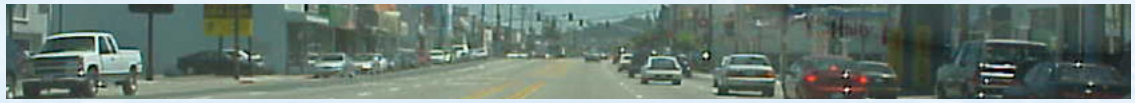
EL CAMINO REAL MASTER PLAN

Adopted by the San Mateo City Council September 18, 2001

The City of San Mateo • **SMWM**

EL CAMINO REAL MASTER PLAN



EL CAMINO COMMITTEE:

Mike Berube..... *Committee Chair*

Pauline Turski..... *Vice Chair*

Larry Atkinson

Scott Bottari

Stephen Brothers

Chris Carstens

Georgette Guerra

Karen Herrel

Sue Lempert

Dave Lyons

Art Mangold

Celiane Milner

Carol Moore

Frances R. Nelson

Charles Perry

Barbara St. Martin

Maxine Terner..... *Alternate*

Robert Webste..... *Alternate*

EL CAMINO TECHNICAL COMMITTEE:

CITY STAFF:

COMMUNITY DEVELOPMENT DEPARTMENT:

PLANNING DIVISION

Mary Gallagher.....*Chief of Planning*

Aarti Shrivastava .....*Associate Planner*

DEPARTMENT OF PUBLIC WORKS:

Darla Reams.....*City Engineer*

Gary Heap.....*Associate Engineer*

CONSULTANT TEAM:

SMWM

DESIGN & MANAGEMENT

Karen Alschuler.....*Principal-in-Charge*

Evan Rose.....*Project Manager*

David Schellinger.....*Urban Designer*

JAY WOOD CLAIBORNE URBAN REVITALIZATION AND URBAN DESIGN

DESIGN & POLICY :

Jay Claiborne.....*Principal*

MUNDIE AND ASSOCIATES

ECONOMIC & MARKET ANALYSIS

Suzanne Lampert .....*Vice President*

OPTRANS

TRANSPORTATION ANALYSIS:

Larry Patterson .....*Principal*

Building upon the year long efforts of the El Camino Real Committee (ECRC), the City of San Mateo, and the SMWM Team, this *El Camino Real Master Plan (Master Plan)* is a vision for the future of El Camino Real south, from SR92 to the Belmont city border. The *Master Plan* is a framework for decision making for developers, designers, city officials, and concerned citizens interested in making San Mateo a better place to live and work.

The *Master Plan* contains five chapters which outline the array of actions needed to bring the plan to fruition including a comprehensive *Vision*, a *Streetscape Plan, Design Guidelines* for private development, *Land Use* recommendations, and an *Implementation* program.

The *Master Plan* begins with a brief summary of the *Settings & Opportunities* report, a companion document that is a comprehensive exploration of the history of El Camino, the role it plays in San Mateo, and a catalogue of existing conditions. The summary articulates the key issues that the *Master Plan* addresses as well as some of the opportunities that El Camino provides for the City.

Drawing on these issues and opportunities, the *Master Plan* articulates the overall *Vision* for El Camino: to create a positive identity for San Mateo, further its role as a major traffic arterial through the City, and provide the infrastructure upon which to build a vibrant mixed-use community. Facilitating the overall vision, are more detailed goal statements for the seven distinct districts along the length of El Camino which address land use, transportation issues, overall identity, streetscape character and market conditions.

The *Streetscape Plan* outlines a range of improvements for the public right-of-way that will make the corridor safer and more attractive for all users thereby serving as a catalyst for private reinvestment. A key component of the *Streetscape Plan* is a landscaped median that will unify the street and set a positive and inviting tone for El Camino and the City. Complementing the landscaped median will be a series of "theme intersection" improvements at locations with the largest pedestrian volumes. These improvements include public sector elements such as street furniture and redesigned transit stops, as well as private improvements such as redesigned buildings and enlarged pedestrian areas at the intersections.

Recognizing the importance of on-street parking to the success of small-scale retailers along El Camino, the plan includes a phased approach for the streetscape improvements which will require the relocation of on-street parking. The first phase provides landscape medians and intersection improvements where there are no impacts to existing on-street parking. The second phase continues the streetscape improvements in conjunction with the replacement of the on-street parking with new public lots along the corridor. An additional phase involves joint efforts between the City and the Joint Powers Board (JPB), which oversee Caltrain operations. This phase includes a potential redesign and relocation of the Hillsdale/Bay Meadows Caltrain station and a possible pedestrian crossing in the south portion of the study area. These joint improvements may be implemented at any time throughout either of the two phases of public improvements, as they are not directly tied to changes within the right-of-way.

Complementing the public sector improvements, the *Design Guidelines* address the character of private development along El Camino. The guidelines implement the vision by providing design directions for a range of building components including facades, setbacks, overall building form, parking location, and commercial signs. The guidelines also address specific design issues at theme intersections as well as within each of the seven districts within the study area.

The *Land Use* chapter outlines four development alternatives for the corridor that parallel to the City's concurrent *Land Use and Transportation Study* and that make recommendations for preferred land uses and densities that will support the community based vision for El Camino. The *Master Plan* identifies a range of land uses from

infill retail to larger scale mixed-use transit-oriented developments (TOD's) around the two Caltrain stations as well as a range of residential densities, from lower scale infill mixed-use development averaging 10-20 dwelling units/acre to the TOD's which range between 30-75 dwelling units/acre. This section also includes a brief overview of current zoning practices in San Mateo and possible constraints to the implementation of the *Master Plan.*

The last chapter of the *Master Plan*, Implementation, presents a number of tools that the City can use to achieve their vision for El Camino which range from restructuring the planning and approval process to the adoption of a redevelopment area. A list of potential funding sources is also provided. Finally, there is a list of recommended implementation strategies that the ECRC feels will make this vision for an improved, vibrant El Camino Real a reality.

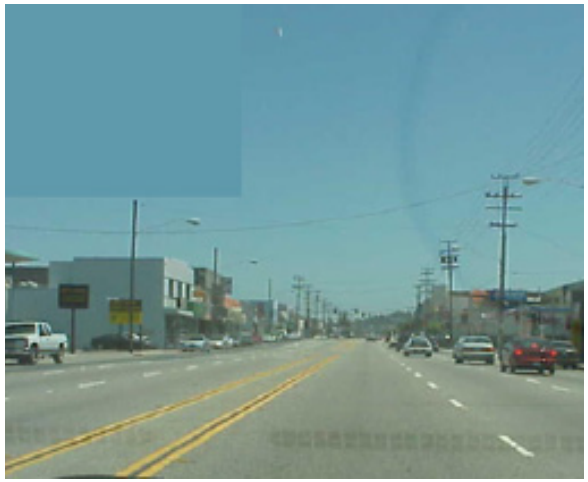


Figure 0.1 *Existing street condition in the northern part of the study area around 25th Avenue.*

Figure 0.2 *The same section as in Figure 0.1 with streetscape improvements.*

Figure 0.3 *Existing street condition in the southern part of the study area around 37th Avenue.*

Figure 0.4 *The same section as in Figure 0.3 with the streetscape improvements.*

1 SUMMARY OF ISSUES AND OPPORTUNITIES

This first chapter is an overview of lessons learned from analysis of the existing conditions on El Camino as well as characteristics of El Camino outside the study area.

The information in this chapter summarizes the key lessons from the individual chapters in the initial *Settings and Opportunities* report. The information is organized to present issues to address and opportunities for change along El Camino.

This information is further detailed in the preliminary *Settings & Opportunities* report, which is envisioned as a companion document to the *El Camino Real Master Plan.*

CHAPTER 2- HISTORY OF EL CAMINO REAL:

2.A *El Camino's rich history predates the majority of the cities through which it passes. As such, when people drive along El Camino, they have a greater awareness of El Camino's identity than of the city's identity.*

Issue:

It may be difficult to determine what the identity of a specific city is, and how to best expresses this identity through the redesign of El Camino.

Opportunity:

A redesigned El Camino in San Mateo could build upon the overall history of the corridor and special characteristics of the city, while enhancing the residents' and visitors' understanding of history through features such as the historical bell markers and other San Mateo landmarks.

CHAPTER 3- LAND USE:

3.A *The large volume of traffic on El Camino, especially within the study area, has enabled the corridor to accommodate active retail and commercial establishments. Over time, the character of these establishments has evolved into a linear auto-oriented shopping mall as the private automobile emerged as the predominant mode of transportation to these destinations.*

Issue:

The commercial nature of the street naturally creates a large amount of traffic, which contributes to the perception of congestion along the corridor.

As El Camino is the major north-south connection for San Mateo, it remains a very logical route to carry these large volumes of traffic.

Opportunity:

The commercial establishments in this area contribute a large percentage of the sales tax in San Mateo. These business and the money they generate of the City should be protected.

The large traffic volume is attractive to retail and commercial businesses locating along El Camino.

3.B *Most large lots along El Camino have parking lots facing the street with buildings set far back on the site.*

Issue:

The lack of buildings or landscaping defining the street and the auto-focussed environment discourages pedestrian activity and creates the impression of a stark, auto-oriented pass-through, rather than a pleasant, inviting thoroughfare.

Opportunity:

Current parking lots could be landscaped with trees along El Camino to give the street definition and create a visually pleasant environment.

Future development could be encouraged to provide buildings and landscaping closer to the street with parking lots (possibly shared) to the side and rear.

This would help to create a visually enhanced environment for both drivers and pedestrians, and encourage people to stop and explore.

3.C *Located within the greater study area are several large commercial establishments such as Bay Meadows (in the short term), the Expo Center and the Hillsdale Shopping Center that draw from a larger regional population base.*

Issue:

The current traffic conditions (perceived congestion) are strongly affected by the seasonal and periodic draw of these establishments, which could present a problem when trying to manage the everyday traffic flow along the corridor.

Opportunity:

Potential new commercial uses could draw upon the larger regional customer base provided by these generators to further build upon the commercial nature of the corridor.

3.D *While the study area has a strong retail/ commercial character, potential new uses should be coordinated with efforts in the downtown area as to not undermine downtown redevelopment efforts.*

Issue:

This effort may limit the type and character of commercial use which could be attracted to the area.

Opportunity:

The auto-oriented nature of El Camino and resultant customer base indicates that the businesses attracted to the study area would not compete with the downtown.

Also, the presence of many larger parcels with good automobile access and larger parking lots in the study area indicates that these sites would continue to attract larger scale retail establishments.

CHAPTER 4-MARKET ANALYSIS:

4.A *Good access, high traffic volume, excellent visibility, and strong regional demographics have historically made El Camino an attractive location for retail businesses. Strong current demand on the Peninsula for office space and housing, including affordable housing, presents new possibilities for those types of uses in the study area.*

Issue:

The high level of demand is creating pressure for redevelopment and intensification in suburban communities throughout the Bay Area, including San Mateo. For many communities, this intensification and increase in scale of development is viewed as a potential conflict with the character of the community.

Depending on the development pattern that the City pursues, the important issue of the balance of jobs and housing within the city and county could be impacted either favorable or unfavorably.

Opportunity:

San Mateo's location between San Francisco and San Jose, with excellent access from three freeways, creates an attractive opportunity for developers. Mixed-use projects, with offices or housing above ground floor retail, could introduce new vitality to El Camino Real if suitable sites become available.

4.B *Physical conditions on El Camino constrain the viability of existing businesses and inhibit new development.*

Issue:

Constraining conditions in the northern part of the study area include small lot size, shallow parcel depth, and limited off-street parking. In the southern part, these constraints are present on the east side of the street. Private-sector redevelopment is unlikely to occur without a redesigned physical environment and street right-of-way that can accommodate larger buildings with adequate parking.

Opportunity:

If the city were to encourage parcel assembly, private redevelopment could become more feasible. Provision of shared off-street parking for smaller retail businesses would improve customer access. Improving the streetscape could induce pedestrians to visit multiple businesses in the area in a single trip.

4.C *Physical constraints, coupled with current development standards, could lead to blighted conditions along El Camino if existing businesses on small lots are unable to improve their property or if they turn over frequently.*

Issue:

Physical constraints throughout the corridor include high traffic volumes that impede customers' ability to turn into and out of off-street parking areas and restrictions on the provision of new curb cuts on El Camino. In the northern part of the study area, additional constraints are small parcel sizes and limited existing off-street parking. Development standards intended to guarantee an attractive and functional environment - including height limits, off-street parking requirements, and setbacks for new buildings higher than two stories - limit the potential to upgrade development, especially on existing small parcels. New uses that can survive in the existing physical and regulatory environment may be limited.

Opportunity:

San Mateo's location at the midpoint between San Francisco and San Jose creates an attractive opportunity for developers. Mixed-use projects, with offices or housing above ground floor retail, could introduce new vitality to El Camino Real if suitable sites can be identified/assembled. Standards and guidelines for improving existing properties and new development are important for establishing an attractive image for the corridor.

CHAPTER 5-POLICIES & REGULATIONS:

5.A *Even though El Camino extends beyond the City's boundaries, any improvement efforts would be limited to within its borders.*

Issue:

As individual cities have tried to improve their stretch of El Camino, there has been little coordination among jurisdictions which could add to a lack of identity along the corridor as a whole.

Opportunity:

With other cities experiencing many of the same issues, there is an opportunity to learn from adjacent cities and coordinate with them, in solving the challenges that face El Camino.

5.B *With the designation as a state highway, the right-of-way along El Camino is controlled by Caltrans, while the City of San Mateo regulates the adjacent parcels.*

Issue:

Caltrans' goal of smooth traffic flow limits the City's design of the right-of-way and provision of streetscape elements such as landscaping, street furniture and streetlights.

Opportunity:

Smooth traffic flow along El Camino is also an important goal for the City and businesses along the corridor. Coordination with Caltrans could result in a plan that encourages smooth traffic flow as well as implementation of the streetscape program and would benefit all users of the corridor.

5.C *The City's zoning policies are flexible and encourage mixed-use development, and require landscaped setbacks for new development over two stories on El Camino.*

Issue:

Although the zoning codes are flexible and may include development incentives, in reality, the small size of parcels and overall height limits may act as disincentives for private redevelopment potential.

Opportunity:

The City's current Code allows more intense development than existing along the corridor in terms of density, height and land use. New development could provide an intensification and diversity of uses which could help offset the cost of providing the landscaped setbacks.

The landscaped setbacks would create a more attractive pedestrian realm without infringing on the right-of-way and impacting traffic flow.

5.D *The City's individual parking requirements are a potential key constraint to future development along El Camino.*

Issue:

The current parking requirements have resulted in large portions of land being taken up by individual parking lots and have created the existing poor visual condition along El Camino.

Owners of smaller parcels are locked into the current form of development, as there is not sufficient room to increase the density of development and include the required off-street parking.

Opportunity:

Better utilized/shared parking requirements could free up additional land for development and improve the flow of traffic along El Camino.

CHAPTER 6-URBAN DESIGN FRAMEWORK:

6.A *The pedestrian environment is of low quality and extremely unsafe in portions of El Camino due to narrow sidewalks, and lack of well-coordinated street furniture and buffers from fast-moving traffic.*

Issue:

The safety of pedestrians is a prime concern.

Although the general perception is that people do not walk on El Camino, there are many pedestrians who walk on El Camino to access public transit or to walk between adjacent shopping destinations.

While on-street parking is one way to create a secure buffer for pedestrians and is important for small businesses, the retention of on-street parking may impede the traffic flow on El Camino.

Poorly placed street furniture such as transit benches and streetlights hinder pedestrian movement.

Sections of El Camino encourage high-speed traffic which create dangerous pedestrian environments.

There are locations where pedestrians attempt mid-block crossings which create a very dangerous environment for both pedestrians and automobiles.

Opportunity:

A streetscape plan with additional pedestrian space could improve the character and safety of the street.

The streetscape plan could improve particular intersections to focus and facilitate pedestrian crossing where the greatest volumes of pedestrians are on the street.

Design guidelines for development along El Camino could be used to enhance the pedestrian realm, through the building- street relationship and the design of off-street parking.

A redesigned right-of-way could aid in limiting the numbers of automobiles that speed through the corridor.

6.B *The approximately 100' right-of-way along El Camino, is lined by mostly two-story buildings with numerous breaks for parking. In places, the buildings are pulled back from the street, relying on large signs to attract attention from people in vehicles.*

Issue:

The auto-dominated scale and development along the corridor create a visually stark environment and discourage pedestrian activity.

The buildings with larger setbacks and parking lots (mostly unlandscaped) fronting the street add to the lack of definition and visual interest along the street.

Redesign of the right-of-way to accommodate wider sidewalks, medians, landscaping, and other streetscape elements would be limited by the fact that current numbers of traffic lanes need to be retained to sustain existing levels of service.

Opportunity:

Having a consistent building wall along El Camino could help to define the street.

The space between the street and the building front of new development could be improved with a comprehensive streetscape plan.

In some cases, there is potential for sidewalks and landscape buffers to expand.

6.C *The wide variety of architectural forms and individual signs along El Camino lack a coherent overall identity.*

Issue:

While unique building designs and signs are great advertisements for the businesses, the overall lack of coordination in design and massing, and the multitude of signs can often be confusing for drivers, making it more difficult to locate their particular destination on El Camino. This has resulted in the perception of poor visual quality along El Camino.

Opportunity:

Design guidelines for development and a sign ordinance for the study area would help improve the visual quality and help create a positive identity for El Camino, as sites are improved or redeveloped in the future.

6.D *Although El Camino lacks an overall identity, there are several smaller districts within the study area that have their own unique identity such as 25th Avenue, Hillsdale Shopping Center and the Bel-Mateo shopping area.*

Issue:

By enhancing the character of these districts, there is the risk of further diminishing the overall character of El Camino as a coherent corridor through San Mateo.

Opportunity:

These districts could be expanded along the corridor to act as catalysts for a rejuvenated El Camino. Individual district character would also create a visual environment distinctive to San Mateo.

6.E *There are several natural features either located within, or visually prominent from, the study area, such as the hills to the west of El Camino and Laurel Creek, south of the Hillsdale Shopping Center.*

Issue:

For many residents, it is difficult to remember that Laurel Creek passes through the study area as it is in a culvert or underground for the most part, except for a small portion just to the west of El Camino.

The creek is virtually invisible to drivers on El Camino.

Opportunity:

With the lower scale of buildings along El Camino, the line of hills that includes Sugarloaf Park to the west of San Mateo can act as a strong visual element, helping to define the character of the corridor.

Future development along the Laurel Creek area should address its potential as a natural amenity and explore pedestrian connections to adjacent residential neighborhoods along its course.

CHAPTER 7-MOBILITY & ACCESS:

7.A *El Camino functions as a working backbone for the Peninsula and remains the primary route for shorter trips and commutes within the Peninsula.*

Issue:

Since residents of San Mateo and adjacent Peninsula communities use El Camino for both commute and non-commute trips, the traffic volumes are heavy throughout the entire day.

When there are congestion problems on 101, El Camino is often used as a detour, which periodically adds to the traffic volume.

Opportunity:

Within San Mateo, El Camino still functions as the primary route for trips within the city as well as to adjacent communities, which creates a potential customer base.

7.B *Peak hour traffic measurements show that along the entire corridor the overall flow of traffic is fairly smooth even though traffic volumes are quite high.*

Issue:

El Camino operates well for long trips within the corridor.

However, delays at specific signalized intersections can create the perception of heavy congestion for drivers making shorter trips.

Sections of El Camino encourage high-speed traffic, creating dangerous pedestrian environments.

Opportunity:

Current traffic data for El Camino indicates sufficient capacity to accommodate additional development.

The existing smooth traffic flow allows flexibility in designing the street cross section.

7.C *The Caltrain line parallels El Camino on the east with three stations--Hayward Park, Bay Meadows and Hillsdale located within or immediately adjacent to the study area.*

Issue:

In the southern portion of the study area, proximity to the rail tracks has a negative impact on development along El Camino.

The lots further north between El Camino and the rail line are long and narrow thereby constraining commercial redevelopment of the individual parcels.

Opportunity:

The presence of the Caltrain stations offers opportunities for transit-oriented developments in the area. This would allow increased density and a mix of land uses which would encourage public mass transit and thereby reduce impacts of automobile traffic on El Camino.

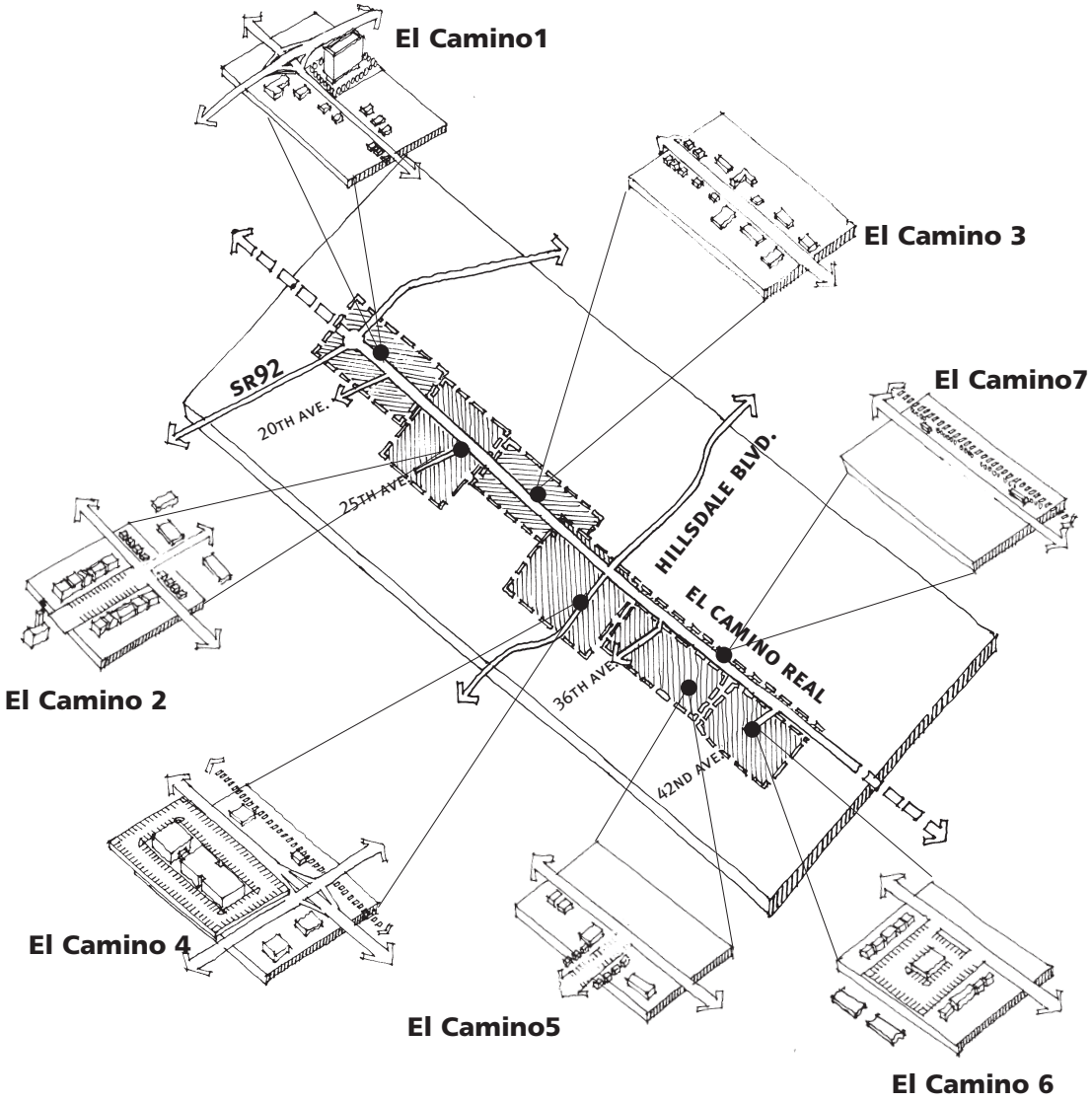


Figure 2.1 *The districts within the study area; illustrating the distinct character of each district.*

The first section of the *Visions* chapter presents the community's vision and goals for the length of El Camino in San Mateo from Highway 92, in the north, to the Belmont border, in the south. The goals are organized under the headings of Circulation, Land Use, Identity, Streetscape and Market conforming to the categories outlined in the preliminary *Settings & Opportunities* report.

The second section of the *Visions* chapter presents district visions and goals for the seven districts identified in the *Settings & Opportunities* report. The overall goal statement and specific objectives for each district are based on summary material developed by the Committee during the Visions Workshops. Conceptual diagrams illustrate general urban design and development ideas for improving El Camino and for strengthening connections along El Camino and to the surrounding areas.

VISION:

The City of San Mateo will establish El Camino Real as an inviting boulevard, which showcases the unique character of San Mateo and supports the needs of its users.

Figure 2.2 *Starbucks*

Figure 2.3 *San Mateo entry sign.*

Figure 2.4 *Landscape median in San Carlos.*

Figure 2.5 *Individual storefronts on El Camino near 25th Avenue*

GOALS:

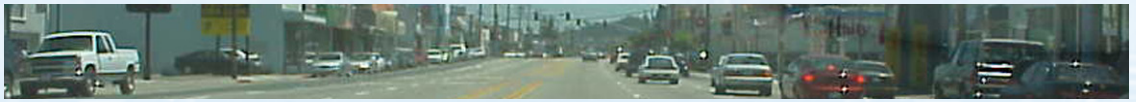
Circulation:
Create an efficient thoroughfare that facilitates the safe and smooth flow of vehicular traffic balanced with enhanced opportunities for public transit and a safe pedestrian environment.

Land Use:
Support development compatible with existing retail and mutually supportive land uses by locating increased density around transit nodes and by encouraging opportunities for aesthetically pleasing, high-quality buildings with a mix of uses along the corridor.

Identity:
Create a distinctive identity along the corridor that reflects the qualities of San Mateo by building upon the positive character of local districts and landmark features that provide a connection to the past.

Streetscape:
Encourage investment and identity by enhancing the physical environment through improved and complementary design of the street, including landscaping, sidewalks, street furniture, facades and signage, and by promoting user-friendly designs.

