

POLICY

- LU 3.3:** **El Camino Real.** Retain the general residential and landscaped character of El Camino Real north of Tilton Avenue. Promote the visual upgrading of El Camino Real south of Ninth Avenue through increased landscaping, coordination of public improvements, property maintenance, and sign control, through conformance with the El Camino Real Master Plan. Residential uses shall be encouraged to provide diversity to the existing commercial character, and building setbacks from adjoining residences used to reduce perceived building mass from El Camino Real. Pedestrian activity and safety should be encouraged.

El Camino Real is the dominant commercial boulevard and heavily traveled local corridor in the City. Its long linear form and strip commercial development help mold strong visual images, portions of which may be judged to be unpleasant. More than most other local corridors the street image strongly affects the overall City image. El Camino Real's image should be improved through coordinated comprehensive public and private improvements which follow the guidelines and standards in the El Camino Real Master Plan. Economic development strategies should also be considered as part of any improvement effort along El Camino Real.

In 2001, the City Council adopted the El Camino Real Master Plan which provides a vision for enhancements to El Camino Real from SR 92 to the Belmont City Limits border. The Master Plan provides infrastructure and guidelines to create a vibrant mixed-use community that encourages pedestrian and bicycle activity and safety. The Master Plan includes a streetscape plan for public improvements such as landscaping medians, creating theme intersections with landscaping and street furniture, and recommendations for parking enhancements. Design guidelines address the character of private development along the El Camino Real corridor. Topics such as building facades, setbacks, building form, location of parking, and signage are discussed in the guidelines. The Master Plan identifies a range of land uses for El Camino Real from infill development to larger scale transit-oriented development around the Hillsdale and Hayward Park Caltrain stations.

Through the Grand Boulevard Initiative Plan, which is a collaboration of cities and other agencies in San Mateo and Santa Clara counties, the City will continue planning efforts to improve multimodal access along the El Camino Real corridor including housing and economic development opportunities.

c. Caltrain Station Transit-Oriented Development Areas

GOAL 3c: Promote transit-oriented development in designated areas adjacent to Caltrain stations.

POLICIES

- LU 3.4:** **Rail Corridor Transit-Oriented Development Plan (Corridor Plan).** Implement the Corridor Plan to allow, encourage, and provide guidance for the

PA 7.4: Hillsdale Shopping Center. Allow expansion and redevelopment of the Hillsdale Shopping Center for commercial retail, office, hotel, residential, or mixed uses containing one or more of the above at heights and intensities delineated on the Building Height and Intensity Plans. Should redevelopment or major expansion of the site occur, a Master Development Plan is required to ensure the site is developed comprehensively.

Hillsdale Shopping Center is an important source of sales tax revenue for the City. The General Plan designates the site as a minor focal point for commercial, hotel, residential and office uses and allows flexibility in its development. If major expansion or redevelopment should occur in the future, it must be planned in a comprehensive manner which minimizes impact on the surrounding areas.

PA 7.5: East Hillsdale Boulevard Center. Retain the neighborhood commercial shopping center and allow minor low-rise expansion limited to neighborhood retail uses to serve the existing residences. Allow expansion of the Hillsdale Inn in accordance with the Building Height and Intensity Plans. Encourage physical and visual improvements during the interim.

This neighborhood shopping center provides goods and services to San Mateo Village. It is intended that the center be retained with limited expansion permitted to meet the increased demand which is anticipated with the residential development of Bay Meadows. Retention and enhancement of the Hillsdale Inn is encouraged, consistent with Policy LU-1.16.

PA 7.6: South El Camino Real.

1. Allow commercial and *high density* residential use of the area of South El Camino Real between SR 92 and the Belmont City limits, as delineated on the Building Height and Intensity Plans. For all buildings over two stories high, provide a minimum setback of ten feet adjacent to El Camino Real. Additionally, provide a minimum setback adjacent to residential parcels of one-half the maximum building height.
2. *For lots 100 feet deep and less, maximum building height is 40 feet. For lots more than 100 feet deep, permit heights up to 55 feet for projects which meet the following criteria and are approved by the City Council except as noted in 3, below:*
 - a. The project provides amenities, such as landscaped plazas, covered parking, setbacks from the street, stepbacks of upper stories, and public improvements substantially in excess of City requirements;
 - b. The building has high design quality, which is enhanced by additional building height;

- c. Increased building heights are visually related to surrounding building heights and promote the creation of a coherent City image;
 - d. Increased building heights are compatible with surrounding land uses, and will not create adverse shadow or visual impacts on surrounding residential uses; and
 - e. The City's infrastructure is adequate to accommodate the proposed development.
3. Allow transit-oriented development within the Transit-Oriented Development (TOD) area in the vicinity of the Hillsdale station according to the provisions of the San Mateo Rail Corridor Transit-Oriented Development Plan.

Prepare design criteria to implement this policy prior to approval of any building over 40 feet high.

In this area, El Camino Real (SR 82) is characterized by a mixture of low-scale commercial uses. It is expected that most new development will be medium scale commercial or high-density residential or mixed-use, due to urban design concerns and traffic congestion.

PA 7.7: **Twentieth to Twenty-fifth Avenues.** Retain service commercial uses and allow limited low-scale expansion as delineated on the Building Height and Intensity Plans. Exclude office and residential development.

This policy is consistent with Policy LU-1.13 which encourages the retention of service commercial uses.

PA 7.8: **Delaware Street.** Development of the west side of Delaware Street between SR 92 and 25th Avenue should be consistent with the Rail Corridor Transit-Oriented Development Plan.

