

Area & Master Plan Policies for PA 14-103 Hillsdale Shopping Center North Block Redevelopment

Future growth and redevelopment of the shopping center 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. El Camino Real Master Plan (2001)
Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1135>
4. San Mateo Rail Corridor Transit-Oriented Development Plan (2005)
Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1051>
5. The Hillsdale Station Area Plan (2011)
Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1945>

A summary of the relevant area and master plans and the major policies related to the Hillsdale Shopping Center North Block Reconfiguration planning application are included below.

El Camino Real Master Plan

In 2001, the City Council adopted the El Camino Real Master Plan which provides a vision for enhancements to El Camino Real from State Route 92 to the Belmont City Limits border. The Master Plan provides infrastructure and guidelines to create a vibrant mixed-use community with enhanced opportunities for public transit and a safe pedestrian environment. 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 land use vision for the project supports increased development density around transit nodes and by encouraging opportunities for aesthetically pleasing, high-quality buildings with a mix of uses along the corridor.

The plan designates five “theme intersections” along El Camino Real, including 31st Avenue. Improvements to this intersection and El Camino Real from 28th Avenue to 31st Avenue are currently underway including the installation of new directional curb ramps, enhanced paving treatment in crosswalks, street trees, new streetwalks with pedestrian

level fixtures, median landscaping and a pedestrian refuge island, with project completion estimated in Summer 2013.

San Mateo Rail Corridor Transit-Oriented Development Plan

The San Mateo Rail Corridor Transit-Oriented Development Plan (Corridor Plan) that was adopted in 2005 includes transit supportive policies, land uses, development densities, height standards, and design guidelines. These policies include the establishment of two TOD zones located within the larger plan area in the vicinity of the Hayward Park and Hillsdale Stations. The Hillsdale Shopping Center was not designed as a TOD zone in this plan but since it is within the Corridor “Plan Area,” there are many design and transportation policies that apply to the shopping center site.

Hillsdale Station Area Plan

The Hillsdale Station Area Plan that was adopted in 2011 is a comprehensive, long range (20-year) advanced planning document for the area to the west of the existing CalTrain station. The Hillsdale Station Area Plan is built on the principles founded by years of planning by City officials, designers, and local citizens to make San Mateo a better place to live and work. Taking its cue from local planning efforts such as the General Plan, San Mateo Rail Corridor Transit-Oriented Development Plan, and regional planning frameworks provided by ABAG and MTC, this Plan provides the regulatory framework for compact and sustainable development in the area surrounding the Hillsdale Caltrain Station. The Station Area Plan integrates a planned transportation hub into existing urban and circulation systems, and develops strong connections to Bay Meadows Phase II and surrounding neighborhoods, while maintaining the fabric of existing neighborhoods.

The Plan Area encompasses 150 acres (roughly .25 miles by 1.25 miles) of land in the city. The area stretches from the CalTrain right-of-way west to Flores Street and from 25th Avenue south to 36th Avenue. It includes El Camino Real, the Hillsdale Shopping Center, and the 25th Avenue business district. The Plan included detailed urban design guidelines and streetscape standards for the Hillsdale Shopping Center.

Applicable policies from the master and area plans include the following:

El Camino Real Master Plan

General Corridor Design Guidelines

GEN-1.1: TRANSPARENCY

GEN-1.1.1: WALL OPENINGS

In order to create buildings that are visually interesting for passers-by, blank ground floor building walls along El Camino frontage should not extend for more than the length of a traditional storefront (approximately 20-25 feet.) The walls should include openings for doors with glazing or for windows that allow visible access to either the interior of the building or a window display.

GEN-1.1.2: SIDE WALLS

Side walls that do not front a side street may be without window or door openings, but should not be left "blank" if directly visible from El Camino. Visible side walls should be attractively finished with a considerate choice of materials and or color, or as a location for a special feature such as a mural. The façade treatment should be continued around the corner of the building for a minimum dimension of an expressed structural or architectural bay.

GEN-1.1.3: GLAZING

In order to create a visually interesting environment and make interior building space visible to the street, clear glass display windows and entries containing glazing should comprise a minimum of 50% of the ground floor wall area. The use of reflective or dark tinted glass is discouraged, especially at the ground level. For the portion of the façade above the ground floor, glass curtain walls exceeding the width of the structural bays, horizontal ribbon windows and mirrored glass are discouraged.

GEN-1.1.4: CHANGES TO EXISTING WINDOWS AND DOORS

Changes to older buildings should be made without losing the overall design integrity. Changes to existing window or door openings should consider the overall composition of the building design. When existing openings are closed, finish fill materials should match existing exterior building materials or be covered by a new exterior finish material for the entire building façade.

