildings to no more than three stories to avoid blocking Bay/Lagoon views from higher streets in the “bowl.”
  
- » **Environmental & Site Constraints**
  - » Study whether the site is affected by sea-level rise and a high water table; concern raised regarding potential drainage/flooding issues.
  - Additional concerns previously noted as being concern for housing: traffic exposure, noise, diesel matter, and related health/environmental factors.
  
- » **Implementation & Coordination**
  - Communicate project milestones and timing of engagement.
  - Align all discussions and decisions with the shopping center ownership and include the broader downtown vision.

In summary, while opinions varied on the final land use program, ideas ranged from housing and mixed-use to a grocery anchor, public market, fitness center, community facilities, or even a park. Concerns included the City’s financial commitments, the viability of sustaining new commercial space, and the need to reuse existing facilities where possible. Participants stressed high-quality urban design befitting a key gateway, sensitivity to height and view impacts, and attention to environmental constraints such as flooding and traffic exposure. Mobility connections to the Baylands and coordination with shopping center ownership were also seen as important, alongside clear communication of project milestones. Finally, it was suggested that planning for the site should be integrated with the adjacent shopping center and framed within a broader downtown vision.



*Appendix A – Walking Tour*

Attendees were invited to go on a self-guided walking tour around the site to become more familiar with its features and reflect on redevelopment matters. A handout had a map of the site on one side, and “Things to think about” items on the back. The form had room for people to take notes.



*Flyer with walking tour on the front and “Things to think about” on the back*

Signs were posted at three locations on the site, with the “Things to think about” items on the sign.





Walking tour signs

Three people filled out while they walked the site. Others walked the area but did not utilize the tour notes. One form was returned with just a Post-it note reading "Bank Branch ATM."

**Walking Tour Responses** (Note: Not all participants provided responses to each question)

**Notes from Walking Tour Form #1**

**1. Bayshore Boulevard and Oak Grove Considerations:**

1. Is traffic noise greater or less than you might have expected? *Normal*
2. How could the oak trees be retained and incorporated into a redevelopment of the site?
3. How might this portion of the site change if the right-turn slip lane from Bayshore Boulevard onto Old County Road is eliminated, and the site is allowed to expand onto that land?
4. Other Considerations? *No Highrise, 3 story max*

**2. Shopping Center Considerations:**

1. How might new development on the 70 Old County Road property interface with the existing shopping center? *Full-service grocery or bakery and deli.*
2. The driveway of the 70 Old County Road property alongside the shopping center is a recorded easement that needs to be maintained to provide access to both properties. How should traffic circulation work for both properties? *Seems to function*
3. Other Considerations? *Public restrooms at greeting*

**3. Park Connections Considerations:**

1. How should buildings on the 70 Old County Road property be oriented to the park? *Entire area needs to be considered as a district*



2. What would be a good way to provide a connection between 70 Old County Road and the park? *Light at the crosswalk.*
3. Other considerations?

## **Notes from Walking Tour Form #2**

### **1. Bayshore Boulevard and Oak Grove Considerations:**

1. Is traffic noise greater or less than you might have expected? *On a Saturday pretty quiet. I think new building materials exclude sound better than older materials.*
2. How could the oak trees be retained and incorporated into a redevelopment of the site?
3. How might this portion of the site change if the right-turn slip lane from Bayshore Boulevard onto Old County Road is eliminated, and the site is allowed to expand onto that land?
4. Other Considerations?

### **2. Shopping Center Considerations:**

1. How might new development on the 70 Old County Road property interface with the existing shopping center? *I don't see how two shopping centers would be in competition. Maybe the mixed-use/ Residential provides two 'zone' or a separation.*
2. The driveway of the 70 Old County Road property alongside the shopping center is a recorded easement that needs to be maintained to provide access to both properties. How should traffic circulation work for both properties?
3. Other Considerations?

### **3. Park Connections Considerations:**

1. How should buildings on the 70 Old County Road property be oriented to the park?
2. What would be a good way to provide a connection between 70 Old County Road and the park?
3. Other considerations? *I've crossed at the cross walk- adding lights? Raised crosswalk? I don't think a raised overpass is necessary.*

## **Notes from Walking Tour Form #3**

### **1. Bayshore Boulevard and Oak Grove Considerations:**

1. Is traffic noise greater or less than you might have expected? *About Equal*
2. How could the oak trees be retained and incorporated into a redevelopment of the site? *Oak Trees could be incorporated in small green areas or meadows,*



3. How might this portion of the site change if the right-turn slip lane from Bayshore Boulevard onto Old County Road is eliminated, and the site is allowed to expand onto that land? *I could allow for more parking which is very important (eliminating the slip lane)*
4. Other Considerations?

**2. Shopping Center Considerations:**

1. How might new development on the 70 Old County Road property interface with the existing shopping center? *If it is residential box sandwiched between retail I think it would improve the old shopping center.*
2. The driveway of the 70 Old County Road property alongside the shopping center is a recorded easement that needs to be maintained to provide access to both properties. How should traffic circulation work for both properties?
3. Other Considerations?

**3. Park Connections Considerations:**

1. How should buildings on the 70 Old County Road property be oriented to the park? *Entrances should likely be towards the park and shopping center.*
2. What would be a good way to provide a connection between 70 Old County Road and the park?
3. Other considerations?









[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road Self-Guided Walking Tour



Bayshore Boulevard & Oak Grove



Shopping Center



Park Connection

*Turn this map over for suggestions of aspects to consider and to provide input.*



City of  
**BRISBANE**  
CALIFORNIA









*Appendix B*

*Presentation Boards*































*Appendix C*

*Presentation Boards and Comments*

This appendix lists the individual comments affixed to each board, exactly as written on the Post-it notes.



It would be great to have the shopping center here and look at the other side.

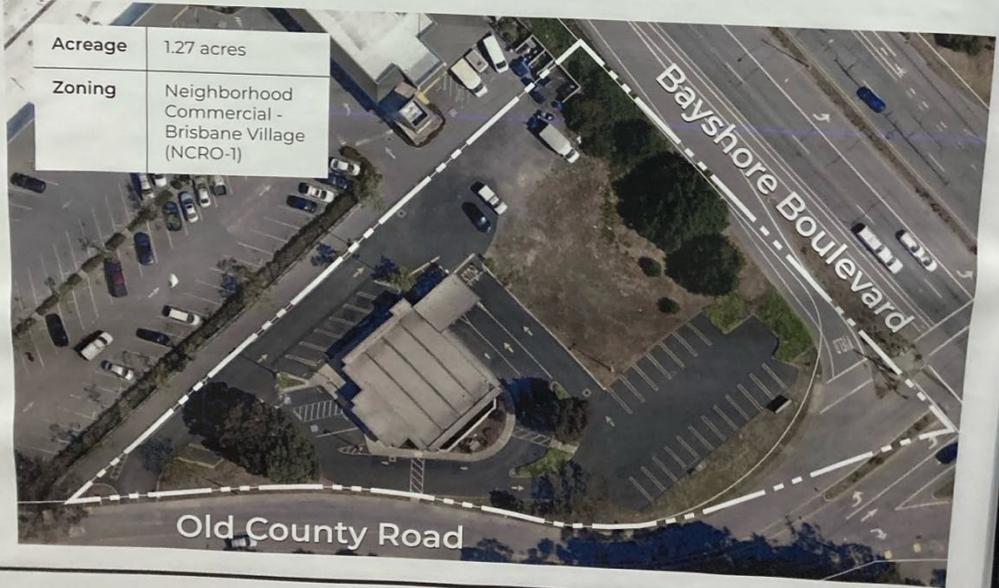
Let's look at all of downtown in a unified manner - a plan including the 70 lot, shopping center etc.

