

City of San Mateo Downtown Area Plan – Applicable Policies

Adopted May 18, 2009

| Goal I: Enhance Downtown’s Role as the City Center and Maintain Its Unique Sense of Place | |
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| I.3 Entryways. | Establish the 3rd & 4th Avenue corridors as a main entry and connection to the Downtown core areas and utilize the natural landscaping of San Mateo Creek and Central Park to define the boundaries of the downtown. Create major entry features to the City at: (1) 3rd/4th Avenues from El Camino, (2) from the north and south of B Street to the retail core, and (3) from east of the railroad tracks |

| Goal II: Enhance the Vitality and Activity of Downtown by Incorporating an Overall Good Mix and Diversity of Uses | |
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| II.3 Cultural and Entertainment Facilities. | Encourage the establishment of cultural and entertainment facilities in the downtown core and allow these types of uses to fulfill retail frontage requirements. |
| II.6 Neighborhood Commercial Uses. | Provide adequate neighborhood commercial support for existing and new residential development. |
| II.8 Office Development. | Encourage the establishment of offices within the Downtown Retail Core and surrounding commercially designated areas. |

| Goal III: Enhance the Downtown’s Pedestrian Environment and Enhance the Safety and Attractiveness of Downtown | |
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| III.2 Pedestrian Amenities. | Enhance the sidewalk environment of primary pedestrian streets as indicated on the Pedestrian, Park and Open Space Policies map, by providing improvements to the appearance, comfort, convenience and safety of pedestrian areas. Develop a Coordinated Streetscape Plan for future sidewalk amenities and physical improvements. |
| III.3 Building Bulk. | Control the bulk of tall buildings to provide maximum sunlight exposure to sidewalks, streets and open space; and to allow views through and out of the Downtown in a manner consistent with the City’s Building Height and Bulk Plan. |
| III.7 Pedestrian Access – Pedestrian Safety is a Priority in | a. Pedestrian access to peripheral garages should provide a safe and attractive walking environment. |

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| <p>the Pedestrian improvements should incorporate the following concepts to develop a consistent pedestrian-friendly environment:</p> | |
| | <p>b. Sidewalks should be well maintained and be widened as opportunity becomes available to provide a pedestrian boulevard experience that might include elements such as outdoor dining.</p> |
| | <p>c. Vertical street elements should be minimized to improve pedestrian access.</p> |
| | <p>d. Continue practice of using pedestrian scale lights in the Downtown.</p> |
| | <p>e. Monitor the placement of utilities and other similar items to ensure that they do not adversely affect pedestrian movement and safety.</p> |
| <p>III.8 Street Tree Plan.</p> | <p>Update the Street Tree Master Plan for the downtown area that provides identity to individual streets, identifies major corridors, and acknowledges the visibility needs of retail uses, including sidewalk amenities.</p> |

| <p>Goal IV: Protect Key Landmarks and the Historic Character that Exists In Parts of Downtown</p> | |
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| <p>IV.1 Building Heights.</p> | <p>Relate the height of new buildings to the pattern of downtown and to the character of existing and proposed development.</p> |
| <p>IV.3 Design Guidelines.</p> | <p>Evaluate the Downtown Design Guidelines to ensure that it: (1) Emphasizes the public realm - streets and sidewalks and public spaces in building design, scale, detail, and pattern of new developments; (2) encourages building design to be compatible with the historic and architectural features common to many buildings in the Downtown; (3) encourages a compatibility of diverse building styles; and (4) encourages building details, surfaces, textures and materials that are interesting for the pedestrian.</p> |

| <p>Goal V: Ensure Adequate Parking to Meet Expected Needs, Enhance the Quality of the Parking Environment, and Improve Public Perceptions About Parking Availability</p> | |
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| <p>V.2 Downtown Parking Funding Strategies.</p> | <p>Funding of additional public parking in Downtown should consider the following principles:</p> |

| Goal VII: Enhance the Fiscal Importance of Downtown to the City as a Whole Through Public and Private Investment | |
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| VII.3 Development of Vacant, Underutilized Parcels. | Encourage development of large vacant, underutilized sites which break up the continuity of the retail core experience. Regulatory and economic incentives may be considered in encouraging significant development which maximizes use of these sites. |

| Goal VIII: Support Sustainable Initiatives in Downtown | |
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| VIII.1 Transit Services. Encourage increased transit use viability to and around Downtown by: | a. Support increase to rail service, including the “Baby Bullet”. |
| | b. Support coordination between multi-modal agencies (bus, train, etc.). |
| | c. Enhance integration of mass transit into Downtown. |
| | d. Investigate the feasibility of a Downtown shuttle. |
| | e. Encourage increased transit services and increased transit use for travel downtown, particularly by employees. |
| VIII.3 Downtown Transportation Management Agency (TMA). | Develop a Downtown TMA to provide support and oversight of the Downtown residential and commercial transportation opportunities and enhance the use of public transit and/or bicycles while reducing the use of single-occupant vehicles. |
| VIII. 4 Support Sustainable Transportation Initiatives. | Implement Downtown Area Plan policies calling for use of Transportation Demand Management (TDM) measures, establishment of a Transportation Management Association (TMA), and other measures to reduce vehicle trips and encourage transit use and promote bicycle and pedestrian accessibility. |