GEN-1.2: ORNAMENTATION AND DETAIL

GEN-1.2.1: MATERIALS

Exterior building material and finishes should convey a sense of integrity, permanence and durability. Building façades that include architectural ornamentation and detail are strongly encouraged. Elements that catch light and create shadows, such as three-dimensional exterior finish materials and detailing, which make the façade more interesting from a moving vehicle and for pedestrians, are encouraged.

GEN-1.2.2: SUBSIDIARY BUILDING ELEMENTS

All façades should consist of high-quality materials, finishes and detailing. To ensure visual interest and appropriate scale, reveals and recesses are encouraged at windows, doors and eaves. To avoid an appearance of false appliqué, veneers should be returned at least two feet from exterior corners. Material changes should occur at interior corners or major reveals. Compatible building elements such as arcades, awnings, and trellises that add color and texture and provide shade for pedestrians are recommended where appropriate as part of the overall architectural design. Awnings, if used, should not be wider than a single structural bay.

GEN-1.3: ENTRIES

GEN-1.3.1: VISIBILITY

In order to provide valuable navigational information when moving along El Camino, at least one customer entry should be directly visible from the street.

GEN-1.3.2: RELATIONSHIP TO EL CAMINO

Buildings should have storefront entries directly accessible from El Camino Real. Buildings with the main entry on the side should include architectural elements that make the entry visible from El Camino and include a sidewalk from the street to the entry. Ground floor lighting and displays that effectively draw people into the interior space are strongly encouraged. Corner buildings, including those that front both a public sidewalk and a surface parking area, should have corner features which may include entries, architectural features, etc. *(This guideline is especially important for buildings located at theme intersections.)* Buildings set back from the street edge should provide a pedestrian walkway from the sidewalk on El Camino Real to the entry frontage.

GEN-1.3.3: ARCHITECTURAL EXPRESSION

Well-designed buildings can be expressive of their function. In order to express the presence of a building's entrance, the entries should be marked by architectural or other special features that call attention to their location, such as ornamental detailing, projecting overhangs, special lighting, awnings, signage, etc.

GEN-1.4: FAÇADE COMPOSITION

GEN-1.4.1: TRIPARTITE COMPOSITION

Unless an exceptional quality of design and materials can be demonstrated, buildings should have three recognizable elements, a base, a middle, and a top. The design of the base should relate to pedestrians through appropriately scaled building elements. The base should visually support the building and may include features such as thicker walls, special materials (e.g. ceramic tile, granite, masonry or textured treatments), or darker colored materials. Tops should create an attractive profile for the building and may include features such as cornices, roof overhangs, stepped parapets, special textured materials or differently colored materials.

GEN-1.4.2: RHYTHM AND FORM

In order to create a more inviting pedestrian environment, building façades along public sidewalks and pedestrian walkways, especially at the ground floor level, should be designed to have a rhythm and pattern measured according to human movement and scale. Suggested architectural elements may include, but are not limited to, expressed structural bays and individual display windows as opposed to continuous glazing.

GEN-1.5: ROOF ARTICULATION AND FORM

GEN-1.5.1: FUNCTIONAL INTEGRITY

Roofs and architectural elements should have a functional integrity and should not be used primarily to create a "style" or "image."

GEN-1.5.2: SCALE

Articulation of roof areas is encouraged to minimize the scale of larger buildings. Design options may include, but are not limited to, vertical elements at corners, modulated heights for distinct building elements, or overhangs that highlight special features.

GEN-1.5.3: PARAPETS

Parapets should be provided to hide flat roofs and roof mounted equipment. The parapet can be designed, secondarily, as a decorative element or to provide a location for a sign as long as the design is compatible with the architecture of the entire building.

GEN-1.5.4: MATERIALS

Roof materials should reflect the character and use of the buildings. Highly reflective or brightly

colored roof materials are strongly discouraged.

GEN-2.1: SETBACK FOR BUILDINGS LESS TWO STORIES

GEN 2.1.1: EFFECTIVE SIDEWALK WIDTH

In order to maintain a 10-foot effective sidewalk width along El Camino, buildings less than two stories should be set back from the El Camino property line sufficient to create 10 feet of effective sidewalk width inclusive of the existing width of the public sidewalk (measured from the back-of curb to the property line). However, if the setback creates a hardship which can be proved by the applicant, the City may mitigate the hardship by reducing the width of the setback.

GEN-2.3: SETBACK FOR CORNER PROPERTIES

GEN 2.3.1: BUILDING FRONTAGE

Corners are prime locations for high visibility. Corner buildings, including those that front both a public sidewalk and a surface parking area, should have prominent corner features which may include entries, architectural features, etc. This treatment is especially important for buildings at theme intersections.

GEN-2.4: SETBACK FOR PARKING FRONTING EL CAMINO

GEN 2.4.1: PARKING SETBACKS

Setbacks for surface parking lots and parking structures must create both an effective sidewalk width of 10 feet and a required 6 foot landscape setback (per Zoning Ordinance) behind the 10' effective sidewalk. However, if the 6' landscape setback creates a hardship (which can be proved by the applicant), the City may mitigate the hardship by reducing the width of the parking landscape setback.