[bca.org/70OldCounty](http://bca.org/70OldCounty)

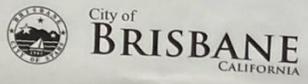
[f](https://www.facebook.com/cityofbrisbane) [@cityofbris](https://www.instagram.com/cityofbrisbane)

# 70 Old County Road

In 2022, the City acquired 70 Old County Road (the former Bank of America site). This strategic purchase allows the community to control and proactively plan for redevelopment of this site at a key entrance to Brisbane.



Sign a strategic plan petition, considering the project promise.



**Overview Board Comments**

- We should communicate the timing of discuss items with the shopping center owners and look at the entire site. It is about timing.
- Let's look at all of downtown in a united manner- a plan including the PO Lot, Shopping Center, Etc.
- Begin a strategic plan process, considering the Prologis purchases



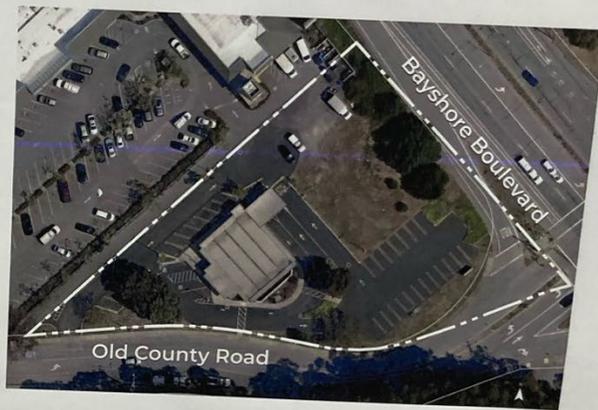
[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# 70 Old County Road

*How about  
a gym?*

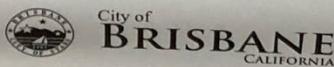
How can this property be used to benefit the community? We've narrowed down the options and are looking for further feedback.



### Project Time Line / Milestones



Sign up for updates at [brisbaneca.org/portal](http://brisbaneca.org/portal)



**Timeline Board Comments**

- How about a gym?



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

Leave the  
Parkside  
Place

# what they're saying

## Sample of survey comments

I think commercial attraction is a must for the space having multiple small shops would be fantastic. Residential is a bonus if it can be achieved efficiently.

Yes, we need housing but this site is NOT safe or suitable for housing. Lead soil level rise. dust/damaged. Noise Traffic

A community center for Brisbane residents is our first and only choice. The other choices only invite more traffic/congestion for which we already lack parking areas.

We already have a local retail center that can barely stay rented, so more retail is out of the question.

Affordable housing is critical to our community.

Housing would be an eyesore and cause traffic issues. Not a great spot for living.

Brisbane needs more housing, but also more places for residents to dine and hang out (which will also generate tax revenue for the city).

I like the "The Hangar (Scotts Valley)" style of small commercial, not the generic strip mall. Something quaint to match our small town.

I believe it would be useful if Brisbane had access to a good quality grocery store that could make food shopping more easy and accessible for those in town, or a small store like Walgreens for good and affordable items.

Why not make it a Park?



**“What They are Saying” Board Comments**

- Revive the Parkside Plan
- Yes, we need housing, but this side is NOT safe or suitable for housing. Lead, Sea-Level rise, diesel fumes noise, traffic
- Why not make it a park?

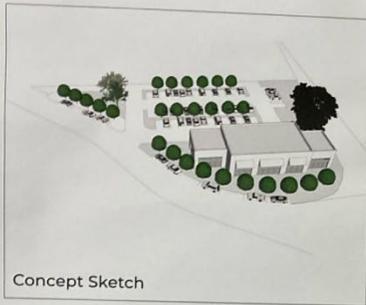


[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbaneca

# Small Commercial Center

A small commercial center with 1-5 storefronts, with good roadway visibility, marketable retail spaces, and **convenient parking** in a parking lot as well as alongside Old County Road.



Concept Sketch

### Local and Regional Examples:



1297 Chess Drive  
Foster City



The Hangar  
Scotts Valley

### Opportunities

- Moderate demand; captures local and commuter spending.
- Modest sales tax potential; lease income from small tenants.
- Low to moderate development costs; funded privately or via public-private partnerships.
- Simple site fit with minimal infrastructure upgrades.
- Higher quality, contemporary spaces more likely to lease compared to older spaces in adjacent shopping center.

### Constraints

- Retail market volatility and vacancy risks.
- Aligns with economic vitality objectives to support tax base and provide services to residents, but does not address objectives to increase opportunities for housing.

*grocery store  
such as  
whole foods  
TRADER JOES*



City of  
**BRISBANE**  
CALIFORNIA



**Small Commercial Opportunities and Constraints Board Comments**

- Grocery Store such as Whole Foods or Trader Joes



[brisbaneca.org/70OldCounty](http://brisbaneca.org/70OldCounty)

  @cityofbrisbane

Mixed:  
Community Center w/ convertible area that can serve as a gymnasium or large meeting area for events. Residential overhead, or separate bldg.

# munity Center

## Community Center

A multi-purpose civic facility with space for meetings, events, performances, and/or recreation.

More community space is always welcomed, but we should utilize our old library space first.

### Local and Regional Examples:



South San Francisco Parks & Recreation Center



Southeast Community Center San Francisco

We have a new one center new 4 old houses already would come from another community center through community bldg's a nice view!

### Opportunities

- Strong local demand for gathering spaces, but minimal revenue potential.
- 1-2 story building fits site.
- Parking can be accommodated in parking lot; does not require enclosed parking.

### Constraints

- High cost, primarily funded by public sources, grants, and donations.
- Funding viability not currently sustainable.
- Minimal revenue potential.
- Significant ongoing operational and maintenance costs.
- Higher cost to construct a new facility, compared to renovating the former community center on Visitacion Avenue.



City of **BRISBANE** CALIFORNIA



**Community Center Opportunities and Constraints Board Comments**

- Mixed: Community Center with a convertible area that can serve as a gymnasium or large meeting area for events, residential overhead and or a separate building.
- More community space is always welcomed but we should utilize our old library space first.
- We have a Mission Blue Center, new and old libraries already. No or little income would come from another community center, (though a community building is a nice idea)



[brisbaneca.org/70OldCo](http://brisbaneca.org/70OldCo)

PROVIDE: J. SORIANO  
- Whatever is decided  
- Have a Police Satellite  
OFFICE w/OUT DOOR SIGNS  
for at least one OFFICE to  
be present for RESPONSE &  
Presence OFFICE i.e. REPORTS etc.