Market:
Ensure that businesses, both large and small, along El Camino Real are healthy and vibrant by encouraging complementary and supportive land uses that provide adequate parking, a high-quality environment and continuing service to neighborhood, city and regional customers.



OBJECTIVES:

Circulation:
Improve the flow of traffic for all modes of transport throughout the district.

Work with Caltrans on the redesign of the interchange at 92 to ease the congestion on El Camino from the access ramps.

Explore a redesign of the intersection at 20th Avenue to facilitate smoother turn movements.

Land Use:
Establish a transit-oriented land use plan which encourages livable neighborhoods with supporting land uses that include commercial, medical and office.

Identity:
Create a visually prominent entry node through increased density, improved building design and landscaping at the interchange with SR92.

Streetscape:
Enhance the sense of entry onto El Camino from Highway 92 through improved street design, pedestrian connections along El Camino and prominent landscaping.

Market:
Create economic incentives to promote land assembly and private redevelopment of existing shallow parcels.

GOAL:

Build upon the surrounding neighborhood character by expanding residential opportunities in conjunction with the new Hayward Park station, provide improved traffic flow for all modes of transportation, and enhance the entrance to El Camino from Highway 92 through improved building design and prominent landscaping.

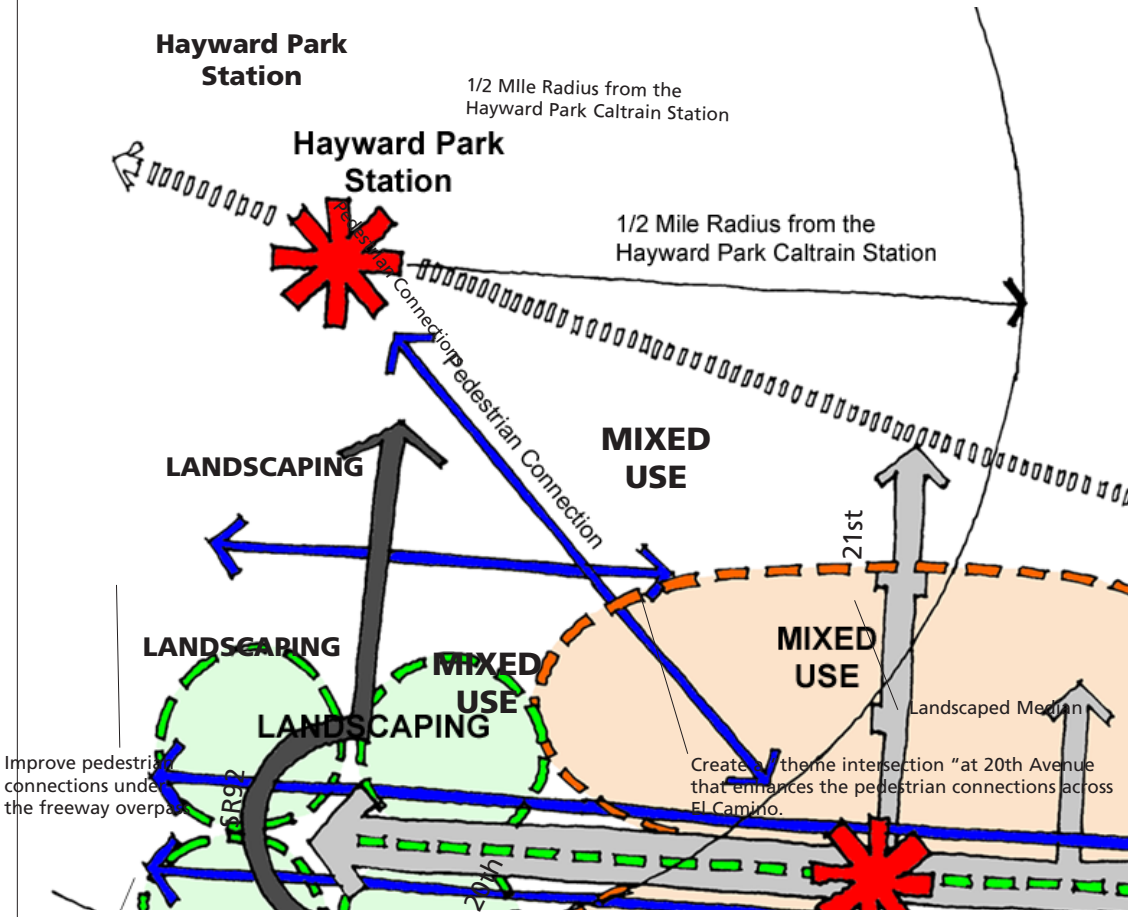


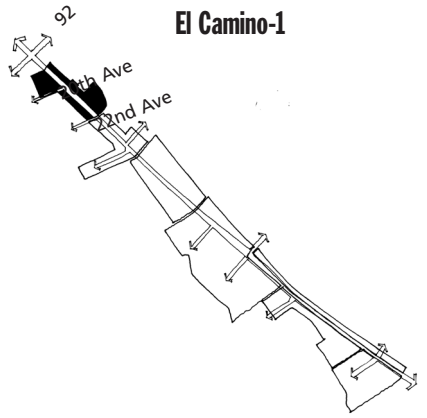
Figure 2.6 *Concept for El Camino-District 1: SR92-22nd Avenue (both sides of El Camino)*

Figure 2.7 *Aerial photograph of El Camino-District 1: 92-22nd Avenue (both sides of El Camino)*

Figure 2.8 *Building footprint map of El Camino-District 1: 92-22nd Avenue (both sides of El Camino)*

EL CAMINO 1

SR92-22ND AVENUE (BOTH SIDES OF EL CAMINO)



OBJECTIVES:

Circulation:

Extend pedestrian connections across El Camino at 25th Avenue to unite both sides of the street into a coherent district and to allow both parts of 25th to act as a prominent transit node along El Camino.

Redesign a "theme intersection" at 25th Avenue while improving the traffic flow on and off El Camino.

Land Use:

Protect and strengthen the retail node along West 25th Avenue through additional, or better-utilized public parking.

Encourage visitor-convention serving uses along East 25th Avenue toward Palm Avenue to build upon the potential generated by the Expo Center while protecting the neighborhood character of the adjacent residential areas.

Explore the addition of new housing in mixed-use developments that could utilize the retail services and transit node at 25th Avenue.

Identity:

Extend the character of the 25th Avenue shopping district toward El Camino with pedestrian-oriented streetscape and building design.

Work with Caltrain to provide a safe and visually attractive pedestrian/vehicular connection along the grade-separated crossing at E. 25th Avenue.

GOAL:

Establish the district as a citywide destination-shopping node which enhances the neighborhood character of 25th Avenue and foster new public improvements that build upon the potential for visitor-convention-serving businesses near the Expo Center.

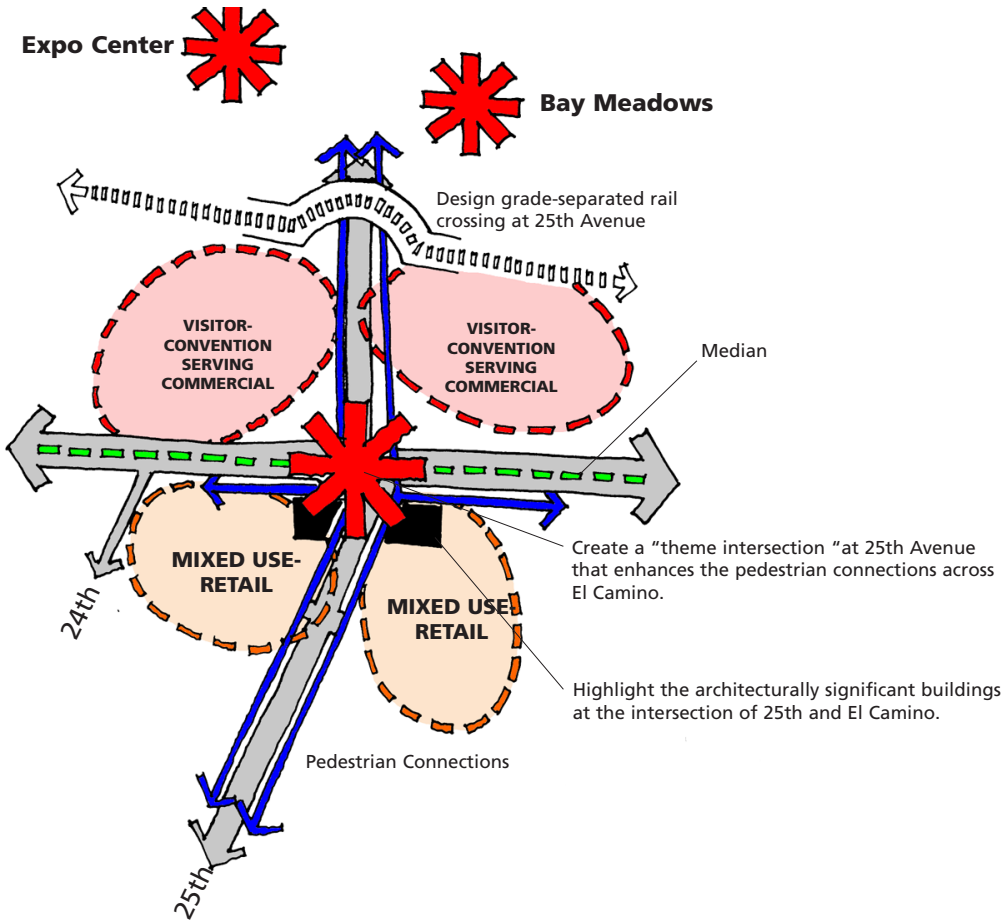


Figure 2.9 *Concept for El Camino-District 2: 22nd Avenue-26th Avenue (both sides of El Camino)*

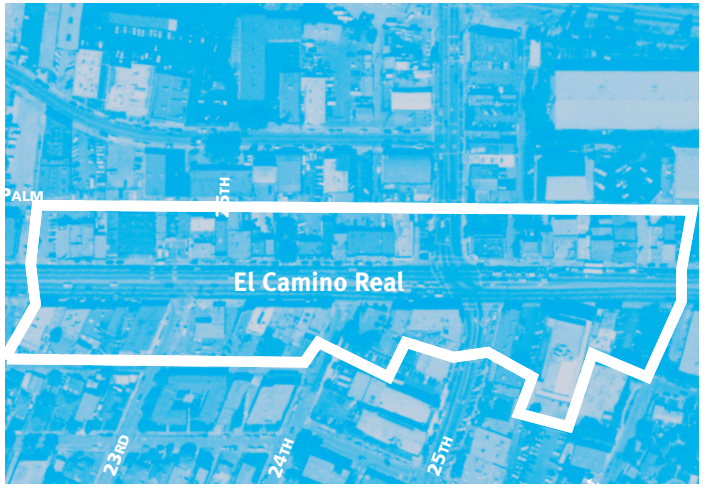


Figure 2.10 *Aerial photograph of El Camino-District 2: 22nd Avenue-26th Avenue (both sides of El Camino)*

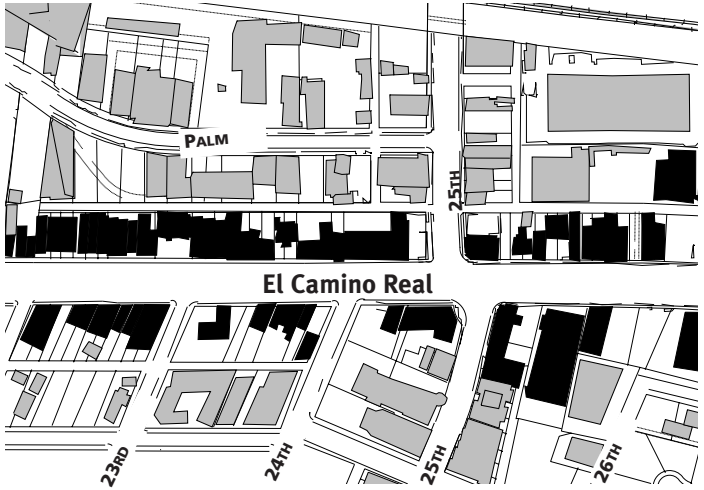
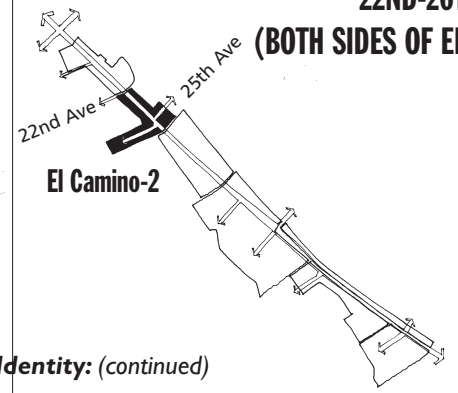


Figure 2.11 *Building footprint map of El Camino-District 2: 22nd Avenue-26th Avenue (both sides of El Camino)*

EL CAMINO 2

22ND-26TH AVENUE (BOTH SIDES OF EL CAMINO)



Identity: *(continued)*

Redesign the intersection at 25th Avenue as a "theme intersection" that creates a strong visual node crossing El Camino.

Streetscape:

Provide a visual connection to West 25th Avenue through improved streetscape and pedestrian amenities along adjacent blocks of El Camino.

Design the "theme intersection" at 25th and El Camino to create safer and more prominent pedestrian connections.

Market:

Explore parcel assembly along East 25th and promote architecturally creative developments along West 25th that would enhance the character of the "theme intersection" at 25th Avenue and El Camino.

OBJECTIVES:

Circulation:
Explore shared parking as an alternative to on-street parking along El Camino in this area to minimize curb cuts from El Camino.

Provide shuttle connections to the new Caltrain station and the Bay Meadows development that take advantage of alternative transit opportunities.

Land Use:
Develop a comprehensive plan for this area that considers the effects of future development at Bay Meadows.

Develop a mixed-use transit-oriented community that makes the best use of its proximity to the Hillsdale Caltrain station.

Identity:
Reduce the visual prominence of parking by exploring shared use of off-street parking and landscaping.

Streetscape:
Redesign this section of El Camino to include safer, more attractive and better-located pedestrian crossings.

Market:
Promote retention of large parcels and the continuation of larger scale commercial uses in the area.

GOAL:

Create an attractive destination commercial node which complements the Hillsdale Shopping Center and that attracts larger individual retailers to the district.

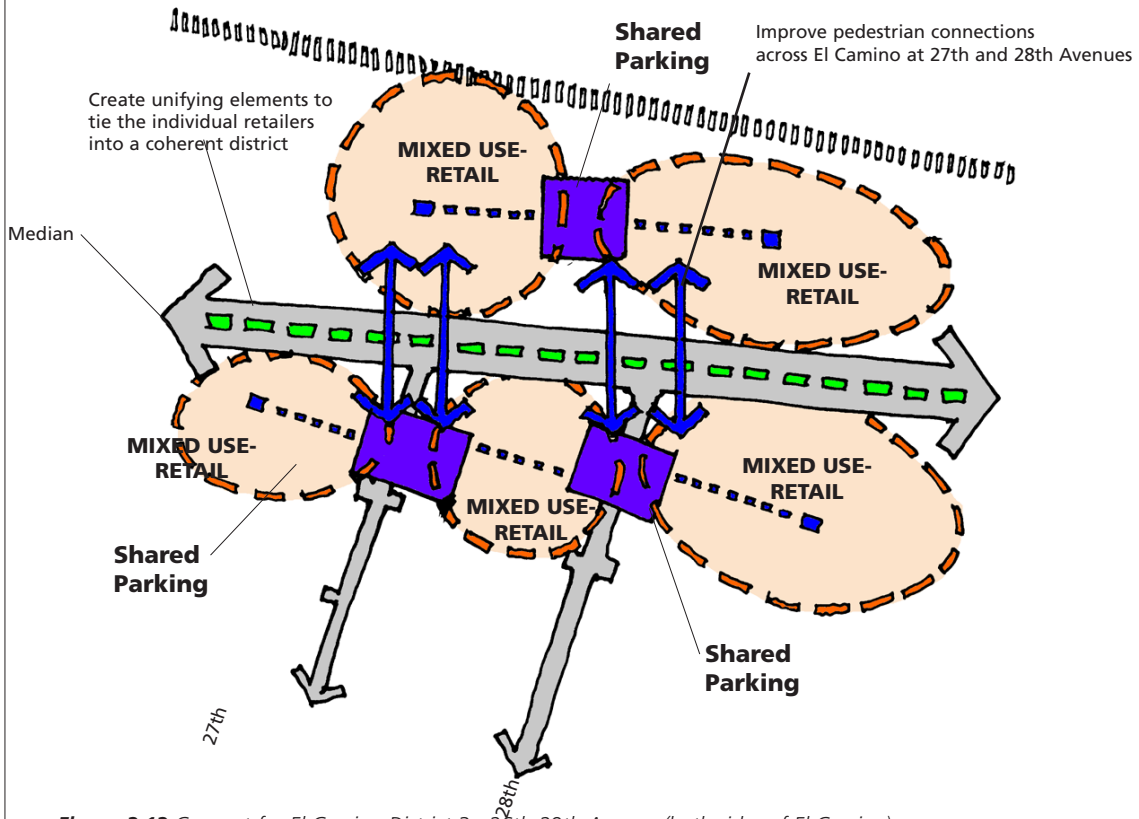


Figure 2.12 *Concept for El Camino-District 3: 26th-29th Avenue (both sides of El Camino)*

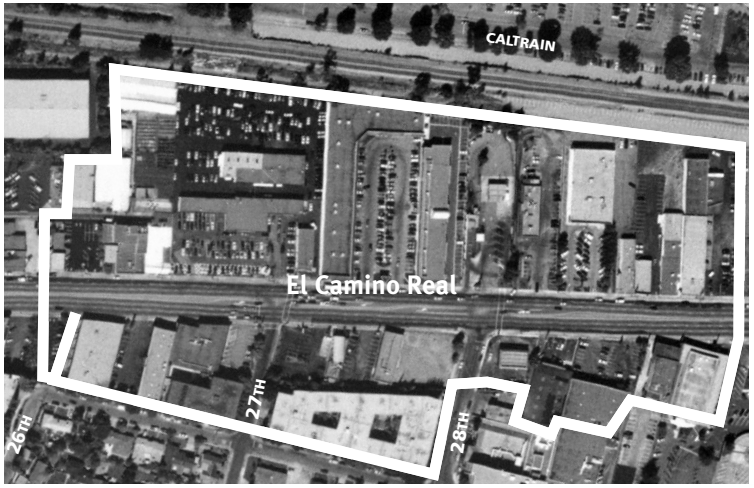


Figure 2.13 *Aerial photograph of El Camino-District 3: 26th-29th Avenue (both sides of El Camino)*

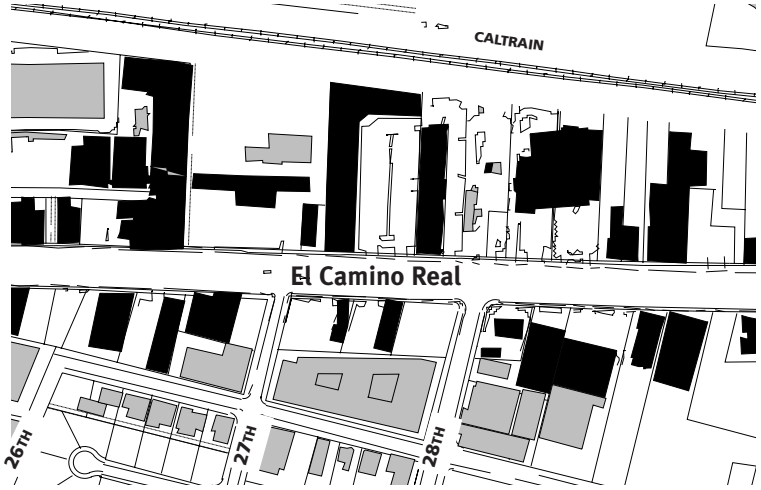
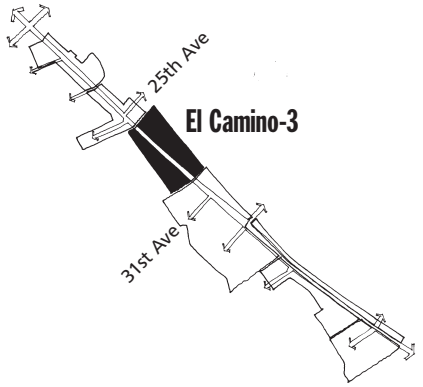


Figure 2.14 *Building footprint map of El Camino-District 3: 26th-29th Avenue (both sides of El Camino)*

EL CAMINO 3

26TH-29TH AVENUE (BOTH SIDES OF EL CAMINO)



OBJECTIVES:

Circulation:
Provide attractive and safe pedestrian access across El Camino between the Hillsdale Shopping Center and the Caltrain station.

Carefully consider another grade-separated crossing of the Caltrain right-of-way and its impacts on El Camino.

Coordinate with the Joint Powers Board to explore possible relocation of the Hillsdale station.

Land Use:
Encourage mixed-use development as part of an expanded transit station area plan.

Explore the development of a public parking structure to reduce the visual impact of surface lots in the area.

Identity:
Enhance the character of the under-crossing at Hillsdale to make it an active and vital node.

Increase the awareness of Laurel Creek as a natural amenity in this area.

Streetscape:
Reconfigure the transit node along El Camino to provide improved pedestrian access, smoother traffic flow, and improved amenities for transit users.

GOAL:

Coordinate future development with the Hillsdale Shopping Center, anticipated opportunities created by the Bay Meadows development, and the existing and planned transit infrastructure.

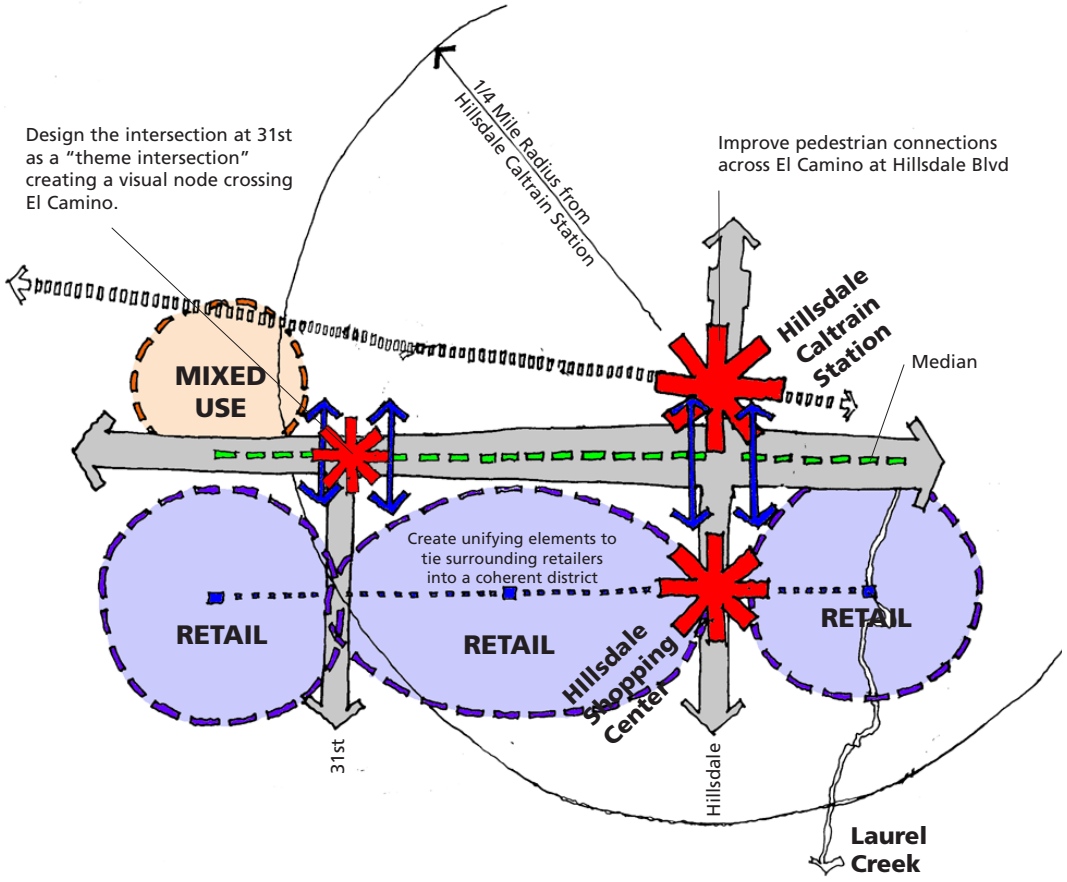


Figure 2.15 *Concept for El Camino-District 4: 29th-36th Avenue (both sides of El Camino)*

Figure 2.16 *Aerial photograph of El Camino-District 4: 29th-36th Avenue (both sides of El Camino)*

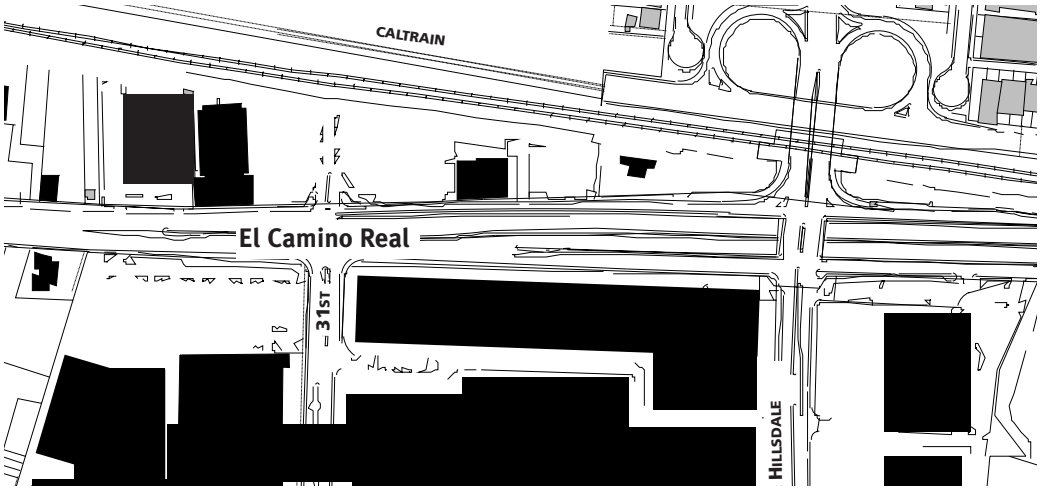
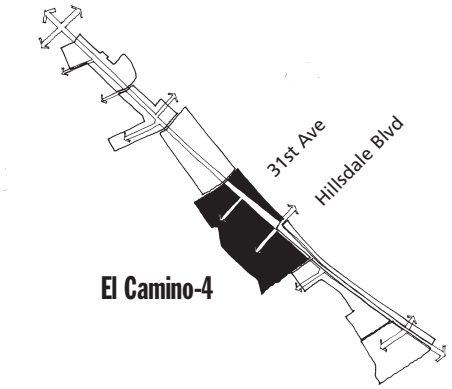


Figure 2.17 *Building footprint map of El Camino-District 4: 29th-36th Avenue (both sides of El Camino)*

EL CAMINO 4

29TH-36TH AVENUE (BOTH SIDES OF EL CAMINO)



OBJECTIVES:

Circulation:

Improve the quantity and quality of parking resources by exploring alternatives for street parking along El Camino, consolidating parking lots where possible, utilizing the alley for parking access, and concentrating parking on 37th and 41st Avenues.