GEN-2.4.2: LANDSCAPE TREATMENT OF PARKING SETBACK

The 6-foot landscape setback for surface parking areas should be planted with species compatible with the Streetscape Plan to provide a strong visual edge along the street. A low wall at a height convenient for sitting, trellises, and low growing shrubs (max. 24 inches in height) can also provide a very effective way to screen the lower portion of parked cars from the sidewalk. Access between surface parking areas and the public sidewalk should be provided at regular intervals along the parking frontage.

GEN-3.1: MASSING

GEN-3.1.1: BUILDING PATTERN

Infill buildings should reinforce the strong, established pattern of good building form in the immediate project area as per the District Guidelines.

GEN-3.1.3: ADDITIONS

Additions to existing buildings should be complementary to the original form.

GEN-3.2: BUILDING ARTICULATION

GEN-3.2.1: BUILDING COMPOSITION

Building mass should be articulated to reflect a human scale, both horizontally and vertically. Such building elements might include, but are not limited to, an articulated corner element, expressed base, middle and top (GEN 1.4.1 Tripartite Composition), inset windows, highlighted entry feature and/or prominent cornice or roofline.

GEN-3.2.3: ORIENTATION

Buildings should generally be oriented parallel to the El Camino right-of-way. The building façade may be angled, if it creates an opportunity for usable public space and/or enhances the building design.

GEN-4.4: PARKING LANDSCAPING

GEN-4.4.1: TREE PLANTING

Open parking areas should have a 6' landscape buffer along street frontages and adjacent residential areas. At least 10 percent of open parking areas should be landscaped with islands of minimum 5' width be provided after every 10 parking spaces. Lots should have one tree planted for every three parking spaces, not including the street trees within the effective sidewalk. Planting areas should be protected from common vehicular traffic with a six-inch concrete curb.

GEN-4.4.2: TREE TYPES

Tree species should be compatible with the list of recommended sidewalk tree trees in the *Streetscape Plan*.

GEN-4.4.3: SECONDARY PLANTING

Ground level landscaping within surface parking areas should be less than 18-24 inches to allow sight lines for vehicular and pedestrian safety.

Theme Intersection Design Guidelines

TI-0: THEME INTERSECTIONS

TI-1: BUILDING FEATURES

Buildings at theme intersections should have highly visible corner features such as entries, significant architectural elements, entry signs, etc.

TI-2: CORNER SIGNS

At intersections, and especially at theme intersections, the primary sign for a business is strongly encouraged to be located at or near the corner features on buildings as a way to further emphasize the visual significance of the intersection. Strongly vertical "fin" type signs are encouraged at corner locations if they complement the building character and surrounding streetscape. The use of vertical signs at theme intersections will help visually punctuate the experience of driving along the corridor.

TI-3: GROUND FLOOR RELATIONSHIP TO THE CORNER

Retail businesses that provide goods and services and thrive on walk-in customers, and smaller offices and establishments that incorporate public access and interaction, are encouraged at theme intersections. Less active uses such as back offices and storage are discouraged at theme intersections.

TI-4: CORNER SETBACKS

Where buildings are on a corner lot, the 10-foot effective sidewalk setback (GEN-2.1.1) should continue around the corner to the rear property line of the side street frontage. However, if the setback creates a hardship (which can be proved by the applicant), the City may mitigate the hardship by reducing the width of the setback. Buildings at theme intersections are encouraged to provide a corner setback in addition to the effective sidewalk width. The setback area should be predominately hardscape with amenities such as attractive window displays, seating, shade and special lighting

District Design Guidelines for El Camino 4: BOTH SIDES OF EL CAMINO BETWEEN 29TH AND 36TH AVENUES

Goals:

- *Encourage the continued improvement of the Hillsdale Shopping Center through special design review and considerations.*
- *Encourage mixed-use development as part of an expanded transit station area plan associated with the relocated Hillsdale Caltrain station. This plan may also require special design review considerations.*

Within ECR4, the Hillsdale Shopping Center area is a regional shopping center and has characteristics different from other individual developments in the district. It is recognized that many of the general design guidelines applicable to other parts of El Camino, particularly those dealing with building locations and setbacks, parking location and setbacks, and building orientation at theme intersections may not be applicable. Design guidelines for development should recognize the shopping center's unique planning requirements and opportunities in addition to its relationship to El Camino.

ECR4-1: BUILDING LOCATION

Buildings within the Hillsdale Shopping Center do not need to be located such that 50% of the building façades lie along the setback line.

ECR4-2: PARKING LOCATION

Well-designed surface parking lots and parking structures can occupy more than 50% of the setback frontage.

ECR4-3: SETBACK

Recognizing that Hillsdale is a regional shopping center that relies on automobile access, and has a landscaping buffer along El Camino Real, the 10-foot effective sidewalk width may be reduced. However, the ADA minimum of a 5' unobstructed path of movement should be maintained at all times.