@cityofbrisbaneca

Create a  
unified plan  
for downtown  
Brisbane

Please take a  
step back to  
consider the  
larger plan for  
downtown

# Next Steps

## Schematic Concept Plans

Schematic concept plans reflecting the community vision for City Council consideration, including site plan, parking layouts, building section diagrams, and massing diagrams.

## Feasibility Evaluations

High-level evaluation of the concepts against the market and other considerations to test feasibility.

## Development Plan

Preferred concept further refined into a development plan that is sufficient to allow for completion of project level environmental review.

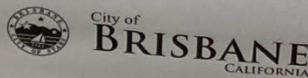
## CEQA Clearance

Environmental review clearance per the California Environmental Quality Act (CEQA).

## Implementation Strategy

A roadmap/strategy to implement the 70 Old County Road project, based on the approved development plan.

## City Council Meetings



**Next Steps Board Comments**

- Resident: J. Sotomayor: Whatever is decided, have a police satellite office w/ outdoor sign, for at least one officer to be present for response and presence. Office i.e. REPORTS etc.
- Please take a step back to consider the larger plan for downtown
- Create a united plan for downtown Brisbane.

**Unattached Post-it Notes**

- Include an ATM in the new building





## **70 Old County Road Planning Program Feasibility Evaluation**

Prepared for the City of Brisbane  
by Good City Company

November 7, 2025



**TABLE OF CONTENTS**

Project Overview..... 3

Description of Vision Concepts..... 5

Stakeholder Interviews..... 9

Case Studies..... 13

Feasibility Evaluations.....26



## **PROJECT OVERVIEW**

In 2022, the City of Brisbane purchased the approximately 1.27 acre property at 70 Old County Road which had been occupied for decades by a Bank of America branch. This property sits at the main gateway to Central Brisbane at the intersection of Bayshore Boulevard, Old County and Tunnel Roads. The City's strategic purchase of this important site allows the community to control and proactively plan for redevelopment of the site.

## **Community Engagement**

The City Council launched an extensive community planning process starting in March 2025 to determine the appropriate community serving uses of the property and establish a site development plan based upon that vision. The engagement process unfolded in phases, beginning with community brainstorming to generate ideas, followed by a "vision" phase that presented concept options shaped by public input. Input was received through two open houses, two pop-ups at community events, and a community survey.

Based on input received in the first open house, six concepts were developed for the vision phase:

1. **Small Commercial Center**

A compact commercial hub with strong roadway visibility, marketable retail spaces, and convenient parking.

2. **Destination Commercial**

A stand-alone, single-tenant business that draws customers from beyond Brisbane.

3. **Stand-Alone Housing**

A residential development that is either 100% affordable or a mix of market-rate and affordable housing.

4. **Mixed-Use Retail + Housing**

A development with ground-floor retail and residential units above.

5. **Community Center**

A public facility for meetings, events, and recreation, accessible to all residents.

6. **Teen Center**

A dedicated place where teens can relax, study, and participate in youth-focused programs.



A community-wide survey then helped gauge which options had the strongest support. Additional outreach through pop-up events and an open house provided further opportunities for feedback, helping to narrow the range of alternatives for detailed feasibility analysis.

The survey asked respondents to select their top three favorite ideas for how the site could be developed, ranking the preferences 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>.

<b>Vision</b>	<b>Number of First Choice Votes</b>
Mixed-Use Retail + Housing	<b>73</b>
Small Commercial Center	<b>61</b>
Community Center	<b>43</b>
Destination Commercial	<b>30</b>
Teen Center	<b>14</b>
Stand-Alone Housing	<b>12</b>

Based on the numbers of first choice votes, the vision concept with the strongest support was the **Mixed Use Retail + Housing vision**, followed by the **Small Commercial Center vision** and the **Community Center vision**. Those vision concepts were then further developed for additional community feedback, as described in the next section of this report.



## **DESCRIPTION OF VISION CONCEPTS**

Of the six options presented, the survey indicated the community had the greatest support for the Mixed-Use Retail + Housing and Small Commercial Center options (nearly equal support), followed by the Community Center option. These options are further described below.

### **Mixed-Use**

The mixed-use scenario proposes a multi-story development featuring ground-floor retail with housing above, typically 3–4 stories in height. Parking for residents would be provided in a structured garage. Community uses could be considered for the ground floor in lieu of retail.

Two sub-options have been illustrated:

**Concept A:** Three-story building with 3–5 storefronts and two levels of housing, plus a separate four-story residential building behind.

**Concept B:** One-story retail front building with 3–5 storefronts and a five-story residential building to the rear.



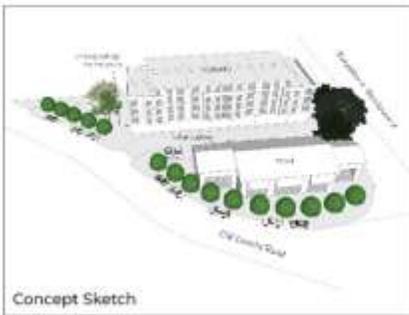
**Concept A**

*A three-story mixed use building with 3-5 storefronts and two stories of housing above, together with a separate 4-story building with housing located behind.*



**Concept B**

*A one-story commercial building with 3-5 storefronts in the front, and a separate 5-story building with housing located behind.*



**Commercial/Retail**

The commercial/retail scenario proposes a small neighborhood-scale retail cluster with 3–5 storefronts designed for local shops, restaurants, or services, emphasizing visibility from the street and easy parking access.

Two sub-options have been illustrated:

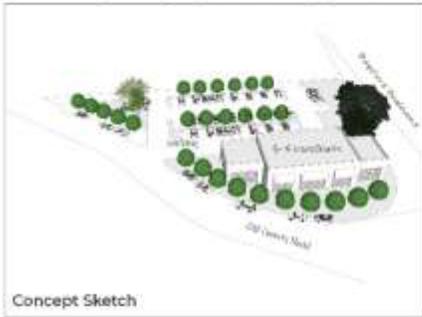
**Concept A:** A row of contemporary storefronts with parking behind and parallel parking on Old County Road.

**Concept B:** A more rustic aesthetic with an anchor restaurant or retail space and 2–3 smaller shops.



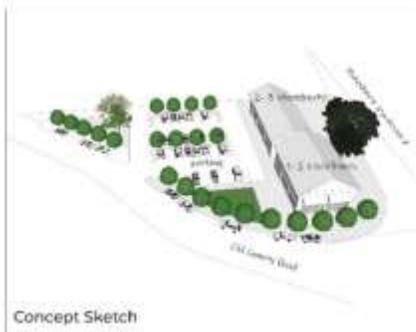
**Concept A**

*A row of stores with contemporary design. Parking is located behind, as well as new parallel parking spaces along Old County Road.*



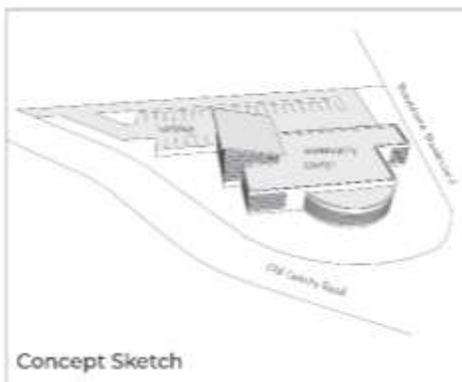
**Concept B**

*A more rustic-style design, with an "anchor" restaurant or retail space, and 2-3 additional smaller storefronts.*



**Community Center**

The community center scenario proposes a community building with flexible spaces for meetings, recreation, cultural events, or performances, paired with adjacent parking.



