



## City Council Agenda Item Staff Report

CITY OF SAN BRUNO

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**DATE:** March 28, 2023

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Jovan D. Grogan, City Manager

**PREPARED BY:** Darcy Smith, Assistant City Manager

**SUBJECT:** Presentation of an Update on the Tanforan for San Bruno Community Engagement Process and Community Priorities Progress Report

**BACKGROUND:** On July 27, 2021, the City Council approved the Reimagining Tanforan Land Use Fact Sheet. This provides a comprehensive guide for future owners to realize City's vision in redeveloping Tanforan. This was developed as the City's effort to unite the three separate parcels at Tanforan into a single planning effort when the City learned that some of the individual parcels were about to be sold. The Fact Sheet articulates a vision for redevelopment that includes office, retail, entertainment, and housing units in a manner that supports a diverse mix of uses. The vision preserves and builds on what the community values about Tanforan while ensuring that it can remain viable into the future and continue to provide important revenue to San Bruno's local economy and city services.

The Reimagining effort was successful. In 2021, an LLC controlled by Alexandria Real Estate Equities, Inc. ("Alexandria") acquired the approximate 15-acre parcel formerly owned by JC Penney and the approximately 14-acre former Sears store owned by Seritage Growth Properties. In 2022, Alexandria acquired the parcels owned by Queensland Investment Corporation encompassing 16.4 acres and including the enclosed mall.

On October 5, 2022, the City received a preliminary project application for a transit-focused mixed-use village comprised of 1,000 housing units, a life science campus, and retail space, including an upgraded Target and Century Theatres ("project"). The project seeks to retain and upgrade Target and refresh the movie theater to accommodate the modern movie going experience. It also includes a meaningful residential component of the project that will help our City meet its significant State-mandated Regional Housing Needs Allocation (RHNA) housing obligations. The application encompasses the entire 44-acre Tanforan site. The preliminary project description is provided as Attachment 2.

The application also includes a proposed life science campus that will be owned and operated by Alexandria, who operates exclusively in the life science market and is known for its innovations in the industry. Locally that includes campuses in South San Francisco, San Francisco at Mission Bay, and San Carlos.

The fabric that unites these uses is a community-serving series of spaces that connect the development to the BART station and integrates it with the neighborhood around the project site. The project will also retain and incorporate the new Tanforan Memorial, which now permanently honors the thousands of Japanese Americans processed for detainment at

Tanforan during World War II and stands as a symbol against future injustice.

On October 13, 2022, the City kicked off the initial phase of the City led “Tanforan for San Bruno” community engagement effort. This started with the release of a dedicated City Manager’s eNewsletter and launch of the City dedicated engagement website ([www.TanforanForSanBruno.com](http://www.TanforanForSanBruno.com)). The purpose of this effort is to keep the community informed of the project and solicit community input throughout the City’s planning process for the Tanforan development project. This effort will ensure that how Tanforan transforms will support the San Bruno community today and for the next generation to come. It is a transparent, community-focused effort. The effort is founded on the Reimagining Tanforan vision and grounding its purpose in an expanded City review process to include substantial community prioritization appropriate to the significance of this project.

At the October 25, 2022 City Council meeting, staff provided a presentation of an update on the Tanforan preliminary project application submittal and the City’s community engagement process. That meeting was the kickoff to a robust community engagement effort led by the City and their community engagement and communications consultant Singer Associates.

**DISCUSSION:** This agenda item provides an update on the Tanforan for San Bruno community engagement process and Community Priorities Progress Report that serves to inform the priorities around San Bruno’s future and the City’s review of the project.

### ***Community Engagement***

Due to the site’s importance as a multi-modal transportation hub and its historical significance, the City launched a comprehensive engagement effort known as Tanforan For San Bruno to explore Tanforan’s past, identify the City’s emerging needs and opportunities, and help articulate what matters most to the community. The goal is to establish a shared vision and guiding principles on what matters most to the community as the City studies and understands the application. This conversation explore Tanforan’s past, identify the City’s emerging needs and opportunities, and help articulate what matters most to the community. This robust effort is appropriate due to the significance of the project, its proximity to public transit, and the importance of the opportunity to address emerging and future needs that impact not just the immediate surrounding area, but San Bruno as a whole. The Tanforan for San Bruno public engagement effort incorporated input from not only residents of San Bruno, but also from the broader, regional community.

Key components of the engagement effort include a website and storefront space:

- **City Dedicated Website:** The City’s dedicated website, [www.TanforanForSanBruno.com](http://www.TanforanForSanBruno.com), is a central point of information for public engagement. The website provides context, virtual engagement tools, frequently asked questions, meeting and event dates, and project application information. The website can be translated using Google Translate which offers translation into over 100 other languages. As of early March 2023, there were 19,749 total website visitors since it was launched in October 2022. A digital survey was hosted on the website starting in November 2022 through the end of February 2023. There was a total of 609 survey responses, with over 44 percent being San Bruno residents.