ECR4-4: COMMERCIAL SIGN DISTRICT

Most of El Camino 4 is subject to the master signage plan of the Hillsdale Shopping Center (a Planned Signing District, see SMMC 25.18.050), which supercedes the general corridor guidelines on commercial signs. Businesses in El Camino 4 that are not part of the Hillsdale Shopping Center are encouraged to have an organized sign district that would help organize the signs for multiple buildings and tenants with the overall architectural character within a single parcel development.

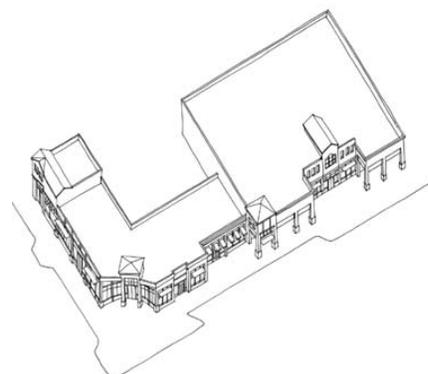
Low scale monument signs that would contain internal directories of stores within the development are the preferred sign type in this district.

San Mateo Rail Corridor Transit-Oriented Development Plan

POLICY 4.8 ESTABLISH CONSISTENT, PEDESTRIAN FRIENDLY STREETSCAPE IMPROVEMENTS THROUGHOUT THE PLAN AREA.

POLICY 4.11 ESTABLISH STREET CROSS-SECTIONS THAT REFLECT THEIR CONTEXT AND MEET THE NEEDS OF USERS.

POLICY 4.12 PROVIDE A BALANCED STREET SYSTEM IN THE PLAN AREA THAT SAFELY CONNECTS HILLSDALE AND HAYWARD PARK STATIONS TO THE ADJACENT AND GREATER COMMUNITY BY PROVIDING FOR CONVENIENT ACCESS BY A MIX OF MODES OF TRAVEL INCLUDING PEDESTRIANS, BICYCLES, BUSES, AND AUTOMOBILES BOTH ON-AND OFF-SITE.



POLICY 4.14 CREATE A STATION AREA THAT IS HIGHLY IDENTIFIABLE AS A PUBLIC PLACE, INVITING, AND CONVENIENT FOR THE MANY COMMUTERS WHO WILL USE IT.

POLICY 6.1 AN OVERALL SENSE OF CONTINUITY AND IDENTITY SHOULD BE ESTABLISHED THROUGHOUT THE CORRIDOR PLAN AREA BY CREATING A WELL DESIGNED PUBLIC REALM.

POLICY 6.2 CHANGES MADE WITHIN THE CORRIDOR PLAN AREA SHOULD BE SENSITIVE TO THE SURROUNDING ENVIRONMENT, RESPECTING AND CONTRIBUTING TO THE CHARACTER OF ADJACENT NEIGHBORHOODS AND THE REST OF THE CITY.

POLICY 6.33 CREATE INTERESTING STREETWALLS THAT DEFINE THE PUBLIC REALM, ESTABLISH NEIGHBORHOOD IDENTITY, AND PROVIDE INTEREST AT THE PEDESTRIAN LEVEL.

POLICY 6.34 PROMOTE THE DEVELOPMENT OF BUILDINGS THAT CONTRIBUTE TO THE CHARACTER AND IDENTITY OF THE PLAN AREA, ENCOURAGE WALKABILITY, AND RESPOND TO MARKET DEMAND.

.... Community Retail and Community Retail Mixed Use Buildings

Community Serving Retail Only

- Express primary building entries with special massing, materials and detailing
- In line retail shops should follow the pattern of streetfront shops, and have large visually permeable windows and pedestrian scale details
- Buildings should be located along the perimeter of the site to reduce the visual monotony of large surface parking areas.

POLICY 7.17 THE GOAL OF THE TDM PROGRAM IS TO ACHIEVE AN OVERALL REDUCTION IN NEW VEHICLE TRIPS OF AT LEAST 25 PERCENT CORRIDOR-WIDE. IT IS RECOGNIZED THAT THIS REDUCTION WILL OCCUR OVER TIME AND THAT THE REDUCTION ACHIEVED BY INDIVIDUAL PROJECTS WILL VARY BASED ON THE SPECIFIC CHARACTERISTICS OF THE PROJECT, SUCH AS LOCATION AND PROPOSED USES.

Trip reduction will be measured against available trip generation for traditional projects that do not benefit from TOD. For example, a specific office development may be expected to generate 200 P.M. peak hour trips. However, within the Corridor Area this same project might be expected to benefit from proximity to transit, shuttle services, internal trips or specific trip reduction strategies incorporated into the project. The trip generation threshold required for the Corridor office proposal might therefore be set at 140 P.M. peak hour trips. This would represent a 30 percent reduction in trips. In comparison, an office project located farther from the rail station might only be expected to attain a 20 percent reduction (trip generation threshold of 160 P.M. peak hour trips).