However, based on the feasibility constraints discussed below in this report, more illustrative concepts were not provided for this alternative. A discrete community-



serving ground floor use may be incorporated into the mixed-use residential concept, as discussed further in this report.

### **Shared Site Design Elements**

Across the concepts, recurring features include:

- » Preservation of existing mature oak trees and landscaped open space along Bayshore Boulevard.
- » Proposed removal of the right-turn slip lane on Bayshore Boulevard to improve pedestrian access and provide more useable site area.
- » Integration of parking areas behind buildings to maintain an active street frontage.
- » Architectural design that serves as a gateway to the community, while accommodating the functional needs of various development programs.



## **STAKEHOLDER INTERVIEWS**

Good City Company conducted stakeholder interviews in order to better assess both the development and market feasibility of potential future uses for the 70 Old County Road site. Emphasis was on the development concepts preferred in the community engagement, specifically mixed-use residential, and small commercial. The feasibility of market-rate mixed-use development with housing was discussed in multiple interviews, including with commercial developers and those specializing in mixed-use residential development.

Good City Company identified and interviewed six qualified professionals with expertise in commercial development, market rate and affordable housing, and mixed-use development projects. The stakeholder group included three affordable housing developers and three private developers specializing in commercial and mixed-use projects:

- » Co-President of Development and Managing Partner of a market-rate residential and commercial developer with projects on the Peninsula and throughout the Bay Area
- » Partner in a market-rate commercial, residential, and industrial development firm with projects on the Peninsula and throughout the Bay Area
- » Director of a market-rate residential and mixed-use developer with projects on the Peninsula and throughout the Bay Area
- » Vice President of Business Development of a non-profit affordable housing developer with projects on the Peninsula and throughout the Bay Area
- » Vice President, Real Estate Development, of a non-profit affordable housing developer with projects on the Peninsula and South Bay
- » Vice President of Development of the Northern California division of a for-profit affordable housing developer with projects throughout the Bay Area

### **Commercial Developers Summary**

Stakeholders with experience in commercial and mixed-use projects noted that the 70 Old County Road site benefits from high visibility and a strategic location at a gateway to Brisbane but faces several challenges for new retail/commercial development. The local retail market is limited based on population, and new commercial space could compete with existing neighborhood-serving businesses.

Stakeholders were also concerned with the vacancies and physical conditions of the adjacent shopping center. It is unclear whether the vacancies are an indication of limited



retail demand, or inactive management (or both). In either case, the condition of the shopping center would serve as a disincentive to develop new commercial space on 70 Old County Road, and would make it more difficult to attract tenants.

Two of the commercial stakeholders suggested that a coordinated redevelopment approach involving adjacent properties, including nearby retail and industrial parcels, may be necessary to create a cohesive and active town center environment consistent with the City's long-term planning vision. The third commercial stakeholder thought the size of the 70 Old County Road site was adequate, but ideally would integrate with the adjacent shopping center and possibly have a reciprocal shared parking arrangement that would benefit both properties.

### **Residential/Mixed-Use Developers Summary**

#### *Market Rate*

Across these interviews, two stakeholders concluded that market-rate housing on the 70 Old County Road site is unlikely to be financially viable under current market conditions due to the relatively small parcel size, and the cost of construction in relation to local market rents. They suggested that if the adjacent shopping center were included in a future redevelopment, there would be adequate site area for a viable development. Two acres were suggested as the minimum for a viable mixed-use market-rate residential development.

However, one stakeholder suggested that the size of the site could be adequate to accommodate market-rate housing, but including a ground floor retail component would be difficult to accommodate given the need to fit parking for both the retail and the housing on the site.

Stakeholders noted that podium-style construction would be required to achieve the density typically needed for market-rate apartments, but the site's limited size and current local market rent levels would make such a project difficult, if not infeasible. One interviewee referenced a recent Peninsula project that faced similar challenges on a small parcel, and ultimately the property was developed with affordable housing with the support of city, county, and tax credit funding.

Stakeholders had varying opinions on how tall a mixed-use residential building would need to be in order to be feasible. Two of the stakeholders suggested four stories of housing above one or two levels of parking, for a total of five to six stories. Technically, the parking and retail level(s) would be constructed of concrete as a podium, and the



residential units constructed in wood frame on top of the concrete podium. In the trades, four stories of wood frame residential construction on top of one story of concrete parking is referred to as “four over one” building. A “four over two” building would indicate two levels of concrete podium parking. All stakeholders indicated four levels of residential would be needed to be viable, at least for portions of the development.

In all interviews, stakeholders anticipated that new housing units would be rental apartments, rather than for-sale condominiums. In the current economic and regulatory environment, new condominium construction is extremely challenging due to liability, construction costs, and insurance costs. This is a statewide issue, rather than being specific to the local market, and legislators have indicated interest in addressing these issues in a future session.

### *Affordable Housing*

Affordable housing developer stakeholders expressed greater interest in the site than market-rate housing stakeholders, and generally viewed it as suitable for an affordable or mixed-income project, provided that the City maintains ownership of the land or provides the land at no cost. Stakeholders suggested that a Request for Proposals (RFP), Request for Qualifications (RFQ), and/or a Request for Information (RFI) could be utilized to attract a developer that would align the City’s development and design objectives. The site’s location and visibility were viewed as strong attributes that could support an architecturally distinctive affordable project serving as a gateway to the community.

Development scenarios discussed during interviews ranged from approximately 50 to 100 units total in a four- to five-story configuration. In all instances, stakeholders indicated that at minimum 40 to 50 units would be required to be operationally efficient and financially feasible, but that more units could make the project more competitive for financing and further serve to address local need. Most but not all stakeholders identified surface parking as the most feasible option, noting that podium would be too costly and subterranean would not be financially feasible. One stakeholder suggested a mix of podium and surface parking. A one-to-one parking ratio was considered reasonable, with flexibility to reduce parking for a senior project.

Ground-floor commercial or community uses could be considered, but stakeholders indicated that such spaces are not typically fundable through affordable housing financing sources. If the City desires these uses, it would likely need to provide financial participation, such as direct subsidies, a master lease, and/or tenant improvement



assistance. The most likely scenario is that the developer would build out the commercial space as an empty “shell,” and the city would provide funding to finish the space so that it could be leased to tenants. All stakeholders expressed concern that it would be difficult to lease ground floor commercial space, given their experience with other projects.

Stakeholders suggested that community-oriented ground-floor uses such as a senior center or child-care facility could be an alternative to ground-floor commercial space. These types of uses could open access to additional funding sources or partnerships, but would likely still require City participation or financial support to achieve overall project feasibility.

Funding for affordable housing is competitive, but the affordable housing developer stakeholders were optimistic that the site could attract some funding. Competitive funds are allocated on a rotating basis, and some cycles have more applicants than others, so it may take a few cycles to obtain adequate funding. One stakeholder recommended preparing a Low-Income Housing Tax Credit (LIHTC) scoring form to evaluate the site’s competitiveness for state or federal funding.

