

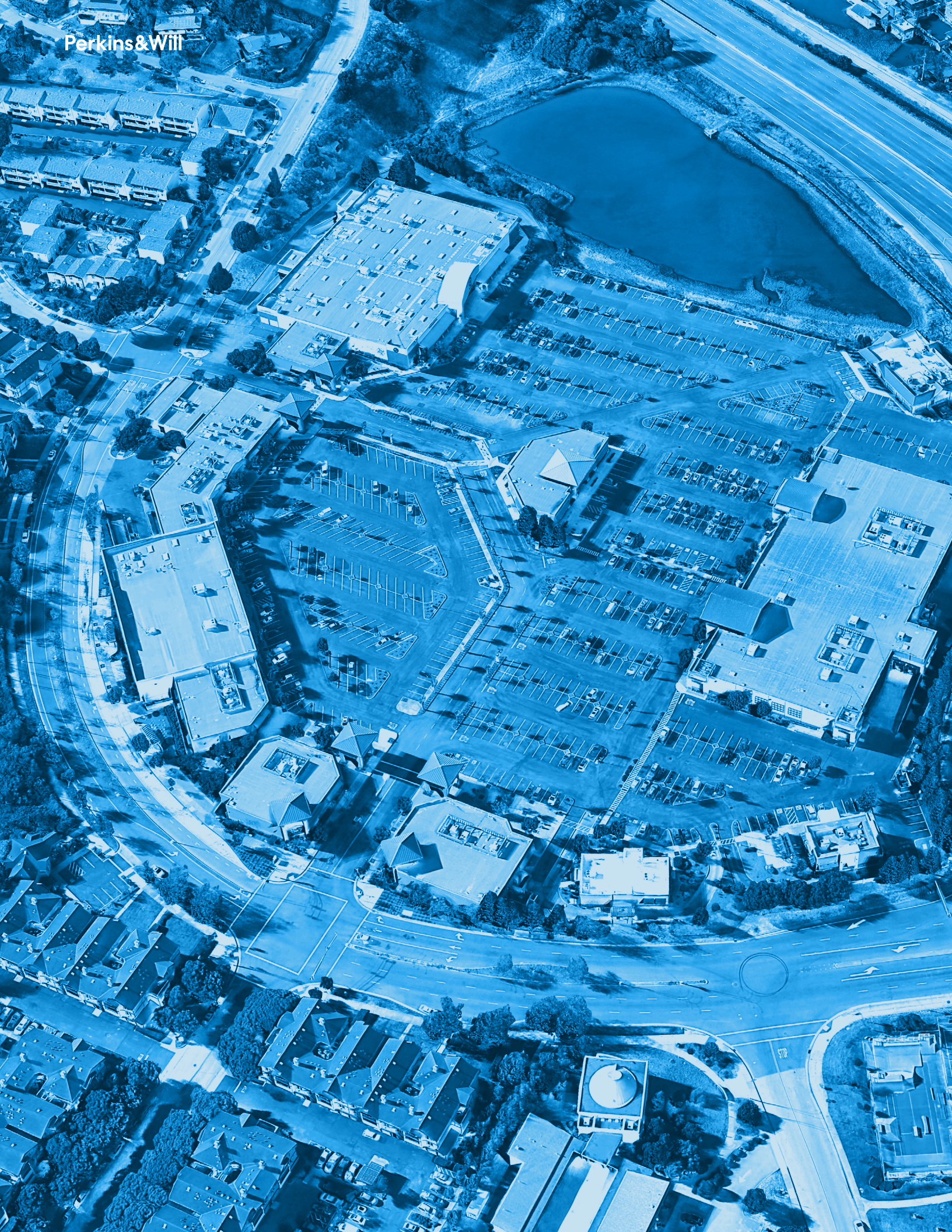


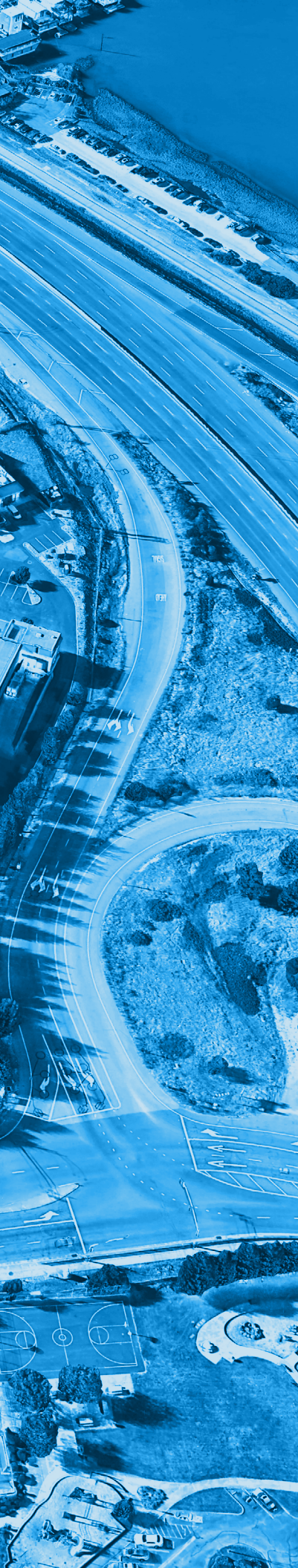
ASSOCIATION  
OF BAY AREA  
GOVERNMENTS

# Transforming Shopping Malls and Office Parks

A Planning & Urban Design Guidebook

Perkins&Will





**Reimagining large, underutilized commercial spaces as housing can form an important nexus with economic development to transform the quintessential single-use sites of the 20th century into 21st century spaces that meet the needs of the future.**

**Plan Bay Area 2050**

**Front Cover:**

*Austin Community College (ACC) Highland Campus, Austin, Texas  
(Credit - Perkins&Will, Dror Baldinger FAIA)*

**Left:**

*Marin Gateway Shopping Center, Marin City, California  
(Credit - Google)*



# Acknowledgements

## This guidebook is a part of ABAG's Regional Housing Technical Assistance Program.

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### A special thank you to staff from the local jurisdictions that participated in the engagement process and help shape the final recommendations:

Concord	Petaluma
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Livermore	San Jose
Milpitas	San Leandro
Moraga	San Ramon
Napa	Union City
Pinole	Windsor

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# Contents

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# How To Use This Guide:

This guide book consists of a set of recommendations for local governments, designers, and developers. It is part of a suite of resources to spur mall and office park transformation across the Bay Area. Complementary resources addressing affordable housing, project finance, and more are available at the Mall & Office Park Transformation Guide webpage. These resources are highlighted throughout this guide

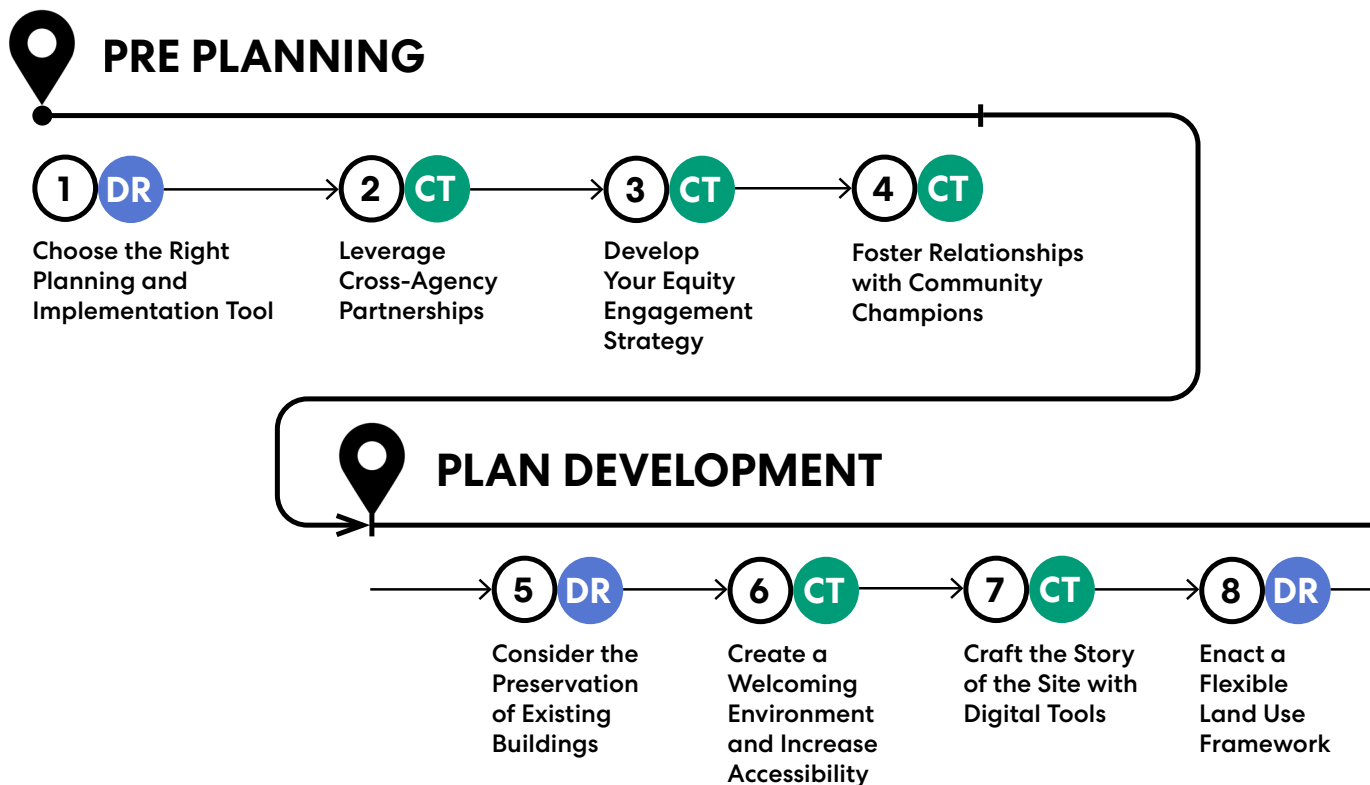
Below is a sample recommendation page from this guide with call outs to describe how written and graphic content is organized.