Some uses cannot be expected to develop significant trip reductions. Specifically, regional retail uses such as Hillsdale Shopping Center will not achieve significant trip reductions. Other retail uses on the Corridor area may not benefit substantially from transit proximity or other trip reduction methods. However, TOD is designed to encourage walking between uses. Therefore, the trip reduction for local retail uses in the Corridor area may result from internal pedestrian trips that, outside of a TOD development area, would be more likely to occur by automobile.

POLICY 7.18: THE CITY SHALL FORM A TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) WITHIN THE CORRIDOR. PARTICIPATION IN THE TMA SHALL BE REQUIRED FOR ALL NEW DEVELOPMENT WITHIN THE TOD ZONE, SHALL BE STRONGLY ENCOURAGED FOR ALL NEW DEVELOPMENT WITHIN THE BROADER CORRIDOR PLAN AREA, AND SHALL BE AVAILABLE TO ANY EXISTING USES OUTSIDE OF THE CORRIDOR PLAN AREA.

It is anticipated that the TMA would be staffed initially by the Peninsula Traffic Congestion Relief Alliance (the Alliance) and that the City's share of the costs would be provided through grant funding. TMA participants would be required to fund annual TMA administration and management and share the costs of programs and services provided to participants. The TMA would be quasi-public with the City having representation from both the Community Development and Public Works Departments.

The TMA would oversee TDM program implementation, arrange for shared parking, and coordinate with other agencies and stakeholders. It would also conduct and coordinate annual trip generation monitoring, which would be paid for through the annual membership fees. The authority of the TMA would extend from the Conditions of Approval placed upon the project by the applicable City decision body, and projects are also subject to subsequent review and action by the decision body for failure to meet those Conditions of Approval.

The TMA will also market services and programs within the Corridor area to encourage participation by existing uses such as along Concar Drive, the Bay Meadows I development, and other employment centers. The overall trip reduction goal should be met both by limiting trip generation from new development as well as reducing the number of existing trips.

POLICY 7.19: ALL DEVELOPMENT PROJECTS WITHIN THE TOD ZONE SHALL BE REQUIRED TO SUBMIT A TRIP REDUCTION AND PARKING MANAGEMENT PLAN AS PART OF THE DEVELOPMENT APPLICATION. PROJECTS OUTSIDE THE TOD ZONE, BUT WITHIN THE CORRIDOR PLAN AREA SHALL BE STRONGLY ENCOURAGED TO SUBMIT THIS TRIP REDUCTION AND PARKING MANAGEMENT INFORMATION AS PART OF THE DEVELOPMENT APPLICATION. THE ZONING CODE SHALL BE MODIFIED TO ESTABLISH A THRESHOLD DEFINING PROJECTS SUCH AS REMODELING OR ADDITIONS TO EXISTING DEVELOPMENT WITHIN THE CORRIDOR PLAN AREA THAT TRIGGER THE TDM REQUIREMENT.

Trip reduction and parking management plans would be tailored to reflect the location of the project, proximity and access to transit, walkability, proposed land uses, proposed phasing, if applicable, and other relevant factors. For instance, a higher trip reduction is expected to be achieved from an office project directly proximate to a Caltrain station within a TOD zone than from a similar project located at the outer reaches of a TOD zone. Similarly, “transit-oriented” retail near station areas is expected to achieve some level of trip reduction whereas a very low level of trip reduction is expected from a regional commercial retail use located further from a station. The Plan would be reviewed as part of the traffic and parking study prepared for the project. Developers would be encouraged to work with the TMA in developing their trip reduction and parking management plan.

POLICY 7.20: CONDITIONS OF APPROVAL SHALL ESTABLISH BOTH A SHORT TERM AND LONG TERM TRIP GENERATION THRESHOLD FOR DEVELOPMENT WITHIN THE CORRIDOR.

It may not be possible to achieve full trip reduction with initial project occupancy. For example, a large project like the Bay Meadows Main Track development may not achieve full trip reduction potential until a “critical mass” of the project is reached. Therefore, initial trip generation thresholds may be higher than what is ultimately expected from the project. Likewise, a development project that “comes online” relatively early in the existence of the Corridor area TMA is less likely to have the same trip reduction results as at a subsequent time when the programs are more mature, with more extensive participation and geographic coverage.

POLICY 7.21: TRAFFIC ANALYSIS OF DEVELOPMENT PROJECTS WITHIN THE CORRIDOR PLAN AREA SHALL INCLUDE DEVELOPMENT OF RECOMMENDED PARKING REDUCTIONS AND COMPANION TRIP REDUCTION PROGRAMS. THE RECOMMENDATIONS SHALL ALSO INCLUDE DEFINITION OF APPROPRIATE TRIP GENERATION THRESHOLDS FOR THE PROJECT.