Land Use:

Encourage larger scale destination retail developments on El Camino.

Retain and support neighborhood-based retail on 37th Avenue that serves the local community including hospital employees.

Consider introduction of mixed-use residential developments.

Identity:

Make the area a draw for shoppers by expanding retail opportunities and implementing a coordinated program of facade improvements.

Streetscape:

Enhance the pedestrian environment with landscaped setback areas, pedestrian buffers, and improved, safer crosswalk connections at 37th Avenue.

GOAL:

Nurture and reinforce the local-oriented commercial node at 37th Avenue, and encourage dynamic destination retail and/or mixed-uses along El Camino with design guidelines and public improvements that contribute to a consistent high quality character.

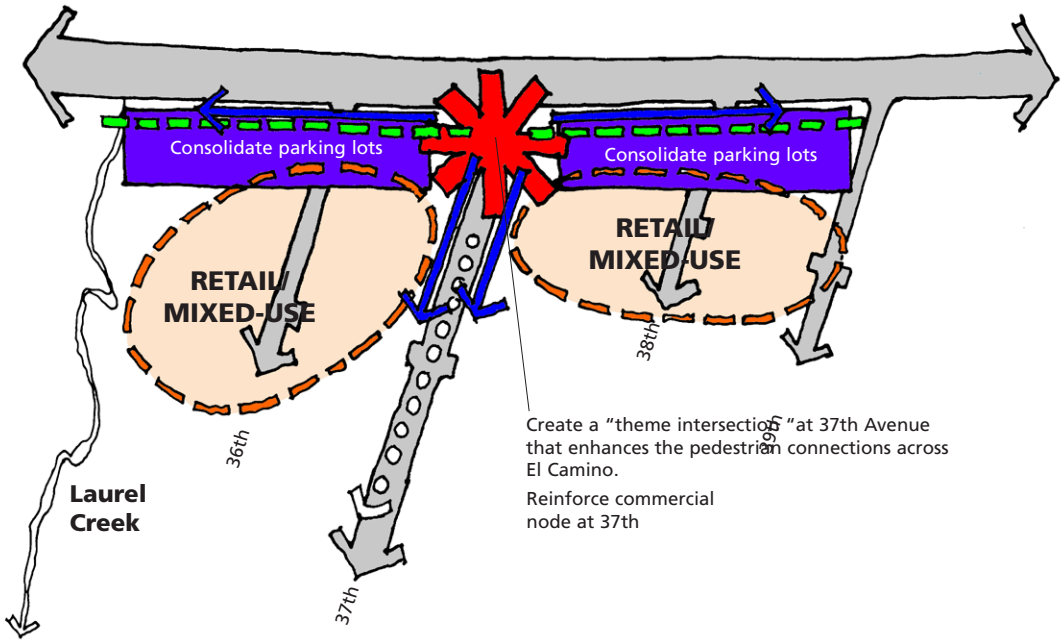


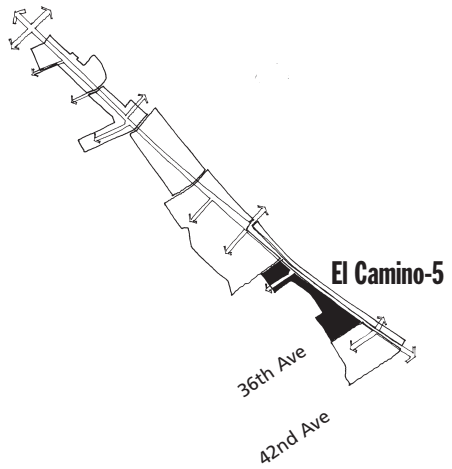
Figure 2.18 *Concept for El Camino-District 5: 36th-40th Avenue (West side of El Camino)*

EL CAMINO 5

36TH-40TH AVENUE (WEST SIDE OF EL CAMINO)

Figure 2.19 *Aerial photograph of El Camino-District 5: 36th-40th Avenue (West side of El Camino)*

Figure 2.20 *Building footprint map of El Camino-District 5: 36th-40th Avenue (West side of El Camino)*



OBJECTIVES:

Circulation:
Improve the connections from El Camino into Belmateo and reorganize the streets within the area to improve the flow of traffic and clarify circulation.

Improve the pedestrian connections between 41st and 42nd Avenues.

Provide shuttle services to connect the Belmateo neighborhood center to the Hillsdale Caltrain station.

Land Use:
Establish a mixed-use plan that includes a significant retail presence along El Camino, a neighborhood supermarket and higher intensity residential development.

Identity:
Develop an overall plan that creates a high quality built environment that defines the area as an entry into San Mateo.

Streetscape:
Improve the concrete retaining wall between 42nd and 43rd Avenues with the possible introduction of artwork.

Improve the visual and pedestrian connections by creating a "theme intersection" at 42nd Avenue that connects to the Caltrain undercrossing.

Market:
Create economic incentives to encourage the organization of property owners to work on an overall plan for the area.

GOAL:

Develop a coordinated plan for the Belmateo area (41st-43rd Avenue) creating a neighborhood-oriented mixed-use center which serves as a gateway for San Mateo.

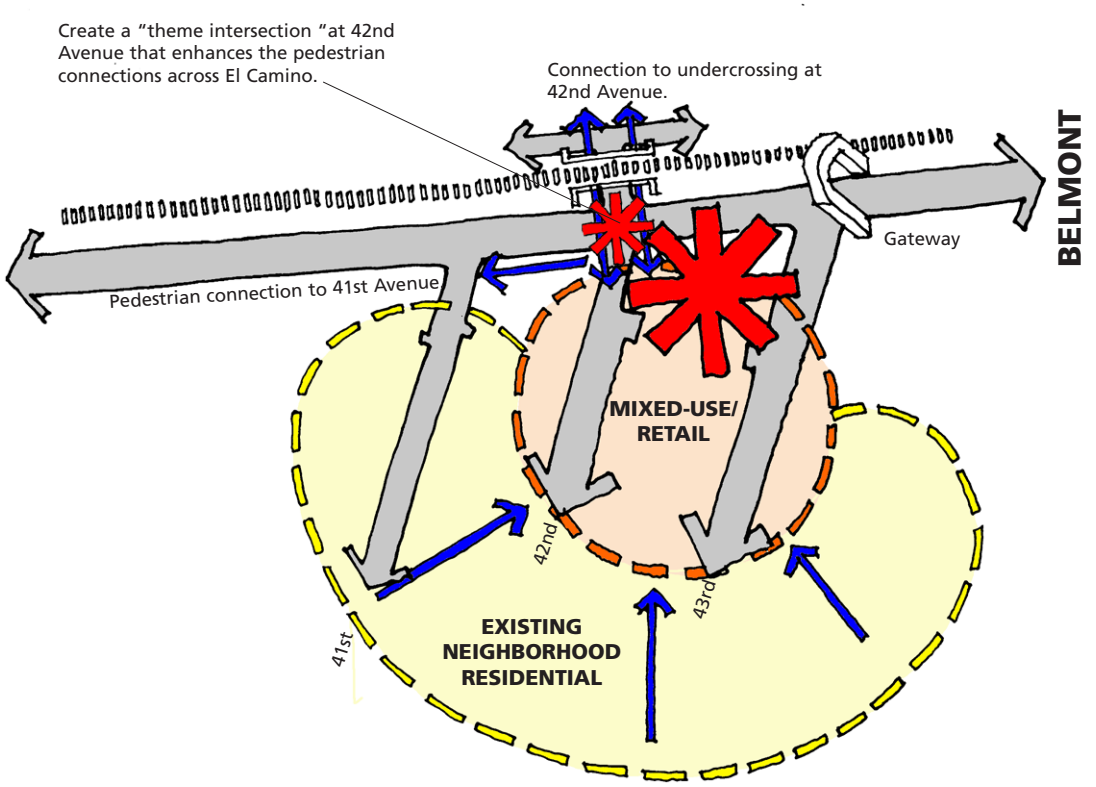


Figure 2.21 *Concept for El Camino-District 6: 40th Avenue-Belmont Border (West side of El Camino)*

EL CAMINO 6

40TH AVENUE-BELMONT (WEST SIDE OF EL CAMINO)

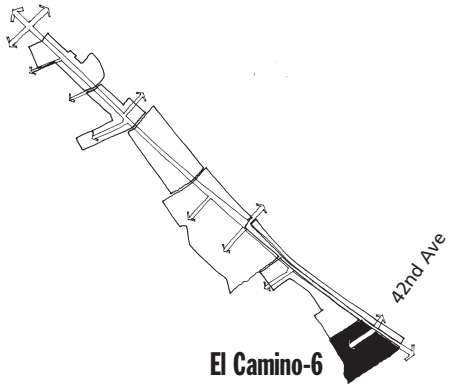


Figure 2.22 *Aerial photograph of El Camino-District 6: 40th Avenue-Belmont Border (West side of El Camino)*

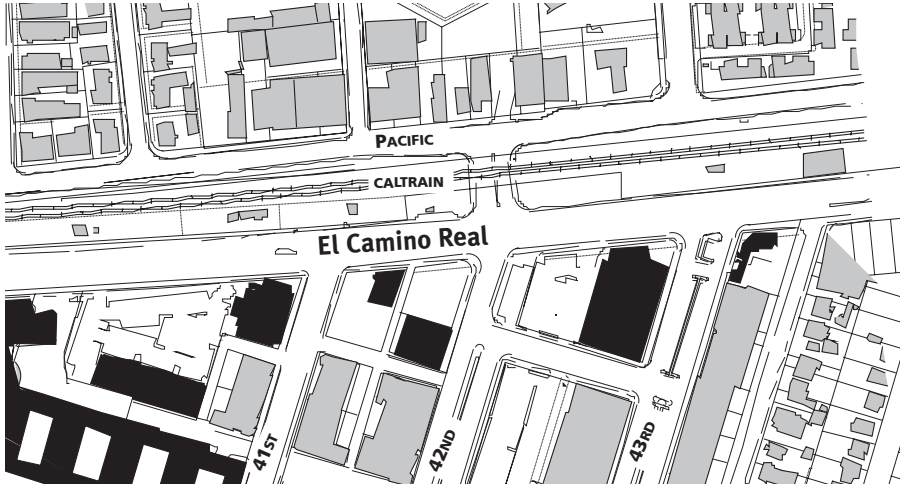


Figure 2.23 *Building footprint map of El Camino-District 6: 40th Avenue-Belmont Border (West side of El Camino)*

OBJECTIVES:

Circulation:

Enhance pedestrian connections to adjacent neighborhoods to the east and across El Camino to Belmateo.

Explore the possibility of bringing public transit opportunities to neighborhoods on the east side (including Laurie Meadows) by creating a transit hub incorporating shuttles to the Hillsdale Caltrain station in coordination with SamTrans and JPB.

Land Use:

Create a balanced mix of visually oriented, gateway landscaping and complementary commercial uses.

Identity:

Use landscaping to create a positive gateway image for San Mateo and to improve the pedestrian environment.

Streetscape:

Improve the streetscape with the introduction of landscaping and street furniture to enhance the views of El Camino into the district. Improve pedestrian safety by creating safer pedestrian crossings.

Market:

GOAL:

Create an overall framework of well designed commercial uses, open space and landscaping which enhances the area and serves as a gateway for San Mateo in concert with development at Belmateo.

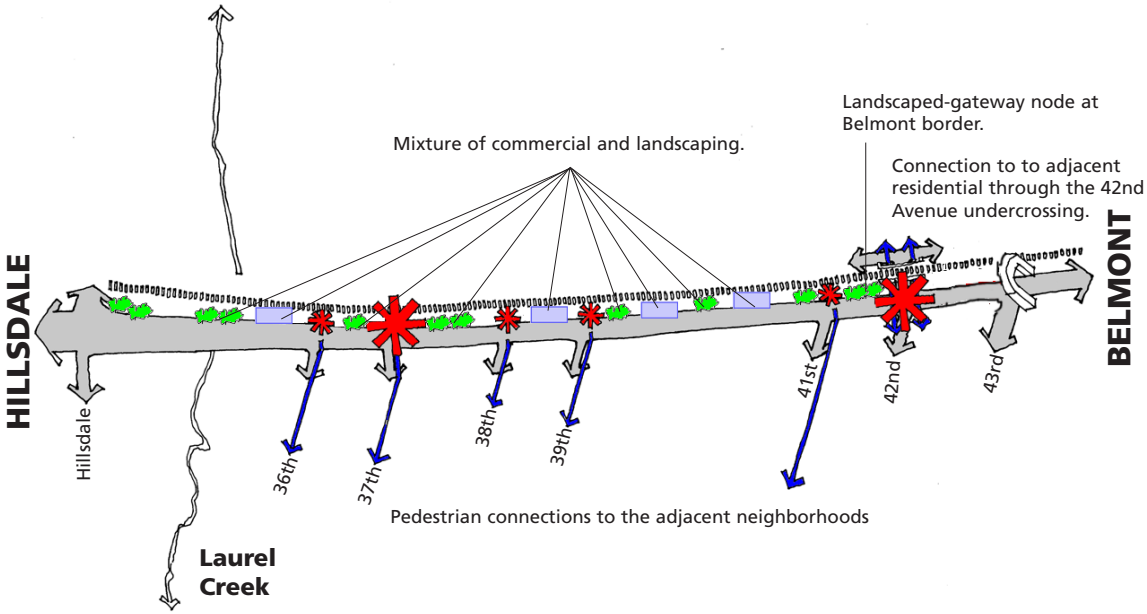


Figure 2.24 *Concept for El Camino-District 7: Hillsdale-Belmont Border (East side of El Camino)*

EL CAMINO 7

HILLSDALE-BELMONT (EAST SIDE OF EL CAMINO)

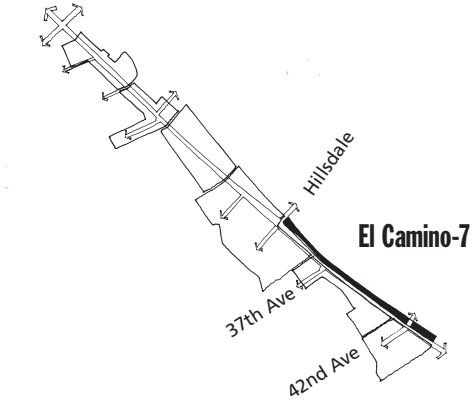
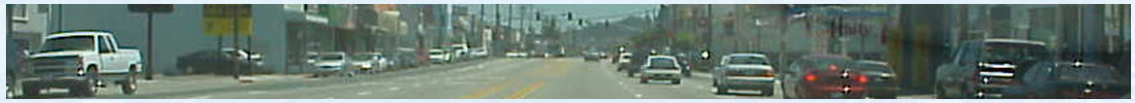


Figure 2.25 *Aerial photograph of El Camino-District 7: Hillsdale-Belmont Border (East side of El Camino)*

Figure 2.26 *Parcel map of El Camino-District 7: Hillsdale-Belmont Border (East side of El Camino)*

The City should consider acquisition of the site for a linear park, or a portion of the site for open space with a landscaped gateway feature. This concept should consider the economic viability of existing businesses and should encourage improvements to them. Alternatively, the existing businesses should be given assistance in relocating to other sites in the city. If the City chooses not to purchase the site, then a "Specific Plan" should be created for private development.



3 STREETSCAPE PLAN

EL CAMINO STREETSCAPE

The *Streetscape Plan* chapter of the *El Camino Real Master Plan* addresses primarily the public right-of-way. The goals of the Streetscape plan are to improve the flow of traffic and pedestrian circulation, retain the existing number of lanes along El Camino, ensure the retention of existing small businesses which depend on on-street parking, and enhance the visual character of the corridor. The *Streetscape Plan* includes four major components: a landscape median, theme intersections, a 10' effective sidewalk and specific pedestrian improvement projects.

With El Camino designated as a state highway, all changes made within the right-of-way require Caltrans review and approval according to their standards and guidelines.

Implementation of the *Streetscape Plan* will be in two phases; the first includes public improvements that can be implemented without the displacement of on-street parking. The ECRC is committed to maintaining the commercial viability of the smaller businesses along El Camino that need on-street parking. Future improvements to the right-of-way that replace on-street parking with public parking lots would occur in Phase 2 in conjunction with the creation of public parking lots throughout the area.

From SR92 to the Belmont border, the landscape median is the primary streetscape public improvement. The introduction of the median as well as the phased replacement of on-street parking into public parking lots will help improve the flow of traffic while enhancing the visual character of the corridor.

As El Camino is more of an automobile than a pedestrian boulevard, the enhancement of the pedestrian realm will be focused on the design of five "theme intersections" that have the majority of pedestrian traffic along the corridor. Public sector design improvements include pedestrian street lights, medians and crosswalk redesign. Private sector improvements include additional sidewalk width and landscaping setbacks.

In order to create sidewalks that are ADA compliant and contain space for street trees, the *Master Plan* calls for a 10' Effective Sidewalk Width. This concept will be implemented through joint efforts between the City and private property owners as detailed in the Design Guidelines (General 2.1.1-Effective Sidewalk Width.)

Complementing the theme intersections, are additional projects that would involve the joint efforts of the City and Joint Powers Board (JPB). These projects include a redesign and relocation of the Hillsdale Caltrain Station to the north around 28th or 31st Avenue and a potential pedestrian overpass of the Caltrain tracks in the vicinity of 37th Avenue.

The *Streetscape Plan* also includes a discussion of the City working jointly with private property owners to redesign and maintain existing landscape setbacks to complement the landscape median.

Figure 3.1 *The current streetscape along El Camino within the study area is characterized by a wide right-of-way and narrow sidewalks.*

Figure 3.2 *The use of the landscape median and street trees in Belmont improves the visual character of El Camino south of the study area.*

EL CAMINO IMAGE

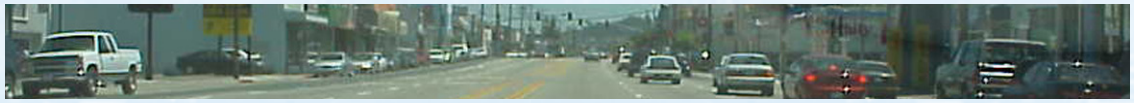
Figures 3.3-3.6 illustrate the streetscape concept by contrasting photographs of the existing condition with the same section as it would look with the *Streetscape Plan* implemented.

Figure 3.3 *Existing street condition in the northern part of the study area around 25th Avenue.*

Figure 3.4 *The same section as in Figure 3.3 with the Streetscape Plan implemented*

Figure 3.5 *Existing street condition in the southern part of the study area around 37th Avenue.*

Figure 3.6 *The same section as in Figure 3.5 with the Streetscape Plan implemented*



STREETSCAPE PHASING

Figure 3.7 *The Hillsdale overpass should be redesigned to reduce the visual prominence of the concrete.*

Figure 3.8 *The landscape treatment at the intersection at 31st Avenue is an example of how consistent landscaping can enhance the appearance of a theme intersection.*

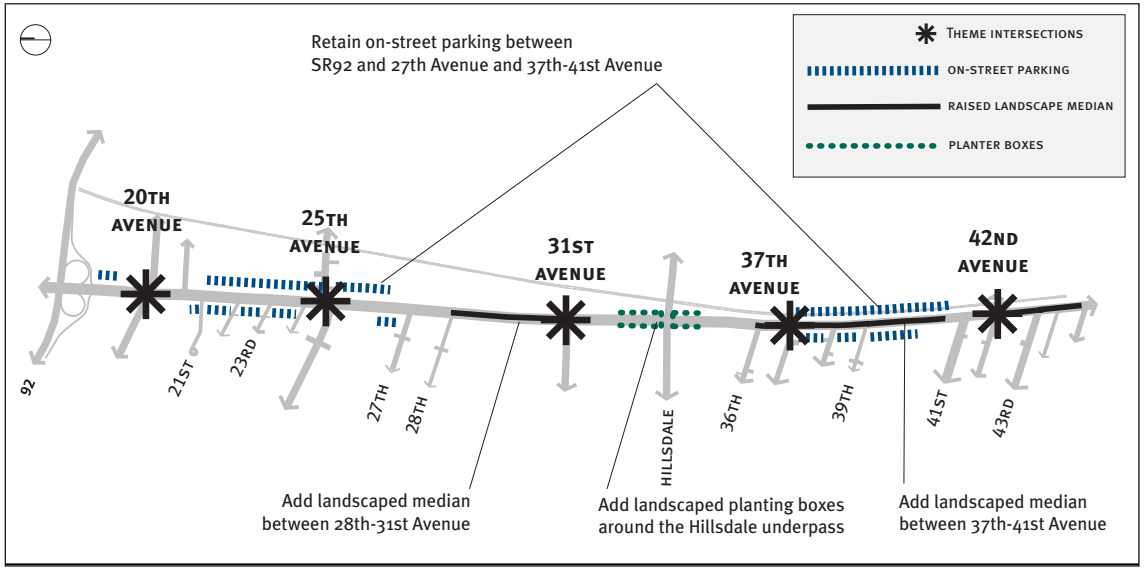


Figure 3.9 *Phase 1 of the El Camino Real Master Plan includes the addition of landscape medians in the southern portion, improvements to key pedestrian intersections, and landscape improvements to the Hillsdale underpass.*

PHASE 1

PUBLIC IMPROVEMENTS

In Phase 1, the public improvements work within the existing right-of-way and retain the on-street parking along El Camino Real. As seen in Figure 2.3, Phase 1 of the *El Camino Real Master Plan* calls for the following:

LANDSCAPE MEDIANS

The majority of on-street parking is located in the north of the study area, therefore in Phase 1 the median would be added primarily to the south of the study area between 28th and 31st Avenue just north of Hillsdale Shopping Center and 37th and 42nd Avenue.

THEME INTERSECTIONS

Theme intersection improvements include pedestrian medians, pedestrian street lighting, distinct paving, redesigned transit stops and El Camino Real monument signs within the medians. The pedestrian median is typically a 4-6' median running parallel to a 150' long left turn lane which transitions to the full 11' foot median approximately 250' back from the intersection.

HILLSDALE UNDERPASS IMPROVEMENTS

Landscape improvements assume a redesigned fence/railing along Hillsdale Boulevard and planter boxes cantilevered from the sides of the tunnel.

PHASE 1 STREET CONFIGURATION

Working with a typical right-of-way dimension along El Camino of 98', the sections at the right show how the road would be configured in Phase 1 of the *Streetscape Plan*.

Figure 2.4 shows that the street section would, in the northern portion of the study area, remain as is with three lanes of traffic in each direction and on-street parking.

Note: *The current landscape 4' median between 20th and 22nd Avenue is too narrow to incorporate landscape planting according to the Streetscape Plan, and will be left as is in Phase 1.*

Figure 2.5 illustrates the current street configuration in the southern part of the study area, with a shared turn lane down the center of the street, three southbound and two northbound lanes and on-street parking. Figure 2.6 illustrates how the median could be added in Phase 1 without the removal of the on-street parking.

