

# Grand Boulevard Initiative



## Economic and Housing Opportunities Assessment

SamTrans Board Meeting - February 9, 2011



San Mateo County  
TRANSIT DISTRICT



# Economic and Housing Opportunities (ECHO)

This presentation is based on the work of

Strategic Economics

([www.strategiceconomics.com/what.html](http://www.strategiceconomics.com/what.html))

and Freedman, Tung + Sasaki

([www.ftscities.com/index.html](http://www.ftscities.com/index.html))



## The Assignment

### The Purpose:

Making the Case for Transformation of the Corridor into the Grand Boulevard

### The Analysis:

- Estimate Potential Growth on the Corridor
- Profile Transformational Projects
- Measure the Fiscal and Other Benefits of Transformation
- Visualize and Study the Physical Implications of Transformation



## The Grand Boulevard Vision



“Walkable”  
Mixed-Use



“Complete  
Streets”



Land Use  
Intensification



Enhanced  
Transit  
Service



## Growth Scenarios Forecast Substantial New Housing & Employment on Corridor



## The Corridor Can Accommodate Future Growth

- Estimated household growth would require between 900 and 2,200 acres of land assuming net density of 45 du/acre
- Future development will likely occur at a range of densities
- The corridor can accommodate significant employment growth.
- Estimates of underutilized properties on the Corridor range from 2,200 to 7,000 acres



## Visualizing Future Growth

- Land capacity > amount of land required for infill
- Can be achieved at a range of densities *IF* essential support services are well planned



20-25 DU/AC – 2+ stories, attached townhomes, underground parking



25-35 DU/AC – 3-4 stories, stacked attached townhomes, tuck-under parking



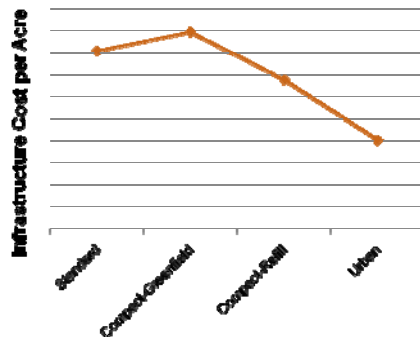
70-85 DU/AC – 6-8 stories, flats over structured parking/ground floor retail



## Infrastructure and Service Costs

Smart growth can lower infrastructure costs

O&M Costs Vary



- Economies of scale for some services
- Detailed analysis is needed for each project

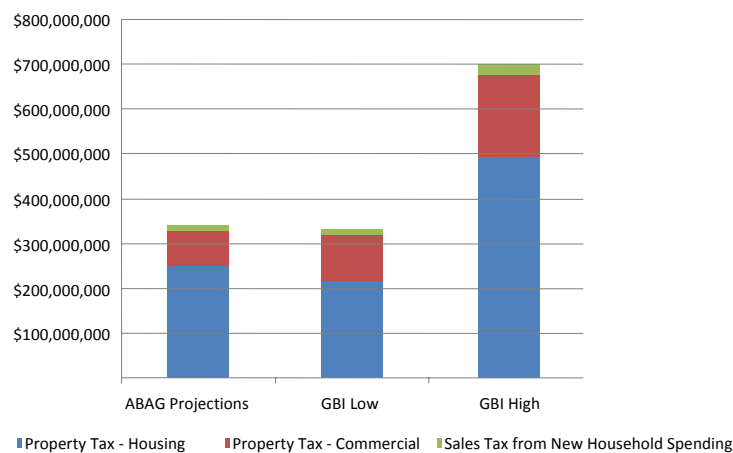


## Municipal Service and Infrastructure Costs

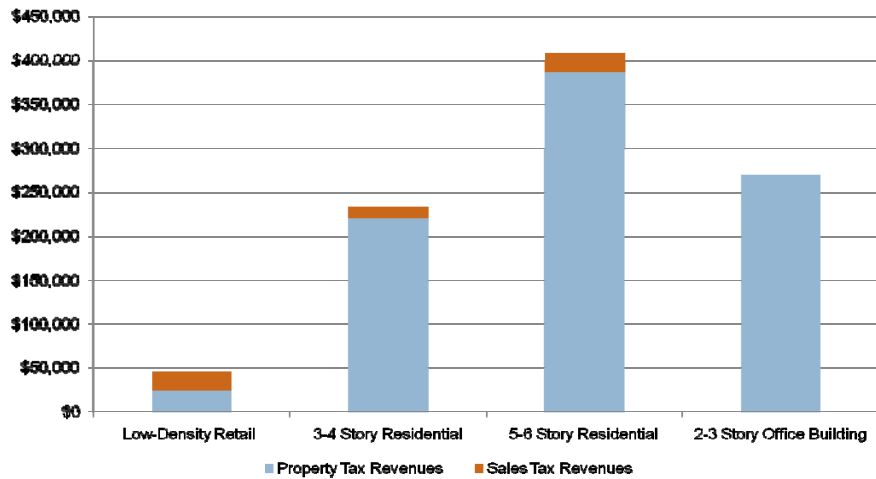
- O&M service costs for compact, infill development are generally lower than for low-density “sprawl” development
- Some of the incremental O&M costs incurred from new housing and businesses could be offset by the large revenue increases
- Further analysis is needed at the municipal level to accurately determine the net fiscal impact



## Fiscal Benefits of Infill Development ~ \$330 million - \$752 million in local revenues



## Conversion of Low-performing Retail Sites to Higher Intensity Uses Can be Fiscally Healthier



## Other Benefits of Transformation

- Revitalization and value enhancement
- Time and cost savings for households and employees
- More stable communities
- Provide a variety of housing types
- Access to skilled labor force
- Sustainability, both financial and environmental



## Low Density Makes Services More Costly



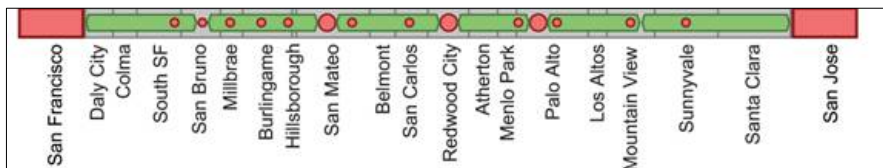
## Amenities Improve Value, but Do Not Reduce Service Costs



## Greater density reduces the unit cost of service



## Visual Character Must Change to Unlock the Potential of the Grand Boulevard





## Public and Private Stakeholders Must Work Together to Affect Change

- **Cities and Special Districts:** land use issues; support services
- **Transit Agencies:** mobility
- **Investor Community:** confidence in the vision; capital
- **Development Community:** convert the vision to reality



## Questions?

Corinne Goodrich  
Manager, Strategic Development  
[goodrichc@samtrans.com](mailto:goodrichc@samtrans.com)

ECHO Final Report:  
[www.grandboulevard.net/projects/echo.html](http://www.grandboulevard.net/projects/echo.html)