Traffic studies for projects in the Corridor area may become more focused on the trip generation, parking demand and supply, and trip reduction aspects of the project. So, in some cases, the traffic studies may not include detailed analysis of intersection levels of service.

The trip generation threshold for a development project would be determined through the traffic analysis and the City's traffic model. The trip generation threshold would define the maximum number of trips that would be permitted at the project. As with the trip reduction and parking management plan, the threshold would be tailored to reflect the location of the project, transit proximity and access, proposed land uses, and other relevant factors. This threshold would be compared to the best available trip generation rates for the proposed use(s) and shall use the trip generation rates published in the Institute of Transportation Engineers (ITE) Trip Generation Manual when no better information is available. For proposed land uses not directly covered within the ITE trip generation manual, the City's traffic engineer would establish a surrogate trip generation rate.

Trip generation thresholds would be lower and parking space reductions would be higher in TOD zones compared with projects outside TOD zones in anticipation that the proportion of transit trips would be naturally higher due to the site's proximity to the transit station. Nonetheless, all projects in the TOD zones would have customized trip reduction and parking management plans. A very large project like the Bay Meadows Main Track with inter-project trips and transit trips would have a much different trip generation threshold than a smaller stand-alone office building further away from the train station.

POLICY 7.22: CONDITIONS OF APPROVAL FOR ALL DEVELOPMENT PROJECTS WITHIN THE CORRIDOR PLAN AREA SHALL ESTABLISH MINIMUM AND MAXIMUM PARKING STANDARDS FOR THE DEVELOPMENT. THE CONDITIONS MAY ALSO SPECIFY SURFACE PARKING AREAS THAT SHALL BE SET ASIDE IN A "LANDSCAPED RESERVE."

The traffic analysis will evaluate the parking supply proposed in the development application. A comparison to Zoning Code requirements and other published data will be provided. The impact of proposed trip reduction strategies will be evaluated as part of the parking study prepared for the project. In some cases, the City may wish to require aggressive parking reductions for a project. However, accurately projecting future parking demand at development projects can be difficult because many external factors influence parking demand. As a potential safeguard to a parking shortage and project amenity, additional surface parking areas may be reserved for future use in excess landscaping for the project. If trip reduction strategies are successful, the designated area would remain in landscaping. If it is determined that a good faith trip reduction effort has been maintained but that additional parking is necessary to meet actual demand at the project site, the City could approve conversion of the project area in landscaped reserve to parking.

All parking structures should be designed to accommodate paid parking systems in the event that they are instituted in the future.

POLICY 7.23: CONDITIONS OF APPROVAL SHALL ESTABLISH A PLAN FOR MONITORING PROJECT TRIP GENERATION.

Monitoring of trip reduction can be done in a variety of ways such as annual surveys, driveway counts, cordon counts or monitoring key intersection volumes. The method selected should be appropriate for the specific development. For example, a smaller project might use driveway counts and could even be required to install permanent counting loops at its driveway for easy data collection. In comparison, development of the Bay Meadows Main Track would probably require a different monitoring plan that could include monitoring key intersections, sample counts at project driveways or cordon counts.

Hillsdale Station Area Plan

Goal LU-1: Encourage land uses that support use of Caltrain, SamTrans, and other transit providers, and make the Station Area a place where daily needs can be met by walking, cycling, and taking transit.

Policy LU-1.1: North of 31st Avenue, require non-residential ground-floor uses in the Active Zone of the Station Area, defined as the portion of parcels that face onto El Camino Real from 25th to 31st Avenues and the portion of parcels that face onto 25th Avenue. This requirement applies only to the first 30 feet of depth of a building facing onto El Camino Real. For parcels with more than 300 feet of frontage along El Camino Real, a minimum of 50% of the parcel frontage (measured in linear feet) must meet this requirement. Residential entryways, lobbies, and other accessory uses related to upper story residential are permitted.

Policy LU-1.6: Encourage the establishment of entertainment facilities in the Station Area and allow these types of uses to fulfill non-residential ground-floor frontage requirements.

Policy LU-3.1: Support intensification of land uses around the Hillsdale Caltrain station that make the use of alternative forms of transportation more viable.

Policy LU-3.2: Continue to implement the City's Green Building Ordinance, and encourage developers within the Station Area to voluntarily exceed requirements of the ordinance. Look for intersections between the required Trip Reduction and Parking Management Program for new projects in the Station Area and green building techniques.

A. Station Area Sidewalks 1. Streetscape Standards

Edge Zone

The edge zone should create a clear end to the vehicle realm and transition to the pedestrian realm.

Furnishing Zone

The furnishing zone should be a minimum of 3 feet in width, including space for street trees, street furniture, and lights. To the extent possible, street furniture such as newspaper racks should be grouped to keep space clear for pedestrian travel.