Recommendation Number, Chronology, and Category	Recommendation Title
Perkins & Will	<b>Expand the Types of Allowable Ground Floor Building Uses</b>
 <p>Potrero Power Station (D4D) As part of engagement process, a virtual reality (VR) installation was created to provide community members with an immersive experience of the transformative design of the street.</p>	<b>Leverage Intensity of Land Use to Influence Regional Transportation Network</b>
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Allow social infrastructure such as health clinics, childcare, libraries, and community rooms.</li> <li><input type="checkbox"/> Allow emerging employment opportunities such as urban production, maker spaces, and co-working spaces.</li> <li><input type="checkbox"/> Incentivize development-based bonuses for affordable spaces for local businesses.</li> <li><input type="checkbox"/> Develop guidelines for storefront square footage, ceiling height, shop space depth, and utilities.</li> </ul>	 <p>Sacramento Valley Station Area Plan The Transit Neighborhood (TN) Zoning District established as part of the planning process allowed for a wide-variety of high-density, transit-oriented housing options.</p>
<b>Rounded Check Box</b>	<b>List of Recommendation</b>
<b>Figure</b>	<b>Figure Description</b>

## Section 01

# Recommendations

This section features 15 recommendations organized in a chronological order from Pre-Planning, Plan Development, and through Post Plan Adoption. Each recommendation is designated as either a Planning and Urban Design Recommendation or a Communication and Partnership Technique. These categories are critical to be done in unison to ensure an aspirational and transparent planning process that results in an implementable plan.



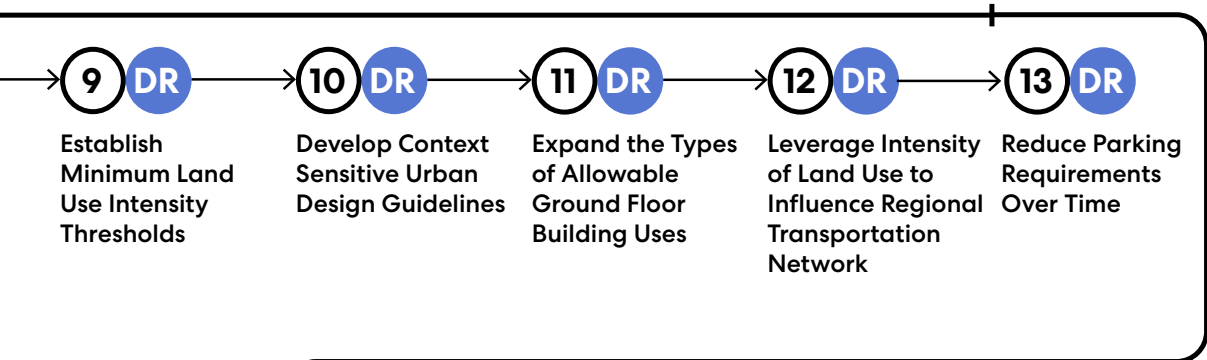




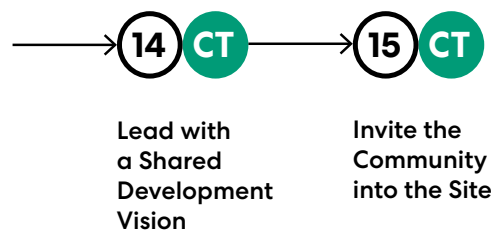
**Planning and Urban Design Recommendation**



**Communication and Partnership Technique**



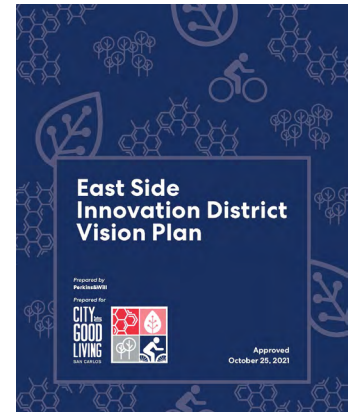

**POST PLAN ADOPTION**



PRE-PLANNING

1 DR

# Choose the Right Planning and Implementation Tool



**Examples of Regulatory Planning Documents**

At the start of the project, the team must decide on the most appropriate planning process and implementation tool.

Planning and Implementation Tool	Level of Control	Estimated Project Duration	EIR Needed	Development Standards and Guidelines	Example
○ Development Agreement Design for Development (D4D)	High	2 Years	Yes	Yes	<a href="#">Mission Rock Design for Development</a>
○ The Specific Plan	High	2 Years	Yes	Yes	<a href="#">Tasman East Focus Area Specific Plan</a>
○ The Vision Plan	Low	1 Year	No	No	<a href="#">San Carlos East Side Innovation District Vision Plan</a>
○ Zoning and Planned Unit Development	Low	6 - 9 Months	No	No	City Municipal Codes

**Complementary Resource:** Review the Transforming Malls & Office Parks Finance and Implementation Guide to help identify the planning approach best suited to delivering community benefits.

# Leverage Cross-Agency Partnerships



**San Carlos Northeast Area Specific Plan**  
 City of San Carlos staff held a visioning session to ensure that planning priorities were aligned across departments.  
 (Credit - Perkins&Will)

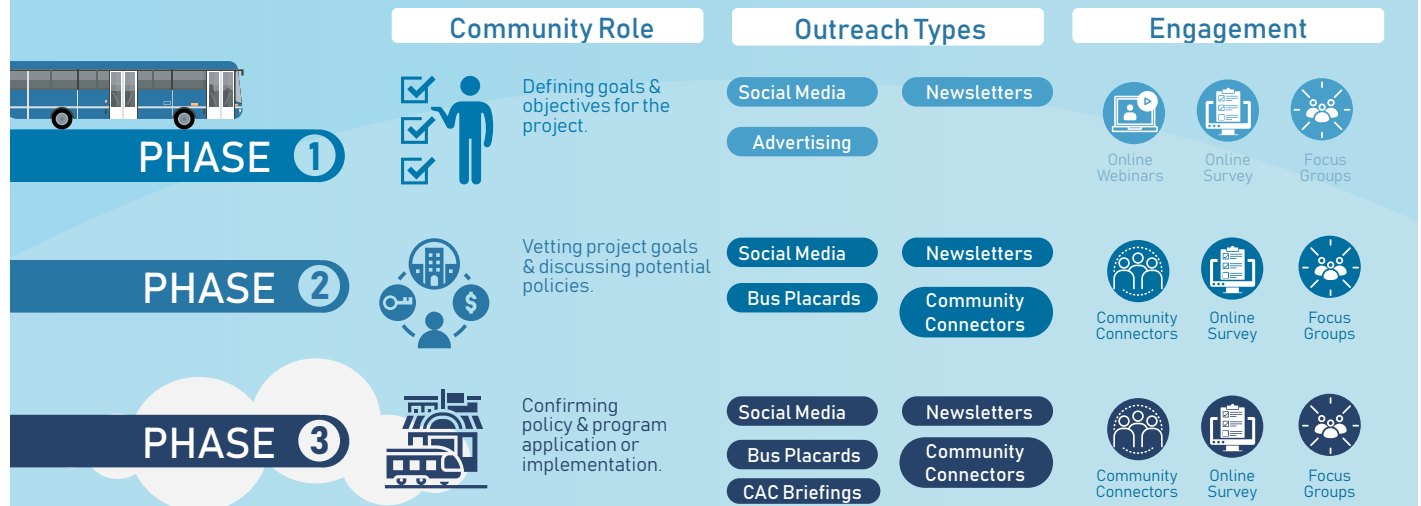
Public Entities	Departments/Agencies
<input type="radio"/> City	Current Planning and Long-Range Planning
	Engineering and Public Works
	Transportation
	Economic Development and Housing
	Parks and Recreation
<input type="radio"/> Utilities	Bay Conservation and Development Commission (BCDC)
	Local Water District
<input type="radio"/> Transit	Regional (e.g. BART, VTA)
	Local (e.g. SFMTA)
<input type="radio"/> Other	Federal and State Agencies
	Regional (e.g. ABAG/MTC)

# Develop Your Equity Engagement Strategy

## ETOD RAISING THE VOLUME ON COMMUNITY VOICES

We implemented a range of strategies to hear from community members that have historically been left out and disproportionately impacted by racism, disinvestment, and displacement in Austin. Critical to our engagement strategy was turning up the volume on voices from Austin’s BIPOC (Black, Indigenous, People of Color) community, low-income earners, people with disabilities, non-English speakers, transit users and elderly residents.

### Engagement at-a-glance



#### Austin Capitol Metro Equitable Transit Oriented Development (ETOD)

As part of the Project Connect project, Capital Metro designed a robust community engagement process to ensure that the multi-billion dollar public investment delivers equitable development outcomes. (Credit - Austin Capital Metro)

#### Recommendations

- Analyze the racial and ethnic demographics of those living in the area.

---

- Assess what stakeholders have been historically left out of the planning process.

---

- Determine what stakeholders need to be engaged and why.

---

- Determine are there key individuals or constituents that the City should be building a relationship with.

---

# Foster Relationships with Community Champions



### Destination Crenshaw

As part of the 1.3 mile transformation of Crenshaw Boulevard into a arts and cultural corridor celebrating Black LA, City leadership brought together leaders from South LA to ensure that Destination Crenshaw is built for and by the community. (Credit - Perkins&Will)

## Recommendations

<p>○ Business</p>	Local, Small Business
	Chamber of Commerce / Merchant Association
	Developers and Property Owners
	Black, Indigenous, and People of Color (BIPOC) owned businesses
<p>○ Culture</p>	Local Artists, Makers, Artisans, and Creative Organizations
	Local Cultural and Heritage Organizations
<p>○ Learning</p>	School Districts
	Childcare / Early Education
<p>○ Non-Profits</p>	Higher Education / Technical Colleges
	Community Health Providers
	Public Space Advocates (e.g. Street Plans, Better Block)
	Affordable Housing Providers

