

# City of San Mateo General Plan – Applicable Policies

*Adopted October 18, 2010*

Development of the site is guided by the following relevant planning documents:

1. General Plan Vision 2030  
Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=2021>
2. City of San Mateo Zoning Code  
Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1982>
3. Downtown Area Plan  
Available online at: <http://www.cityofsanmateo.org/index.aspx?nid=1894>
4. Bicycle Master Plan  
Available online at: <http://www.cityofsanmateo.org/index.aspx?nid=1894>
5. Pedestrian Master Plan  
Available online at: <http://www.cityofsanmateo.org/index.aspx?nid=1894>

Applicable General Plan Elements and Policies are listed to facilitate further discussion and direction for the project at this preliminary stage. The formal planning application submittal will be required to provide further clarification and/or documentation to ensure conformance with all applicable polices and guidelines.

## **Land Use Element**

- LU 1.10: Commercial Development.** Encourage industrial, service, retail, and office development which is compatible with the desired character of the area and with adjacent residential areas in terms of intensity of use, height, bulk and design as delineated on the Land Use Plan, Building Height Plan and Building Intensity Plan. Commercial development adjacent to residential areas shall address concerns pertaining to traffic, truck loading, trash/recycling activities, noise, visual impacts, and public safety including hazardous material storage, fire safety, air pollutant emissions and odors.
- LU 2.4: Downtown Plan.** Establish downtown San Mateo as the social, cultural, and economic center of the City with a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities while encouraging pedestrian activity and bicycle connectivity to adjacent neighborhoods.
- LU 2.10: Optimize Development Opportunities.** Ensure that developments optimize the development potential of property in major commercial areas such as the Downtown Retail Core and along South El Camino Real.

**LU 3.1: Downtown Plan.** As the social, cultural and economic center of the City, the downtown shall maintain a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities.

**LU 4.32: Recycling.** Support programs to recycle solid waste in compliance with State requirements. Designate an area on a site plan for new multi-family developments exclusively for recycling.

### **Circulation Element**

**C 1.2: Minimize Curb Cuts On Arterial Streets.** Discourage creation of new curb cuts on arterial streets to access new development. Take advantage of opportunities to combine driveways and reduce the number of existing curb cuts on arterial streets.

**C 2.4: Transportation Fee Ordinance.** Require new developments to pay their proportionate share of the costs for planned on and off site roadway improvements. Utilize a Transportation Fee Ordinance to finance necessary improvement equitably.

**C 2.5: Traffic Studies.** Require site-specific traffic studies for development projects where there may be a substantial impact on the local street system. Traffic impacts caused by a development project are considered to be unacceptable and warrant mitigation if the addition of project traffic results in a cumulative intersection level of service exceeding the acceptable level established in Policy C-2.1; where there may be safety hazards created; or where there may be other substantial impacts on the circulation 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.

**C 2.12: Transportation Demand Management (TDM) in Downtown.** Establish and implement a TDM program, a Transportation Management Association (TMA), and other measures to reduce vehicle trips and encourage transit use and promote bicycle and pedestrian accessibility for development within one-half mile of the Downtown transit center.

**C 4.5: Pedestrian Enhancements with New Development.** Pedestrian Enhancements with New Development. Continue to require as a condition of development

project approval the provision of sidewalks and wheelchair ramps where lacking and the repair or replacement of damaged sidewalks. Require that utility poles, signs, street lights, and street landscaping on sidewalks be placed and maintained to permit wheelchair access and pedestrian use. Increase awareness of existing trails and routes by promoting these amenities to residents.

**C 5.1: Parking Standards.**

- a. Adopt parking requirements to provide adequate parking supply as a condition of development approval.
- b. Adopt parking requirements to provide adequate parking supply for change and/or expansion of land use resulting in increased parking demand.

**C 5.2: Downtown Central Parking Improvement District (CPID).** Seek new parking garage sites for public acquisition within the CPID adequate to accommodate the parking needs of new development. Allow in-lieu parking fees within the CPID as a substitute for providing required non-residential parking on-site.

