

Economic and Housing Opportunities (ECHO) Assessment - Phase II

El Camino Real Corridor, San Mateo and Santa Clara Counties, CA



Phase I work outlined strategies to overcome barriers to infill development along the 47 mile multi-city El Camino Real corridor, including physical, market, and regulatory challenges. In the Phase II ECHO Assessment, corridor segments in Belmont, South San Francisco, Daly City, and Mountain View served as case studies for in-depth analysis and recommendations.

BEFORE

- The ECHO Phase I report provided a comprehensive overview of economic benefits and challenges for El Camino Real infill development, but conditions among corridor segments and cities are highly varied.
- To further ground the analysis and recommendations for GBI member cities, grant funding was obtained for 4 case studies to help represent the range of local conditions in depth.

ASSIGNMENTS



Belmont's El Camino Real Corridor Place Types.

- Conduct detailed fieldwork, outreach and analysis in and around case study areas.
- Highlight specific corridor challenges in auto/pedestrian character, opportunity sites, retail dynamics, municipal policies, and funding.
- Provide strategies and tools tailored to individual case study cities' conditions, and summarize common approaches usable by GBI members.

OUTCOMES

Completed on time and on budget

- The Strategic Economics-led team worked with city staffs and stakeholders on detailed economic and urban analyses of corridor segments.
- Outreach and presentations with case study cities and the GBI Task Force and membership took place through 2013.
- The Final Report was published in February 2014.

CLIENT: Strategic Economics and Grand Boulevard Initiative (GBI) [San Mateo County Transit District (SamTrans), City/County Association of Governments of San Mateo Count (C/CAG), San Mateo County Economic Development Association (SAMCEDA), Santa Clara Valley Transportation Authority (VTA), and the Joint Venture Silicon Valley Network]

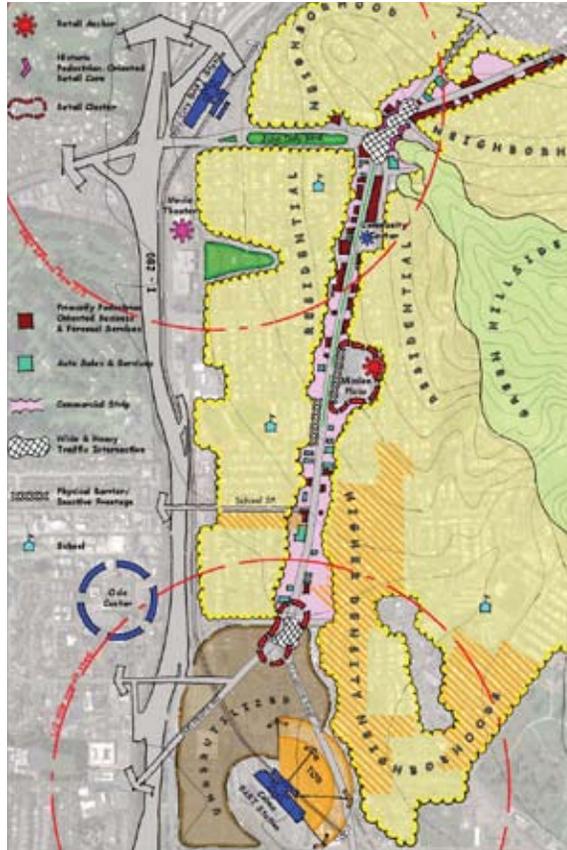
IN COLLABORATION WITH: Strategic Economics (economics), Van Meter Williams Pollack (architecture)



A graphic summary of place, activity, market, transportation, and connectivity challenges to Belmont's Downtown and El Camino Real Community Visions.

Primary Existing Conditions Issues to Address:

- Diffuse Pattern of Retail
- Dominant Auto Serving Surfaces
- Lack of Downtown Housing
- Rail Corridor
 - Station Connectivity
 - East West Divide
- Role & Character of El Camino Real
- Role & Character of Ralston Ave.
- Integrating the Civic Center
- Relationship to the Adjacent Workplace District



Data Source: Google, 2012; Freedman Tung + Sakai, 2012



Above: A detailed inventory of Ground Floor Land Use Types along Belmont's segment of the El Camino Real Corridor - to help explain how land uses affect pedestrian-oriented and auto-oriented character as well as patterns of focused or dispersed activity and use.

Below: A map of parking lot and infill development opportunity sites in Belmont's envisioned Downtown and along its El Camino Real Corridor.



A graphic summary of existing conditions of Daly City's segment of the El Camino Real corridor, showing adjacent districts, frontage land use and building patterns, activity barrier conditions, and BART linkages.