# Consider the Preservation of Existing Buildings



**Austin Community College (ACC), Highland Campus**

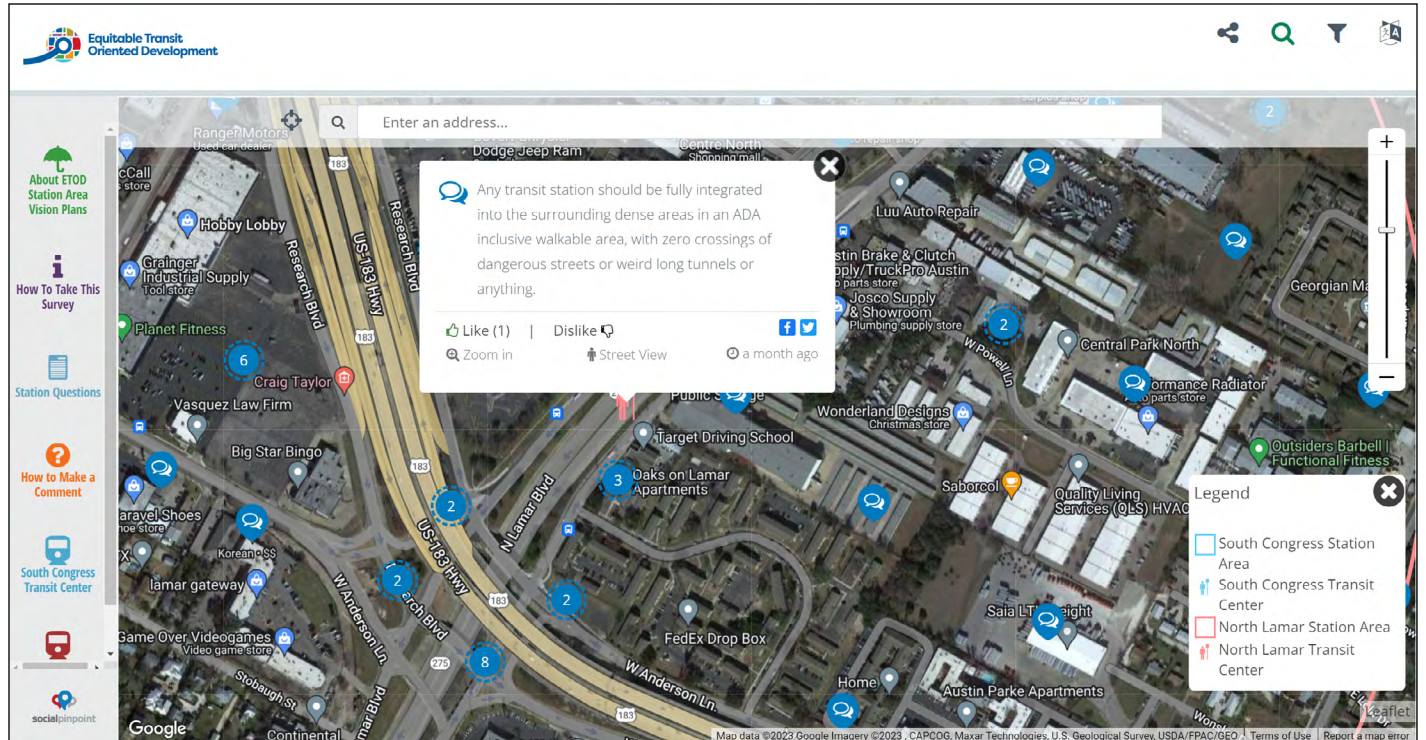
*When ACC chose to relocate specialty programs to the former Highland Mall, the shell of the former Kohl department store was repurposed as a state-of-the-art academic and training facility.*

*(Credit - Perkins&Will and Dror Baldinger, FAIA)*

## Recommendations

- Assess which existing buildings on site are potential candidates for adaptive re-use.
- Partner with civic and cultural institutions and non-profits to bring near-term activation to site.
- Development-based incentives to subsidize the up front costs of retrofits of big boxes.

# Create a Welcoming Environment and Increase Accessibility



## Austin Capitol Metro Equitable Transit Oriented Development (ETOD)

As part of the Project Connect project, Capital Metro developed a web-based engagement tool through the Social Pinpoint platform. The public would be able to provide input through comment pins and taking an online survey. (Credit - Austin Capital Metro)

### Recommendations

- Design a process that reflects, honors, and welcomes the community.

---

- Choose physical and digital venues that invite inclusive participation and engagement.

---

- Hire staff from the community that reflects the community.

---

- Prioritize strategies to remove barriers for attendance such as language, location, time, transportation, childcare, food, power dynamics, and others.

---

- Offer multiple ways for stakeholders to contribute input and feedback.

---

- Reflect community aspirations and priorities into plan policies and standards.

---

# Craft the Story of the Site with Digital Tools



### Destination Crenshaw

As part of engagement process, a virtual reality (VR) installation was created to provide community members with an immersive experience of the transformative design of the street.

(Credit - Perkins&Will)

### Recommendations

Utilize inclusive and effective digital tools including but not limited to the following:

Interactive Storyboard (Example: [The Meadoway Visualization Toolkit](#))

Digital Surveys (Example: [Austin CapMetro Equitable Transit Oriented Development](#))

Virtual Site Tours (Example: [Destination Crenshaw Project Visual](#))



# Enact a Flexible Land Use Framework



### Tasman East Focus Area Specific Plan

The Transit Neighborhood (TN) Zoning District established as part of the planning process allowed for a wide-variety of high-density, transit-oriented housing options.

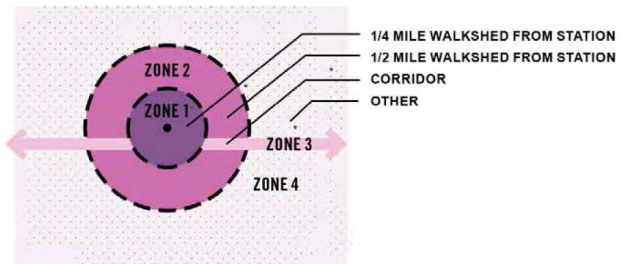
(Credit - Perkins&Will)

## Recommendations

- Permit residential uses on every block with allowances for a variety of housing typologies.
- Permit allowable and conditional uses that can support multiple property owners and tenant types.
- Establish affordable housing standards and incentives to maximize the share of homes affordable to a range of community members.
- Enact dedicated parkland and amenity requirements with acreage targets for the site.
- Concentrate active ground floor uses at strategic nodes to enable a 15-minute neighborhood.

**Complementary Resource:** Maximizing Affordable Housing in Malls & Office Reuse Projects guide offers detailed recommendations for developing and establishing affordable housing standards based upon local context.

# Establish Minimum Land Use Intensity Thresholds



- Legend**
- ZONE 1: HIGH DENSITY OFFICE & RESIDENTIAL, TRANSIT SERVING RETAIL
  - ZONE 2: MEDIUM DENSITY OFFICE & HIGH DENSITY RESIDENTIAL
  - ZONE 3: MEDIUM DENSITY RESIDENTIAL & RETAIL
  - ZONE 4: LOW DENSITY, MIGHT BE LOWER IF NEAR RESIDENTIAL AREA
  - HEIGHT RESTRICTION

## VTA Bart Phase II Silicon Valley Transit Oriented Communities Strategy Study

The strategy study established minimum densities throughout the Downtown San Jose station area varying according to distance from the station, complemented by height restrictions which will establish upper density limits. (Credit - Perkins&Will)

### Recommendations

- Calibrate a target level of intensity across the site to support walkable transit-oriented development.
- Apply minimum density thresholds to preserve key opportunity sites for optimal development, drawing from the [MTC Transit-Oriented Communities \(TOC\) Policy](#).
- Ensure near-term development can move forward as part of a Phase 1 plan.

# Develop Context Sensitive Urban Design Guidelines



## Mission Rock Design for Development (D4D)

*The Mission Rock D4D consists of a comprehensive set of design controls for the public realm, open space, streets, ground floor, building form, and building design to ensure development is consistent with the project vision. (Credit - SteelBlue for Perkins&Will)*

### Recommendations

- Establish compact, walkable blocks that reconnect to the surrounding street network.
- Regulate setbacks and stepbacks to provide appropriate transitions to neighborhoods and habitat.
- Design a multi-functional, experience-rich, and inclusive public realm.

**Complementary Resource:** Objective Design Standards for Transforming Malls & Office Reuse Projects are a template that can be downloaded and customized for local adoption, or used as a starting point for developing a new set of standards.

# Expand the Types of Allowable Ground Floor Building Uses



### Potrero Power Station (D4D)

*As part of engagement process, a virtual reality (VR) installation was created to provide community members with an immersive experience of the transformative design of the street.*

*(Credit - SteelBlue for Perkins&Will)*

### Recommendations

- Allow social infrastructure such as health clinics, childcare, libraries, and community rooms and partner with service providers.
- Allow emerging employment opportunities such as artisan and craft production, maker spaces, shared kitchens, and co-working spaces.
- Provide density bonuses for affordable spaces for local businesses.
- Develop guidelines for storefront square footage, ceiling height, shop space depth, and utilities.

# Leverage Intensity of Land Use to Influence Regional Transportation Network



### Sacramento Valley Station Area Plan

The Transit Neighborhood (TN) Zoning District established as part of the planning process allowed for a wide-variety of high-density, transit-oriented housing options.