**C6.6: Fuel Consumption and Emissions.** Reduce fuel consumption and vehicle emissions for trips originating in or destined for the City of San Mateo by providing incentives for the purchase and use of fuel efficient vehicles such as recharging stations for electric vehicles or preferential parking for carpools, hybrids and alternative fuel vehicles and develop a way to make this action enforceable and by providing discounted parking rates for carpools, hybrids and other vehicles that help reduce CO2 emissions.

**Urban Design Element**

**UD 1.3: Gateways.** Develop gateways by creating strong architectural or landscape features exhibiting the character of San Mateo at the following locations: entrances to the Downtown, the north and south ends of El Camino Real (SR 82), US 101 and Third Avenue, US 101 and Hillsdale Boulevard, and Mariner's Island Boulevard and J.Hart Clinton Drive at the border of Foster City.

**UD 1.5: Direct Corridors to Focal Points.** Visually improve and direct toward focal points the major corridors of Third Avenue, Fourth Avenue, Hillsdale Boulevard and El Camino Real (SR 82) with the installation of street trees, street lights and consistent building setbacks.

**UD 2.6: Orient Buildings Toward the Street.** Encourage commercial development to be located at the street in retail areas to encourage pedestrian activity and the use of on-street parking. Locate required parking towards the side and rear of parcels.

Buildings that are located towards the rear of a parcel with parking in front create a cluttered appearance from free standing signage, parking areas and many

exposed building faces. They also discourage pedestrian activity by placing a parking lot between the street/sidewalk and the building. Buildings located at the street provide visual interest for motorists and pedestrians, encourage pedestrian activity by being located next to the sidewalk and on-street parking, and provide a sense of street enclosure. Placing the parking towards the rear of the parcel also helps to buffer adjoining residential uses.

**UD 2.7: Respect Existing Scale.** Encourage new commercial development to respect the scale of surrounding buildings by providing breaks in the building face at spacings common to buildings in the area and by stepping back upper floors.

A street composed of buildings with greatly varying height and width proportions appears confusing. Larger buildings appear more important and smaller buildings appear out of place. Larger buildings may be successfully added if they adopt the scale of neighboring building forms by providing breaks in the building facade, or by adopting a window or detailing pattern common to the area.

**UD 2.9: Pedestrian Oriented Design.** On retail commercial projects, designate pedestrian activity as a priority through the design and provision of adequate sidewalk widths, locating windows along ground floor street facades, trees and awnings, and human scale construction materials and features.

### **Conservation and Open Space Element**

**C/OS 6.6: New Development Street Trees.** Require street tree planting as a condition of all new developments in accordance with the adopted Street Tree Master Plan.

**C/OS 6.7: Street Tree Planting.** Encourage the planting of new street trees throughout the City and especially in gateway areas such as Third Avenue, Fourth Avenue, El Camino Real (SR 82), Hillsdale Boulevard, and 42nd Avenue; encourage neighborhood participation in tree planting programs; explore non-City funded tree planting programs.

**C/OS 6.8: Street Tree Preservation.** Preserve existing street trees; ensure adequate siting, selection, and regular maintenance of City trees, including neighborhood participation, for the purpose of keeping the trees in a safe and aesthetic condition.

### **Noise Element**

**N 2.1: Noise Ordinance.** Continue implementation and enforcement of the City's existing noise control ordinance: a) which prohibits noise that is annoying or injurious to neighbors of normal sensitivity, making such activity a public nuisance, and b) restricts the hours of construction to minimize noise impact.

**N 2.3:**        **Minimize Commercial Noise.** Protect land uses other than those listed as "noise sensitive" in Table N-1 from adverse impacts caused by the on-site noise generated by new developments. Incorporate necessary mitigation measures into development design to minimize noise impacts. Prohibit new uses which generate noise levels of 65 dB (LDN) or above at the property line, excluding ambient noise levels.