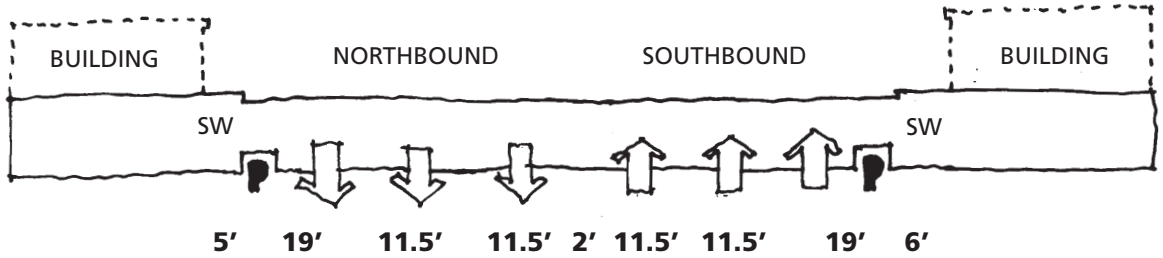


Figure 3.10 *Existing street section in the northern part of the study area. View looking south towards Belmont.*

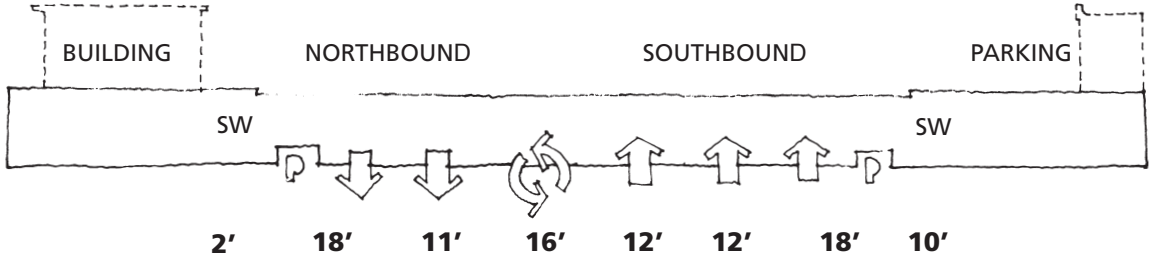


Figure 3.11 *Existing street section in southern part of the study area. View looking south.*

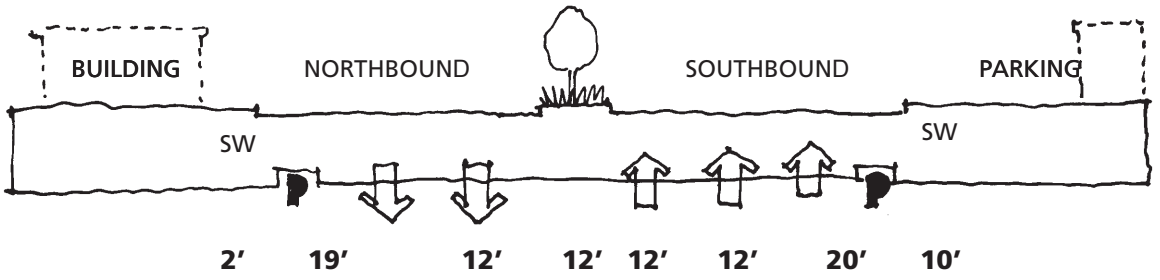


Figure 3.12 *Improved street section in the southern part of the study area with the addition of the median. View looking south.*

Figure 3.13 *Phase 2 improvements will require the relocation of on-street parking as in the northern area around 22nd Avenue.*

Figure 3.14 *In locations where there is minimal sidewalk space, as in El Camino 7, additional sidewalk space will be added.*

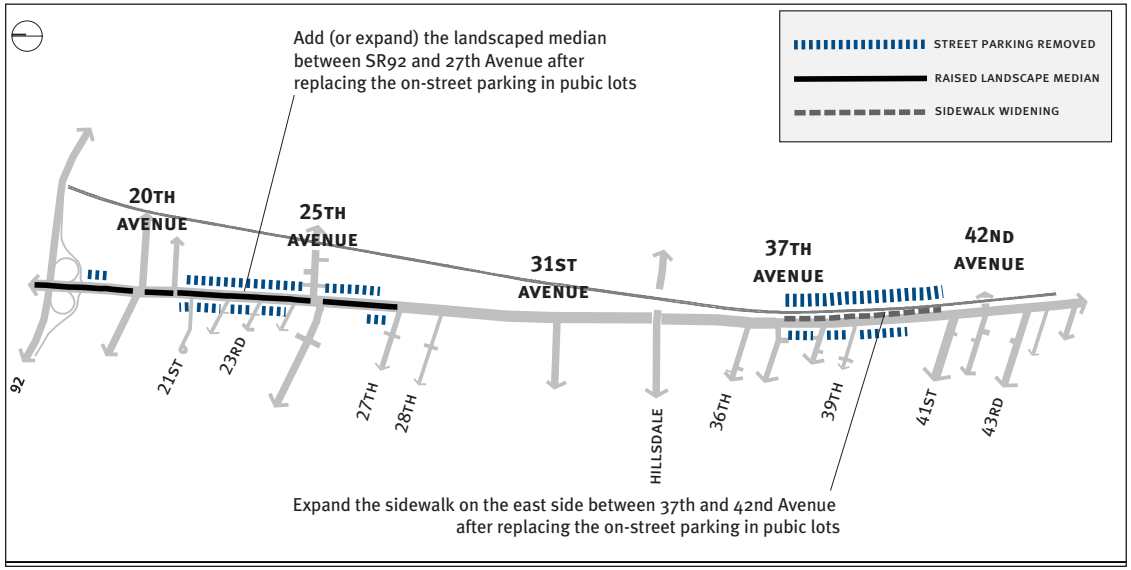


Figure 3.15 *Phase 2 improvements include the extension of the landscape medians in the northern portion and improvements and widening of the sidewalks in the southern portion, both requiring the relocation of on-street parking.*

PHASE 2 PUBLIC IMPROVEMENTS

The improvements envisioned as part of Phase 2 will be implemented only after the replacement of the existing on-street parking with public lots in the areas around 25th and 37th Avenues. The relocation of on-street parking is considered a critical issue, retaining the success of the smaller individual retailers in the northern portion of the study area. As seen in Figure 2.9, Phase 2 of the El Camino Real Master Plan calls for the following:

LANDSCAPE MEDIANS

The replacement of on-street parking into public lots in the north of the study area allows for the extension of the median between 22nd and 28th Avenue and the widening of the existing median between SR92 and 22nd Avenue.

SIDEWALK WIDENING/ADDITIONAL LANE

The replacement of on-parking with public lots near 37th Avenue allows for the expansion of the sidewalks on both sides of El Camino. Since the west side of El Camino has 8-10' sidewalks currently, the *Streetscape Plan* calls for additional sidewalk space to be added to the east side in order to achieve the 10' effective sidewalk.

The replacement of on-street parking may also allow for the future addition of a third northbound lane of traffic in place of creating the additional sidewalk space.

PHASE 2 STREET CONFIGURATION

The improvements made during Phase 2 of the *Streetscape Plan* involve the removal and relocation of the on-street parking.

The relocation of the on-street parking allows the median to be extended to the northern portion of the study area. The existing median between 20th and 22nd Avenue would be widened and the 11'median implemented in the remainder of the northern part of the study area.

Figure 2.10 shows the improved street section in the northern portion of the study area with the landscape median and three lanes of traffic in both directions. Figure 2.11 illustrates how the landscape median decreases to a 6' median at specific intersections where a left turn is planned.

Figure 2.12 illustrates how the southern section could be improved with the relocation of the on-street parking into off-street lots. Since the median was implemented in Phase1, during Phase 2 the relocation of on-street parking into off-street lots allows for an expanded sidewalk on the east side of El Camino.

Note:The option of the third lane of northbound traffic is not illustrated.

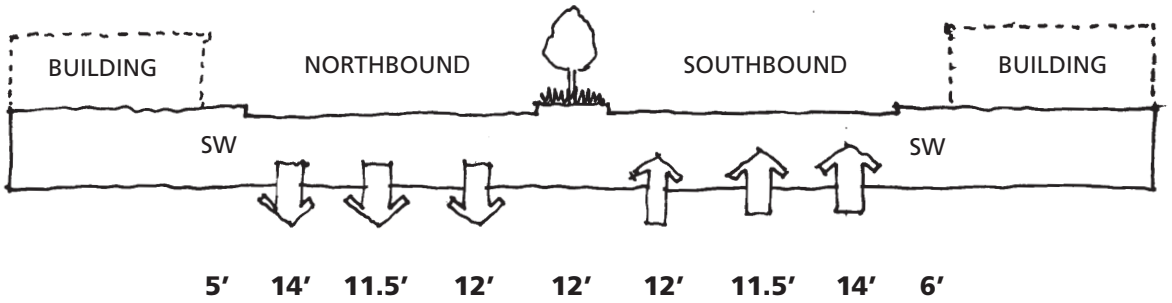


Figure 3.16 *Street section in the north part of the study area, with the median added. View looking south.*

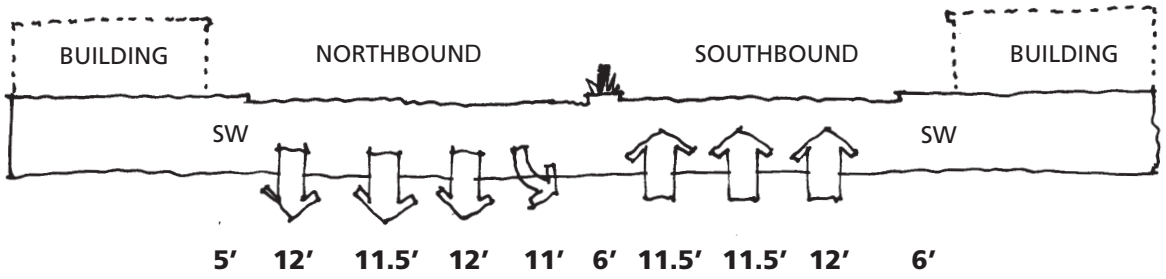


Figure 3.17 *Street section in the north part of the study area, with the median added along side a left turn lane. View looking south.*

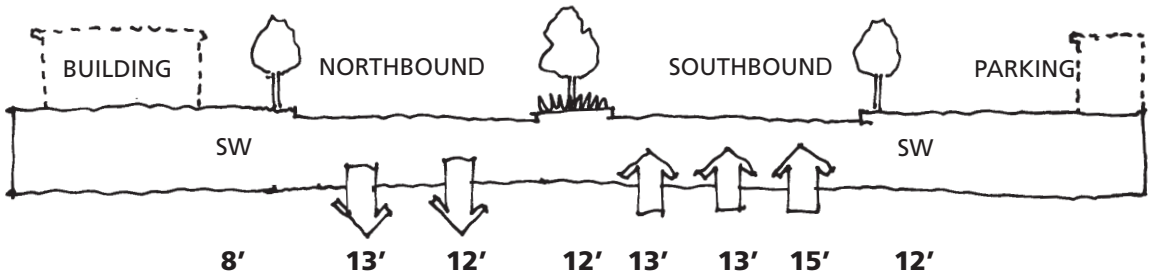


Figure 3.18 *Improved street section in the southern part of the study area with the addition of the median and the removal of on-street parking for wider sidewalks. View looking south.*

Figure 3.19 *Working with JPB, the City should explore the relocation and redesign of the Hillsdale Caltrain station to better serve transit-oriented development in the area.*

Figure 3.20 *Working with private property owners, the City should assist in landscape setback improvements that would complement the landscape median.*

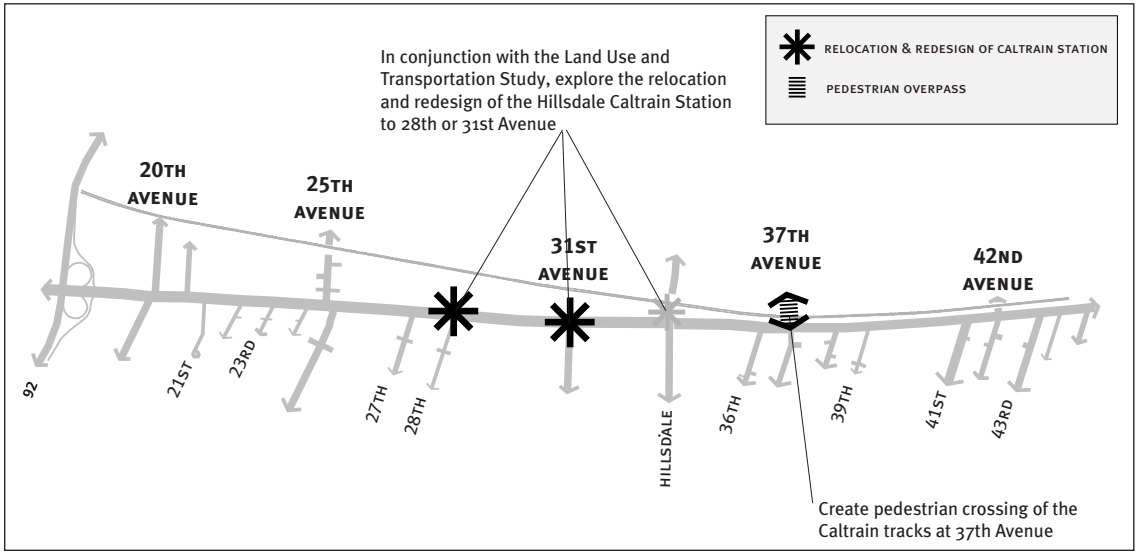


Figure 3.21 *Joint public/private improvements along the corridor include the relocation and redesign of the Hillsdale Caltrain Station, a pedestrian overcrossing of the Caltrain tracks at 37th Avenue and landscape setback improvement programs throughout the entire corridor.*

JOINT PUBLIC/PRIVATE IMPROVEMENTS

There are particular improvements that involve either joint efforts with other public agencies or private property owners that could be implemented at any time independent of the public improvements in Phase 1 or 2. These improvements include the following:

HILLSDALE CALTRAIN IMPROVEMENTS

Forward suggestions to the Land Use/Transportation Committee about a relocated and redesigned Caltrain station and environs.

CALTRAIN PEDESTRIAN CROSSING

Create a pedestrian overcrossing of the Caltrain tracks at 37th Avenue to connect El Camino Real to the adjacent residential neighborhoods east of the tracks.

LANDSCAPE SETBACK IMPROVEMENTS

Working in partnership with private property owners, the City can redesign and relandscape the existing landscape medians along the corridor to complement the landscape median and street trees envisioned as part of the *Streetscape Plan.*

EFFECTIVE SIDEWALK WIDTH

Working in partnership with new development projects and the *Design Guidelines*, the City can implement the 10' effective sidewalk width and street trees as parcels redevelop.

STREET CONFIGURATION WITH PUBLIC/PRIVATE EFFORTS

Some of the streetscape improvements can be implemented independent of the public improvements in Phase 1 and 2.

The street section in Figure 2.16 shows how the existing sidewalk can be improved through the implementation of the 10' effective sidewalk with new development on private property.

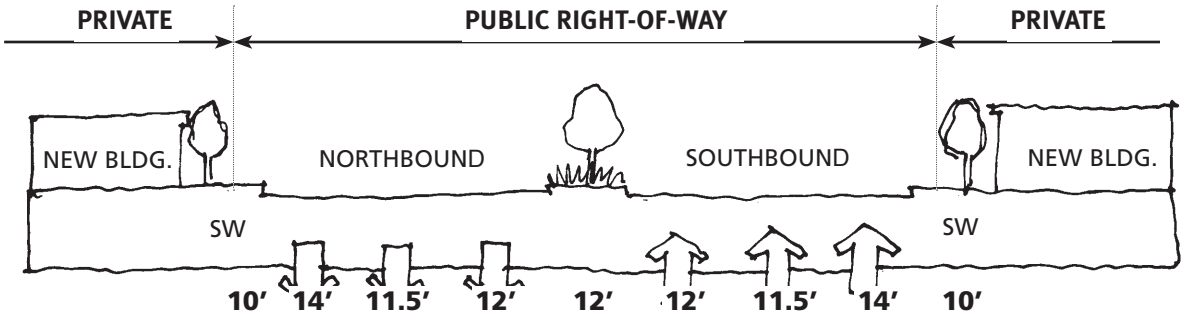
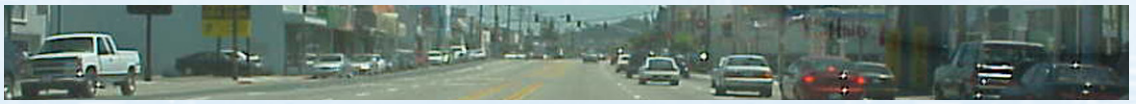


Figure 3.22 *Street section showing new development with the 10'effective sidewalk implemented on El Camino. View looking south.*



STREETSCAPE CONCEPT

STREETSCAPE CONCEPT:

The landscape median will be the most visually-prominent aspect of the *El Camino Real Master Plan*. In order to create a continuous design statement along the corridor, the *Master Plan* calls for a single tree species and consistent low scale landscaping for the entire length of the median. The trees shown in Figures 3.28-3.31 and low-scale landscaping in Figures 3.32-3.35 represent the types and character of trees and landscaping that would be appropriate for the median.

Sidewalk trees should be selected from the recommended tree list. While the trees can vary along the corridor, the trees should be the same species within each of the districts. The *Master Plan* calls out four types of trees (Figures 3.36-3.39) that would be appropriate for planting in sidewalks. The sidewalk trees should have root patterns that do not disrupt the paving, and canopies that are light and airy and easy to prune above the storefront windows and commercial signs.

At the theme intersections, the sidewalk trees should be different from the adjacent sidewalk trees and should be consistent on all four corners to help to create an identity for the intersection. Although the Hillsdale intersection is not classified as a theme intersection, the landscaping should be treated consistently and should complement the existing landscaping around the Hillsdale Shopping Center.

Figure 3.23 *Consistent planting at the theme intersections helps to tie the corners together.*

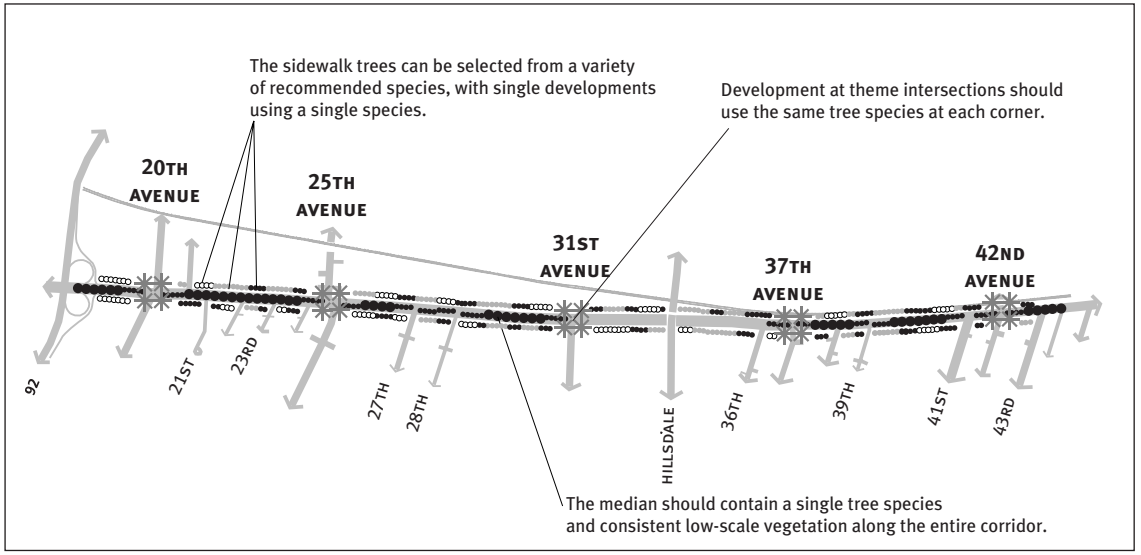


Figure 3.24 *Streetscape concept, illustrating the different types and locations of trees and planting along El Camino.*

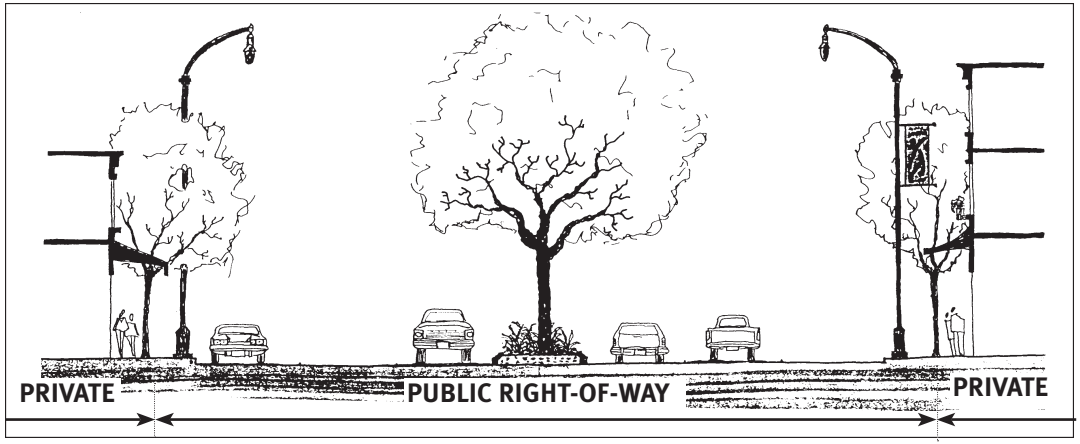


Figure 3.25 *Typical street section on El Camino at a mid-block location, showing a full 11' median with mature trees, low landscaping and street trees planted in the 10' effective sidewalk area.*

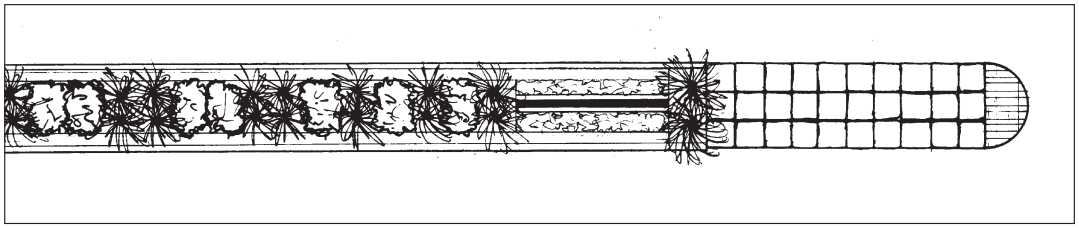


Figure 3.2***6*** *The 6' wide median runs parallel to the turn lanes at theme intersections and includes low brush planting with grasses, the El Camino Real sign and a paved portion at the end for pedestrian crossing.*

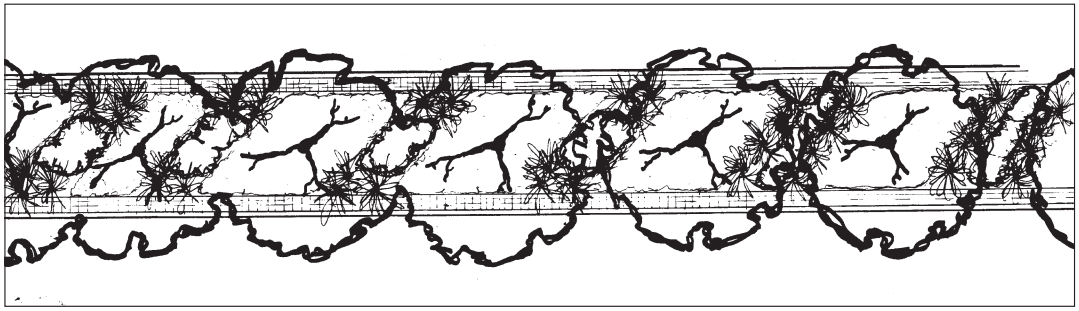


Figure 3.27 *The 11' wide median runs along the typical mid-block location and includes mature trees and low brush planting and grasses. The edges of the median are surfaced with brick pavers to facilitate maintenance by keeping the vegetation from encroaching on the curb lane.*

LANDSCAPE MEDIANS

The proposed streetscape design for the El Camino Real Master Plan includes two types of landscape medians: (1) an 11 foot wide median located at mid-block locations that includes mature trees and landscaping, and (2) a 6 foot wide median that includes only low landscaping. The 6 foot median runs parallel to a designated left turn lane accommodated at 20th, 25th, 27th, 28th, 31st, Hillsdale, 37th, 39th, 41st and 42nd Avenue. The, landscape medians will be added according to the two phases as listed below:

Phase 1:	***Length***	***Area***
28th-31st Avenue:	1200 LF	11,700 SF*
37th-39th Avenue:	750 LF	6,200 SF
39th-41st Avenue:	950 LF	8,950 SF
41st-42nd Avenue:	300 LF	1,800 SF
42nd-Belmont:	600 LF	5,100 SF
Phase 1 Total	*3,800 LF*	*37,550 SF*

Phase 2:	***Length***	***Area***
SR92-20th Avenue:	850 LF	8,600 SF
20th-25th Avenue:	1,600 LF	16,850 SF
25th-27th Avenue:	650 LF	6,400 SF
27th-28th Avenue:	300 LF	1,800 SF
Phase 2 Total	*3,400 LF*	*33,650 SF*
Total Median:	7,200 LF	71,200 SF

** Linear feet (LF) are approximate measurements based on preliminary design concepts. Square footage (SF) is calculated assuming a 6' wide median running parallel to a 150' long left turn lane which transitions back to an 11' wide median for the remainder of the length.*

MEDIAN DESIGN CONCEPT:

The following trees are recommended for the landscape median, based on mature stature, variety of fall foliage color and hardiness in urban conditions. A single species should be selected for the entire length of the landscape median.

Autumn Purple Ash - *Fraxinus americana*

Type:	Deciduous
Fall Color:	Reddish Purple
Growth:	Fast growing in partial shade to full sun, tolerates moderate drought and wetness though is prone to disease

Common Hackberry - *Celtis occidentalis*

Type:	Deciduous
Fall Color:	Yellow, attractive fall colors
Growth:	Fast growth in partial shade to full sun, tolerates both drought and flooding.

London Planetree - Platanus X acerifolia

Type:	Deciduous
Fall Color:	Yellow
Growth:	Fast growth from full sun, tolerates moderate drought.

Red Maple - *Acer rubrum*

Type:	Deciduous
Fall Colors:	Orange, Red, Yellow.
Growth:	Fast growing in partial shade to full sun, tolerates moderate drought and most conditions.

Figure 3.28 *Autumn Purple Ash - Fraxinus americana. A distinctive large pyramidal tree with deep green leaves and beautiful fall color, the Autumn Purple Ash should do well as a median tree where its roots will have room to grow.*

Figure 3.29 *Common Hackberry - Celtis occidentalis. The hackberry's are tough urban trees able to withstand many different conditions. It grows tall with a large spread that will provide attractive fall color.*

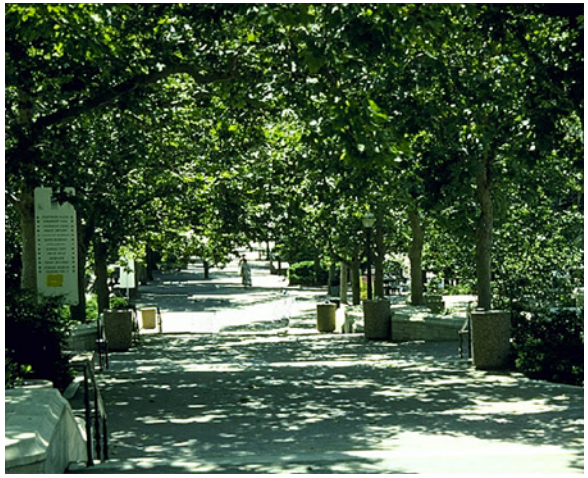


Figure 3.30 *London Planetree - Platanus X acerifolia. A classic street tree, the London Plane will grow under the most severe of conditions.*

Figure 3.31 *Red Maple - Acer rubrum. A larger tree, stately in nature, the Red Maple has beautiful fall colors.*

Figure 3.32 *Daylily - Hemerocallis hybrids. With large clusters of brightly-colored blossoms, the Daylily will offer a burst of color in the median.*

Figure 3.33 *Flax - Phormium tenax. With its distinctive rough spiky texture, flax will offer a contrast to the finer textured grasses and Heavenly Bamboo.*

Figure 3.34 *Heavenly Bamboo - Nandina domestica. With bamboo-like stalks and delicate, fern-like foliage, Nandina is prized for its distinctive appearance.*

Figure 3.35 *Fortnight Lily - Dietes vegata. With quick-blooming and short-lived blossoms, the Fortnight Lily will add continual change and variety of color to the median.*

MEDIAN DESIGN CONCEPT:

The following low scale vegetation is recommended for the landscape median based on variety of color, hardiness in urban conditions, low maintenance and the Spanish/Mexican desert image they present. The pattern of low-scale planting should be consistent along the entire length of the median.