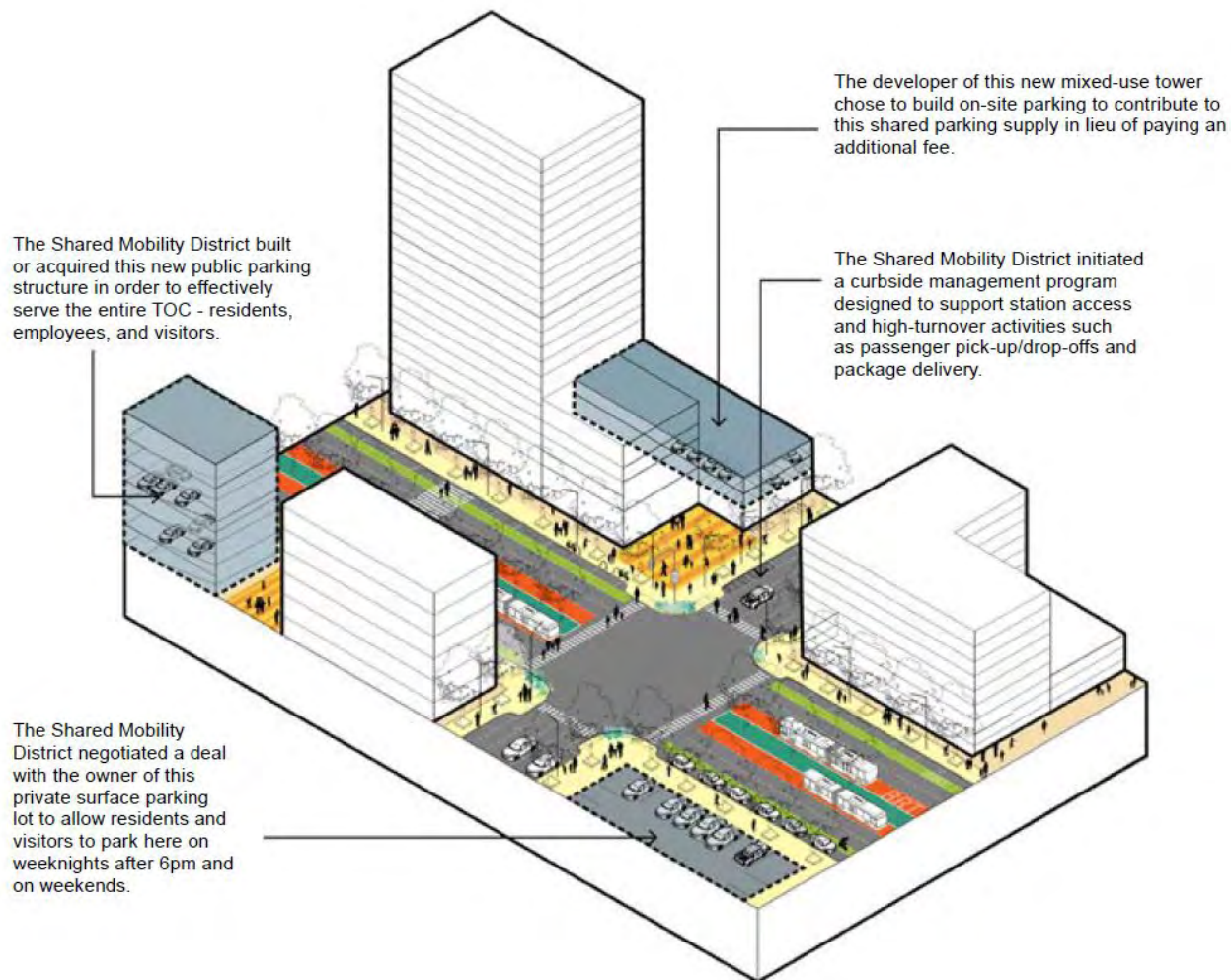
(Credit - Steelblue for City of Sacramento / Perkins&Will)

### Recommendations

- Coordinate with transit authorities to support transit-integrated development and resolve access issues that come with suburban conditions.
- Engage developers and major tenants to negotiate transportation demand management (TDM) menus.
- Partner with public/private micro-mobility providers for first/last mile connectivity.

**Complementary Resource:** MTC’s [Transit-Oriented Communities \(TOC\) Policy guidance](#) offers template standards and best practices for enhancing connectivity to transit stops, expanding alternatives to auto travel, achieving equitable transit-supportive development, and managing parking.

# Reduce Parking Requirements Over Time



## VTA Bart Phase II Silicon Valley Transit Oriented Communities Strategy Study

The strategy study established minimum densities throughout the Downtown San Jose station area varying according to distance from the station, complemented by height restrictions which will establish upper density limits. (Credit - Perkins&Will)

### Recommendations

- Institute phased vehicle parking maximums within the zoning district.
- Require or allow shared and unbundled parking within the zoning district.
- Engage developers in shared parking agreements.
- Count parking provided in new projects toward FAR calculation in conjunction with parking cap.

# Lead with a Shared Development Vision



## Austin Community College (ACC), Highland Campus

*When ACC chose to relocate their specialty programs to the former Highland Mall, the shell of the former Kohl Department store was repurposed to become a state-of-the-art academic and training facility.  
(Credit - Perkins&Will, Dror Baldinger, FAIA)*

### Recommendations

- Build momentum and champions through early partnership and coordination.
- Develop a project timeline that can accommodate different decision making processes (e.g. private financing requires faster turnaround times).
- Early joint coordination is critical for horizontal infrastructure such as roads and utilities.
- Explore shared amenities across different property owners to share time and money.

# Invite the Community into the Site



## The Meadowway

*The strategy study established minimum densities throughout the Downtown San Jose station area varying according to distance from the station, complemented by height restrictions which will establish upper density limits. (Credit - Perkins&Will)*

### Recommendations

- Design new public spaces to celebrate local art, culture, and history.
- Deploy tactical urban interventions such as public art, food trucks, micro-enterprise spaces on site to build champions for development and near-term upward mobility opportunities.
- Create public spaces on underutilized surface parking lots and lawn areas to encourage social interaction and relationship building.
- Coordinate existing and/or new community events to take place on-site such as game day broadcast and movie night, weekly farmers market and community garden, and local art shows.



# The Checklist:

Project \_\_\_\_\_  
 Location \_\_\_\_\_  
 Developer \_\_\_\_\_

No.	Category	Recommendations	Achieved
1	DR	Choose the Right Planning and Implementation Tool	<input type="radio"/>
2	CT	Leverage Cross-Agency Partnerships	<input type="radio"/>
3	CT	Develop Your Equity Engagement Strategy	<input type="radio"/>
4	CT	Foster Relationships with Community Champions	<input type="radio"/>
5	DR	Consider the Preservation of Existing Buildings	<input type="radio"/>
6	CT	Create a Welcoming Environment and Increase Accessibility	<input type="radio"/>
7	CT	Craft the Story of the Site with Digital tools	<input type="radio"/>
8	DR	Enact a Flexible Land Use Framework	<input type="radio"/>
9	DR	Establish Minimum Land Use Intensity Thresholds	<input type="radio"/>
10	DR	Develop Context Sensitive Urban Design Guidelines	<input type="radio"/>
11	DR	Expand the Types of Allowable Ground Floor Building Uses	<input type="radio"/>
12	DR	Leverage Intensity of Land Use to Influence Regional Transportation Network	<input type="radio"/>
13	DR	Reduce Parking Requirements Over Time	<input type="radio"/>
14	CT	Lead with a Shared Development Vision	<input type="radio"/>
15	CT	Invite the Community into the Site	<input type="radio"/>





“

**This strategy would provide projects in transit-rich areas and high-resource areas that provide high levels of affordable housing by providing technical assistance and low-interest loans.**

**Plan Bay Area 2050**

**Left:**

*Tasman East Focus Area Specific Plan  
Santa Clara, California*

*(Credit - Perkins&Will)*

Section 02

# Case Studies



**Project:** Highland ATX  
**Location:** Austin, Texas  
**Typology:** Shopping Mall



**Project:** Tasman East Specific Plan  
**Location:** Santa Clara, California  
**Typology:** Office Park



**Project: Station Park Green Specific Plan**

**Location: San Mateo, California**

**Typology: Shopping Mall**

**Each Case Study covers the following:**

- EC** Existing Context
- DA** Design Approach
- DP** Development Program
- SS** Sustainability Strategy
- LL** Lesson's Learned

# Highland ATX

**EC** Existing Context



**Regional Access**

- Four Miles from Downtown
- Direct Access to Multiple Freeways
- Served by Capital Metro Rail
- The masterplan successfully advocated for a new stop as part of the Metro Rail Red Line
- On the Airport Boulevard Growth Corridor

**The Redevelopment Partnership**

- ACC's business office was seeking to centralize its specialty programs. Red Leaf Properties was also seeking land in the urban core for a mixed-use development. A bidding war became a P3 partnership with education at the core.
- Together, they collaborated on a shared vision, master plan for the entire site, design standards, and shared infrastructure costs.

**Top:** Context map showing the Highland mall sites relationship to transit, freeways, and the Austin-Bergstrom International airport.

(Credit - Highland ATX)

**1865-1895**  
The End of the Civil war and Slavery in Texas. This site was a "freedmen's community" called St. John's Colony.

**1928**  
1928 City Plan adopted racist zoning districts that relegated all African Americans to live east of IH35.

**1957-2000**  
The land that was once the center of African American worship and education was redeveloped into the first suburban mall.

**2000-2007**  
By mid 2000s, the mall was slowly abandoned and became a blight on the community.

**Top:** Historical chronology of the Highland mall site.

**DA** Design Approach



**Photo Captions (Top):**

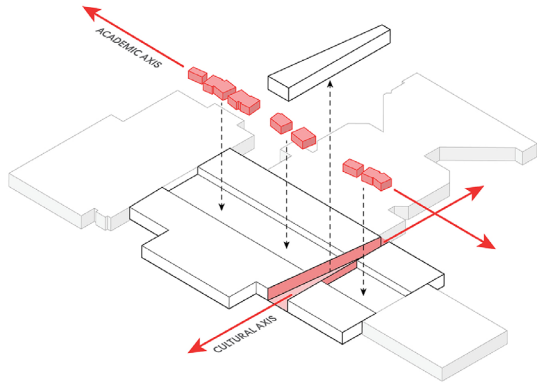
1. *The former JC Penny bunker*
2. *Phase 1 of the new ACC Highland campus*
3. *A new circulation corridor / student common space through the former department store*
4. *ACC's 32,000 square foot ACCelerator lab for ultra personalized learning.*
5. *The redesigned corridors provide natural light filled student space with a cafe.*

(Credit - BGK Architects)

**DA** Design Approach







FLOOR 1

- |                           |                              |
|---------------------------|------------------------------|
| 1 PHOTOGRAPHY             | 6 MUSIC BUSINESS+TECHNOLOGY  |
| 2 MECHANICAL              | 7 RESTAURANT                 |
| 3 RADIO, TELEVISION, FILM | 8 BUSINESS LAB               |
| 4 HEALTH SCIENCES         | 9 AE CAD/GIS                 |
| 5 CULINARY                | 10 REGIONAL WORKFORCE CENTER |

**Top:**  
Architectural drawings showing the retrofitting of the former J.C. Penny department store.

**Photo Captions (Left):**

1. Phase 2 of ACC Highland campus
2. The former Kohl's big box
3. Professional nursing department
4. Radio-television-film production studio
5. Culinary arts program features a student-run restaurant
6. Lecture hall
7. Regional workforce center

(Credit - Perkins&Will, Dror Baldinger FAIA)



Development Program



**Left:**  
Highland ATX site plan with land use designations and park spaces.

(Credit - Highland ATX)

**HIGHLAND ATX: BY THE NUMBERS**

1,800 new residents	1,300,000 sf of ACC facilities
6,800 new employees	800,000 sf of office
20,000 new students	150,000 sf of retail
	1,200 units of residential (120 below-market rate units)
	150,000 sf of retail
	200 key hotel
	3 parks
	1.25 miles of trails