Throughway Zone

The throughway zone should be a minimum of 5 feet in width and free of all obstructions to meet ADA requirements for pedestrian travel. Where sidewalks are wider than 8 feet total, it should be a minimum of 50% of the total sidewalk width, or 5 feet, whichever is greater.

Frontage Zone

The frontage zone should be used by businesses to engage passers-by and provide items of visual interest. The frontage zone should be a minimum of 2 feet in width.

Street Furniture

- Street furniture should be provided along El Camino Real, including, but not limited to benches, trash receptacles, and newspaper racks. These should meet the following specifications:
- Benches: Wabash Valley Estate Series, Estate Benches, Slat (S) Black powder coat
- Planters: Wabash Valley Rod (O)
- Table: Designer Series Diamond (D) 30” square table
- Inverted U shape bike racks: Secure Site Designs LLC by Victor Stanley Model BRWS-101 Black powdercoat
- Tree Grate: Urban Accessories OT-Title 24, Powdercoat RAL 6004 (Black), Customized to provide two 4” holes for bubbler access
- Trash Cans: Victor Stanley Inc, Ironsites Series, S-424, 36 Gallon Capacity, Surface Mounted, Black, Powdercoated.
- Bus shelters along El Camino Real should be placed as close as possible to signalized intersections, with a focus on locations that will smooth the flow of traffic.
- Bus shelters are desirable at all bus stops on El Camino Real, provided there is adequate space for them while maintaining ADA accessibility requirements. The City should work with SamTrans to pursue installation of new shelters, or upgrades to existing dated shelters, for all bus stops in the Station Area.
- Pedestrian amenities must be strategically located to ensure ADA compliance and a clear path of travel for pedestrians.

B. El Camino Real

1. Development Guidelines

These guidelines apply to properties fronting El Camino Real, including the side of those parcels that fronts onto side streets at intersections with El Camino Real. Guidelines for parcels in the Transit Center area are discussed later in this chapter.

Ground Floor Design

Ground floors of buildings within 100 feet of and fronting on El Camino Real shall include building transparency of at least 50% of the building’s street frontage and shall include the primary building entrance. Properties on the west side of El Camino Real that are part of the Hillsdale Shopping Center may include store display windows in calculating 50% transparency and are encouraged to have secondary entrances on El Camino Real. Where residential uses are allowed on El Camino Real, they are exempt from this guideline.

Setbacks

Buildings shall be set back from El Camino Real to create a 10 foot effective sidewalk wide enough for a pleasant pedestrian environment. This shall be established per the requirements of the City’s Zoning Code and shall be consistently applied throughout the Station Area.

Parking Lots

- Surface parking associated with new development shall not be located within 25 feet of the El Camino Real-facing property line for parcels, existing or combined, with 200 feet or less of El Camino Real Frontage.

- Parking lot landscaping and screening shall be provided in compliance with the City's landscape ordinance.
- Surface parking area associated with new development shall not occupy more than 25% of a property frontage within 25 feet of the property line along El Camino Real for parcels, existing or combined, with more than 200 feet of El Camino Real frontage. Existing surface parking may be retained in conjunction with moderate improvements to existing development.
- New development shall limit the number of new curb cuts onto El Camino Real, including shared access where feasible, side street access, and use of existing curb cuts.

C. East-West Avenues

2. Streetscape Standards

Street Trees

- Street trees shall be planted along both streets in the Station Area at consistent intervals of 20 to 30 feet.
- In order to complement El Camino Real and create a cohesive character for the Station Area, tree species should be the species recommended by the City's Street Tree Master Plan.
- Trees should be planted in grates that are ADA compliant, such that the grates do not present any obstacle for persons with mobility impediments.
- 28th Avenue street trees should be made Maidenhair Ginkgo trees (*Ginkgo biloba*) on the east of El Camino Real to the train tracks. West of El Camino Real, the City's Street Tree Master Plan should be consulted.
- These standards do not apply to streets internal to the Hillsdale Shopping Center. Landscaping improvements on these streets should be part of a landscape master plan for the Shopping Center.

Street Furniture and Street Lights

- Street furniture and street lights shall be provided as described for the Station Area in
- Pedestrian amenities must be strategically located to ensure ADA compliance and a clear path of travel for pedestrians.

E. Key Intersections

The guidelines in this section apply to the parcels that surround the intersections of 28th and 31st Avenues and Hillsdale Boulevard at El Camino Real. Setbacks for urban open space are encouraged, and guidelines for these open spaces are described in Section 1 below. Where corner open space proves difficult to achieve due to site constraints, corner building features should be provided at these intersections, subject to guidelines in Section 2 below.

1. Development Guidelines for Urban Open Space

Where such regulations apply, corner open spaces will count toward on-site open space requirements under the City's Zoning Code.