Heavenly Bamboo - *Nandina domestica*

Type:	Deciduous
Color:	Green-purple color in the summer, rich red color in the fall.
Growth:	Medium growth rate in partial shade to full sun. Tolerates mild drought and general neglect.

Flax - *Phormium tenax*

Type:	Evergreen
Color:	Green, purple, or variegated color depending on species, red bloom.
Growth:	Fast growth rate in partial shade to full sun. Tolerates mild drought.

Day Lily - *Hemerocallis hybrids*

Type:	Deciduous or Evergreen Perennials
Color:	Green vegetation with blossom colors ranging from white and orange to pink
Growth:	Grows best in full sun, or in partial shade in hotter climates.

Fortnight Lily - *Dietes Vegata*

Type:	Evergreen
Color:	Medium green vegetation with waxy white flowers with orange brown and purple spotting.
Growth:	Grows best in full sun or partial shade.

STREET TREES:

The following range of street trees are recommended for the effective sidewalk area, based on their light airy canopy, root growth patterns that do not damage sidewalks and their hardiness in urban conditions. While a single development should select a single species, the sidewalk tree species is intended to vary along the corridor.

European Hackberry - *Celtis australis*

Type:	Deciduous
Fall Color:	Yellow
Growth:	Fast growing in full sun, tolerates moderate drought, largely disease free.

London Planetree - *Platanus X acerifolia*

Type:	Deciduous
Fall Color:	Yellow
Growth:	Fast growth from full sun, tolerates moderate drought.

Honey Locust - *Gleditsia triacanthos*

Type:	Deciduous
Fall Color:	Copper, Yellow
Growth:	Fast growing in partial shade to full sun, tolerates drought, wetness, poor and compacted soils.

Ginkgo - *Ginkgo biloba*

Type:	Deciduous
Fall color:	Yellow
Growth:	Fast growth in partial shade to full sun, tolerates drought and wetness.

Figure 3.36 *European Hackberry- Celtis australis. The hackberry's are tough urban trees able to withstand many different conditions. It grows tall with a large spread that will provide attractive fall color.*

Figure 3.37 *London Planetree - Platanus X acerifolia. A classic street tree, the London Plane will grow under severe city conditions.*

Figure 3.38 *Honey Locust - Gleditsia triacanthos The Honey Locust has a light texture and a rounded or oval crown.*

Figure 3.39 *Ginkgo - Ginkgo biloba The Ginkgo is well adapted as a street tree and will tolerate confined soils.*

Figure 3.40 *Canary Island Date Palm - Phoenix canariensis. The Canary Island Palm is well suited for tougher and confined urban conditions as long as the soil is well draining.*

Figure 3.41 *Chanticleer Pear - Pyrus calleryana. The Chanticleer Pear with showy white flowers in the spring and attractive red foliage in the fall is also well suited for difficult urban conditions.*

Figure 3.42 *Pistacia chinesis - Chinese Pistache. A tough tree, well suited to street conditions, the Chinese Pistache offers a distinctive leaf pattern and attractive fall colors.*

Figure 3.43 *Koelreuteria paniculata - Goldenraintree. A light airy tree with attractive yellow flowers that can withstand tough urban conditions.*

THEME INTERSECTION TREES

The following tree species are recommended for the theme intersections, presenting a contrast with the sidewalk trees in other portions of the corridor. With more distinctive buildings at theme intersections the trees here are smaller in stature. The trees also have more distinctive leaf and bark features, vibrant fall coloring and most will flower in spring. The Canary Island Palm is also acceptable at the 31st Ave theme intersection to complement the existing planting around the Hillsdale Shopping Center.

Chanticleer Pear - *Pyrus calleryana*

Type: Deciduous
Fall Color: Red attractive fall colors
Growth: Fast growing in full sun, tolerates drought and wetness.

Pistacia chinesis - *Chinese Pistache*

Type: Deciduous
Fall Color: Orange, Red, Attractive fall colors
Growth: Average growth in full sun, tolerates drought

Koelreuteria paniculata - *Goldenraintre*

Type: Deciduous
Fall Color: Yellow, Attractive fall colors
Growth: Average growth rate in full sun, tolerates drought and flooding.

At the 31st Ave Intersection:
Phoenix canariensis -*Canary Island Date Palm*

Type: Evergreen
Fall Color: None
Growth: Slow growth in full sun and moist soil. Tolerates drought.

STREET LIGHTS

Working concurrently with the PG&E electrical utility undergrounding project, the *El Camino Real Master Plan* includes recommendations for the selection of an El Camino streetlight that would be used throughout the study area. The El Camino streetlight is envisioned to be used on other portions of El Camino in San Mateo in the future.

A more decorative light fixture than the currently-used Caltrans cobra heads is envisioned to give El Camino a more visually appealing and coherent appearance along its length. The light fixtures would be designed to include banner arms along the corridor as well as lower scaled pedestrian brackets and fixtures at the theme intersections.

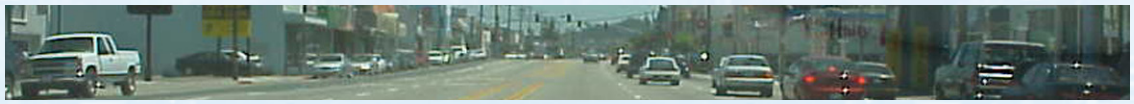
Figures 3.40 and 3.41 show the recommended fixture for El Camino (with the exception that the actual luminaire is not intended to include an uplight, which is the break in the top of the lamp that allows light to be cast upwards.) Figures 3.42 and 3.43 show pedestrian scaled fixtures added to a similar pole, which are envisioned at the theme intersections.

Figure 3.44 *Holophane Atlanta Series pole and bracket with a Memphis Series Teardrop luminaire and banner attachment.*

Figure 3.45 *Close up of the Holophane Memphis Teardrop luminaire showing the option of an uplight and banner arm on the sidewalk (inboard) side of the pole.*

Figure 3.46 *Holophane Pedestrian Teardrop Series lighting with two luminaires placed parallel to the street and a banner arm placed on the street (outboard) side of the pole.*

Figure 3.47 *Close up of the Holophane Pedestrian Series luminaires showing custom arm brackets and the West Liberty Style decorative arm fitter above the luminaires.*



THEME INTERSECTIONS

THEME INTERSECTIONS

As part of Phase 1 of the *Streetscape Plan*, the ECRC calls out five intersections on El Camino as being "theme intersections:" 20th, 25th, 31st, 37th and 42nd Avenues. These intersections were chosen on the basis of their relatively large volume of pedestrian traffic. Although Hillsdale Boulevard was not identified as a theme intersection, it has also been studied for possible visual and landscape improvements.

There are several ECRC goals that direct the redesign of the theme intersections. The goal to retain the current number of traffic lanes and add the landscape median on El Camino do not allow any widening of the sidewalks along the corridor. These goals also constrain the additional goal of enhancing the pedestrian environment along the corridor.

Within the public right-of-way, the theme intersections are envisioned to have a pedestrian median on at least one side (north or south) of the intersection, although some location will have a median on both sides. The median provides a space for pedestrians to wait who cannot cross the entire street during a single traffic signal sequence.

Working within Caltrans standards for lane widths and retaining the current number of lanes, including a left turn lane, the pedestrian median is typically 4-6' wide at theme intersections..

Figures 3.46-3.65 illustrate the potential reconfiguration of the intersections as well as future private redevelopment to improve the pedestrian environment at theme intersections.

Each theme intersection is to have one distinctive El Camino Real sign (Figure 4.44) located at these medians, oriented to pedestrians crossing the street and visible to passing motorists.

Figures 3.66-3.73 illustrate the types of street amenities and sidewalk trees that would be incorporated as part of the *Streetscape Plan*. These improvements would be located primarily at the theme intersections, but would not be necessarily limited to these intersection, particularly for sidewalk trees which would be planted along the entire corridor.

The bulk of the pedestrian improvements, in terms of wider sidewalks and street amenities such as redesigned transit shelters and benches would be part of future redevelopment of the parcels at the corners. The *Design Guidelines* in the next chapter of the *Master Plan* are intended to direct private redevelopment to achieve an improved pedestrian realm along the corridor, particularly at the theme intersections.

Figure 3.48 *The El Camino Real sign can recall the El Camino Bell marker image, signifying the importance of the theme intersections.*

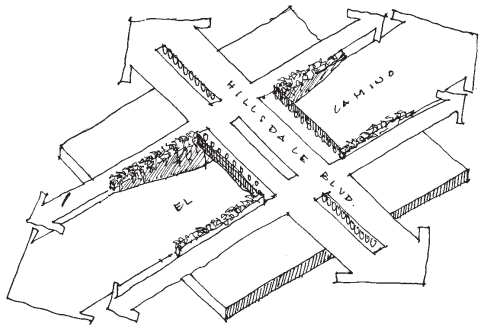


Figure 3.49 *HIllsdale Boulevard improvements could include a redesigned railing along the El Camino overpass and planter boxes built along the sidewalk and railing to add some vegetation to this concrete jungle.*

20TH AVENUE

Theme intersection improvements to include:

- Potential expansion of El Camino Real right-of-way at NW corner to accommodate SW bus turns onto 20th Avenue.
- Widening and redesign of existing medians to proposed dimensions on north and south sides of intersection.
- Redesign of the SamTrans stop on the northeast corner to include a new shelter, benches, trash receptacles and newspaper racks located within the effective sidewalk.
- Enhanced paving treatment in crosswalks.
- El Camino Real monument sign in south median.
- New streetlights with pedestrian fixtures.

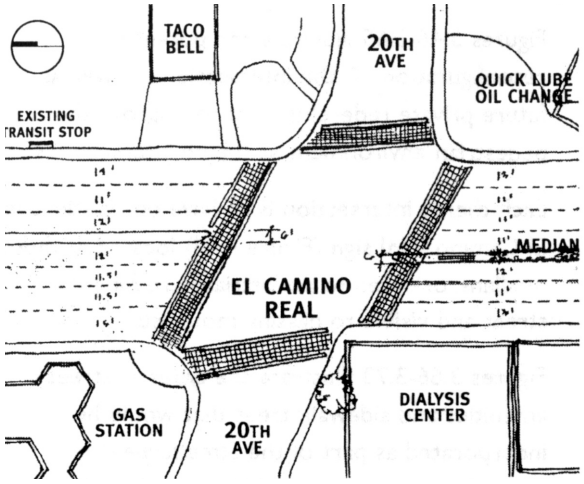


Figure 3.50 *Phase 1 redesign of the public right-of-way at the 20th Avenue intersection.*

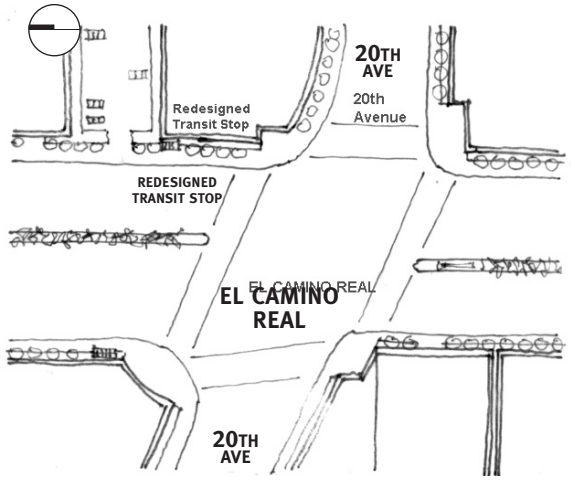


Figure 3.51 *Potential private redevelopment at the 20th Avenue intersection, including additional sidewalk width, landscape setbacks, expanded corner plazas and redesigned transit stops.*

Figure 3.52 *The SE corner at 20th Avenue showing existing conditions.*

Figure 3.53 *The SE corner at 20th Avenue showing streetscape improvements and private redevelopment according to the design guidelines.*

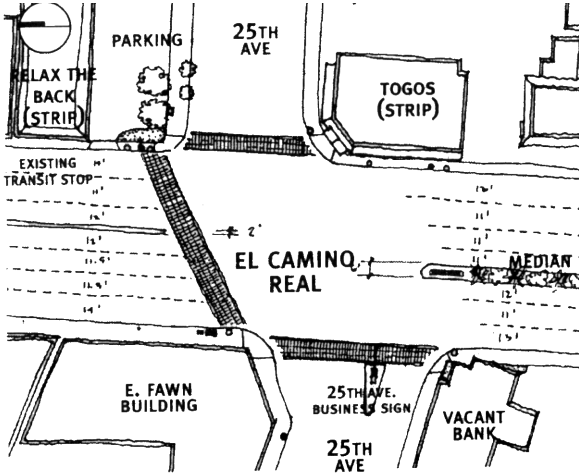


Figure 3.54 *Phase 1 redesign of the public right-of-way at the 25th Avenue intersection.*

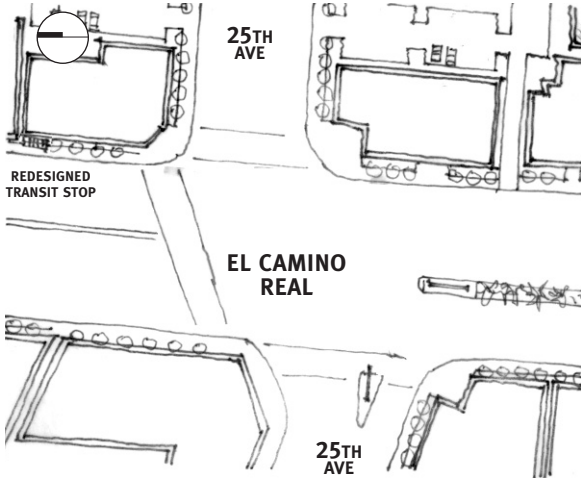


Figure 3.55 *Potential private redevelopment at the 25th Avenue intersection, including additional sidewalk width, landscape setbacks, expanded corner plazas and redesigned transit stops.*

Figure 3.56 *The NE corner at 25th Avenue showing existing condition.*

Figure 3.57 *The NE corner at 25th Avenue showing streetscape improvements and private redevelopment according to the design guidelines.*

25TH AVENUE

Theme intersection improvements to include:

- 6' median on south side of intersection with El Camino Real monument sign.
- Redesign of the SamTrans stop at the northeast corner to include a new shelter, benches, trash receptacles and newspaper racks located within the effective sidewalk.
- Enhanced paving treatment in crosswalks.
- 25th Avenue Business District sign at West 25th Avenue.
- New streetlights with pedestrian fixtures.

31ST AVENUE

Theme intersection improvements to include:

- 6' median at north side of intersection with El Camino Real monument sign.
- Relocation and redesign of the SamTrans stop to the southwest corner of the intersection, including a new shelter, benches, trash receptacles and newspaper racks within the effective sidewalk.
- Enhanced paving treatment in crosswalks.
- New streetlights with pedestrian fixtures.

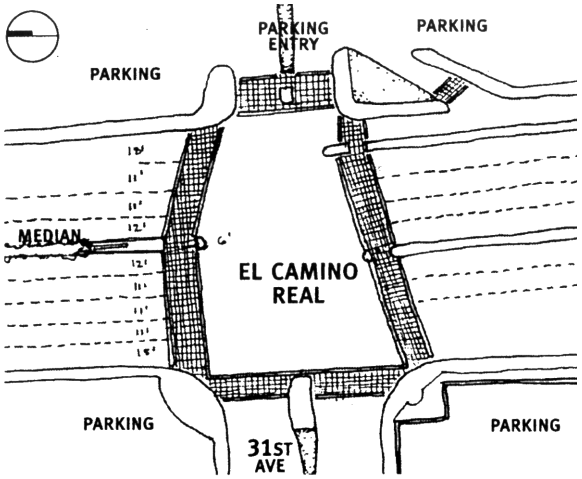


Figure 3.58 *Phase 1 redesign of the public right-of-way at the 31st Avenue intersection.*

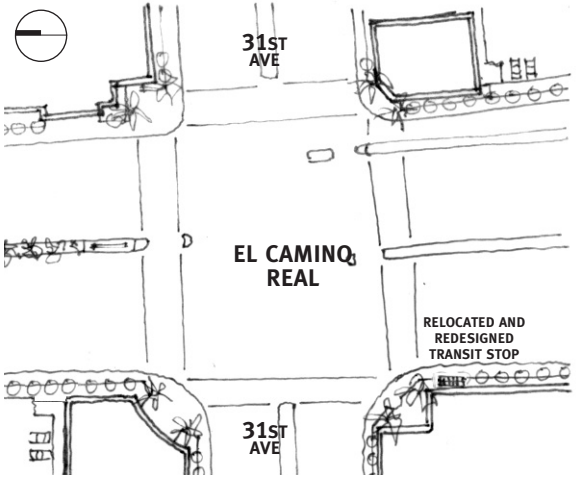


Figure 3.59 *Potential private redevelopment at the 31st Avenue intersection, including additional sidewalk width, landscape setbacks, expanded corner plazas and redesigned transit stops.*

Figure 3.60 *The NE corner at 31st Avenue showing existing conditions.*

Figure 3.61 *The NE corner at 31st Avenue showing streetscape improvements and private redevelopment according to the design guidelines.*

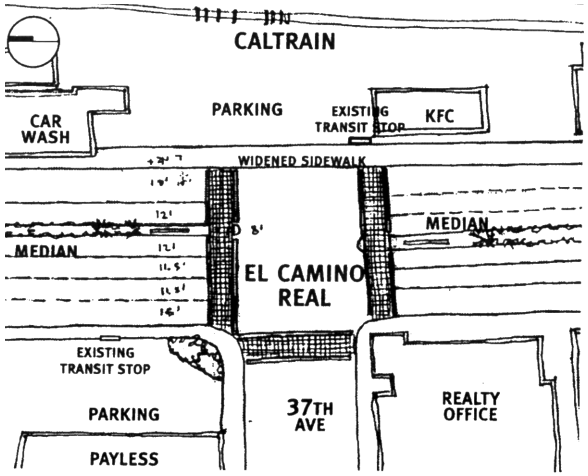


Figure 3.62 *Phase 1 redesign of the public right-of-way at the 37th Avenue intersection.*

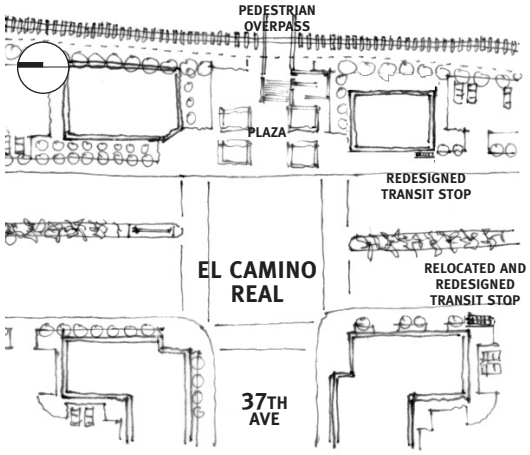


Figure 3.63 *Potential private redevelopment at the 37th Avenue intersection, including additional sidewalk width, landscape setbacks, expanded corner plazas, redesigned transit stops and a Caltrain pedestrian overpass.*

Figure 3.64 *The SE corner at 37th Avenue showing existing conditions.*

Figure 3.65 *The SE corner at 37th Avenue showing streetscape improvements and private redevelopment according to the design guidelines.*

37TH AVENUE

Theme intersection improvements to include:

- Landscaped medians with El Camino Real monument sign in the north median.
- Relocation and redesign of the SamTrans stop from the northwest corner to the southwest corner and a redesign of the stop at the southeast corner to include new shelters, benches, trash receptacles and newspaper racks within the effective sidewalk.
- Enhanced paving treatment in crosswalks.
- Sidewalk widening along east side of El Camino Real.
- New streetlights with pedestrian fixtures.

42ND AVENUE

Theme intersection improvements to include:

- Landscaped median with El Camino Real monument sign in north median.
- Relocation and redesign of the SamTrans stop to the southwest corner to include a new shelter, benches, trash receptacles and newspaper racks within the effective sidewalk.
- Enhanced paving treatment in crosswalks.
- New streetlights with pedestrian fixtures.

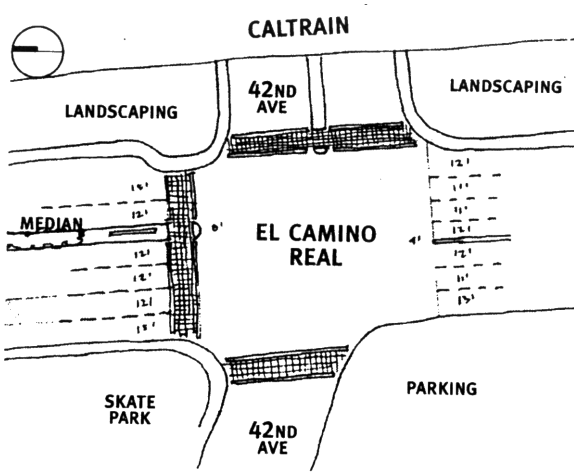


Figure 3.66 *Phase 1 redesign of the public right-of-way at the 42nd Avenue intersection.*

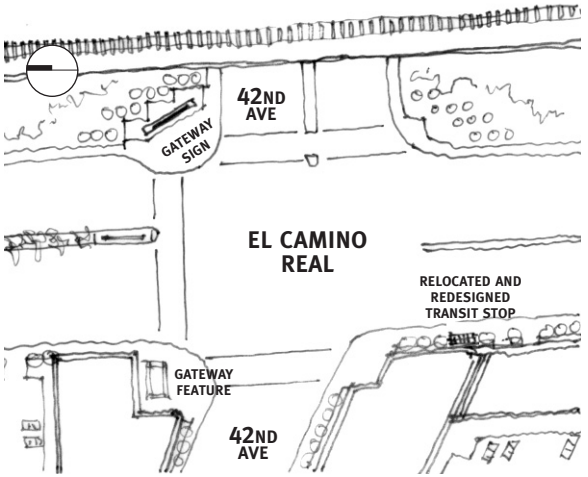


Figure 3.67 *Potential private redevelopment at the 42nd Avenue intersection, including additional sidewalk width, landscape setbacks, expanded corner plazas, redesigned transit stops and an entry sign.*

Figure 3.68 *The SW corner at 42nd Avenue showing existing conditions.*

Figure 3.69 *The SW corner at 42nd Avenue showing streetscape improvements and private redevelopment according to the design guidelines.*

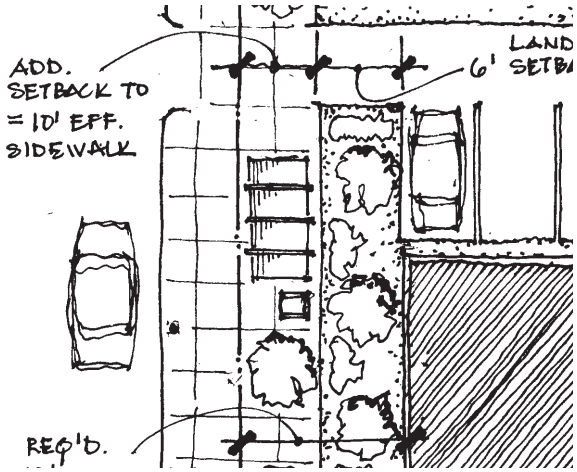


Figure 3.70 *The 10 foot effective sidewalk accommodates transit shelters at the back of the sidewalk.*

Figure 3.71 *The transit shelters could be designed to accommodate advertisements in order to help pay for the new shelters.*

Figure 3.72 *The transit stop at 20th Avenue is set within the sidewalk while still allowing pedestrian movement in front. Although the bus pull-out helps the flow of traffic on El Camino, it makes transit operations difficult.*

Figure 3.73 *The transit stop at Borders is set within the landscape setback with a bus pull-out.*

TRANSIT STOPS

Theme intersections are the logical place to locate pedestrian amenities along the corridor and the streetscape plan tries to relocate the majority of the transit stops to coincide with these intersections. (Note: The plan does not call for the removal of additional stops outside these intersections.)

Amenities such as transit shelters and benches generally should be located within the back portion of the 10' effective sidewalk as illustrated in Figure 4.66 and 4.68. If the adjacent property is developed above two stories, the required landscape setback is also an acceptable location for the transit shelter as seen in Figure 4.69.

Commercial advertising within the shelter (Figure 4.67) can be explored as a funding source for the maintenance and upkeep of the new shelters.new.

Working in partnership with SamTrans, the *Master Plan* recommends the use of SamTrans-approved transit shelters as found in newer development along El Camino. (Figures 4.68-69)

The bus pull-outs are designed to facilitate the smooth flow of traffic when the bus is stopped. However, since transit operators typically do not utilize the pull-outs, additional pull-outs on El Camino should be carefully reviewed for appropriateness.

STREET FURNITURE

In addition to the transit shelters,theme intersections could include other pedestrian scaled amenities such as benches, newspaper racks and trash receptacles. Although tree guards and grates are not typically considered pedestrian amenities, their inclusion in areas with significant pedestrian activity helps protect trees from physical abuse while adding to the walkable surface area and visual character of the sidewalk.

Street furniture to be included along El Camino needs to be durable and easy to maintain. All suggested examples are designed of steel and meet this criteria.

The benches, trash receptacles and tree guards are all chosen to be lightweight in appearance, as a heavy appearance will make the sidewalks appear more narrow and cumbersome to navigate.

