

Economic and Housing Opportunities (ECHO) Assessment (Phase I)

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



The cities and agencies of the Grand Boulevard Initiative (GBI) are working together to revitalize the 47 mile long El Camino Real Corridor from Daly City to San Jose. In parallel with GBI's transportation planning efforts, the ECHO Phase I project analyzes the potentials for reinvestment and redevelopment as the corridor evolves from the commercial "strip" paradigm to higher value and more mixed-use, livable and sustainable scenarios of corridor working, living, shopping and recreation on the Peninsula.

San Mateo



View of a San Mateo example of potential corridor transformation: a 1 story "strip retail" site (inset) is infilled with horizontal mixed use - a 4 story apartment building next to compatible corridor retail, set in a residential boulevard streetscape.

BEFORE

- Corridor cities' El Camino Real planning efforts were not well coordinated before GBI.
- The GBI Multimodal Transportation Corridor Plan (2010) showed how transit, land use and streetscape could improve corridor livability.
- That study found land use intensification and Bus Rapid Transit (BRT) could enable sustainable growth, but more economic and urban development analysis was needed.

Corridor Housing Types and Street Settings that do not convince



Examples of "unconvincing" corridor housing types.

ASSIGNMENTS

- Describe the transformational potentials for capturing growth potentials on the corridor.
- Summarize growth scenarios studied for the Corridor to date.
- Assess the economic and physical benefits and constraints of transformation; prepare images of corridor place transformation to help visualize potential for change.

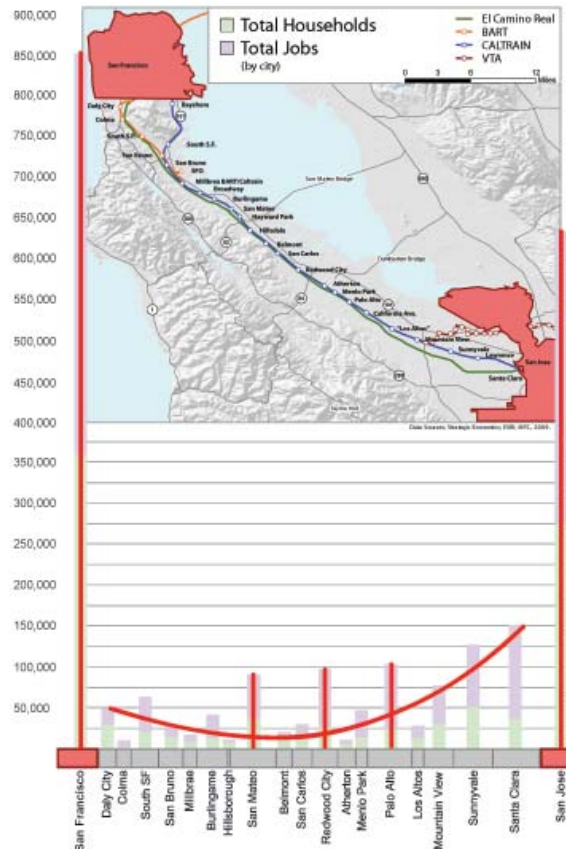
OUTCOMES

Completed on time and on budget

- The team collaborated on economic and urban analyses of the Peninsula's unique conditions
- Presentations to the GBI Task Force and membership were conducted through 2010
- Final Report published December 2010

CLIENT: Strategic Economics and Grand Boulevard Initiative [San Mateo County Transit District (SamTrans), City/County Association of Governments of San Mateo County (C/CAG), Silicon Valley Foundation, Metropolitan Transportation Commission (MTC)]

IN COLLABORATION WITH: Strategic Economics (economics), Urban Explorer (GIS)



Above: An illustration of El Camino Real's role as a focal "spine" of movement and activity constrained by slopes and water on the Peninsula.

Below: A diagram of how the corridor functions as a series of "convenience segments" of most people's daily non-commute trips along the corridor occurring within 6-10 miles.



A diagram of the overall pattern of housing (light green) and jobs (light purple) distributed along the El Camino Real corridor, with job and housing "pulses" (red vertical lines) at 3 mid-Peninsula town centers.