Setbacks

Buildings are strongly encouraged to provide additional setback to create urban open spaces. These should be consistent at the four corners of an intersection; would remain part of private development; and would not be publicly dedicated:

- El Camino Real: 30 feet beyond that described in Section B; 10 feet beyond for buildings that are two stories and/or 28 feet in height or less.
- East-West Avenues: 20 feet beyond that described in Section C; 10 feet beyond for buildings that are two stories and/or 28 feet in height or less.

Stepbacks

- Stepbacks are not required, and are strongly discouraged, for the portions of the building that face any open space developed at key intersections.

Open Space Design

- Active ground-floor uses are strongly encouraged to have entrances, awnings, and outdoor seating area in the urban open space.
- At least 50% of the open space should be treated as a plaza, with hardscape, benches, tables, pedestrian amenities, and lighting.
- At least 25% of the open space should be treated with sustainable storm water features. This could be a central water feature such as a rain garden, or a number of features, such as swales.
- Public art should be provided in the urban open space, consistent with the City's Public Art Ordinance.
- If right-of-way space allows, use bulbouts at corners containing urban open space to expand the overall size of the open space and increase the buffer distance between traffic and open space users.

2. Development Guidelines for Corner Building Features

Corner Building Features

- As an alternative to open space setbacks, buildings located at key intersections shall be oriented and architecturally designed to emphasize the corner as a node of activity and architectural prominence. Solutions for developing projects that are of an exemplary quality include:
 - Tower elements as a prominent massing feature
 - Entry plazas on corner sites
 - Fountains or water features
 - Distinct changes in the building volume at the primary entry
 - Prominent landscape features, such as tall trees
 - Dramatic building lighting for nighttime effect
 - Public art installations

The primary building entry should be oriented towards the corner and be visible from the intersection.

Stepbacks

- Stepbacks are not required, and are discouraged, for the portions of the building within 40 feet of the corner at key intersections.

G. Hillsdale Shopping Center

1. Development Guidelines

The guidelines in this section apply to portions of the Hillsdale Shopping Center that directly face 31st Avenue and Hillsdale Boulevard.

Setbacks

- Buildings shall be set back from El Camino Real consistent with the requirements of City's Zoning Code and the El Camino Real Master Plan, in order to provide for a 10-foot effective sidewalk width, wide enough for a pleasant pedestrian environment.
- Buildings should be built to this effective sidewalk setback.
- Buildings are strongly encouraged to have portions set back to create usable outdoor space. Planters and well-designed, low-sitting fences should be used to define the edge of the outdoor space.

Pedestrian Bridge

- Consider modifications to the pedestrian/retail bridge over 31st Avenue to allow for better visual connections to the street below, and for more light down to street level.
- Consider installation of enhanced crosswalk treatments, such as lighted crosswalks, to increase the visibility of pedestrians crossing the street.

Buildings

- All new or remodeled buildings should be pedestrian-scale and designed to add visual interest to the street.
- Entries to retail uses should open onto the sidewalk where possible.
- In order to complement El Camino Real and create a cohesive character for the Station Area, buildings should be well-designed and follow the guidelines from the El Camino Real Master Plan. In general, blank ground floor building walls should be avoided while design elements that heighten visibility and transparency are strongly encouraged.
- New buildings are strongly encouraged to be constructed on existing surface parking areas that front the street in order to reduce the visual prominence of parking lots.
- The bookends of the existing parking structure are encouraged to be redesigned as retail uses with at least a 40-foot depth.

Relationship with Laurel Creek

- In order to activate the creek along the boundary of the Shopping Center, restaurant and café uses should incorporate outdoor seating areas that face the creek and bridge.
- Consider the removal of the chain link fence that physically and visually separates the creek and the Shopping Center, or the installation of a low-lying, more visually appealing fence, as described in Section E.

2. Streetscape Standards

Please refer to the Streetscape Standards in Section C, East-West Avenues.

D. Transportation Goals and Policies

Policy TRA-4.1: New development on properties in the Station Area must develop a Trip Reduction and Parking Management Program, following the recommendations in

Appendix A of this Plan, including implementing the required and optional measures for both employers and residential developments. The Hillsdale Shopping Center shall complete such a program, but may make implementation optional for employers that are tenants of the Shopping Center. Policy TRA-4.2: Expand the Transportation Management Association (TMA) formed under the Rail Corridor Plan to include all properties within the Station Area and require that all new development join the TMA. The Hillsdale Shopping Center's participation in the TMA will consist of optional measures, but it will not be subject to the TMA's trip reduction goals.

Policy TRA-5.3: Promote increased east-west bicycle circulation through the Station Area by supporting the development of new bicycle facilities along 28th Avenue. If feasible, support the development of new bicycle facilities on 31st Avenue, in conjunction with redevelopment of that portion of the Hillsdale Shopping Center. The latter would only be considered feasible if a configuration can be developed that balances auto, bicycle, and pedestrian circulation on 31st Avenue.