Where there are numerous individual boxes, combined newspaper racks can help to alleviate the physical and visual clutter at corners

Tree grates will need to be ADA compliant, such that the grates do not present any obstacle for persons in a wheel chair or with other mobility impediments.

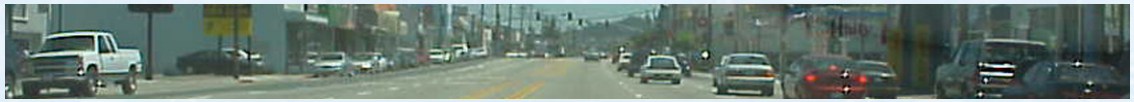
Note: *Although the grates need to be ADA compliant, the City does not allow the grate to be counted towards the unobstructed path of movement.*

Figure 3.74 *Street benches should be made from steel or heavy wood slats for strength and durability.*

Figure 3.75 *Tree guards and grates should be made from steel for durability and ADA compliance.*

Figure 3.76 *Combined newspaper racks free up space on the sidewalk while at the same time visually organizing the variety of racks normally found on the street.*

Figure 3.77 *Trash receptacles should have steel slats for durability as well as side access for ease of emptying.*



DESIGN GUIDELINES

PURPOSE:

The purpose of these design guidelines is to provide developers, property owners, and public officials with a set of cohesive design principles that reinforce the vision for El Camino Real and promote a positive visual image for the City of San Mateo.

The design guidelines apply to all new development and all remodeling of building exteriors on frontage properties along the south portion of El Camino Real between SR 92 and the City of Belmont. For remodeling, applicable guidelines are limited to those aspects of the site or building that are to be changed, such as windows, entries, exterior materials, etc.

The Design Guidelines for the El Camino Real Master Plan include comprehensive guidelines that apply to the entire corridor from 92 to Belmont and individual design guidelines for theme intersections and each of the seven districts as identified in the El Camino Real Streetscape Plan.

The corridor guidelines address site and building design issues that have the greatest influence upon overall streetscape design character, including: facades, setbacks, building form, parking, and commercial signs. The guidelines for the theme intersections and districts are more area specific, designed to implement the distinct visions for the seven districts along El Camino Real. As such, the guidelines for the theme intersections and for the districts outline specific exemptions from the corridor-wide guidelines.

The design guidelines will be extensively used in the City's Site Plan and Architectural Review (SPAR) process. The guidelines are intended to direct the project design process toward solutions that, given specific site conditions and the requirements of the development program, best meet community values and expectations.

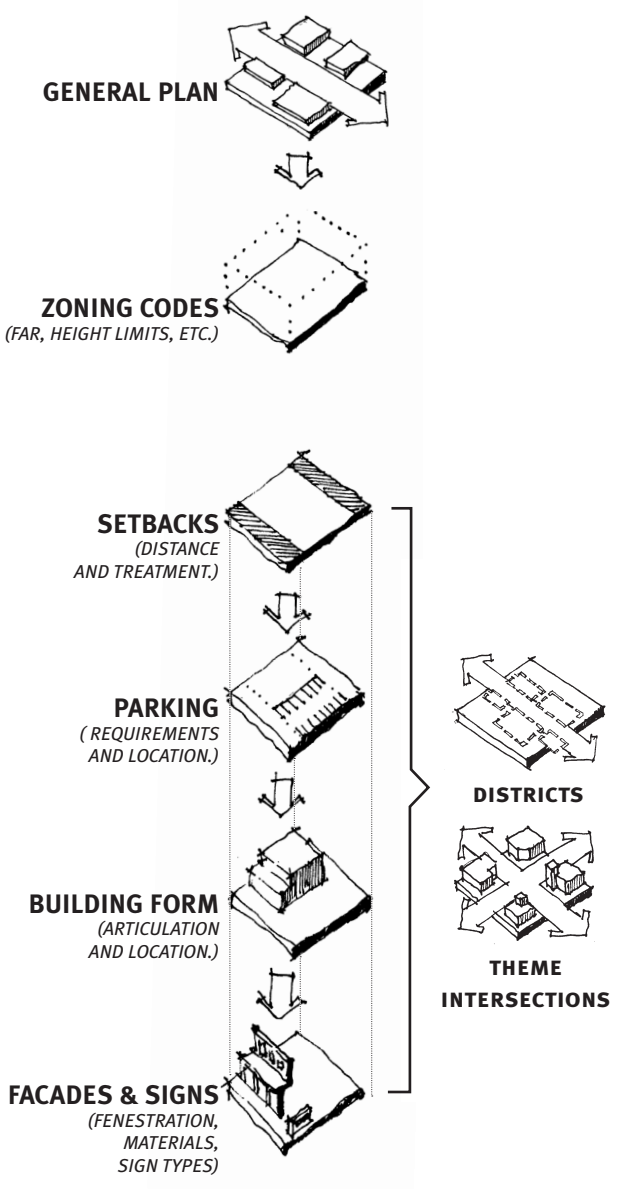


Figure 4.1 *Design Guideline structure.*

Figure 4.2 *The consistent application of the design guidelines will improve upon the existing character of El Camino as seen here.*

Figure 4.3 *The structure of the design guidelines uses buildings along El Camino to illustrate the types of development the ECRC envisions along the corridor.*

DESIGN GUIDELINE OBJECTIVES:

The design guidelines reflect the vision for the corridor and the urban design goals and objectives that have been developed as part of the overall Master Plan for the El Camino Real south corridor.

In order to realize the overall vision and goals for El Camino, the design guidelines encourage property owners, merchants and public officials to:

1. *Create conditions for smooth traffic flow balanced with needs for public transit and pedestrian circulation.*
2. *Support land uses that locate higher density development adjacent to transit nodes, and provide a compatible mix of uses in aesthetically pleasing, well-sited buildings.*
3. *Create an identity that is specific to the City of San Mateo.*
4. *Encourage design that complements the streetscape concept and attracts additional private investment.*
5. *Ensure a healthy and vibrant market for new development projects, both large and small.*

Goals and objectives for theme intersections and for individual districts are summarized in the introduction to each of those sections of the guidelines.

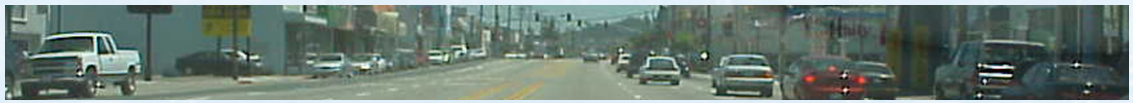
COMMUNITY IMAGE AND IDENTITY:

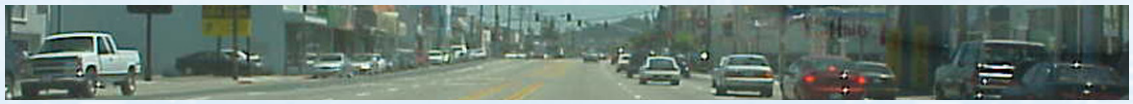
The architectural and environmental design image of San Mateo does not reflect a particular style or period. Rather, it is a City that values both traditional and contemporary design. The following list of buildings provides examples of the diversity of the community's image and identity.

- *Ah Sam*
- *Barnes & Noble*
- *Baywood Apts. and the Alumax building (North of 92)*
- *Belmont Theater*
- *Border's Bookstore*
- *Borel Bank (Bovet Rd.)*
- *Casa Baywood (El Camino & Arroyo Ct.)*
- *Clark Dr. & El Camino Real complex*
- *Drager's (downtown)*
- *Hillsdale Shopping Center*
- *Medical Arts Building (3rd & Ellsworth)*
- *Medical building (50 S. San Mateo Dr)*
- *Merkel Building (downtown)*
- *Most of the area North of Tilton*
- *Old San Mateo Theater building (downtown)*
- *Starbucks (17th & El Camino Real)*
- *Sunrise Assisted Living*
- *W. 25th Avenue Shopping District*

Figure 4.4 *New development, such as Dragers is designed with detail and character which the guidelines encourage for new development throughout the corridor.*

Figure 4.5 *Distinctive buildings along El Camino Real such as Ah Sam are memorable to residents of the city.*





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 facade 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 facade 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 facade.

Intent:

The intent of the guidelines for facades is to encourage building elements that animate the street and fit in with the general context of their setting while providing visual interest to passers-by.

Figure 4.6 *Blank walls that create unfriendly environments are discouraged along El Camino.*

Figure 4.7 *Building facades with clear glazing along El Camino Real that are visually interesting are encouraged along El Camino.*

Figure 4.8 *Architectural features such as the ornate cornice, detailed windows and storefront windows above are encouraged.*

Figure 4.9 *Newer construction with architectural detailing that breaks down the scale of the building is encouraged.*

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 facades 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 facade more interesting from a moving vehicle and for pedestrians, are encouraged.

GEN-1.2.2: SUBSIDIARY BUILDING ELEMENTS

All facades 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 applique, 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.

Figure 4.10 *The prominent entry from the parking lot is directly visible from the street and treated with amenities such as landscaping and outdoor seating.*

Figure 4.11 *Building elements such as the raised parapet draw attention to the entry of this office building on El Camino Real.*

Figure 4.11 *Architectural detail at the ground floor can relate to pedestrians while upper portions of the facade are intended for auto-oriented signage along El Camino Real.*

Figure 4.12 *Newer development associated with the Hillsdale Shopping Center breaks down the large scale of the complex with individual storefronts.*

GEN-1.4: FACADE 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, buildings facades 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

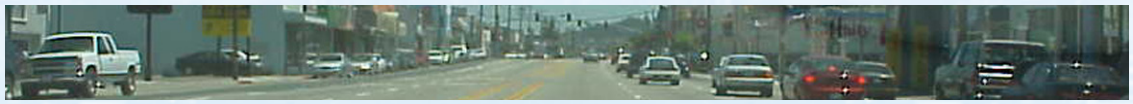
Parapets should be provided to hide flat roofs and roof mounted equipment. The parapet can be designed, secondarily, as a decorative element or to provide a location for a sign as long as the design is compatible with the architecture of the entire building.

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.

Figure 4.13 *Non-functional roofs used solely to create an architectural image are discouraged on El Camino.*

Figure 4.14 *Roof articulation can break down the scale of the building as well as express the location of the unique features such as the ground floor cafe at the corner of the building.*



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.

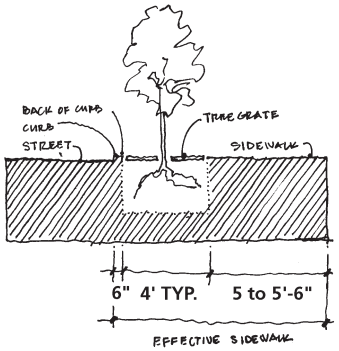
GEN 2.1.2: TREE PLANTING WITHIN THE EFFECTIVE SIDEWALK AREA

Tree wells with ADA compatible metal grates should be consistently located within the effective sidewalk area adjacent to the buildings. Refer to the *Streetscape Plan* for recommended tree species within the effective sidewalk.

GEN 2.1.3: PEDESTRIAN AMENITIES WITHIN THE EFFECTIVE SIDEWALK AREA

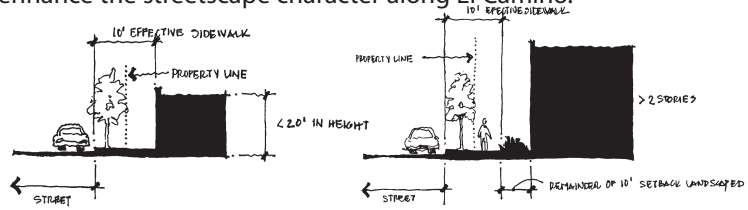
At transit stops, pedestrian amenities as listed in the Streetscape Plan such as transit shelters, benches, lighting and trash receptacles should be provided. When such pedestrian amenities are included within the effective sidewalk width area, a minimum 5-foot wide path of travel measured from the back-of-curb shall be kept unobstructed for pedestrian movement.

Note: *The required ten foot effective sidewalk width is determined by the distance necessary to allow both ADA (Americans with Disabilities Act of 1990) accessibility along El Camino and street trees within the sidewalk area. The ten foot dimension includes a minimum 5' unobstructed path of movement, and a typical 4' ornamental tree grate measured from the back of curb. (Back of curb is the point where the top seam of the curb meets the sidewalk--see diagram).*



Intent:

The intent of the setback guidelines is to establish a minimum 10' effective sidewalk area for pedestrians. This setback will improve pedestrian safety along the street, ensure accessibility for disabled pedestrians and facilitate additional landscaping to enhance the streetscape character along El Camino.



PROPOSED SETBACKS

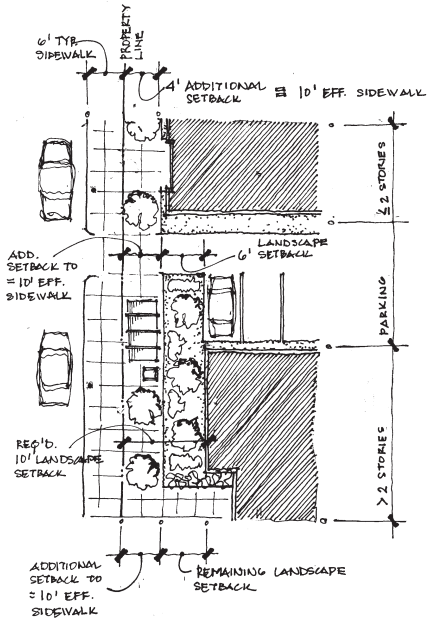


Figure 4.15 *Setbacks along El Camino.*

Figure 4.16 *The introduction of street trees should not encroach upon the 5' ADA path of movement on the sidewalk or require sidewalk extensions to achieve the clearance.*

Figure 4.17 *The building setback can be either landscaped or hardscaped adjacent to building entries with pedestrian amenities like transit shelters, benches and mail boxes.*

GEN-2.2: SETBACK FOR BUILDINGS HIGHER THAN TWO STORIES

GEN 2.2.1: 10 FT SETBACK FROM PROPERTY LINE

Buildings above two stories should be set back 10 feet from property line along El Camino Real.

GEN 2.2.2: EFFECTIVE SIDEWALK WIDTH

The 10 ft. effective sidewalk width consistent with Gen 2.1.1 - Gen 2.2.3 should be provided along the El Camino Real frontage.

GEN 2.2.3: LANDSCAPE TREATMENT IN SETBACK AREAS FOR BUILDINGS OVER TWO STORIES

For buildings over two stories, the 10-foot setback from the property line extends beyond the minimum 10-foot effective sidewalk width. This required setback beyond the 10-foot effective sidewalk width should be landscaped in a manner consistent with the project and the landscape treatment adopted by the Streetscape Plan. Areas adjacent to building entries and display windows should be designed predominantly as a hardscape area for gathering and outdoor commercial activity with accent planters, raised beds, benches and/or other types of pedestrian amenities.

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.

Figure 4.18 *The corner of buildings at intersections should not be left blank.*

GEN-2.4: SETBACK FOR PARKING FRONTING EL CAMINO

Figure 4.19 *Building corners should be expressive.*

Figure 4.20 *Palm trees and small landscaping buffer the pedestrian from the parking lot behind.*

Figure 4.21 *Locust trees and low landscaping buffer the pedestrian from the parking lot behind.*

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-2.5: BUILD-TO LINE

G-2.5.1: PARCELS ALONG EL CAMINO

A minimum of 50% of the total property line frontage on El Camino should be occupied by buildings located along the setback line. The building may only be set behind the setback line if the additional setback provides a public amenity such as a wider sidewalk, outdoor seating or outdoor dining, etc. If a building is to be set back beyond the recommended dimension, it is recommended that the setback not exceed 20 feet along El Camino, in order to create a comfortable pedestrian environment. It is recommended that building frontage at the setback line be contiguous, although the individual building facades may be articulated.

G-2.5.2: CORNER PARCELS

For corner parcels, the building should continue at the side street setback line for a minimum of 50% of property frontage. In the case of shallow parcels, the 50% building frontage requirement may be reduced to accommodate necessary parking access from the side street.

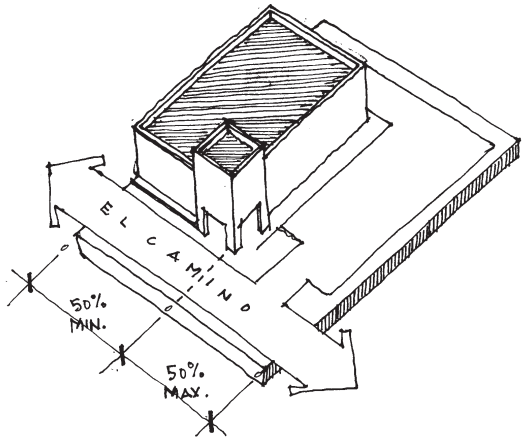


Figure 4.22 *Buildings should occupy a minimum of 50% of the property frontage.*

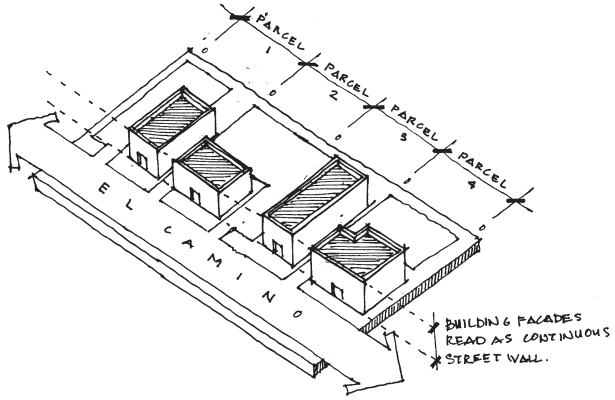
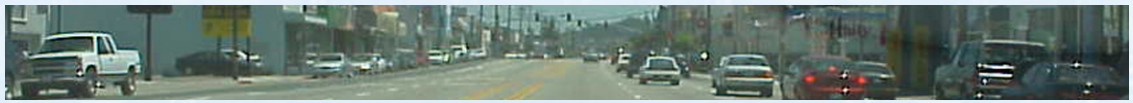


Figure 4.23 *A row of buildings located at the setback line helps create a street wall which defines the space of the street.*



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-3-1.2: STEPBACKS

Buildings taller than two stories should step back above the second story to provide sculpting of the overall form as viewed from the street.

GEN-3.1.3: ADDITIONS

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

Intent:

The intent of building form guidelines is to encourage buildings that create a sense of visual interest when viewed from the street and that are responsive to the best features of the surrounding environment, both natural and man-made.

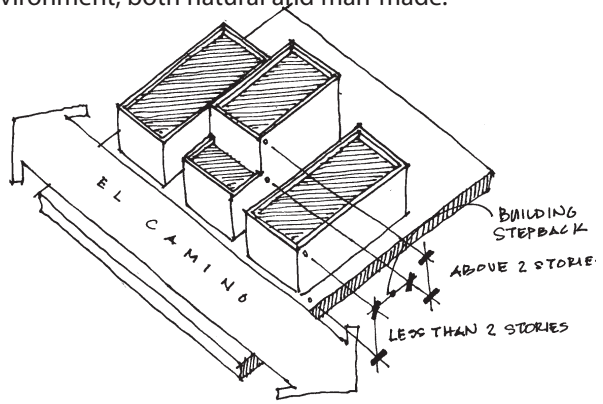


Figure 4.24 *Upper story building stepbacks allow larger buildings to fit within the scale of lower buildings along El Camino.*

Figure 4.25 *Upper stories that are stepped back decrease the scale of the building when viewed from the street.*

Figure 4.26 *Windows, awnings and architectural detailing help to break down the scale of the building for the pedestrian.*

Figure 4.27 *The space created when buildings are angled away from the street should not be unusable or left blank.*

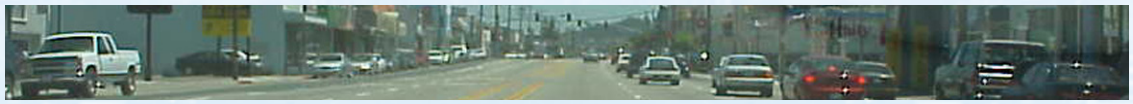
GEN-3.2: BUILDING ARTICULATION

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 facade may be angled, if it creates an opportunity for usable public space and/or enhances the building design.



GEN-4.1: RELATIONSHIP TO STREET

GEN-4.1.1: LIMITATION ON PARKING LOT FRONTAGE

Surface parking area, including driveways, should not occupy more than 50% of a property frontage along El Camino.

GEN-4.1.2: PARKING STRUCTURES

Locating parking structures along the street frontage is discouraged. In cases where a project includes rehabilitation of an existing parking structure located adjacent to El Camino, the introduction of ground floor retail space with entry to the street is strongly encouraged.

Intent:

The intent of parking guidelines is to reduce the visual impact of surface parking areas along the corridor and to encourage more efficient use of private parking resources.

Figure 4.28 *The visual impression that parking is the predominant land use along El Camino within the study area should be discouraged.*

Figure 4.29 *New parking structures are discouraged along El Camino.*

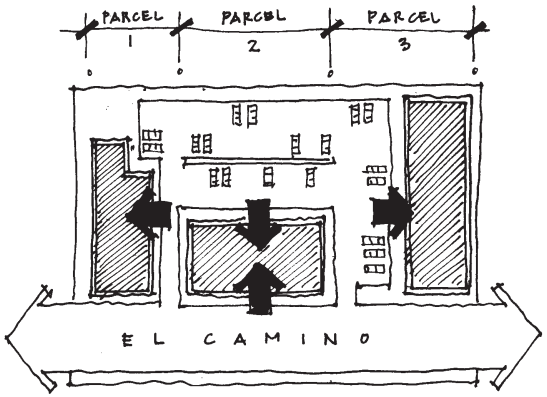


Figure 4.30 *Shared parking lots can decrease the amount of land taken up by driveways, thus increasing the potential square footage for buildings or additional parking.*

Shared-Use Parking:

The current use of the shared use-parking concept is for single owner parcels with a mix of different uses where the peak demand for parking may occur at significantly different periods of the day. Shared use allows a reduction in the overall parking space requirement, as some spaces can be assumed to be "shared" by different uses at different times of the day. An example of a development mix for a shared parking concept would be retail, office and restaurants.

Even where peak demand is the same and the required number of spaces cannot be reduced, shared use of adjacent parking lots and driveways by different property owners can be beneficial through shared circulation and access. As a result, often better layouts are possible and more spaces can be created. A shared parking situation will also enable shoppers to walk shorter distances between destinations without being forced to drive.

GEN-4.2: SHARED USE

GEN-4.2.1: SHARED USE AGREEMENTS

Property owners are encouraged to enter into an agreement for the shared use of parking spaces. Where peak demand differs and spaces can be "shared," the required number of spaces could be reduced at the discretion of the City. Where peak demand is effectively the same, the required number of spaces for each property should still be provided, but by agreement, access between parking lots can be "shared" allowing people shopping in one store to remain parked and walk to other stores in the general area.

GEN-4.3: CURB CUTS AND DRIVEWAYS

GEN-4.3.1: LIMITED DRIVEWAY ACCESS FROM EL CAMINO

New developments should consider minimizing driveways and curb cuts to ensure efficient on-site circulation within the properties and reduce impacts of traffic flow along El Camino Real. Where curb cuts already exist and are the only means of accessing a property, they should be no wider than the minimum allowed width per the approving authority.

GEN-4.3.2: SHARED DRIVEWAY AGREEMENTS

Where two parking lots abut and it is possible for a curb cut and driveway to serve several properties, owners are strongly encouraged to enter into shared access agreements with deed restrictions such that the shared access is transferred to future owners.

GEN-4.3.3: SIDE STREET DRIVEWAY ACCESS

Where possible, and where it does not negatively impact adjacent development (such as residential neighborhoods), driveway access to frontage properties should be from intersecting side streets.

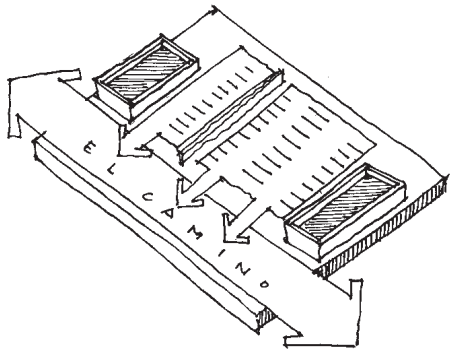


Figure 4.31 *Numerous curb cuts for individual properties, particularly when they are very near each other can create a dangerous environment on El Camino.*

Figure 4.32 *Adjacent parking lots could share a driveway to access their respective parking lots and minimize curb cuts.*

Figure 4.33 *A landscaping strip in the center of this parking lot provides visual relief from the cars.*

Figure 4.34 *Trees and low scale plantings help to break up the large scale of the parking lot.*

GEN-4.4: PARKING LANDSCAPING

GEN-4.4.1: TREE PLANTING

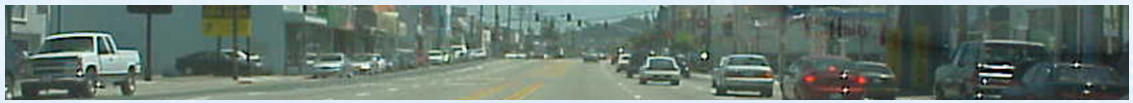
Open parking areas should have a 6'landscape buffer along street frontages and adjacent residential areas. At least 10 percent of open parking areas should be landscaped with islands of minimum 5' width be provided after every 10 parking spaces. Lots should have one tree planted for every three parking 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.



GEN-5.1: LOCATION

GEN-5.1.1: PRIMARY SIGNS

The primary commercial sign should be designed as an integral part of the building and, especially in the case of mounted signs, should not cover or obscure architectural elements. The primary building sign should be limited to the name of the main tenant or the name of the building complex. Lettering, for example, can be integrated into the details of buildings such as along cornices, base treatments and entrances. Signs and lettering should be easily identified, but not detract from architectural features such as windows or expressed structural bays. Sign and lettering materials should be compatible with the building's material and convey a sense of permanence.

