“Integrating High Technology Work Environments into Communities through Purposeful Design”

David Woltering, AICP, MPA
Community Development Director San Bruno, California

54th International Making Cities Livable Conference
Santa Fe, New Mexico

October, 2017
How Do We Live With High Tech?

Source: San Jose Mercury News
San Bruno’s Bayhill Specific Plan Study Area
Bayhill Specific Plan Team Kick-Off Meeting
Opportunities for Integration

- Transit
- Bicycling/Walking
- Streetscape
- Parks and Open Space
- YouTube Headquarters, San Bruno
- Housing
- Public Gathering Places
- Public Access to Facilities
- Commercial Uses
Workplace Settings

1. The Corporate Campus
Workplace Settings

2. The Corporate Estate
Workplace Settings

3. The Office Park
“Knowledge” Work Environments
Workplace Settings Surveyed

1. Amazon, Seattle, Washington
2. Apple, 1 Infinite Loop, Cupertino, California
3. Apple Park, Cupertino, California
4. Facebook, Menlo Park, California
5. Google, Mountain View, California
6. UCSF Mission Bay, San Francisco, California
7. YouTube, San Bruno, California
Observations
Amazon, Seattle

- **Urban Campus Setting**
  - **Integrated**
    - Transit
    - Bicycling/Walking
    - Streetscape
    - Housing
    - Commercial Uses
    - Public Gathering Places
    - Parks and Open Space
  - **Revitalization Catalyst**
Observations
Apple, 1 Infinite Loop, Cupertino

- Office Park Setting
- Dispersed Buildings, Connected by Monument Signage
- Lack of Integration
- Motorized Transport (Buses); Shuttles; and Bicycles
Observations

Apple Park, Cupertino

- Corporate Campus Setting
- Single-Use/Inward Facing/Insular
- Lack of Integration
- Auto-Dependent
Observations

Facebook, Menlo Park

- Corporate Campus
- Single-Use/Inward Facing/Insular
- Lack of Integration
- Motorized Transport (Buses); Shuttles; and Bicycles
- Connection to Regional Trail
- Plans for a More Integrated “Willow Campus” Expansion Underway
Observations

Google, Mountain View

- Corporate Campus/Office Park Setting
- Dispersed Buildings, Connected by Monument Signage
- Limited but Beneficial Integration
  - Public Park
  - Regional Trail
- Multiple Informal Workplace Interactive/Information-Sharing Locations
Observations

UCSF Mission Bay, San Francisco

- Urban Campus Setting
- Integrated
  - Transit/Shuttles
  - Bicycling/Walking
  - Streetscape
  - Housing
  - Commercial Uses
  - Public Gathering Places
  - Parks and Open Space
  - Public Libraries and Schools
- Revitalization Catalyst
Observations
YouTube, San Bruno

- Office Park Setting
- Dispersed Buildings, Connected by Monument Signage
- Predominately Surface Parking
- Motorized Transport (Buses) and Shuttles
Lessons Learned -

- There can be substantial benefits to integration:
  - Use of existing infrastructure;
  - Connection to transit;
  - Proximity to housing, commercial uses and services, and public amenities like parks, libraries and schools; and,
  - Potential catalyst for revitalization.
Lessons Learned Continued

- Where possible connect and integrate key community amenities
- Encourage partnerships
- Use Community Benefit Agreements or other similar measures
Lessons Learned Continued

- Local communities can actively guide the siting and development of workplace campuses to integrate them into the community, as well as minimize negative impacts related to housing, traffic congestion and fiscal/economic impacts.

- Successful “knowledge” work environments can be created within campus settings that are directly integrated into the fabric of a local community.
San Bruno’s Bayhill Specific Plan Process Update
Opportunities for Integration

- Transit
- Bicycling/Walking
- Streetscape
- YouTube Headquarters, San Bruno
- Parks and Open Space
- Public Gathering Places
- Public Access to Facilities
- Housing
- Commercial Uses
Thank you!