It is intended that this area be exclusively transit oriented in character consistent with Policies LU 3.4 and LU 3.5, because of its proximity to the Hayward Park Caltrain station. Redevelopment may be for residential uses (except for property fronting onto 19th Avenue), as delineated on the Building Height and Intensity Plans.

PA 7.9: **Twenty-fifth Avenue Shopping Center.** Retain the neighborhood commercial uses and allow limited low-scale retail expansion with heights up to a maximum of two stories along 25th Avenue between Delaware Street and South El Camino Real. Provide better signage and access to public parking areas.

PA 7.10: **Lauriedale Shopping Center.** Allow expansion of the Lauriedale neighborhood shopping center, as delineated on the Building Height and Intensity Plans. Promote improved appearance of the center.

improvement of the intersection is not scheduled for years to come. If the impact is significant, the City may require the development project to wait until the roadway improvements are made or require the developer to pay the cost of needed off-site improvements with a provision for City reimbursement throughout the timeframe of the Plan or at the time when the improvement was initially scheduled.

C 2.8: Traffic Signal Installation. A development project may be required to fund signalization of off-site unsignalized intersections if warranted as a result of project generated traffic. In addition, existing conditions may warrant signalization of unsignalized intersections. A warrant analysis to determine the need for signalization shall include consideration of both existing and projected traffic and pedestrian volumes, traffic delays and interruptions, accident history, and proximity of sensitive land uses, such as schools.

The installation of properly located traffic signals will provide for the orderly movement of traffic, increase the capacity of the intersection, reduce frequency of accidents, can allow for continuous movement along a given route, and permit minor street traffic to enter and cross major streets in a safe and continuous manner. Improper or unwarranted signal installation may cause excessive delay, increased accident frequency, circuitous travel along alternate routes and disobedience of signal indications.

The need for traffic signals will be measured by acceptable traffic engineering standards, such as the Federal Highway Administration Manual on Uniform Traffic Control Devices for traffic signal standards. Where appropriate traffic signal warrants are met, the City may require installation of a traffic signal after consideration of impacts on surrounding land uses and the need for coordination with other existing and planned intersection improvements.

C 2.9: Dedication of Needed Right-of-Way for Roadway Improvements. Require dedication of needed rights-of-way for roadway improvements shown in Appendix D, which are deficient in land area. Dedication shall be required where the development project contributes to the need for the roadway improvement and where the cost of dedication is not so disproportionate to the size of the project or traffic generated to make it unreasonable.

In some cases, adequate public right-of-way is not available to accomplish necessary roadway improvements. The City will need to purchase right-of-way or require its dedication as a condition of development project approval. Dedication is required where a development project creates the need for the roadway improvement and where the required mitigation is reasonable (i.e., where the severance impact on the property is not excessive to the degree that it is greater than the benefit to the street system).

C 2.10: Transportation Demand Management (TDM). Participate in the TDM Program as outlined by the San Mateo City/County Association of Governments (C/CAG). Encourage TDM measures as a condition of approval for development projects, which are anticipated to cause substantial traffic impacts. C/CAG requires the preparation of a TDM program for all new development that would add 100 peak hour trips or more to the regional road network.

Construction of a southbound right-turn lane at Crystal Springs. The Villa Terrace project in the northwest quadrant of the intersection was constructed with the building set back and temporary landscaping improvements along the El Camino Real frontage to accommodate a future widening for the dedicated right-turn lane.

SB El Camino Real Right-Turn Lane at 20th Avenue (\$100,000)

- *Partially Funded (80%) through Mitigation Fees*
- *Partially Funded (20%) by Developer Contribution*

Extend the existing bus turn-out on the west side of El Camino Real north of 20th Avenue to provide an extended dedicated right-turn lane from southbound El Camino Real to westbound 20th Avenue.

WB Duel Left-Turn Pockets at 17th Avenue/Bovet Road with El Camino Real (\$200,000)

- *Fully Funded Through Mitigation Fees*

Provide additional westbound lane for separate through and right-turn movements and split phasing of the El Camino Real/Bovet Road intersection with El Camino Real. Additional roadway width, and right-of-way, is required for this improvement on the 17th Avenue side of the intersection. This improvement may be forced to wait until the redevelopment of either the northern or southern property at the intersection on the east side of El Camino Real.

Intersection Modification & Safety Improvements

Stop Sign Evaluations - Citywide Stop Sign Evaluations (\$250,000)

- *Fully Funded through Traffic Mitigation Fees*

The City also evaluates the need for stop signs at various intersections in compliance with our adopted Stop Sign Policy document. Evaluations require data collection, field work and the development of a recommendation to the Director of Public Works. Often the decision of the Director is appealed to the Public Works Commission and City Council. Warrant evaluations are completed based on increased intersection traffic due to general cumulative traffic impacts. Traffic Mitigation fee anticipates funding these stop sign warrant studies.

Safety Improvements - Citywide Safety Improvements (\$500,000)

- *Fully Funded through Traffic Mitigation Fees*

The City conducts site reviews of traffic conditions based on complaints from the community or as otherwise brought to our attention. Many times, safety improvements are implemented as a result of a site review to mitigate an unsafe condition. The need for safety improvement mitigations are the result of an increase in the cumulative traffic added to the City's roadway network.

Amphlett/Poplar/US 101 Ramp Safety Improvements (\$1,000,000)

- *Partially Funded (90%) Through Traffic Mitigation Fees*