GEN-5.1.2: PARKING ENTRY SIGNS

Entry signs for parking lots are encouraged to be low profile, set within the landscape setback as to not block sight lines for vehicles entering and exiting parking areas. These monument signs shall be located within close proximity to entry driveways to establish a formal entry and identify building tenants. Typography and graphics for monument signs shall be limited to project/tenant names and identity graphics. Monument signs should consist of individually lit lettering as opposed to internally illuminated box signs.

GEN-5.1.3: INDIVIDUAL TENANT SIGNS

Multi-tenant buildings shall have a coordinated sign program. All signs within a single development shall have coordinated design placement and fabrication concept as part of a "Planned Signing District" and architectural review process. Individual tenant signs may be located on individual storefronts, over display windows and at entries and generally should be part of a master sign program for the entire building/complex. These sign elements may include projecting ("fin") signs, awning located signs, or, smaller, surface mounted signs. Painted and placard window signs are allowed such that they do not exceed a maximum of 25% coverage of the glazing and are compatible with the colors and materials of the building. Signs located within windows should be located at the lower portion of the window to allow visibility into the businesses.

Intent:

The intent of the guidelines on commercial signs is to create a context in which signs are more effective in communicating their messages and create a successful and attractive commercial image for the corridor.

Figure 4.35 *The use of parapets can provide a location for the primary building sign.*

Figure 4.36 *Monument signs near driveways can be used to indicate tenants within larger retail complexes.*

Figure 4.37 *With the design guidelines encouraging buildings to be located at the street, pole signs are discouraged along the corridor.*

Figure 4.38 *Projecting fin signs are encouraged for the secondary building signs, smaller scaled retail signs and individual tenant signs.*

GEN-5.2: SIGN TYPES

GEN-5.2.1: MONUMENT SIGNS

Monument signs are the preferred sign type for businesses, which have driveway entrances along El Camino. The signs are encouraged to be low profile so they do not block sight lines for vehicles entering and exiting parking areas. The height of monument signs should be limited to 5 feet to allow pedestrians to see over the sign to the building. Monument signs should have architectural features consistent with the building and should not be internally illuminated.

GEN-5.2.2: PROJECTING SIGNS

Projecting signs are strongly encouraged as a secondary sign for use as pedestrian scaled signs and storefronts signs directly adjacent to the street. The design and construction of projecting signs should be integrated with the architecture of the building as to not appear "stuck on." Projecting signs should be illuminated by recessed fixtures that are recessed to the greatest extent possible on either side of the sign.

Structural supports for projecting signs should either be hidden or designed to be a decorative element. Guy wires are an unacceptable means of stabilizing projecting signs.

Projecting signs on ground floor storefronts should not extend more than three feet over the sidewalk and must provide the City's minimum overhead clearance of 8 feet, as identified in Section 25 of the Zoning Ordinance and Caltrans encroachment standards.

GEN-5.2.3: FACE SIGNS

Building face signs should not be constructed to look like a box or be painted directly onto the surface of the building. Individual cutout letters or icons mounted directly to the building elevation are encouraged. Face signs are encouraged to conform to the dimension or a structural or architectural bay. Face signs should be limited to the main tenant of a building or the name of the development/complex.

GEN-5.2: SIGN TYPES (CONTINUED)

GEN-5.2.4: WINDOW SIGNS

Signs can be located on the window glazing, but should be limited to 25% of the window area and should be compatible with the colors and materials of the building. Sign boards located in window display areas should be included in the 25% maximum. The preferred location for store hours is on the entry door as opposed to the display windows.

GEN-5.2.5: AWNING SIGNS

The use of awnings for primary signage is discouraged. If a sign is to be located on an awning, it should be restricted to no more than 25% of the fabric area of the awning. Awning signs are considered more appropriate on the vertical portion, or "flap." Signage on the sloped area is difficult to read, and should be limited to graphic images or logos as opposed to words.

GEN-5.2.6: POLE SIGNS

At present, the zoning ordinance (25.20-4) permits freestanding signs in C and M districts of a maximum size of 40 square feet on lots up to 50 feet in width to a height not to exceed 15 feet, with all signs over 8 feet requiring approval of a Site Plan and Architectural Review. Lots over 50 feet in width are permitted an additional sign area of 0.35 sq. ft/1 ft of frontage to a maximum size of 75 square feet and additional height of 0.1 ft/1 ft. of frontage to a maximum height of 25 feet.

In general, new freestanding pole signs are prohibited along El Camino Real. Pole signs have evolved because buildings are setback behind large parking lots along El Camino, making the use of a sign on the building itself very difficult. The intent of the design guidelines is to bring buildings forward with signage on them and glazing to see into the building allowing the buildings to provide the advertising instead of the pole signs.

In cases where existing pole signs are proposed to be refaced, it is strongly encouraged that the design be changed to a monument sign.

Figure 4.39 *Individually illuminated letters on the building can create a successful primary sign.*

Figure 4.40 *Individually cut out letters on a monument sign add a level of detail for pedestrians.*

Figure 4.41 *Easily readable typefaces are encouraged.*

Figure 4.42 *Commercial signs should not be left in poor condition.*

GEN-5.3: IMAGERY AND MATERIALS

GEN-5.3.1: FABRICATION

Sign lettering and graphics should be professionally fabricated and, in most cases, should specify an established, easily readable typeface. Highly ornate typefaces can be difficult to read at a glance and are discouraged unless they are part of a coherent commercial marketing "theme."

GEN-5.3.2: ICONOGRAPHIC SIGNS

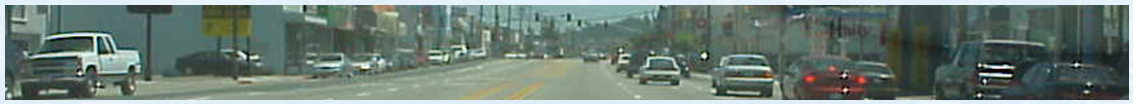
Signs that use icons or logos are highly effective in providing instant recognition and are highly recommended for a regional corridor such as El Camino if they fit with the overall building design.

GEN-5.3.3: SIGN COLORS

The colors of the signage should fit within the overall color palette of the building. Fade resistant colors and materials are encouraged. Fluorescent materials and colors are discouraged.

GEN-5.3.4: MAINTENANCE

All signs should be kept well maintained. Replacement or removal of deteriorated signs and signs on vacant buildings should be proactively enforced according to the City Zoning Ordinance.



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 the 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 the 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.

Intent:

The intent of these guidelines is to encourage ground floor uses and architectural designs of corner buildings that help make theme intersections more active and that take advantage of their heightened visibility along the corridor. The theme intersections are intended to create a sense

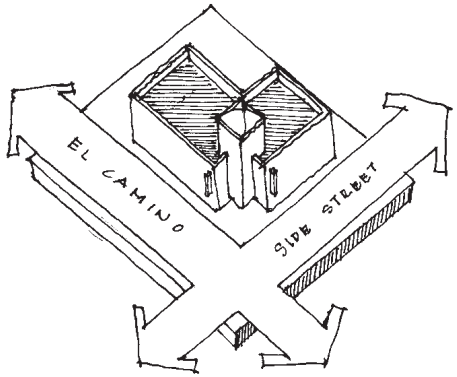
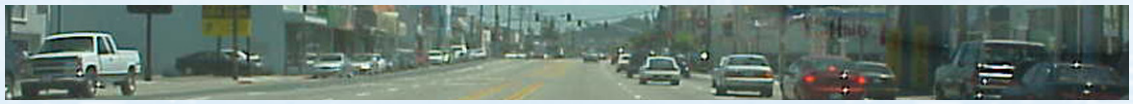


Figure 4.43 *Buildings at theme intersections should have expressive corners in terms of entries or architectural features.*

Figure 4.44 *Uses at theme intersections should encourage pedestrian activity at the corners; auto-oriented uses are discouraged at these locations.*



Note: *The following District Guidelines supplement and, in some instances, identify exceptions to the previous Corridor Guidelines. When an issue is not addressed in the District Guidelines the Corridor Guidelines prevail.*

Goals:

- Encourage transit oriented, mixed-use residential opportunities in conjunction with the new Hayward Park Caltrain Station with supporting uses that include commercial and office.

- Enhance the sense of entry to El Camino from SR 92; featuring high quality landscaping, particularly in the right-of-way around the ramps, and distinctive "gateway" architecture.

Figure 4.45 *Design characteristics such as the landscape setback, locating the building at the setback line and building transparency exemplify the design guidelines.*

EL CAMINO 1: BOTH SIDES OF THE CORRIDOR BETWEEN HIGHWAY 92 AND 22ND AVENUE

ECR1-1.1: GATEWAY BUILDINGS

Development in this district should be characterized by distinctive "gateway" architecture and enhanced landscaping to emphasize the sense of entry from SR92.

ECR1-1.2: LANDSCAPE TREATMENT

Landscaping should include tree planting within the effective sidewalk width. Additional setback areas should include special planting which supports gateway landscape improvements for the SR92 interchange.

ECR1-1.3: PARKING

Information: Eliminating on-street parking for the future streetscape improvements necessitates creation of a public parking district and acquisition of properties for a public parking facility to support the intensity and scale of new development envisioned for the district. A public parking facility will allow new development to meet some of the City's parking requirement through payment of in-lieu fees.

ECR1-1.4: COMMERCIAL SIGN DISTRICT

El Camino 1 should have an organized sign district that would help establish the area as an important gateway from SR 92. Freeway oriented signage (25.18.040) is strongly discouraged and, where permitted, should be restricted to providing identity for the Hayward Park Caltrain Station area.

Larger properties within this district are encouraged to create a Planned Sign District to help organize the signs for multiple buildings and tenants with the overall architectural character within a single parcel development.

EL CAMINO 2: BOTH SIDES OF EL CAMINO BETWEEN 22ND AND 26TH AVENUES

Goals:

- Enhance the citywide destination shopping node and the neighborhood character of the westerly portion of 25th Avenue and build upon the potential for visitor/convention serving businesses on the easterly portion of 25th Avenue.

ECR2-1: SETBACKS

New buildings should be setback to achieve the effective sidewalk (GEN-2.1.2) width without compromising the existing pattern of building frontage within the overall district. Buildings up to two stories should continue to match the 10 foot effective sidewalk and not the 10' overall landscape setback as per the Corridor Guidelines. For buildings over two stories, the portion of buildings over two stories should be setback 10' from the property line.

ECR2.2: BUILDING AND ROOF FORM

Building form and massing should recognize the established pattern of smaller scale buildings that characterize the district. Buildings higher than two stories should step back above the second story to that upper levels are not directly visible by pedestrians from the public sidewalk. Forward sloping roofs to match the existing pattern of roof forms in the district are encouraged.

ECR2-3: BUILDING FACADES

Building facades, especially storefronts, should include decorative materials and ornamentation such as tile, brick, and painted moldings, especially as associated with display windows and entries. The use of recessed entries and overhangs are strongly encouraged for entries to the buildings.

ECR2-4: PARKING

Shared parking agreements between adjacent property owners are strongly encouraged in this district to meet City parking requirements.

ECR2-5: CURB CUTS AND DRIVEWAYS

Information: As part of the parking district, the number of curb cuts and driveways should be minimized in ECR2. If the access would not adversely affect adjacent residential areas, shared access to the rear of the properties from a common alley or back street. is strongly encouraged in conjunction with the creation of a parking district.

ECR2-6: LOCATION FOR COMMERCIAL SIGNS

El Camino 2 should have an organized sign district that is consistent with and enhances the small storefront character of this district. Individual storefronts are encouraged to have small pedestrian scale projecting signs as secondary building signs. Each ground floor business shall be allowed one sign per street frontage occupied. In addition, one major sign for the entire building may be permitted. Freestanding commercial signs, which are allowed by the ordinance, should not be allowed for either the shopping district or for multiple tenant buildings in El Camino 2.

Figure 4.46 *Future development in El Camino 2 should exemplify the architectural detailing and small storefront character of this district.*

Goals:

- Encourage an attractive destination commercial node that complements the Hillsdale Shopping Center.
- Encourage mixed-use transit-oriented development that takes advantage of proximity to the relocated Hillsdale Caltrain station.

Figure 4.47 *Larger scale retailers with parking on the side and back of the building exemplify aspects of the design guidelines.*

EL CAMINO 3: BOTH SIDES OF EL CAMINO BETWEEN 26TH AND 29TH AVENUES

ECR1-3.1: COMMERCIAL SIGN DISTRICT

The businesses in El Camino 3 are encouraged to create a Planned Sign District to 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 over pole signs.

EL CAMINO 4: BOTH SIDES OF EL CAMINO BETWEEN 29TH AND 36TH AVENUES

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 facades 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 25.18.050), which supercedes the general corridor guidelines on commercial signs. Businesses in El Camino 4 that are not a 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.

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.

Figure 4.48 *Newer development associated with the Hillsdale Shopping Center exemplifies portions of the guidelines where larger scale retail development is designed to express the individual storefronts facing El Camino.*

Goals:

- Recognize and protect the local neighborhood shopping node on 37th Avenue.
- Encourage dynamic destination retail and mixed-use development comparable to that envisioned for El Camino 3.

Figure 4.49 *Existing parking in front of retail stores should be landscaped according to the guidelines.*

EL CAMINO 5: WEST SIDE OF EL CAMINO BETWEEN 36TH AND 40TH AVENUES

ECR1-5.1: COMMERCIAL SIGN DISTRICT

The businesses in El Camino 5, within a single parcel development, are encouraged to create Planned Sign Districts to help organize the signs for multiple buildings and tenants with the overall architectural character. Low scale monument signs that would contain internal directories of stores within the development are the preferred sign type.

EL CAMINO 6: WEST SIDE OF EL CAMINO BETWEEN 40TH AVENUE AND THE CITY OF BELMONT

In accordance with the General Plan Land Use Element, a Specific Plan should be prepared in this area with the goal of improving the existing circulation, parking, and access, maximizing the district's economic vitality, providing housing opportunities, encouraging mixed uses, and creating an opportunity for a major neighborhood retail center in the southern portion of the city.

Goals:

- Implement public area improvements designed to recognize and identify the entry into the City of San Mateo.
- Coordinate development with a Specific Plan for the Bel Mateo area to create a neighborhood oriented, mixed-use center which serves as a gateway for San Mateo.

ECR6-1: LANDSCAPE TREATMENT OF SETBACKS

Frontage landscape should include tree planting that is coordinated with the type and character of planting on the east side of the corridor (ECR7).

ECR6-2: BUILDING FORM

Buildings in this district should be characterized by distinctive "gateway" architecture to emphasize the sense of entry into the City of San Mateo.

ECR6-3: COMMERCIAL SIGN DISTRICT

The Bel Mateo Specific Plan shall include a Planned Sign District to coordinate signage with architectural style and character of the development. These guidelines should also extend to the rest of El Camino 6.

The businesses in El Camino 6 should have an organized sign district which would utilize signage guidelines adopted for the Bel Mateo Specific Plan in order to establish the area as an important gateway from Belmont. Larger properties within this district are also encouraged to create Planned Sign Districts to help organize the signs for multiple buildings and tenants with the overall architectural character within a single parcel development.

Figure 4.50 *Development in this district should be directed up to El Camino to replace the parking lots that currently front the street.*

Goals:

- The City should consider acquisition of the site for a linear park, or a portion of the site for open space with a landscaped gateway feature. This concept should consider the economic viability of existing businesses and should encourage improvements to them. Alternatively, the existing businesses should be given assistance in relocating to other sites preferably in the city. If the City chooses not to purchase the site, then a "Specific Plan" should be created for private development.

Figure 4.51 *Portions of the district are heavily landscaped with smaller retail structures built to the sidewalk. This arrangement exemplifies the design guidelines.*

EL CAMINO 7: EAST SIDE OF EL CAMINO BETWEEN HILLSDALE BOULEVARD AND BELMONT

ECR7-1: GATEWAY BUILDINGS

Buildings in this district should be characterized by distinctive "gateway" architecture to emphasize the sense of entry into the City of San Mateo.

ECR7-2: GATEWAY FEATURE

Development in this district should include a landscaped gateway feature with a sign at the southern entry into the City of San Mateo.

ECR7-3: SIDEWALK TREE TREATMENT

Tree planting in the effective sidewalk width should be designed as part of a landscaped gateway feature for the south end of the corridor and should be coordinated with the tree planting in ECR6 (ECR6-1.1).

ECR7-4: SETBACKS

Buildings over two stories should continue to match the 10 foot effective sidewalk and not the 10' overall landscape setback as per the Corridor Guidelines. Surface parking lots should also match the 10 foot effective sidewalk and not the 6' landscape setback as per the Corridor Guidelines.

ECR7-5: SURFACE PARKING LOCATION AND FRONTAGE

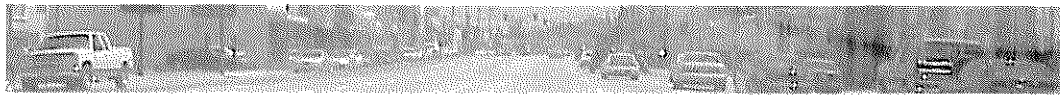
Surface parking lots should be located between buildings. Parking lot frontage along El Camino can exceed more than 50% of the total property frontage.

ECR7-6: LANDSCAPE TREATMENT OF PARKING AREAS

Following the General Guideline (GEN-4.4.1) surface parking areas should be planted with a grid of flowering trees and secondary accent planting. The tree selection should support the gateway design concept and a consistency between adjacent development areas is strongly encouraged so that the entry into the district and portions of the district will assume the appearance of a formal park.

ECR7-7: COMMERCIAL SIGNS

Monument signs are encouraged as a special gateway sign type for this district. The height of the sign should not exceed 5 feet, regardless of the length of the property frontage and should be architecturally superior in design to address its "gateway location."



5 LAND USE ALTERNATIVES

The City has initiated a two-phase Land Use Transportation Corridor (LUTC) study examining land use and transportation issues along an area (Exhibit D) generally within ½ mile from the Hayward Park and Hillsdale stations. The study will identify options to encourage well-planned, compact development with a range of uses in proximity to the stations and create opportunities for land use change that adds value to the surrounding neighborhoods. Phase I of the LUTC study whose purpose is to develop alternative land use and transportation alternatives, is nearing completion. Phase II of the LUTC study has already begun and is expected to be completed in June 2001. In this phase, the CAC and consultants will evaluate and come up with a preferred alternative consisting of land use recommendations, and specific transportation projects, which will achieve the goals of the study.

The primary area of overlap between the El Camino Real Master Plan and the Land Use Transportation Corridor Plan is in the area between El Camino Real and the railroad from Hwy 92 to Hillsdale Boulevard. Elements under discussion within each of the planning efforts have included relocation of the Hillsdale CalTrain Station, grade separation projects at 20th, 25th, 28th, and 31st Avenues, modification of the Hwy 92 and El Camino Real interchange, and future land uses within this area.

In order to maintain coordination between the two plans, it is recommended that the ECRC preferred land use alternative in the El Camino Real Master Plan study area, be referred to the Phase 2 LUTC Committee for consideration. Until that time, the El Camino Master Plan Preferred Land Use Alternative shall remain in draft form, and shall advise projects along El Camino that may be proposed in the interim. Once the Phase 2 LUTC Committee has identified the preferred land use and transportation alternatives, the El Camino Master Plan Land Use Section will be amended to reflect the changes and adopted as part of the El Camino Master Plan. It is , however recommended that the other sections of the Master Plan including the Design Guidelines be adopted in the current form in order to maintain consistency of design along El Camino.

Figure 5.1: *Comparison of the study area boundaries for the El Camino Real Master Plan and the San Mateo Land Use/Transportation Corridor Study.*

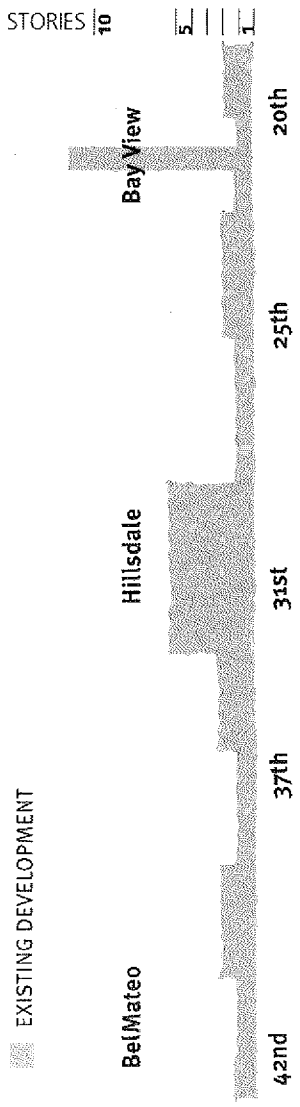


Figure 5.2 Existing building intensity: typical heights (in stories) along the corridor

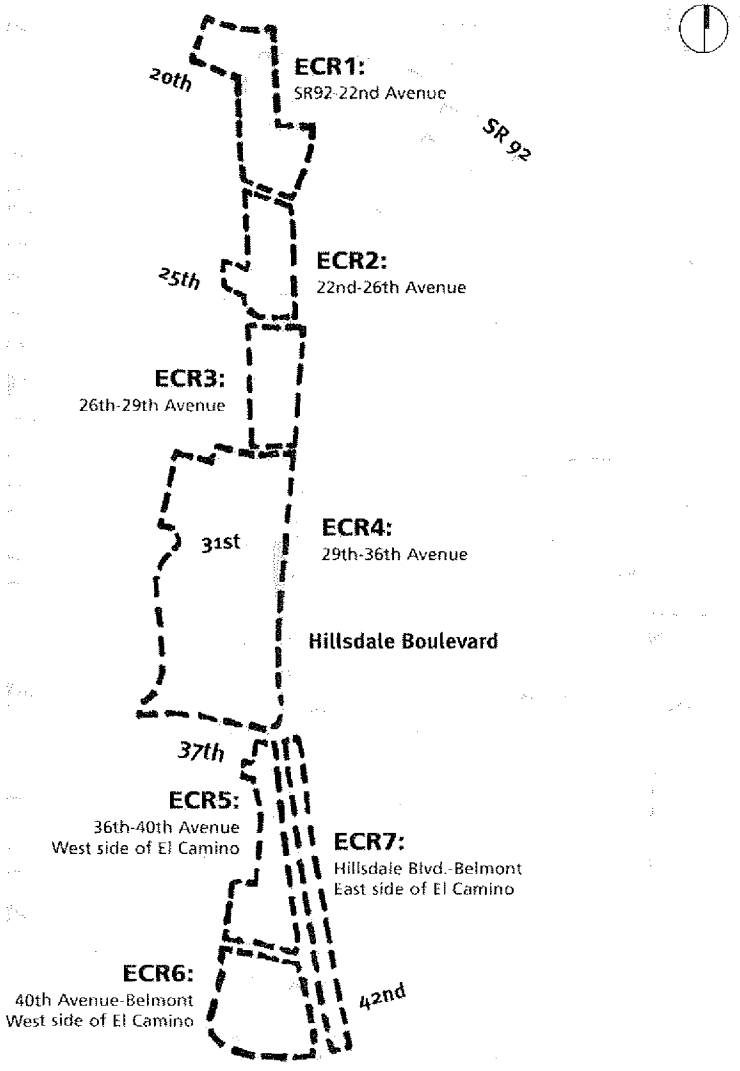


Figure 5.3 The seven districts and the streets that define them within the study area.

In coming up with recommendations for consideration in the Land Use Transportation Corridor (LUTC) Phase 2 Study, the El Camino Committee considered the following land use and transportation alternatives narrowed down by the LUTC Phase I Committee for the El Camino Study area:

- Concept 1 - Current Trends (modest change)
- Concept 2 - Corridor Infill (retail, office, residential mixed use development)
- Concept 3 - Transit Villages (existing densities - emphasis on commercial)
- Concept 4 - Transit Villages (some areas may exceed Measure H - emphasis on commercial)
- Concept 5 - Transit Villages (existing densities - emphasis on residential)
- Concept 6 - Transit Villages (some areas may exceed Measure H - emphasis on residential)

Each option is presented through similar buildings and projects around the Bay Area, as well as diagrams of what development would look like along El Camino. Diagrams illustrate where buildings could occur along the corridor, based on a survey of sites with development potential. Each alternative is also analyzed in terms of changes to heights and density along the corridor.

This section also includes a discussion of current zoning and the General Plan Land Use Element category within each of the districts in comparison with uses envisioned by the ECRC.

CONCEPT 1: *MODEST CHANGE*

This concept illustrates a modest level of future development that is similar to the range of predominately automobile boulevard retail uses that are currently found on El Camino Real. The types of changes would include storefront improvements and building rehabilitation and renovations working within the design guidelines. Any new retail development along the corridor will need to conform to the design guidelines: bringing the stores up to the street, improving the pedestrian realm and diminishing the presence of parking lots along El Camino.

CONCEPT 2: *CORRIDOR INFILL*

The second concept illustrates market-driven future development that would be mixed-use and retail in character (similar to the Ritz development on El Camino north of the study area.) This concept is based on a clearly articulated vision for a greater diversity of uses than the single story retail that currently exists on El Camino. This type of development would typically require a minimum lot size of approximately .75 acre to incorporate parking and building within single or assembled sites. It is envisioned that development intensity under this concept would be somewhat higher than current levels in response to land values and other market factors, but would be well under that allowed under current city policy.