## SS

### Sustainability Strategy

- Transit connections to train and bus
- Free Green Pass with Capital Metro
- Preferred parking for low-emission vehicles
- Carpooling promotions
- EV charging stations
- Rooftop solar panels
- Water Conservation
- Rainwater reclamation
- Chilled Beam HVAC System
- Adaptive reuse of structure and skin
- Reuse of glass and steel
- Drought-tolerant plants
- Light-colored paving and roof

## LL

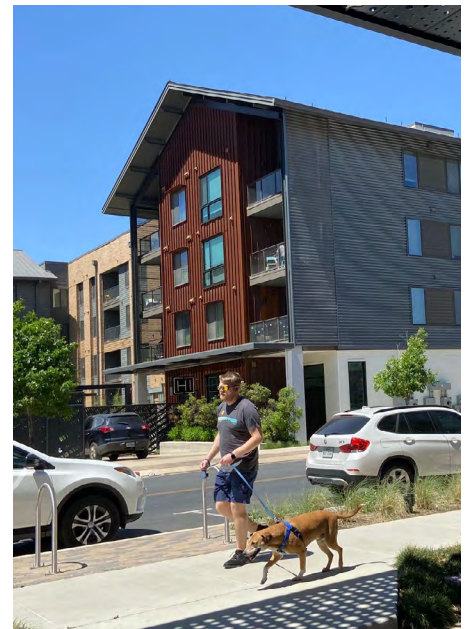
### Lesson's Learned

#### Shared Vision and Master Plan

- Multiple owners add complexity (e.g., a P3 partner was sold during Phase 1)
- Tighter planning needed to include different timelines
- Developers build and fund faster than institutions
- Shared amenities save time and money
- Early joint coordination is critical

#### Shared Infrastructure Costs

- Poor mall construction led to unexpected costs
- Close coordination needed for roads and utilities
- Phasing of parking lots to structured garages



**Top:**

Photos of new development at Highland ATX including the Austin PBS headquarters and new multi-family housing. (Credit - Perkins&Will)

# Tasman East Focus Area Specific Plan

**EC Existing Context**



**Regional Access**

- Connected to local and regional transportation included the following:
- VTA's Lick Mill Station provides light rail service that operates at 15-, 20-, and 60 minute frequencies, depending on the time of day.
- Great America Station, which provides service for Amtrak and ACE trains is within a 5 minute walk.
- The Capitol Corridor transit route connects San Jose to the south and Sacramento to the north.

**The Redevelopment Partnership**

- The Specific Plan process was led by the City of Santa Clara to bring clarity and consistency in the regulation of individual development proposals within the site.
- Tasman East has a consortium of developers producing a range of market rate and affordable housing including Ensemble, Holland, Greystar, Summerhill, Related California, and St. Anton Communities.

1. City Place North Park
  2. City Place Campus
  3. Great America Station (ACE/ Amtrak)
  4. Katherine Hughes Elementary
  5. Santa Clara Youth Soccer Park
  6. Fairway Glen Park
  7. Riverwood Grove
  8. Lick Mill Station (VTA)
  9. Vista Montana Park
  10. Ulistac Natural Area
  11. Lick Mill Park
  12. Levi's Stadium
  13. Great America Theme Park
- VTA - Light Rail
  - ACE
  - Amtrak
  - Open Space
  - Guadalupe River Trail
  - Site
  - City Boundary

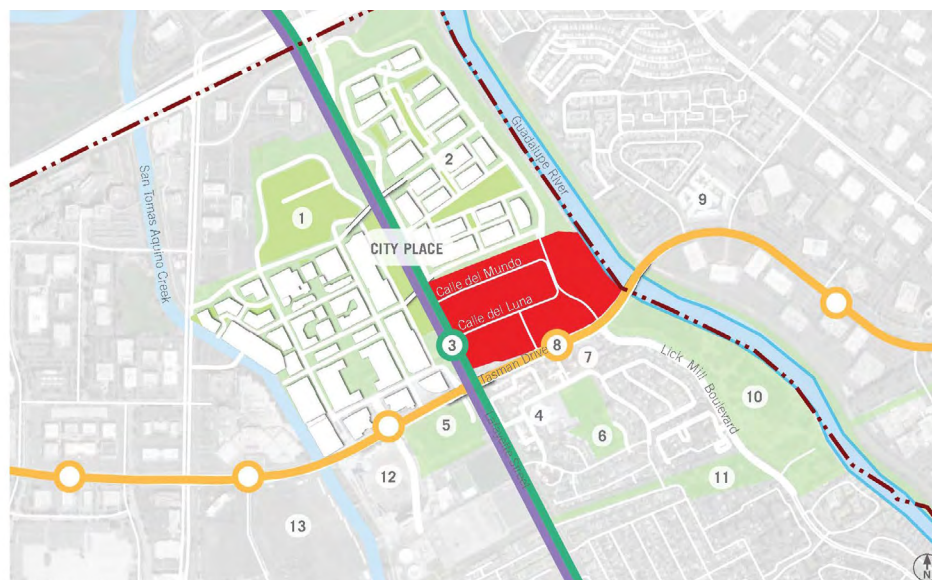


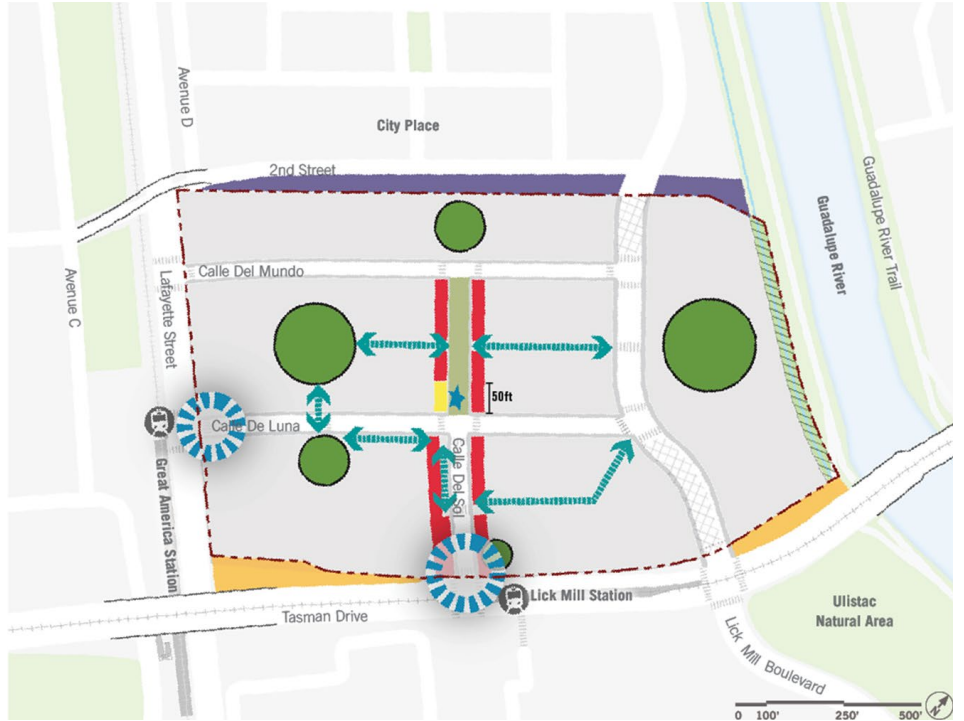
Figure 03-1-1 Surrounding Site Context

**Top:** Site maps showing Tasman East's location in relationship to the larger San Francisco Bay Area and within the Santa Clara city context.

(Credit - Perkins&Will)

**DA** Design Approach

- Gateway
  - Pump Station
  - Grade Change Beyond Site
  - Filled and Landscaped Grade Change
  - Active Ground Floor Use
  - Required Ground Floor Retail
  - Dedicated Open Space\*
  - Paseo
  - Greenway
  - Vertical Circulation
  - To Be Implemented as Development Occurs
  - City Easement
  - Site Boundary
- \* Greenway and Park locations depicted are conceptual.



- Transit Neighborhood
  - Required Ground Floor Retail
  - Dedicated Open Space (acres)\*
  - Greenway
  - To Be Implemented as Development Occurs
  - City Easement
  - Site Boundary
- \* Dedicated Open Space areas will be implemented through the City's Parkland Dedication Ordinance and the terms of the Specific Plan.  
 \* Greenway and Park locations depicted are conceptual.



**Top:** Design framework figures showing flexibility of land uses, dedicated open spaces, and new connections.

(Credit - Perkins&Will)



Development Program



**Top:** Diagram showing current proposed and approved projects in the site. (Credit - Perkins&Will)

**TASMAN EAST: BY THE NUMBERS**

- 4,500 new units in the pipeline
- Adding 1,500 units as part of an amendment to the Specific Plan
- 10,000 sf of retail
- 10 acres of open space



**Top:** Conceptual rendering of Tasman East high density housing and park space. (Credit - Perkins&Will)



## Sustainability Strategy

- Tree-lined multi-modal streets
- Seamless access to transit
- On-site electric vehicle parking and charging
- Minimize surface parking
- Reduced on-site parking ratios in return for transit passes and TDM plans
- Unbundled parking / shared parking between uses
- Rooftop solar panels
- Checklist of Green Building construction practices
- Retail/neighborhood services for a “park-once” environment
- De-pave surface parking for new parks
- Use drought-tolerant planting and rainwater retention and reuse
- 



## Lesson's Learned

- Flexible framework to accommodate multiple property owners.
- Allowable densities to support future market cycles. At the time of the plan, low-rise apartments were the only building type that penciled. 5 years later, we are seeing high-rise development.
- A new zoning district (TN - Transit Neighborhood) was established as part of this plan to calibrate a mix of uses. The city is now applying this zone to other areas.