In addition to having the land offered at no cost, additional financial contributions or gap funding may be required to support construction and operations. City contributions could improve competitiveness for state and federal funding programs as part of a “local match.” Contributions beyond the value of the land could include fee waivers or direct funding to close financing gaps and strengthen applications for tax credit allocations.



---

## CASE STUDIES

### Mixed Use – Affordable Case Studies

---

#### Firehouse Square, Belmont



Firehouse Square is a mixed-use affordable housing development located at 1300 El Camino Real on the site of a former city-owned parking lot in Belmont, California. It is one of the examples shown in the community outreach.

Completed in 2022, the project includes 66 affordable rental apartments for families and individuals, including residents with supportive housing needs. The 0.72-acre infill site is situated along Belmont’s downtown corridor and within walking distance of Caltrain.

The development consists of a three- and four-story residential building organized around the ground floor of community-serving and retail spaces. The design incorporates the preserved façade of Belmont’s historic firehouse into a new Mission-style structure, blending the city’s architectural heritage with a contemporary residential form. The adaptive reuse of the firehouse façade creates a visual landmark while reinforcing the project’s connection to local identity and history.

The project was the product of a long-term planning and visioning process by the City of Belmont and MidPen Housing Corporation, supported through collaboration with Sares Regis and regional funding partners. MidPen Housing served as the developer, with MidPen Property Management Corporation overseeing operations. The project was



part of a larger redevelopment of a city-owned parking lot that also included market-rate townhomes.



### *Project Features and Design*

- » 0.72-acre site (for the affordable housing portion)
- » Integration of the historic firehouse façade into new construction
- » Three- and four-story residential structure with Mission-style design
- » 66 affordable units including studios, one-, two-, and three-bedroom apartments
- » 3,783 square feet of ground-floor retail space
- » 1,095-square-foot community room within the rehabilitated firehouse structure
- » 47 below-grade parking spaces and 30 bicycle spaces

### *Funding and Partnerships*

The project was financed through a mix of local, county, and state funding sources, including:

- » City of Belmont and County of San Mateo contributions
- » California Tax Credit Allocation Committee (CTCAC) and California Debt Limit Allocation Committee (CDLAC)
- » Union Bank permanent financing



### *Relevance to 70 Old County Road*

Firehouse Square illustrates the feasibility of developing high-quality affordable housing within a compact, infill site by leveraging strong partnerships and mixed-use design. Key lessons applicable to 70 Old County Road include:

- » The benefit of integrating active ground-floor uses and community-serving spaces in downtown contexts.
- » The importance of resident services and programming in supporting family stability and long-term community success.
- » The use of layered funding and partnerships between city, county, and state agencies to achieve deep affordability on high-cost urban land.
- » Leveraging city-owned land to generate other funding sources.

### **Colma Veterans Village**



Colma Veterans Village is a 66-unit affordable housing community serving formerly homeless veterans. Completed in 2020, the three-story development sits on a 2.2-acre site located along Mission Road between Cypress Lawn and Holy Cross Cemeteries. The project combines new construction with adaptive reuse, preserving the site's historic pump house and repurposing it as a community space for residents. Developed by Mercy Housing California through a 99-year ground lease from the Archdiocese of San



Francisco, the project provides a replicable model of affordable, service-enriched housing within a constrained and contextually sensitive site.

The design emphasizes livability, community interaction, and historic preservation. Two large courtyards, a resident garden and orchard, and a fenced dog run offer a variety of outdoor spaces that support wellness and social engagement. The rehabilitated pump house serves as a common gathering space and is complemented by a community hall, craft area, and bicycle storage. A public interpretation plaza was also integrated to celebrate the history of the site and surrounding cemeteries.

Residents receive case management and supportive services from the Department of Veterans Affairs and Brilliant Corners, helping tenants maintain housing stability and access health care and employment support. Mercy Housing Management Group oversees property management, ensuring coordination between building operations and service delivery.



### *Project Features and Design*

- » 2.2-acre site ground leased from the Archdiocese of San Francisco,
- » Three-story residential structure
- » 66 one-bedroom apartments, with 58 units reserved for veterans
- » 69 parking spaces in surface lots



- » Renovated historic pump house to be used as common area
- » Spacious community garden and resident courtyards
- » Public interpretation plaza which displays the area's history

#### *Funding and Partnerships*

The project was financed through a mix of local, county, and state funding sources, including:

- » Veterans Housing and Homelessness Prevention (VHHP) funding: \$10 million
- » HUD-VASH vouchers and Low-Income Housing Tax Credits (LIHTC)
- » Major financing partners: Silicon Valley Bank, County of San Mateo, State of California
- » Archdiocese ground lease
- » DVBE utilization: 8.27%

#### *Relevance to 70 Old County Road*

For 70 Old County Road, this case study highlights the feasibility of delivering a mid-scale affordable development with community-serving amenities and integrated services within a constrained urban site, aligning with local and regional housing priorities.



## Eagle Park Apartments, Mountain View

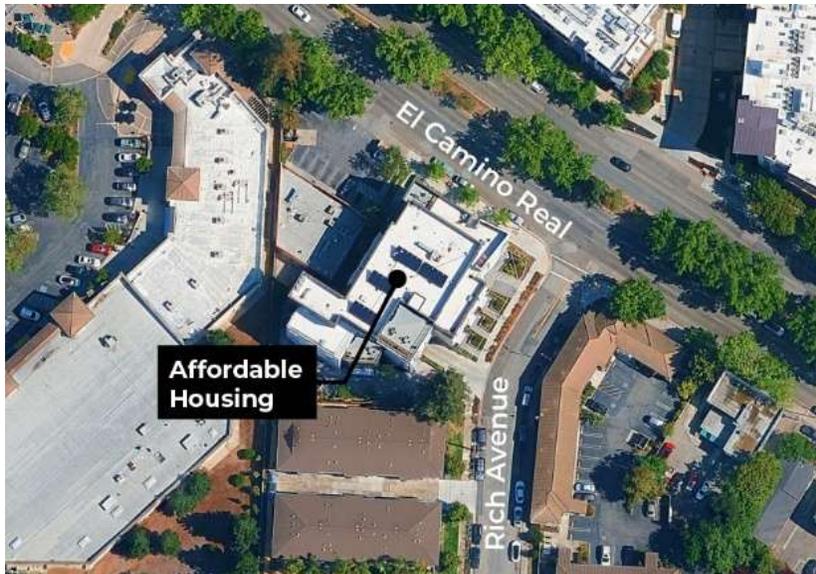


Eagle Park is a 67 unit affordable housing development on a 0.49 acre site in Mountain View completed in 2019. Included amenities are three common roof decks, a community room, lounge, subgrade parking and bicycle storage, and resident storage lockers for each unit. Property management and supportive services are provided on site.

The entry plaza welcomes residents into the lobby with a distinctive architectural element and geometric raised planters. The rear open space includes seating, gathering areas, outdoor fitness equipment, and gardening to encourage casual social interactions.

While not a mixed-use development, the lobby and community room incorporate storefront-style windows that provide transparency and visual interest on the ground floor.





