



San Francisco City and County
San Mateo County

Geneva Ave

Bayside Blvd

Guadalupe Canyon Pkwy

5,000'

Valley Dr

Ice House Hill

Kindergarten
Energy Tank
Farm

Lagoon Way

Brisbane Lagoon

Old County Rd

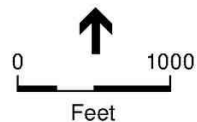
U.S. 101


San Francisco Bay

Sierra Point/
U.S. 101 Interchange

Chicago Lakefront Overlay

- Project Site
- ▨ Not a part of Proposed Project



-  Chicago Lakefront Overlay
 - 250 Acres (To Scale)
 - Millennium Park
 - Grant Park
 - Buckingham Fountain
 - Maggie Daley Park
 - 1,800' x 6,000'
-  1/2 Scale Area Overlay For Comparison (125 Acres)

5 Alternatives for the Brisbane Baylands

Is Brisbane limited to the existing Peninsula business park development pattern? Would such a concept like the Chicago Lakefront even physically fit or be appropriate on the Baylands?

5.1 Available Area

The Chicago Lakefront park system is roughly 250 acres with a length of approximately 6,000' and a width of 1,800'. The footprint of this park system on the Baylands fits amazingly well. The preceding page shows the Chicago Lakefront park system overlayed onto the Baylands. In addition, the overlay shows a reduced park system area that is 125 acres and 1/2 the width (6,000' by 900').

Because of the intense competition from existing and new supply and the need to create both compelling lifestyle and resilient income benefits with this Project, it is recommended that this half-size area of the Chicago Lakefront park system be adopted as the minimum Waterfront Preservation District area for the Baylands.

5.2 The Only Realistic Option

Clustering and density management are frequently used techniques in urban planning to offset development impact. By clustering development, infrastructure can be shared economically and open space can be consolidated so that larger more usable spaces can be created.

In this case, the irreplaceable waterfront cannot be replicated and incorporated in open space and community amenities that are located behind a wall of buildings. Not every patch of open space is equal. Furthermore the configuration of the open space area is just as important as the sum total area.

Importantly, the overall development would not lose substantial buildable area by simply reallocating and clustering the open space through a Waterfront Preservation District.

By created a Waterfront Preservation District, Brisbane would gain an immediate unique lifestyle amenity that would be a real asset to residents as well as a boost for business and property values. Long-term income from fees and taxes would still accrue over time from commercial development, but the risk of these not materializing as projected would be mitigated but the lifestyle benefits created at the inception of the Project.

A diverse set of benefits to the community is key to mitigate the risk of future changing business climates, new competition, and unaligned public and private interests. The amenity would increase the value of adjacent private development, and both private and public interests would therefore be benefiting at each stage of the Project.

5.3 Phasing Public Space Development

Developing and implementing a plan for such a Waterfront Preservation District would be a daunting task. Many decisions would have to be made and funds would have to be raised. Fortunately, the development of the same could be phased over many years, giving enough time to thoroughly determine the proper course.

The key consideration would be that the area be designated, prepared, and preserved from the outset. Funds for future enrichment of the site could even be raised in the form of assessments on the remaining land.

None of these ideas are revolutionary, impossible, or first-of-a-kind. The establishment of a Waterfront Preservation District for the benefit of the general public would be the first step in a series of many that could occur gradually over time.

5.4 Consider the Alternative

Now imagine for a moment the waterfront almost entirely obliterated or consumed by the status quo development. What tangible impact would this have on most of the citizens of Brisbane? How would the increase supply in commercial space affect existing stock in the City? Would Brisbane become a more or less desirable place to live? Would business have more or less reason to locate in Downtown Brisbane?

For example, imagine a trash plant four times the size of the current Recology facility. By any measure, a trash plant is a negative that detracts and devalues the surroundings. On-site trash processing does not eliminate post-processing transport costs, odor, litter, on-site truck trips, and the fact that the public does not interact with such a development in any meaningfully positive way. It is not an economical or efficient way of processing the waste, which is currently processed with minimal energy in large open-air land tracts in the Central Valley surrounded by farms that consume much of the result of the processing. Onsite power generation or other savings would be offset by the additional costs of processing standards required and monitoring required in such a sensitive urban setting.

Brisbane has everything to gain with the Baylands by creating something truly unique, valuable, desirable, and attractive; and it could do so without having to make all of the difficult decisions today. The alternative would be to create more of the same basic real estate, cannibalize existing supply, eliminate valuable potential waterfront amenity benefits, and become saddled with cost and inconvenience for many years to come.

Brisbane needs real leadership at this critical time to resist the pressures of private interests and the lure of short-term risky gains. This Project will be developed over perhaps 20 to 30 years and will stand for decades after. A long-term view needs to be taken that preserves the resources that exist today. The realistic risks of claims or projections being worse than expected must be carefully considered. Mitigation plans to account for these and other unforeseen risks must be adopted.