# Station Park Green Specific Plan

**EC** Existing Context



**Top:**  
*Bird's eye view of the site conditions before redevelopment which included a Target, Michaels, gas station, and surface parking. (Credit - Google)*

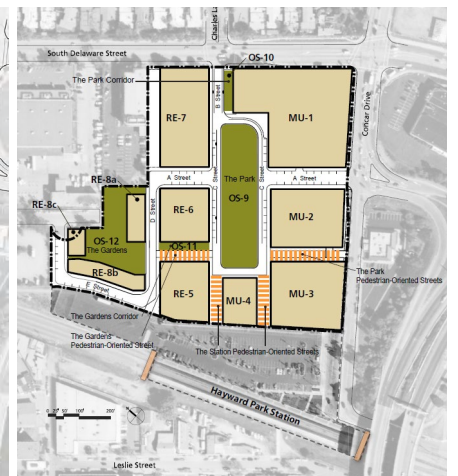
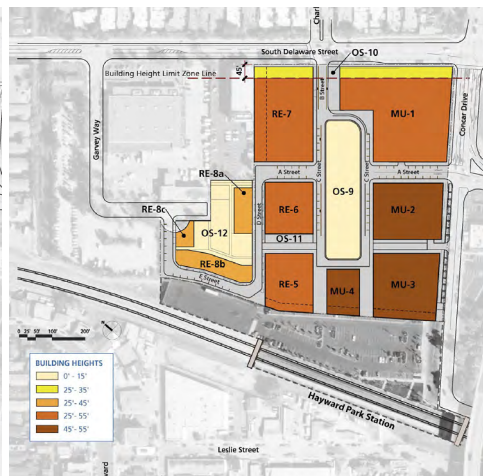
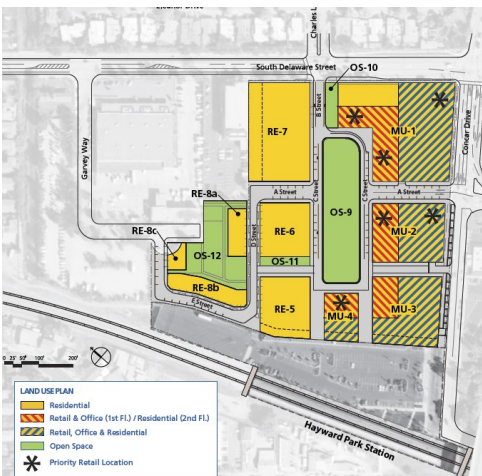
## Regional Access

- Situated adjacent to the Hayward Park Caltrain Station, located midway between San Mateo's downtown and Hillsdale stations.
- Less than one mile from the junction of State Road 92 (SR 92) and U.S. Highway 101.
- The site is a regional crossroads, with convenient access to the cities of San Francisco to the north and San Jose to the south, and direct access to the East Bay.

## The Redevelopment Partnership

- Essex Property Trust, Inc. served as the primary developer and continues to serve as property management for Station Park Green.





**Top:** An illustrative plan and a series of urban design frameworks included in the Specific Plan. (Credit - Perkins&Will)



**Top:**

*An illustrative three dimension model of a potential development scenario under the Specific Plan standards and guidelines. (Credit - Perkins&Will)*

**STATION PARK GREEN: BY THE NUMBERS**

---

599 Dwelling Units

---

26,000 square feet of retail

---

11,000 square feet of office

---

2.3 acres of open space

---



## Sustainability Strategy

- Access to public transit
- Bike paths and secure bike parking
- Integrated into the city grid and compact blocks
- Pedestrian-oriented streets
- Designed for solar orientation and wind impacts
- 40% minimum LEED-certified buildings
- Reduced water use
- Recycling underused, auto-dominated land
- Converting impervious parking lots to public central green and public gardens
- Integrated bioswales and low-impact stormwater management



## Lesson's Learned

- This project was being developed when sustainability was front and center in the developer's mind – the developer partnered to be a pilot project for LEED ND. The neighborhood is certified as LEED ND gold.
- An open dialogue with developers is critical to push important community priorities.
- Sometimes it makes sense to demolish the existing big box for the greater vision of the projects.
- Easements for emergency vehicle access are designed to look like a pedestrian walkway.



**Top:**




A bird's eye aerial view of the Station Park Green new horizontal and vertical development. (Credit - Bing Maps)

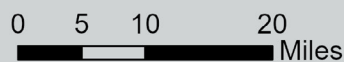
Section 03

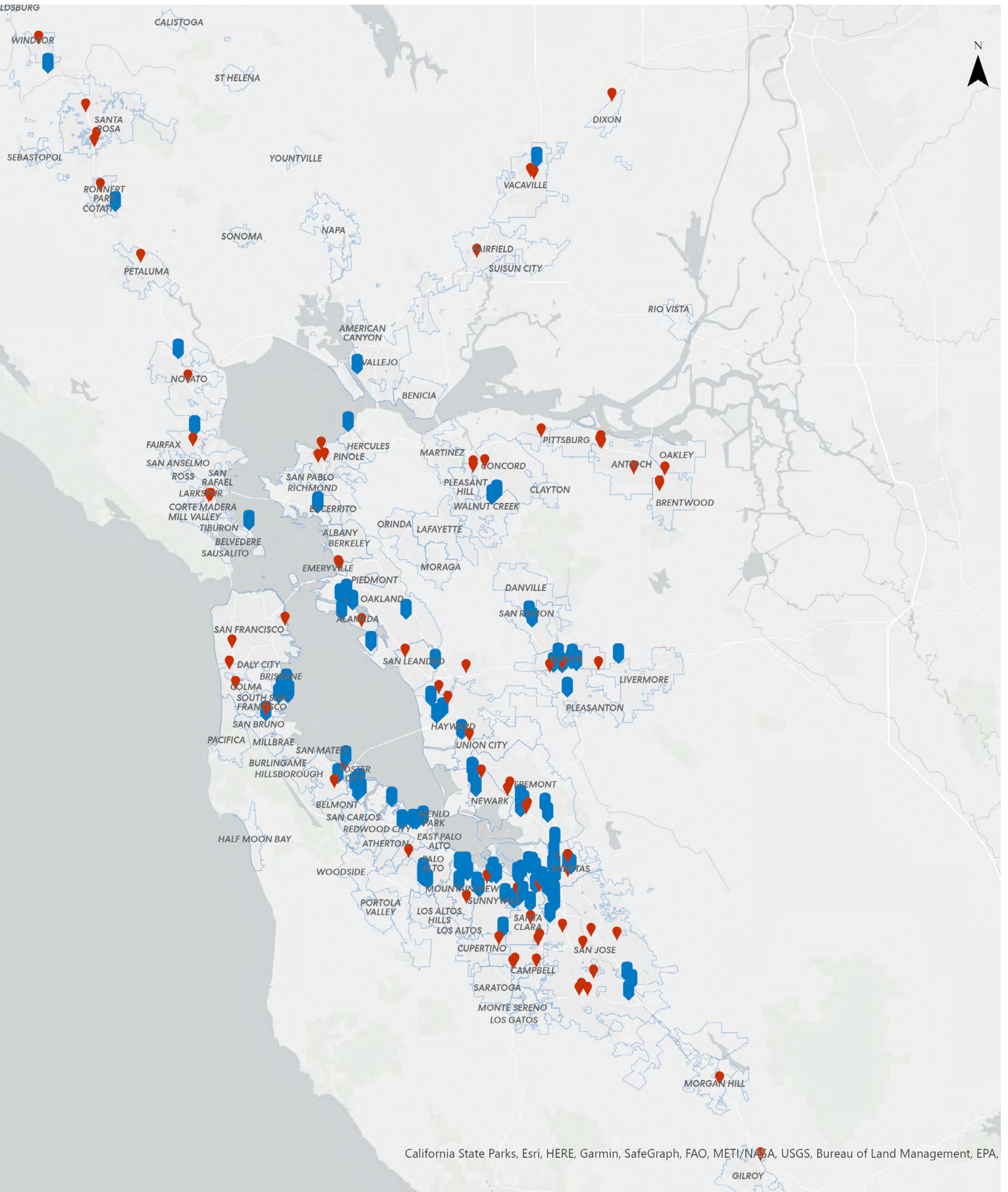
# Bay Area Regional Opportunities

**The Bay Area has over 9,000 acres of shopping centers and office parks.**

## Legend

-  Office/Flex
-  Shopping Center
-  Bay Area Cities













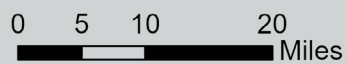


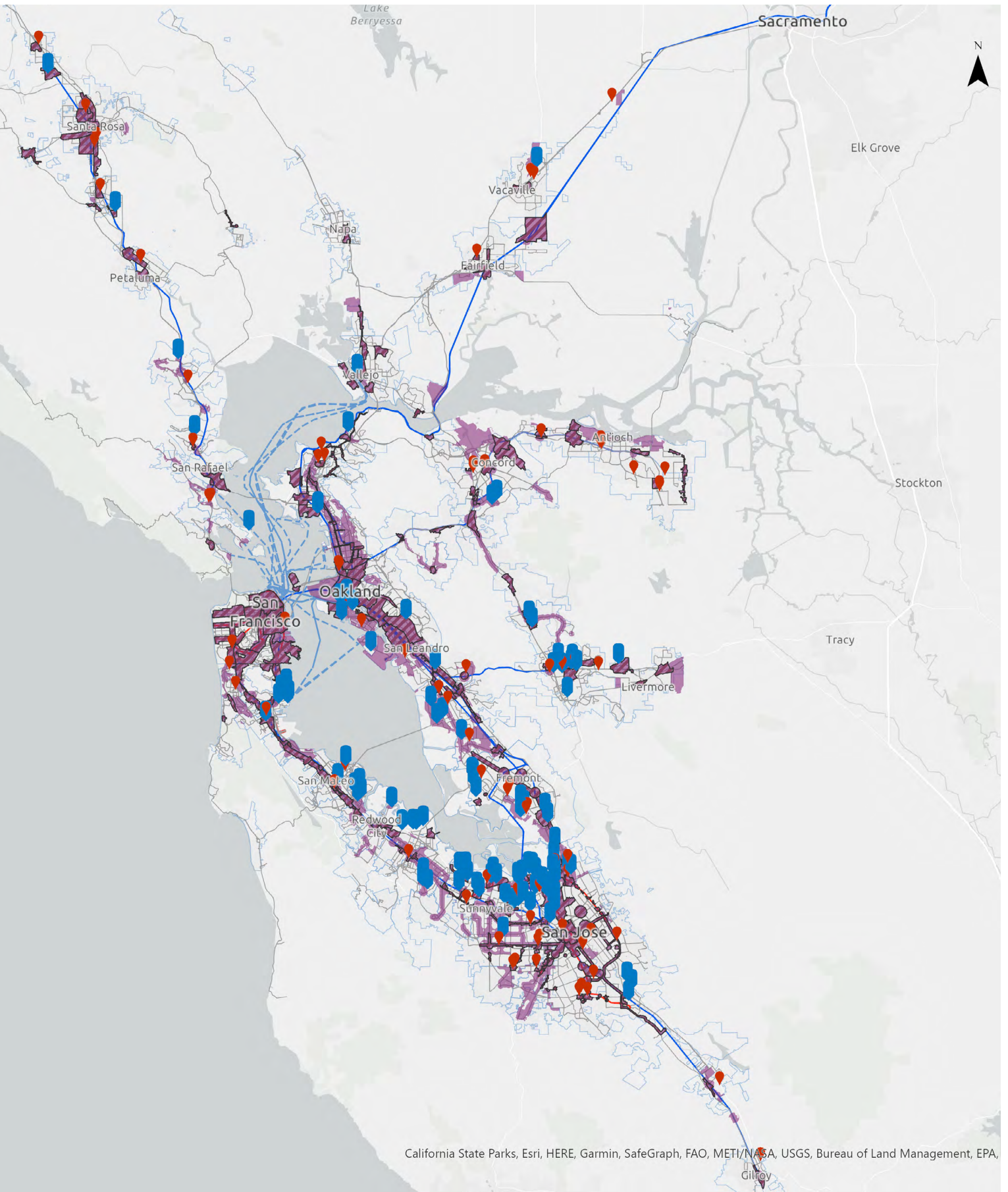
California State Parks, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA,