*Project Features and Design*

- » 0.49-acre site
- » Four-story building with a fifth story stepped back to reduce appearance of mass
- » 67 studio and one-bedroom apartments, with 30 units reserved for veterans
- » Below-grade parking
- » Entry plaza
- » Community room

*Relevance to 70 Old County Road*

For 70 Old County Road, this case study provides an example of a five-story building that is carefully designed to appear less massive, with upper-floor stepbacks and a highly-articulated façade. It is an example with a community use on the ground floor rather than commercial/retail space.



---

**Mixed Use – Market Rate Case Study**

---

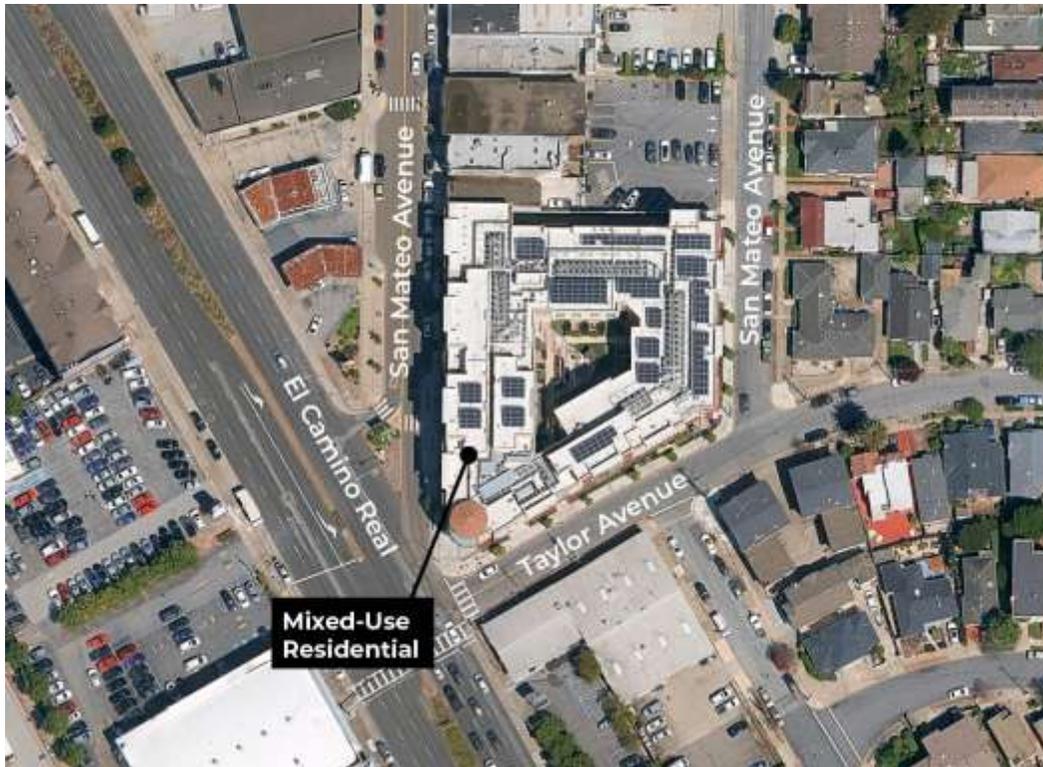
**Aperture Apartments, San Bruno**

Aperture is an 83-unit mixed-use market-rate residential and retail development on 0.95 acres that serves as a gateway to Downtown San Bruno at the corner of El Camino Real and San Mateo Avenue. Completed in 2019, it was the first multi-family residential project to come online after the City adopted the San Bruno Transit Corridors Specific plan. There are 106 parking spaces for the residences.

The ground floor includes 6,775 sq. ft. of retail space. However, the space has never been leased. There is no on-site parking for the retail, which may partly explain part of the challenge, though on-street parking is available. The developer indicated that given the relatively small size and unusual shape of the site, it was difficult to accommodate parking for both the residential units and retail spaces on the site. The vacancies may also indicate market weakness, but is also partly the result of restrictive zoning, as a prospective restaurant tenant was prevented from occupying the space early on.

The building has three- and four-story elements. The fourth stories are comprised of the upper levels of two-story, three-bedroom townhouse-style units.





### *Relevance to 70 Old County Road*

Whereas some of the developers interviewed indicated a one-acre site would be too small for a market rate development (not to mention mixed-use), Aperture is a local example of a development that is able to accommodate a mixed-use residential program on a site comparable in size to 70 Old County Road. The three- and four-story massing is also unusual for a recently-built mixed-use development, as most recent examples are at least one or two stories taller. The inclusion of three-bedroom, two-story townhouse-style units is notable, as recent mixed-use developments have tended to feature smaller units. One caveat is that this project was developed during a period of low interest rates and high rents, which is different from current conditions.



---

**Commercial/Retail Case Studies**

---

**1297 Chess Drive (Chess Retail Center), Foster City**

The Chess Retail Center is located on a 1.53-acre parcel at 1297 Chess Drive in Foster City. The project consists of a one-story 11,830 square foot restaurant and retail building with 550 square feet of outdoor dining space and 105 parking spaces. The project was completed in 2017, and was designed to accommodate a combination of restaurant and/or retail uses as driven by market conditions. It is one of the examples shown in the community outreach.

Tenants include Habit Burger & Grill, Panera Bread, and FedEx Office Print & Ship Center. There is currently one vacant storefront, previously occupied by MOD Pizza.

The project was constructed in conjunction with an adjacent 121-room extended-stay hotel. The parking areas of the retail center and hotel are designed to be shared, so that either can accommodate overflow parking if necessary.

*Project Features and Design*

- » 1.53-acre site
- » 11,830 square foot restaurant and retail building, divided into four storefronts
- » 105 parking spaces (ratio 1:112, or 8.93 spaces per 1,000 square feet), with overflow parking allowed at an adjacent hotel





#### *Relevance to 70 Old County Road*

1297 Chess Drive represents a relatively straightforward one-story restaurant/retail development on a site of similar size to 70 Old County Road.

- » Designing the project to accommodate a combination of restaurant and/or retail uses, as market demand and conditions are uncertain.
- » Tenant spaces sized and designed to accommodate contemporary tenant requirements.
- » Parking appears to be adequate for the current uses. If an agreement could be reached, overflow parking might possibly be arranged with the adjacent shopping center, similar to the arrangement with the hotel in Foster City.



## The Hangar, Scotts Valley



“The Hangar” commercial development project is located on a 1.51-acre parcel in Scotts Valley. It consists of a 13,318 square foot commercial building with retail space and a restaurant/brew pub (The Hangar), and a 2,412 square foot drive-through Starbucks. There is a shared common parking area between the two buildings. It is one of the examples shown in the community outreach.

The restaurant is 4,773 square feet and includes a large outdoor patio and serves as an anchor for attracting customers beyond the local area. The remainder of the building is divided into three storefronts. Both buildings have a modern design, with design evoking the site’s historical use as an airport. A shared common parking area with 69 parking spaces is located between the two buildings.

The design of the project is unique, and most of the tenants had been secured prior to finishing the design, rather than being built “on spec” without a committed buyer or tenant in place. Furthermore, the provision of a Starbucks drive-through deal played a significant role in the financial feasibility of the project.