- The Tanforan Public Engagement Center: A storefront space inside the Shops at Tanforan opened in November 2022. It is being utilized by the City and our consultants to host in-person participation. Between November 2022 and February 2023, a total of 13 in person events have been held. The space has hosted a variety of meeting formats, including four drop-in open houses, various drop-in office hours, and small group meetings. It provided a means of visually illustrating the rich history of the site, the economic realities driving the need for change and inviting participation to help steer the vision of the project. Activities at the storefront also included ranking community priorities and sharing memories of times spent at Tanforan as a means of capturing trends and desires that need to be reflected in the new development plans.

### ***Outreach***

The Tanforan for San Bruno engagement effort utilized a variety of outreach methods to not only increase awareness of the proposed project, but also to solicit the public's feedback regarding broad community priorities and the future of Tanforan. The communication methods utilized to distribute information related to engagement events and opportunities include the Tanforan for San Bruno and City's social media account (Facebook, Instagram, and Twitter) posts, flyers, direct mail to all city mailing addresses, email, City Manager's eNewsletter articles, and various forms of social and digital advertising.

This outreach was designed to stimulate responses to a survey and other quantitative and qualitative feedback activities, regardless of whether that engagement took place digitally on the [www.TanforanForSanBruno.com](http://www.TanforanForSanBruno.com) website or in-person at the public engagement center. The digital and in-person engagement experience presented community members with equally accessible and identical opportunities to provide feedback.

### ***Community Priorities Progress Report***

The outcome of the first phase of the community engagement efforts is the Community Priorities Progress Report (report). The report articulates community priorities based on public input. The identification of broad community priorities in planning for San Bruno's future will help focus the City's review of the project and inform the City's policy decisions. As San Bruno continues to grow and evolve, it is important to ensure that the City's development priorities reflect the needs and aspirations of the community. The report is provided as Attachment 1. It is also available in a digital flipbook format online at <https://tanforanforsanbruno.com/progressreport/>

This report presents the results of a robust and meaningful consultation with residents of San Bruno and the broader community aimed at identifying key, shared priorities for the future. Through a series of in person open house events, office hours, and digital surveys and exercises, the report gathered and presents insights and perspectives from a diverse cross-section of the population. These findings offer valuable insights on public priorities as the City considers this and future development opportunities.

The City of San Bruno's Tanforan for San Bruno community engagement effort solicited the public's feedback in both quantitative and qualitative forms. Both data types provided the City of San Bruno with compelling perspectives on community preferences and priorities for the Tanforan redevelopment project. The report is organized as follows:

- Purpose of the Project

- Process of the Approach – Overview of outreach including the metrics, approach, and storefront
- Results of the Engagement – Demographics of survey participants, sentiment, engagement activities
- Insights From the Findings – Key takeaways based on results
- Summary From the City

The data in the report suggest that the community's priorities continue to align with the City's framework laid out in the Reimagining Tanforan Land Use Fact Sheet. The report's findings also revealed an apparent public enthusiasm and excitement for Tanforan's future. Engagement with the survey not only reflected the community's robust and thoughtful approach to weighing future uses at the site, but also a public investment and trust in the project's expanded review process warranted by its unique location.

As this information was evaluated, a number of high-level takeaways can be gleaned from the results related to economics, retail, community gathering, housing, sustainability. The community expressed excitement about the project's capacity to ensure future prosperity, spur new development and improvements to infrastructure, and promote job creation. There was support for new retail options, publicly accessible open spaces, and housing. In conclusion, the overall community feedback demonstrates alignment of community interests and priorities with the vision for the redevelopment of the project site presented in the Reimagining Tanforan Land Use Fact Sheet, upon which the submitted preliminary project application was based.

**NEXT STEPS:** The report is available online for community review and feedback. Tours of the Tanforan Public Engagement Center are also available to the public.

The application review process, which is estimated to take 18 to 24 months in total since it started in October 2022, will now move into a new phase that will include technical studies, environmental analysis, and economic assessments. This includes a comprehensive City review for conformance of the project to the City's General Plan, land use regulations, and the analysis required by the California Environmental Quality Act (CEQA) culminating in the development of a project Environmental Impact Report. The process will include public meetings with the City's Planning Commission, as well as multiple public City Council meetings before being considered for final action. The City will also work with key stakeholders, agencies, and other interested parties, including BART, SFO and FAA.

**FISCAL IMPACT:** There is no fiscal impact from the informational update on the Tanforan for San Bruno community engagement process and Community Priorities Progress Report. Consistent with City Council policy to maximize cost recovery for development related services, the project applicant has executed a Reimbursement Agreement with the City to reimburse the full cost of processing the preliminary project application.

**ENVIRONMENTAL IMPACT:** The informational update on the Tanforan for San Bruno community engagement process and Community Priorities Progress Report does not have the potential for creation of a significant environmental impact pursuant to the California Environmental Quality Act (CEQA), and as such are exempt from further environmental consideration per CEQA Guidelines Section 15061(b)(3).

**RECOMMENDATION:** That the City Council receive this informational update on the Tanforan for San Bruno community engagement process and Community Priorities Progress Report and address any questions or comments to staff.

**ALTERNATIVES:**

1. Receive the informational update and address any questions or comments to staff; or
2. Provide alternative direction to staff.

**ATTACHMENTS:**

1. Community Priorities Progress Report - Also available in a digital flipbook format online at <https://tanforanforsanbruno.com/progressreport/>
2. Preliminary Project Description