**Many of these sites are in  
the PBA 2050 growth areas**

**Legend**

- |  |   |
|--|---|
|  Office/Flex                        |  Rail                        |
|  Shopping Center                    |  Tram, Streetcar, Light rail |
|  PBA 2050 Priority Development Area |  Bus                         |
|  PBA 2050 Growth Geographies        |  Cable car                   |
|  Ferry                              |  Bay Area Cities             |

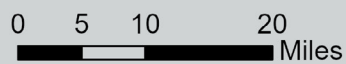




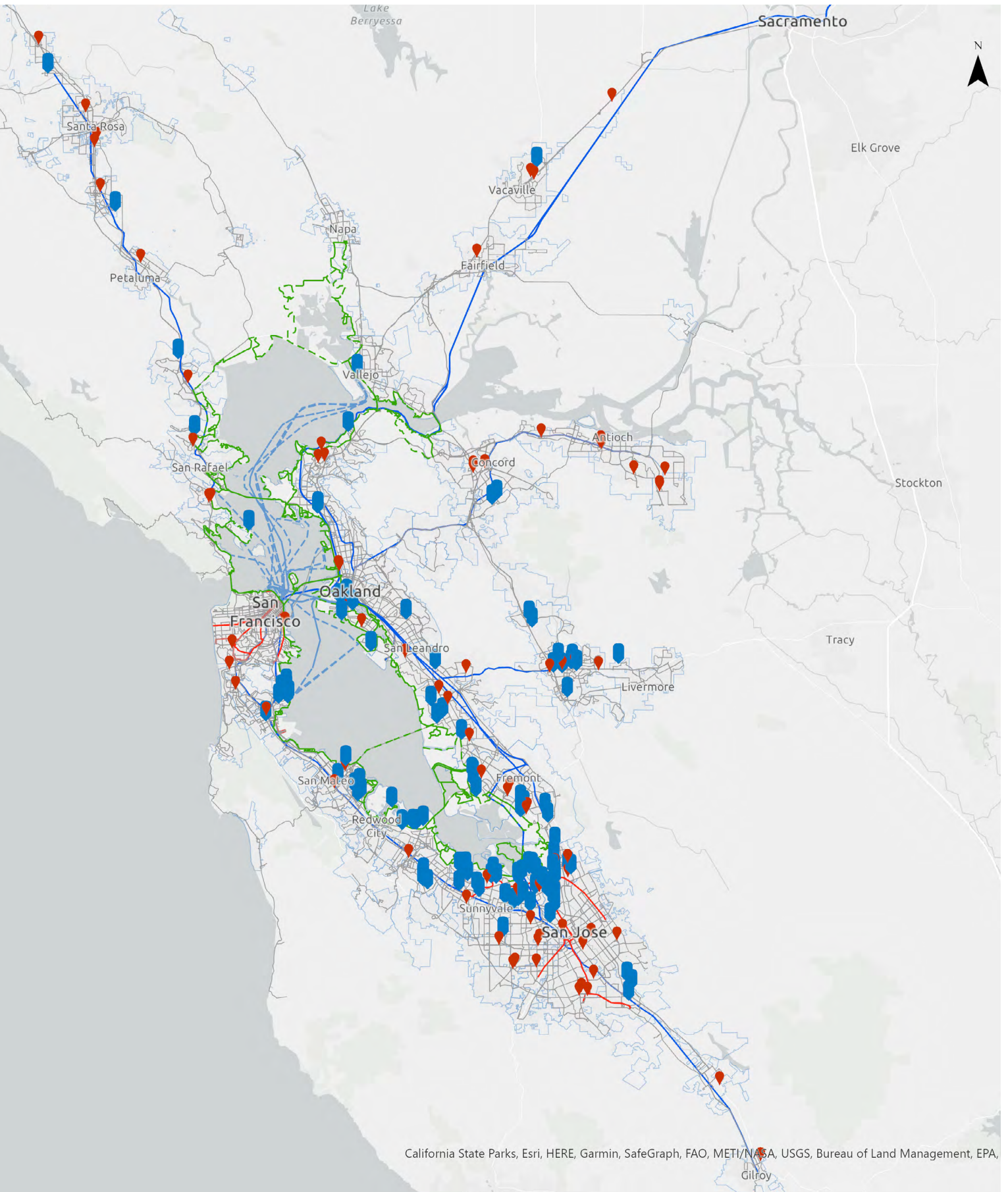
# These sites are close to regional and local transit and the Bay Trail

## Legend

- Office/Flex
- Shopping Center
- Existing Bay Trail
- Proposed Bay Trail
- Ferry
- Rail
- Tram, Streetcar, Light rail
- Bus
- Cable car
- Bay Area Cities





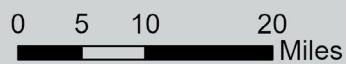


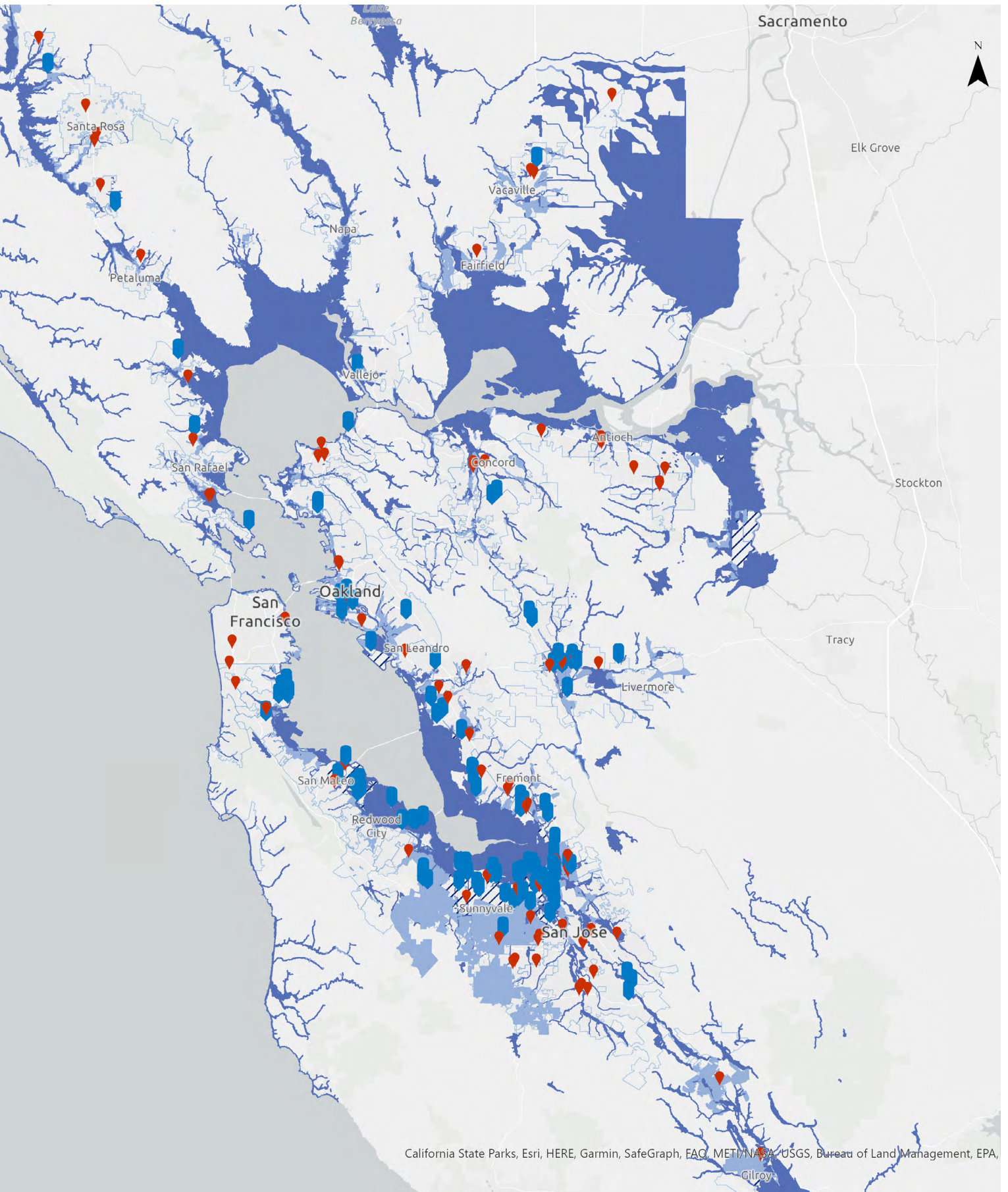
California State Parks, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA,

# These sites will need to address flooding and sea level rise

## Legend

-  Office/Flex
-  Shopping Center
-  100 Year
-  500 Year
-  Levee Protected
-  Bay Area Cities