### *Project Features and Design*

- » 1.51-acre site
- » 13,318 square foot restaurant and retail building (one restaurant and three storefronts), and 2,412 square foot drive-through Starbucks.
- » 69 parking spaces (ratio 1:228, or 4.39 spaces per 1,000 square feet)





#### *Relevance to 70 Old County Road*

The Hangar is a unique, “bespoke” commercial development, with an anchor restaurant tenant that draws customers beyond the local area. Provided an anchor tenant could be secured, it could allow for the development to draw from a broader area, which could improve financial viability.

- » The unique design is part of the appeal, serving as a local landmark and draw.
- » The Starbucks provides financial feasibility to the project, but the provision of a drive-through may be at odds with local preferences.
- » Parking and circulation are reported to be challenging. Parking is provided at only half the ratio of the 1297 Chess Drive example.



## FEASIBILITY EVALUATIONS

### Mixed-use Residential Scenario (Market Rate or Affordable)

#### Overview

The mixed-use residential scenario envisions a multi-story development featuring ground-floor retail or community-serving space with residential units above. The feasibility evaluation below draws upon stakeholder interviews, comparable case studies, and current market and construction conditions.

#### Site Context and Opportunity

The 1.27-acre property at 70 Old County Road occupies a prominent location at the intersection of Bayshore Boulevard, Old County Road, and Tunnel Avenue, serving as a key entry to Central Brisbane. Its visibility and ownership by the City create a unique opportunity for a community-guided redevelopment. However, the site’s limited size and adjacency to an aging shopping center with vacancies constrain its standalone development potential and diminish its ability to support extensive ground-floor commercial uses.

#### Key Data Points

“By the Numbers” data points for mixed-use residential development, as presented in community outreach:

<b>If affordable housing, minimum number of units needed to be operationally and financially feasible:</b>	50-80 units (depending on Low Income Housing Tax Credit / LIHTC financing)
<b>70 Old County Road acreage:</b>	1.27 acres
<b>Typical number stories needed to accommodate 50-80 units on 1.27 acres:</b>	3 -5 stories (including one level of parking)

#### Market and Physical Feasibility

Stakeholder interviews indicate that new mixed-use development on sites smaller than two acres is difficult to execute due to high per-square-foot construction costs, circulation inefficiencies, and limited economies of scale. Podium construction—required to accommodate both housing and parking—was consistently cited as cost-prohibitive under current Brisbane rent levels. Developers noted that four to five stories of



residential use above a one- or two-level podium (“four-over-one” or “four-over-two”) would be required for feasibility, but the resulting density and parking needs would likely exceed what can comfortably fit on the 1.27-acre parcel.

A fully affordable mixed-use project would therefore face a significant financing gap without City assistance or land assembly. By contrast, a purely residential project, or one combining residential use with limited community-serving ground-floor space, could be more achievable within the existing site envelope.

### *Market-Rate Feasibility*

Interviews with private developer stakeholders found limited interest in pursuing a market-rate mixed-use project. Small-parcel podium development may be difficult depending on achievable rents in Brisbane’s rental market.

The nearby Aperture project in San Bruno, completed on a similarly sized parcel, was cited as an instructive case: it successfully delivered 83 apartments with ground-floor retail, but the retail space has remained largely vacant since completion, reflecting the challenges of sustaining commercial uses on small, infill mixed-use sites. Furthermore, the Aperture project accommodated parking in a below-grade garage, but 70 Old County Road is situated on bay fill, which would inhibit excavation due to cost and engineering challenges. Lastly, it is noted that the Aperture project was developed at a time when interest rates were lower and rents higher than current conditions.

Pursuing a market-rate mixed-use development for 70 Old County Road would require finding a developer that would be amenable to working with the relatively small site. Parking would need to be accommodated in an at-grade parking level, with residential units constructed above a concrete podium. If parking for ground-floor retail uses could not be fit onto the site, consideration could be given to providing parallel parking spaces along the Old County Road frontage, as illustrated in the vision concepts that were shared with the community.

### *Affordable or Mixed-Income Feasibility*

Affordable housing developer stakeholders expressed strong interest in the site for a potential 100-percent affordable or mixed-income residential development, particularly if the City retains or contributes the land at no cost. Stakeholders indicated that 50–100 units could be accommodated within a four- to five-story configuration, achieving operational efficiency and competitive scale for tax-credit financing. Generally, affordable developments are more feasible on smaller sites such as 70 Old County Road



given the greater range of funding options available to underwrite construction costs compared to market-rate development.

Surface or limited podium parking was viewed as the most viable approach, with parking ratios ranging from one space per unit to less for senior or special-needs housing. Most stakeholders advised against ground-floor commercial space, which is typically ineligible for housing program funding and would require direct City support. However, one stakeholder recognized the importance of ground-floor commercial space to many communities, and offered that it could be included in a development if the City could provide funding support. Alternatively, community-oriented uses such as child care or a senior center could strengthen the project's competitiveness for certain funding sources.

With layered financing—combining Low-Income Housing Tax Credits (LIHTC), County and State programs, and City contributions—an affordable or mixed-income development at 70 Old County Road is considered financially and operationally feasible.

### **Opportunities and Constraints**

#### *Opportunities:*

- » Housing would help satisfy Regional Housing Needs Allocation (RHNA) obligations.
- » Highly visible location suitable for an architecturally distinctive gateway project.
- » Potential eligibility for State, County, and regional funding if an affordable housing development.
- » Strong housing demand; uncertain retail demand (which adds risk).
- » Dual income streams from residential rents and retail leases, provided retail space is leased successfully.
- » Potential synchronicity with the downtown commercial district and city park.

#### *Constraints:*

- » Limited site area restricts parking and mixed-use configuration.
- » Weak local retail demand and adjacent shopping center vacancies reduce commercial viability.
- » High construction cost due to multistory building and podium construction costs – may exceed achievable market rents.



- » Affordable housing funding is competitive and may require multi-year pursuit.
- » If affordable units, would require at least 50 units, which would imply 4-5 stories on at least a portion the site.
- » Higher complexity in management and maintenance compared to single-use commercial or residential development.
- » Retail presents greater exposure to market risks compared to a development with only housing.

## **Commercial/Retail Scenario**

---

### **Overview**

The commercial/retail scenario envisions a small neighborhood-serving retail cluster or destination restaurant node at 70 Old County Road. Two conceptual sub-options were presented during community engagement: a row of 3–5 storefronts with parking behind, and an anchor restaurant or retail space with smaller supporting shops. Both concepts emphasize active frontages, local-serving businesses, and pedestrian-friendly design.

### **Site Context and Market Setting**

The property's location at the city's primary gateway provides excellent visibility from Bayshore Boulevard and convenient vehicular access. However, the surrounding market context presents significant challenges for new commercial construction. The adjacent shopping center shows prolonged vacancies and dated conditions, creating uncertainty about the area's ability to support additional retail supply. Stakeholders noted that it remains unclear whether these vacancies stem from weak retail demand, inactive property management, or both.

The limited residential population base within a 1-mile distance (which is a key factor for retail feasibility) further constrains the market for everyday retail and dining uses. While Brisbane residents value small-scale, independent businesses, the spending base is insufficient to support significant new retail square footage without drawing customers from beyond the city limits. However, the large traffic volumes on Bayshore Boulevard offer a potential market strength that could partly counter the relatively small local-area population.