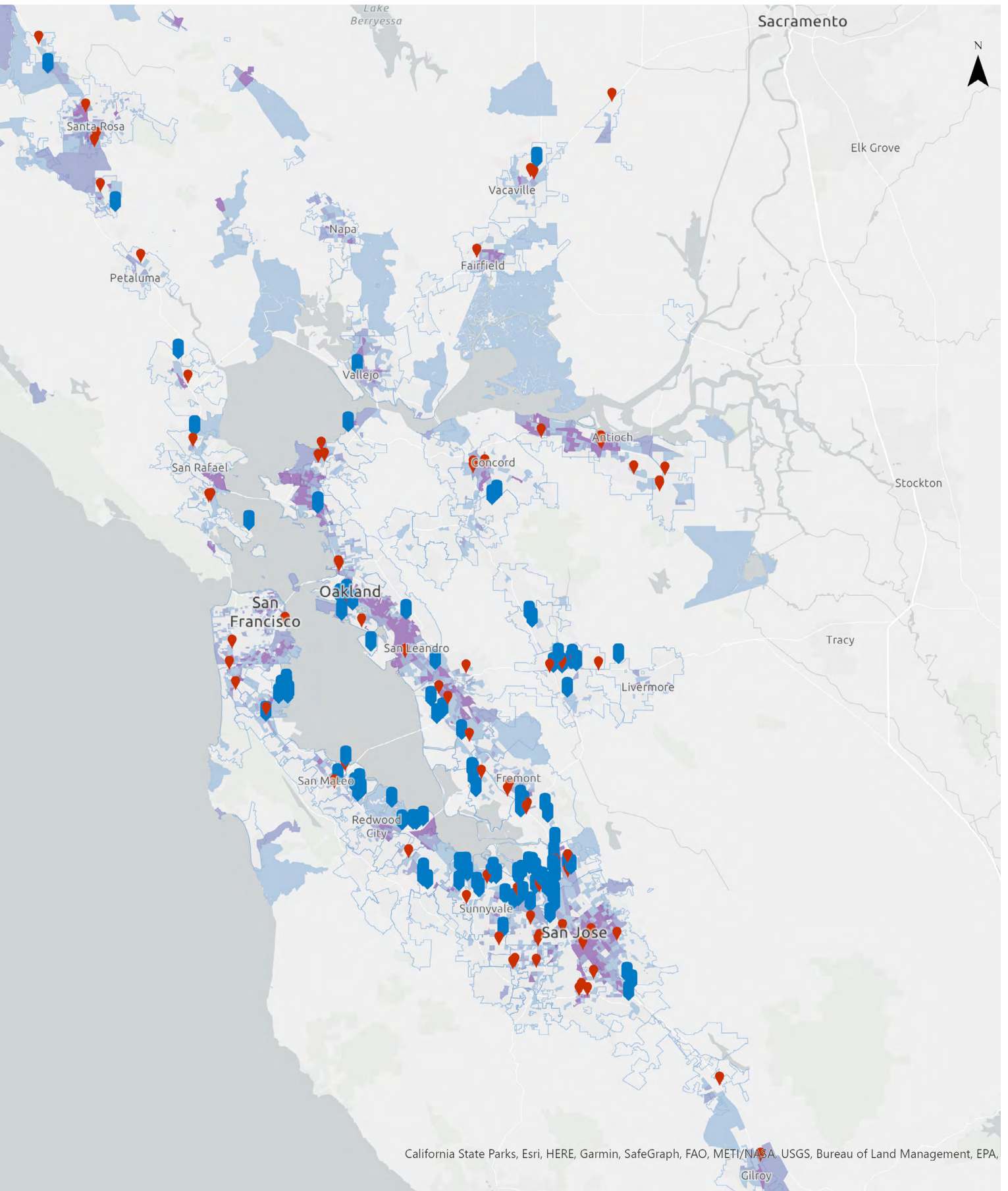
California State Parks, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA,

**These sites are opportunities to address societal inequities head on**

**Legend**

- |  |   |
|--|---|
|  Office/Flex                  |  Moderate social vulnerability |
|  Shopping Center              |  Low social vulnerability      |
|  Highest social vulnerability |  Not Calculated                |
|  High social vulnerability    |  Bay Area Cities               |

0 5 10 20  
 Miles

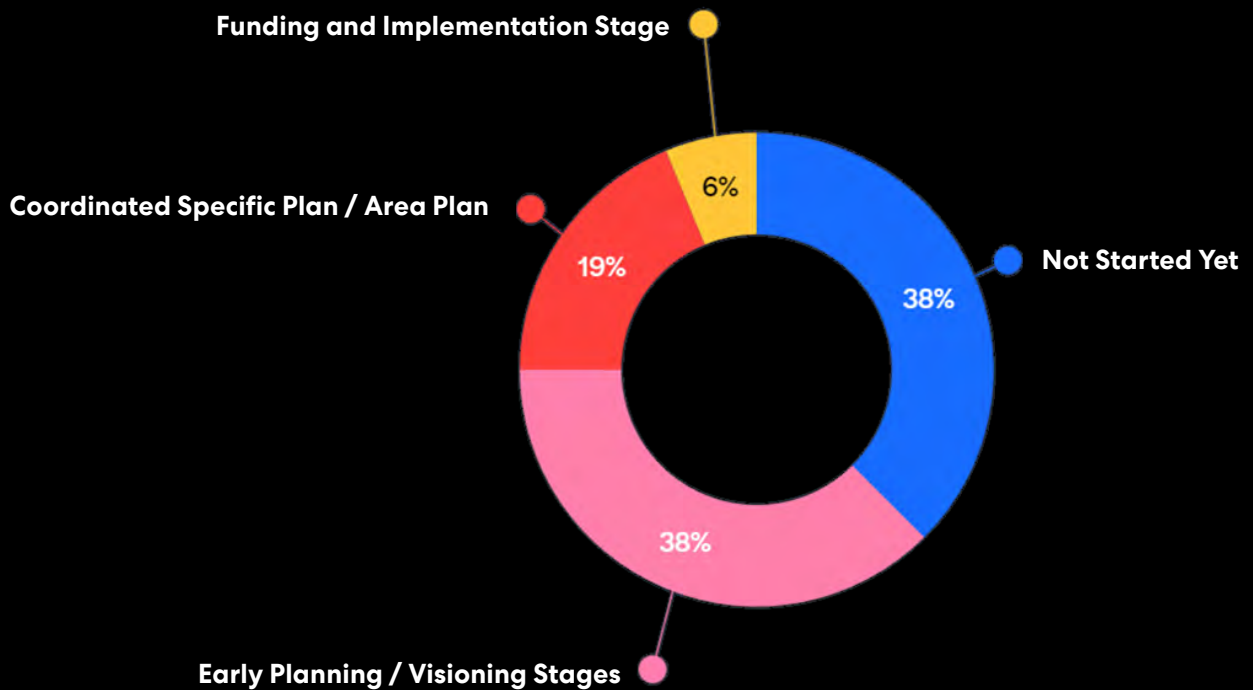


California State Parks, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA,

## Section 04

# What We Heard

Is your city working on a plan to transform a shopping mall and/or office park?



**What types of land uses, community benefits, and investments would your community prioritize?**

**15-Minute  
Neighborhoods**

**Access to Services**

**Affordable Housing  
Near Transit**

**Less Reliance on Cars**

**Great Public Spaces**

**Childcare and  
Early Education**

**Equitable Outcomes**

## Questions and Comments from the Workshop

- What are the key takeaways from case studies that can be applied to ensure urban design integrity and integration into the surrounding community?
- Due to recent state laws, general plans, and housing element policy, there is an impetus to add significant housing on these sites. It's a good thing and a challenge. There is a challenge to be able to set the community vision and deliver the right amenities from these developers. What are effective tools to establish land use, community amenities, and open space?
- Our challenge is how to make it happen. Phasing of development and re-using of buildings may happen. The implementation is going to be critical.



- We need to get to the point where we can begin to see something happen. The first take-off is the hard one.
  
- How can we strike the right balance between certainty for the community and what we're going to get at the end of this process vs. necessary flexibility for developers in the market?
  
- How do you address the potential adjacency challenges/sensitivities to adjacent neighborhood uses?
  
- Did the local case studies go through the typical EIR process?

## Section 05

# Additional Resources

PROJECT	LINK
Mission Rock Design for Development	<a href="https://sfplanning.org/project/mission-rock">https://sfplanning.org/project/mission-rock</a>
Tasman East Focus Area Specific Plan	<a href="https://www.santaclaraca.gov/home/showpublisheddocument/72208/637503896853000000">https://www.santaclaraca.gov/home/showpublisheddocument/72208/637503896853000000</a>
East Side Innovation District Vision Plan	<a href="https://www.cityofsancarlos.org/government/departments/community-development/planning/plans-document-library/east-side-vision-plan">https://www.cityofsancarlos.org/government/departments/community-development/planning/plans-document-library/east-side-vision-plan</a>
Northeast Area Specific Plan	<a href="https://www.sancarlosnortheastplan.com/">https://www.sancarlosnortheastplan.com/</a>
Austin Capitol Metro Equitable Transit Oriented Development (ETOD)	<a href="https://www.projectconnect.com/projects/etod?_ga=2.218982297.1220747394.1681854918-1021267771.1676666193">https://www.projectconnect.com/projects/etod?_ga=2.218982297.1220747394.1681854918-1021267771.1676666193</a>
Destination Crenshaw	<a href="https://destinationcrenshaw.la/">https://destinationcrenshaw.la/</a>
Highland ATX	<a href="https://highlandatx.com/">https://highlandatx.com/</a>
VTA Bart Phase II Silicon Valley TOC Strategy Study	<a href="https://www.vta.org/transitorientedcommunities">https://www.vta.org/transitorientedcommunities</a>
Potrero Power Station Design for Development	<a href="https://sfplanning.org/potrero-power-station">https://sfplanning.org/potrero-power-station</a>
Sacramento Valley Station Area Plan	<a href="https://www.cityofsacramento.org/Public-Works/Sacramento-Valley-Station">https://www.cityofsacramento.org/Public-Works/Sacramento-Valley-Station</a>
The Meadoway	<a href="https://themeadoway.ca/">https://themeadoway.ca/</a>
Station Park Green Specific Plan	<a href="https://www.cityofsanmateo.org/2808/Station-Park-Green-Application">https://www.cityofsanmateo.org/2808/Station-Park-Green-Application</a>

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