**Key Data Points**

“By the Numbers” data points for commercial/retail development, as presented in community outreach:

<b>Minimum population within 1 mile to attract retail and restaurant vendors:</b>	12,000 - 18,000
<b>Population within 1 mile of 70 Old County Road:</b>	5,000 residents
<b>Average daily vehicle trips to attract retail and restaurant vendors:</b>	20,000 trips per day
<b>Average daily vehicle trips on Bayshore Boulevard:</b>	approximately 20,000 trips per day

**Market and Financial Feasibility**

Interviews with developer stakeholders experienced in commercial and mixed-use projects consistently indicated that new ground-up retail on a smaller parcel such as 70 Old County Road is difficult to justify financially. Construction and tenant improvement costs may exceed achievable lease rates in small local markets such as Brisbane.

Most small-scale retail developments rely on one or more of the following factors to achieve feasibility:

- Co-location with larger anchor tenants that would draw customers from a larger radius, and/or complementary uses (e.g., hotel, grocery, or entertainment).
- Strong pre-leasing from credit tenants willing to commit prior to construction.

Absent these conditions, speculative retail construction is considered high risk. Developers emphasized that “building on spec” without committed tenants—particularly restaurant tenants—would be difficult in the current lending environment.

**Opportunities and Constraints**

*Opportunities:*

- » High visibility and gateway identity can attract limited destination uses such as restaurants or cafes.
- » Modest sales tax potential; lease income from small tenants.



- » Low to moderate development costs.
- » Simple site fit with minimal infrastructure upgrades.
- » Higher quality, contemporary spaces more likely to lease compared to older spaces in adjacent shopping center.

***Constraints:***

- » Weak/uncertain demand.
- » Retail market volatility and vacancy risks.
- » Relatively weak retail market fundamentals and limited customer base.
- » Small site size restricts parking capacity and circulation efficiency.
- » Adjacency to aging shopping center diminishes site appeal to prospective tenants.
- » Construction and fit-out costs may exceed achievable local lease rates.
- » Difficulty attracting tenants without anchors or complementary uses nearby.

---

**Community Center Scenario**

---

**Overview**

The community center scenario envisions redevelopment of the 70 Old County Road site as a civic or community-serving facility, such as a multipurpose meeting and recreation space accessible to all residents. However, it presents distinct financial and operational challenges because such a facility would not generate revenue sufficient to offset its construction or ongoing maintenance costs. It could also divert resources from other community uses and programs.

**Site Context and Role**

Located at the intersection of Bayshore Boulevard, Old County Road, and Tunnel Avenue, the 1.27-acre site offers excellent visibility for a civic building that could serve as a gateway landmark for Brisbane. Its location, however, is physically separated from most residential neighborhoods and schools, limiting its convenience for everyday community access. The site's gateway position favors uses that project civic identity rather than daily programmatic activity, suggesting that if pursued, a community center should have strong architectural presence and be designed for special events, cultural programs, or partnerships rather than routine recreation use.



### **Market and Financial Feasibility**

Unlike mixed-use or commercial concepts, a community center would not yield lease or sales revenue to offset construction and operational costs. Because the City purchased the property using general funds, its cost basis would remain entirely in the public domain, and redevelopment as a community center would prevent recovery of any portion of that investment.

Typical funding sources for civic facilities—such as local general obligation bonds, development impact fees, or state grants—are highly competitive and often require a broader community facilities plan to demonstrate need and long-term sustainability. Given the site’s small size and separation from residential areas, the location may not score highly in such evaluations.

Operational costs also represent an ongoing obligation. Based on comparable facilities in similarly sized cities, staffing, utilities, and programming costs for a multipurpose community center typically range from \$300,000 to \$600,000 annually (depending on hours of operation and program offerings), as well as servicing long-term debt obligations. These costs would need to be fully subsidized by the City’s General Fund or offset through user fees, which are unlikely to cover the total amount.

### **Design and Program Considerations**

If pursued, a community center on the site could include a flexible hall for events and performances, smaller meeting rooms, and a landscaped plaza or forecourt to complement its gateway setting. Parking could be accommodated in a surface lot behind the building. However, due to the site’s limited size, programming options such as gymnasiums or extensive recreational facilities would not be feasible.

Partnerships with nonprofit, educational, or cultural organizations could enhance program diversity and share costs. For example, joint-use models have been successful when cities collaborate with local arts groups or child-care providers to manage portions of the facility. Such partnerships would be essential to sustain operations over time.

### **Opportunities and Constraints**

#### *Opportunities:*

- » City ownership provides flexibility for civic investment and long-term control.
- » Gateway location offers visibility for a landmark public building and potential integration with open space.



- » Potential to pursue grant funding for arts, youth, or senior programs.
- » 1–2 story building fits site.
- » Parking can be accommodated in parking lot; does not require enclosed parking.

*Constraints:*

- » No revenue generation to offset construction, operations, or debt servicing.
- » High annual operating costs relative to available funding.
- » Location less convenient for most residents than downtown or neighborhood sites.
- » Small parcel size limits programming options and on-site parking capacity.
- » Higher cost to construct a new facility, compared to renovating the former community center on Visitacion Avenue.

---

## **Overall Findings**

---

Among the three scenarios, **an affordable or mixed-income residential development** of approximately 50–90 units in a four- to five-story structure, potentially incorporating a small ground-floor space for retail or community uses represents the most viable near-term path for redevelopment of the 70 Old County Road property. Some level of public subsidy from the City and/or the Brisbane Housing Authority would be required. The City could consider issuing a Request for Qualifications/Proposals (RFQ/RFP) to select a qualified affordable housing developer and explore complementary funding partnerships with San Mateo County and State agencies. The RFP/RFQ can specify project requirements, such as the provision of ground floor uses, preservation of site features such as the oak grove, and architectural approach.

**Standalone commercial/retail development** on the 70 Old County Road parcel would be challenging without pre-leased anchor tenants or a broader redevelopment partnership. The City could pursue opportunities to attract a destination restaurant or café through an RFP or broker partnership, emphasizing the site’s visibility and gateway character. However, a more strategic approach would be to retain flexibility for eventual mixed-use redevelopment in coordination with adjacent properties. A consolidated redevelopment area of two or more acres would improve design efficiency, parking integration, and long-term economic viability. In the interim, the City could consider interim uses—such as food trucks, community markets, or temporary pop-up retail—to activate the site while exploring long-term partnerships.



Redevelopment of the site as a full-scale **community center** is not financially feasible given land costs, construction expenses, and long-term operations expenses. The concept would require full public subsidy and would compete for funds with higher-priority City capital needs. If the City desires to maintain a civic presence on the property, a scaled-down joint-use or partnership facility could be explored—potentially as a ground-floor community space within a future mixed-use or affordable housing project. The Chan-Zuckerberg community space in downtown Redwood City is an example of this approach.

With any scenario, the City may pursue coordination with adjacent property owners to enable a larger, cohesive mixed-use gateway district consistent with Brisbane’s community vision for Central Brisbane. This could include zoning amendments that would accommodate the re-use of 70 Old County Road, but also encourage adjacent properties to improve or redevelop.