	CONCEPT 1: *MODEST CHANGE*	CONCEPT 2: *CORRIDOR INFILL*	CONCEPT 3 & 5: *LOW-TRANSIT VILLAGE*	CONCEPT 4 & 6: *HIGH-TRANSIT VILLAGE*
ECR1	CLEAN-UP SMALL RETAIL INFILL	MIXED-USE SMALL INFILL	MIXED-USE MEDIUM INTENSITY TOD	MIXED-USE HIGHER DENSITY TOD
ECR2	CLEAN-UP SMALL RETAIL/ NEIGHBORHOOD INFILL	MIXED-USE SMALL INFILL	THIS CONCEPT NOT APPLICABLE IN THIS DISTRICT	THIS CONCEPT NOT APPLICABLE IN THIS DISTRICT
ECR3	MEDIUM SCALE RETAIL INFILL	MEDIUM SCALE RETAIL OR MIXED-USE INFILL	MIXED-USE MEDIUM INTENSITY TOD	MIXED-USE HIGHER DENSITY TOD
ECR4	MODEST CHANGE IN RETAIL MIX	MEDIUM SCALE MIXED-USE INFILL EAST OF EL CAMINO	MIXED-USE MEDIUM INTENSITY TOD	MIXED-USE HIGHER DENSITY TOD
ECR5	CLEAN-UP MEDIUM SCALE RETAIL INFILL	MEDIUM SCALE RETAIL OR MIXED-USE INFILL	THIS CONCEPT NOT APPLICABLE IN THIS DISTRICT	THIS CONCEPT NOT APPLICABLE IN THIS DISTRICT
ECR6	NEIGHBORHOOD SHOPPING INFILL	MEDIUM SCALE RESIDENTIAL/ MIXED-USE INFILL	MIXED-USE MEDIUM INTENSITY	THIS CONCEPT NOT APPLICABLE IN THIS DISTRICT
ECR7	CLEAN-UP SMALL RETAIL INFILL	CLEAN-UP	DEVELOP AS PARK	DEVELOP AS PARK

Figure 5.4 *Matrix of land use alternatives envisioned within each of the four concepts.*

Figure 5.5 *Concept 1: Modest Change includes mall-scale retail infill and building renovations.*

Figure 5.6 *Concept 2: Corridor Infill includes mixed-use residential and retail projects on individual sites.*

Figure 5.7 *Concept 3 & 5: Low Intensity TOD includes lower to moderate scale mixed-use transit-oriented projects up to 50 dwelling units/acre.*

Figure 5.8 *Concept 4 & 6: High Intensity TOD includes higher density developments, between 50 and 75 dwelling units/acre with public amenities.*

CONCEPT 3 & 5: *LOW INTENSITY TOD*

Drawing on the work of the *Land Use/Transportation Corridor Study* and similar models employed at transit stations throughout the Bay Area, this concept envisions moderate density, mixed-use transit-oriented development (TOD) that would maximize the benefits of the Hayward Park and Hillsdale Caltrain stations. It highlights the opportunity for development that enhances transit ridership and minimizes traffic impacts by focusing residential development near rail stations. The densities allowed in this concept would range between 20-30 units/acre although parcels within 1/4 mile of the Hillsdale station may have increased densities up to 50 units per acre. While both Concept 3 and 5 envision mixed use developments, the concentration of the land use mix would be on commercial development in Concept 5 and residential development in Concept 5.

CONCEPT 4 & 6: *HIGH INTENSITY TOD*

The High Intensity Transit Village concept is similar to Concept 3, but would allow densities up to 75 units/acre. Building heights in this concept would lie below the 55' limit (assuming a public benefit), but the increased densities would exceed General Plan limits (Measure H). This concept may be explored when Measure H sunsets in 2005 as an option for parcels within 1/4 mile of Hillsdale Station. Similar to the previous example, the land use concentration in Concepts 4 would focus on commercial and Concept 6 would focus on residential development.

CONCEPT 1: *MODEST CHANGE*

The first concept envisions building rehabilitation and retail redevelopment throughout the entire corridor as seen in Figure 1.9. Retail redevelopment in this concept builds upon the access to and from 101 from SR92 and Hillsdale Boulevard. This type of development assumes that traffic volumes on El Camino are a potential customer base to support additional retail development along the corridor.

As seen in Figure 1.8, the types of development that would occur in this concept would generally retain the existing character of low-scale, one story development along El Camino.

Figure 1.10 illustrates new development that conforms to the design guidelines bringing the buildings up to the street, and relocating surface parking lots to the side and rear of buildings.

Based on the potential for parcels to be redeveloped individually in Concept 1, the built character of El Camino may not be consistent throughout the study area.

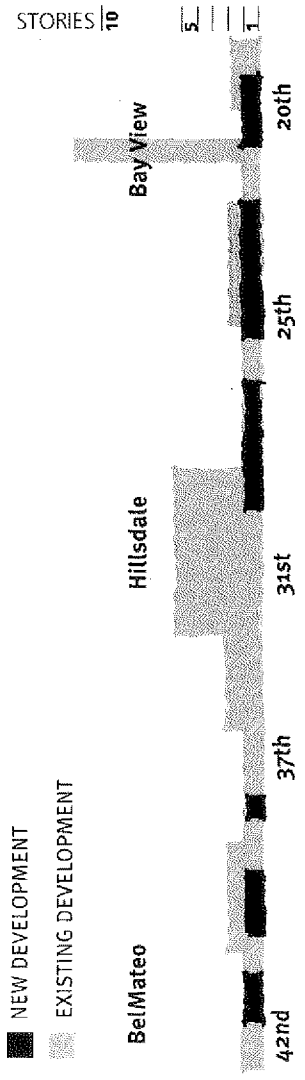


Figure 5.9 Modest Change intensity

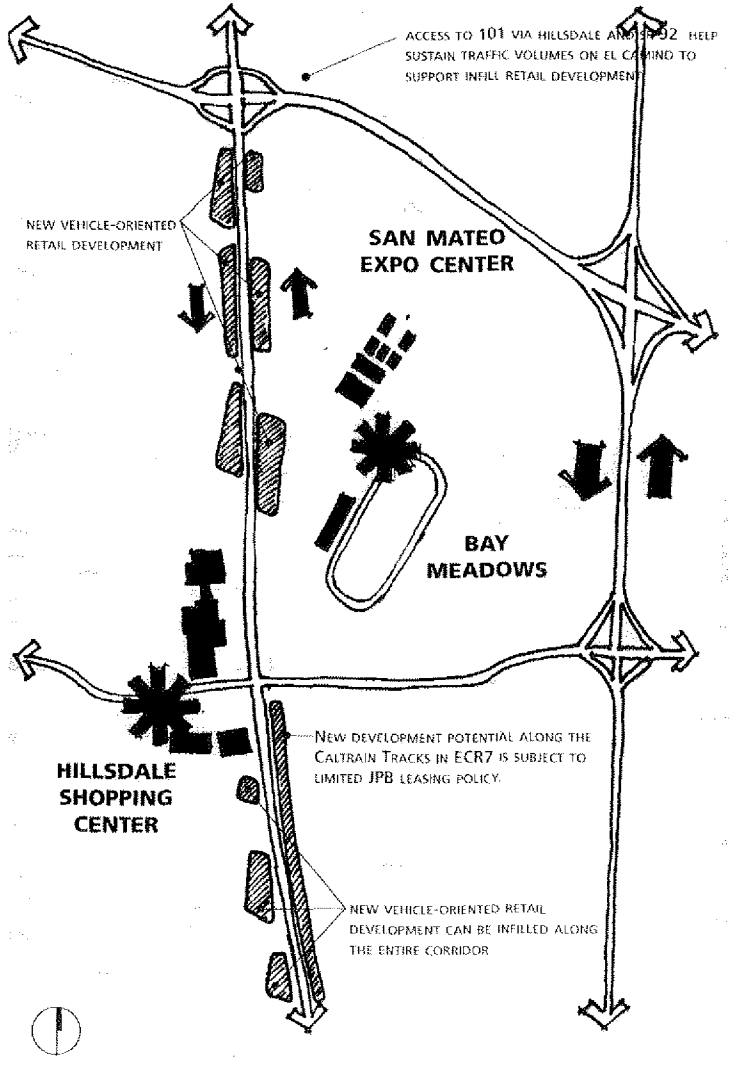


Figure 5.10 Concept 1: Modest Change development potential.

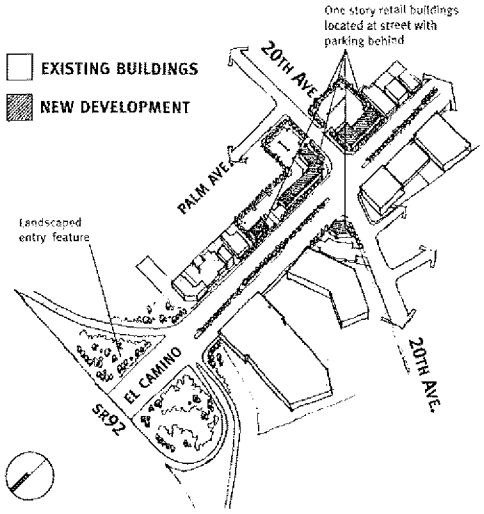


Figure 5.11 *An example of where "modest change" could occur in El Camino 1.*

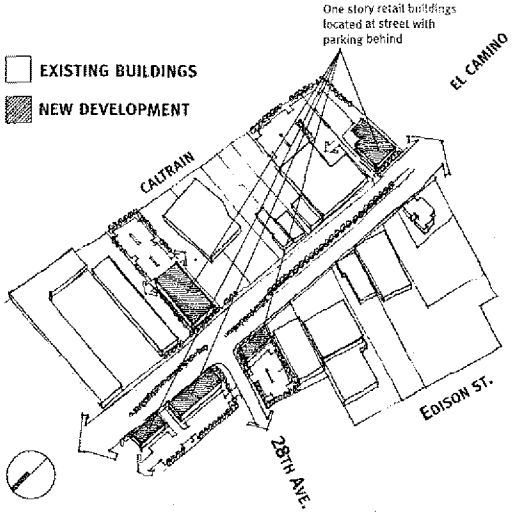


Figure 5.12 *An example of where "modest change" could occur in El Camino 3.*

Figure 5.13 *Small-scale retail infill and building renovations are envisioned in Concept 1.*

Figure 5.14 *Larger scale retail projects would also be envisioned as part of Concept 1.*

IMPROVEMENTS

Improvements on El Camino would be implemented with a range of actions that would include:

- Streetscape Program
- Design Guidelines
- Possible corollary improvement programs for elements such as facades and signage.

CONCEPT 2: *CORRIDOR INFILL*

Concept 2 reinforces El Camino as a service and retail corridor for the surrounding neighborhoods. The concept is built on mixed-use projects on individual or assembled parcels (typically at least .75 acres).

With significant parcels of larger size, Concept 2 development is envisioned in El Camino 1 and 3 and El Camino 5 and 6. Although El Camino 4 also has large parcels, this district is a regional shopping center and is not envisioned to support the type of individual mixed-use infill in Concept 2.

As the general scale of mixed-use projects (typically 2-4 stories) tends to be slightly larger than the one story development along El Camino. Figure 1.14 illustrates a slight increase in scale along the entire corridor.

Figures 16-18 illustrate how developments will define the street wall along El Camino and create a more diverse, higher intensity of use along the corridor.

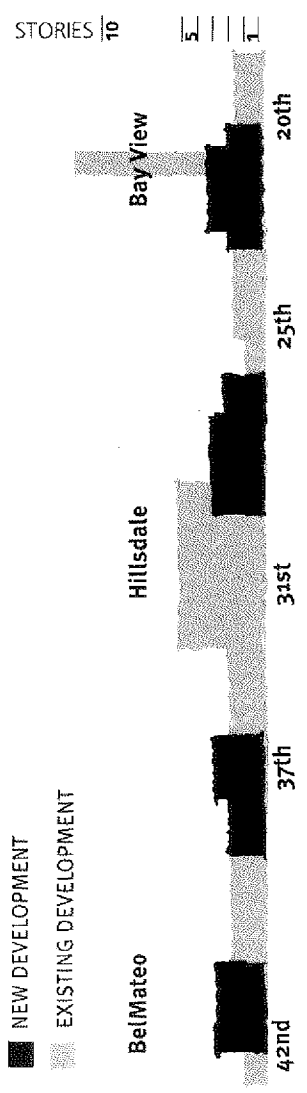


Figure 5.15 *Infill building intensity.*

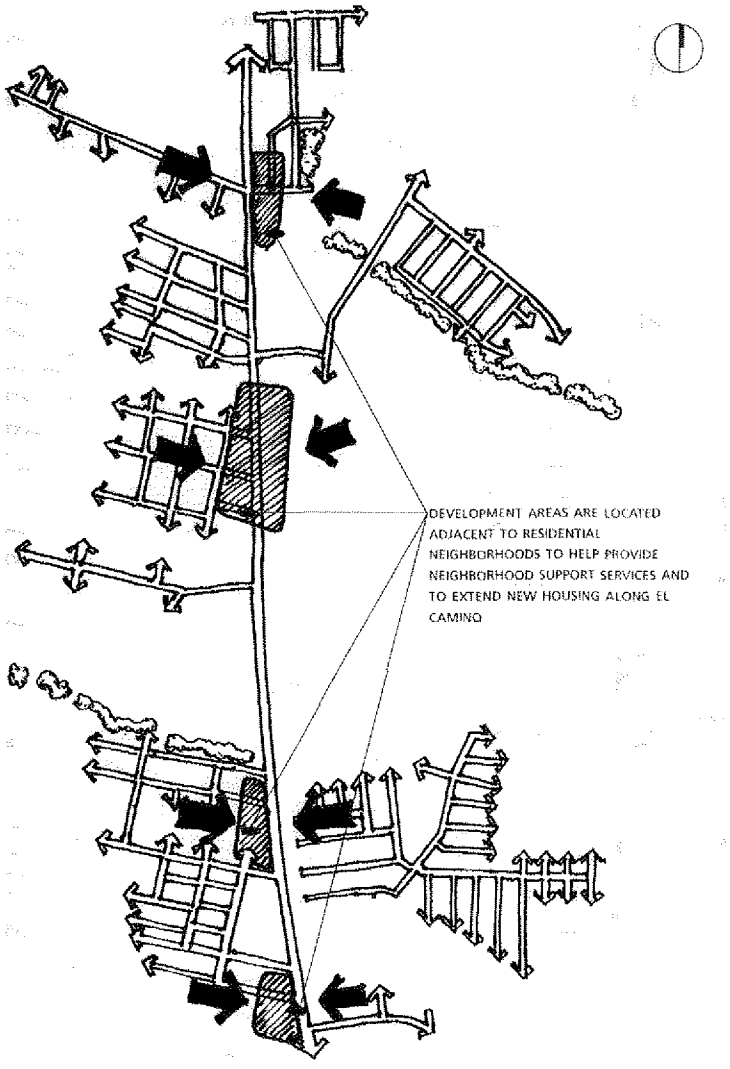


Figure 5.16 *Concept 2: Infill development potential.*

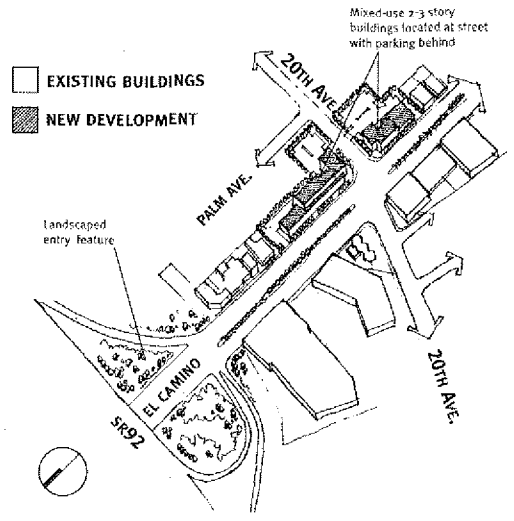


Figure 5.17 *An example of where "corridor infill" could occur in El Camino 1.*

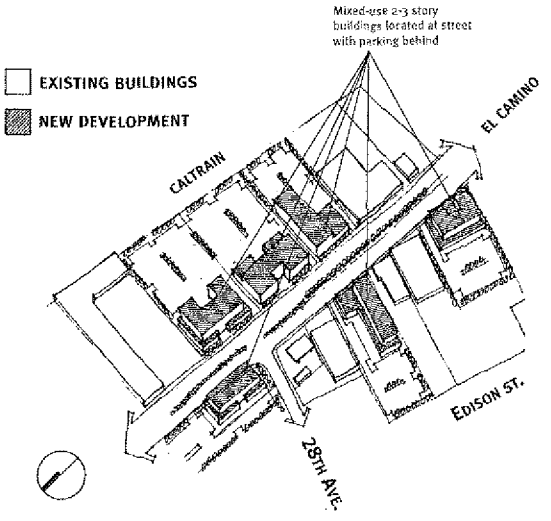


Figure 5.18 *An example of where "corridor infill" could occur in El Camino 3.*

Figure 5.19 *Mixed-use residential and retail projects on individual sites are envisioned for Concept 2.*

Figure 5.20 *Large scale residential with the potential for ground floor retail could also be envisioned in Concept 2.*

IMPROVEMENTS

Improvements on El Camino would be implemented with a range of actions that would include:

- Streetscape Program
- Design Guidelines
- Possible corollary improvement programs for elements such as facades and signage.
- Revision to the zoning code to extend the Residential Overlay to the parcels on the east side of El Camino 3 and 4 and portions of El Camino 2 around 25th Avenue. This change would allow mixed-use on a single parcel as opposed to the either/or option under the single zoning category.

CONCEPT 3 & 5: *LOW INTENSITY TOD*

Drawing on the proximity of the Caltrain stations at Hayward Park in the north of the study area and Hillsdale in the center, Concept 3 promotes the development of transit-oriented development in the surrounding districts. (El Camino 1 and El Camino 3 and 4)

Although El Camino 6 is not adjacent to the Caltrain, the single ownership of the BelMateo complex presents an opportunity to develop similarly significant density that could be connected to the Hillsdale station through a possible shuttle.

Development in this concept would begin to approach the City's height limits, but this increase would be concentrated around the stations, leaving the remainder of the corridor at the existing low-scale development.

For this development pattern to be successful, special attention needs to be placed on improving the physical and visual connections to the stations particularly at Hayward Park.

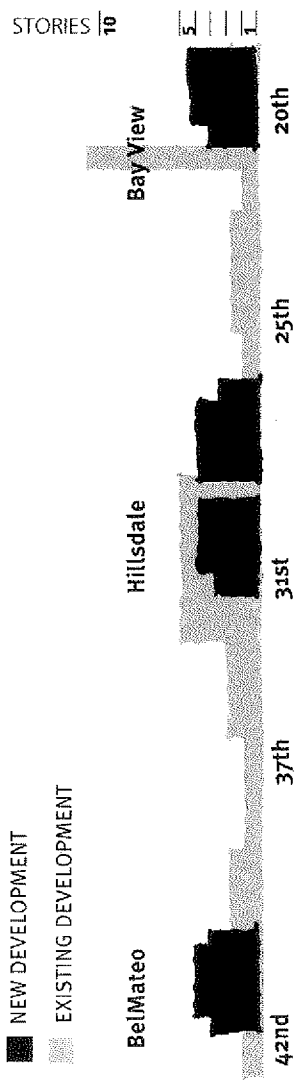


Figure 5.21 Low intensity TOD.

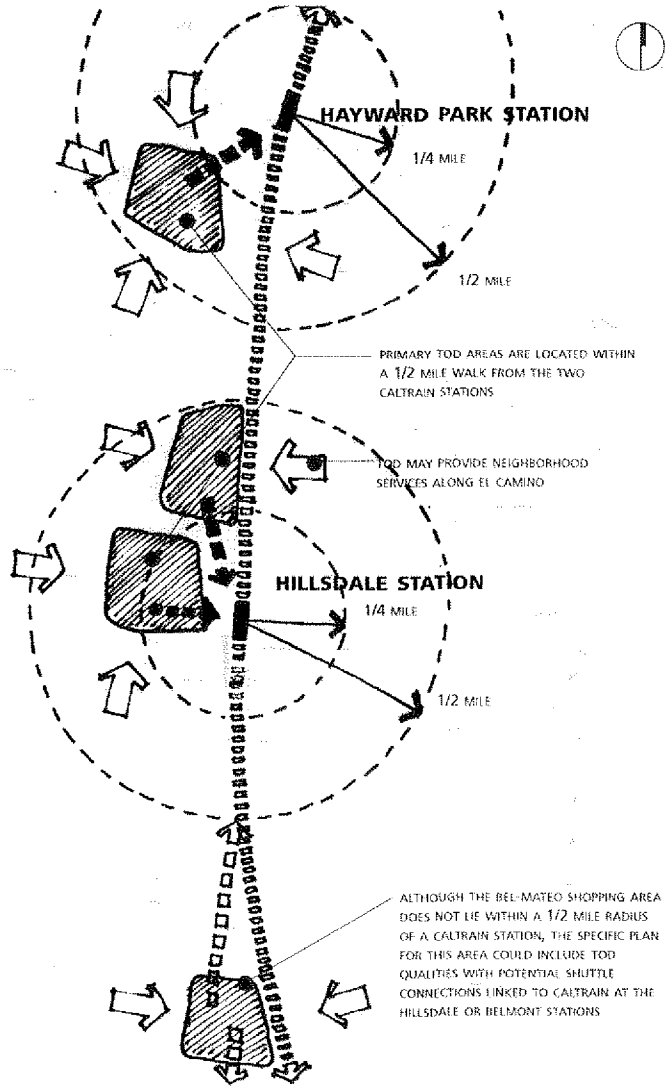


Figure 5.22 Concept 3 and 5: Low intensity TOD potential.

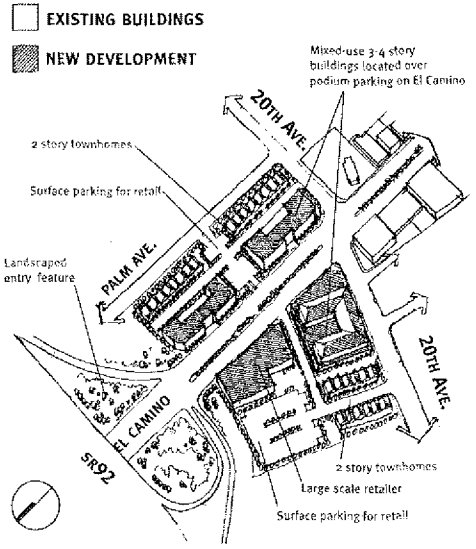


Figure 5.23 An example of where "low intensity TOD" development could occur in El Camino 1.

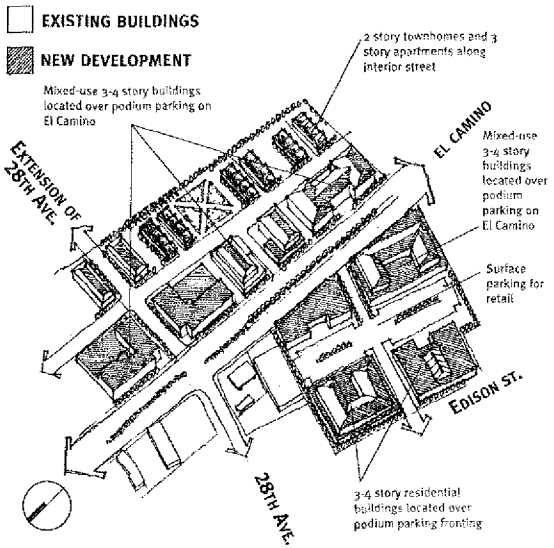


Figure 5.24 An example of where "low intensity TOD" development could occur in El Camino 3.

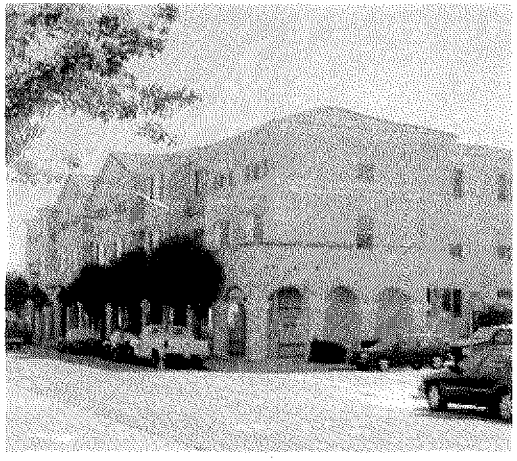


Figure 5.25 Lower intensity mixed-use with densities between 20 and 30 dwelling units/acre are the basis of Concept 3 and 5.

Figure 5.26 Moderate intensity developments with densities up to 50 dwelling units/acre could be built in Concept 3 and 5.

IMPROVEMENTS

Improvements on El Camino would be implemented with a range of actions that would include:

- Streetscape Program
- Design Guidelines
- Possible corollary improvement programs for elements such as facades and signage.
- Revision to the zoning code to extend the Residential Overlay (as per Concept 2)
- Implementation of TOD design guidelines, including discussion of:

  Parking ratios

  On-street Parking restrictions

  Type and mix of uses allowed

  Improved links to transit stations

  Neighborhood buffers

CONCEPT 4 & 6: *HIGH INTENSITY TOD*

The fourth concept is similar to the third one, but increases the allowable density for those parcels within 1/4 mile from the Caltrain stations. Figure 1.27 shows that only small portions of El Camino 4 lie within the 1/4 mile radius, while the other parcels lie within the 1/2 mile radius. The remainder of the parcels in El Camino 1 and 3 are still envisioned as TOD's but the density on these parcels would be limited to the City's maximum of 50 dwelling units/acre.

With an increase in the allowable density, much care needs to be placed on the physical and visual connections to the Hillsdale Station as well as protecting the surrounding residential neighborhoods from any negative impacts such as parking and traffic.

Once again, the mix of uses in this concept is also critical, for if the parcels are not developed as mixed-use with housing, future development within the 1/2 mile radius of the stations should be supportive of transit-oriented developments, and not larger scale single retailers.

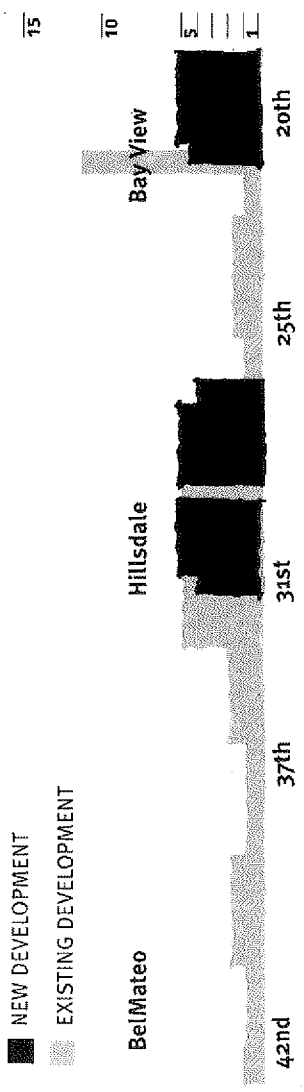


Figure 5.27 High intensity TOD.

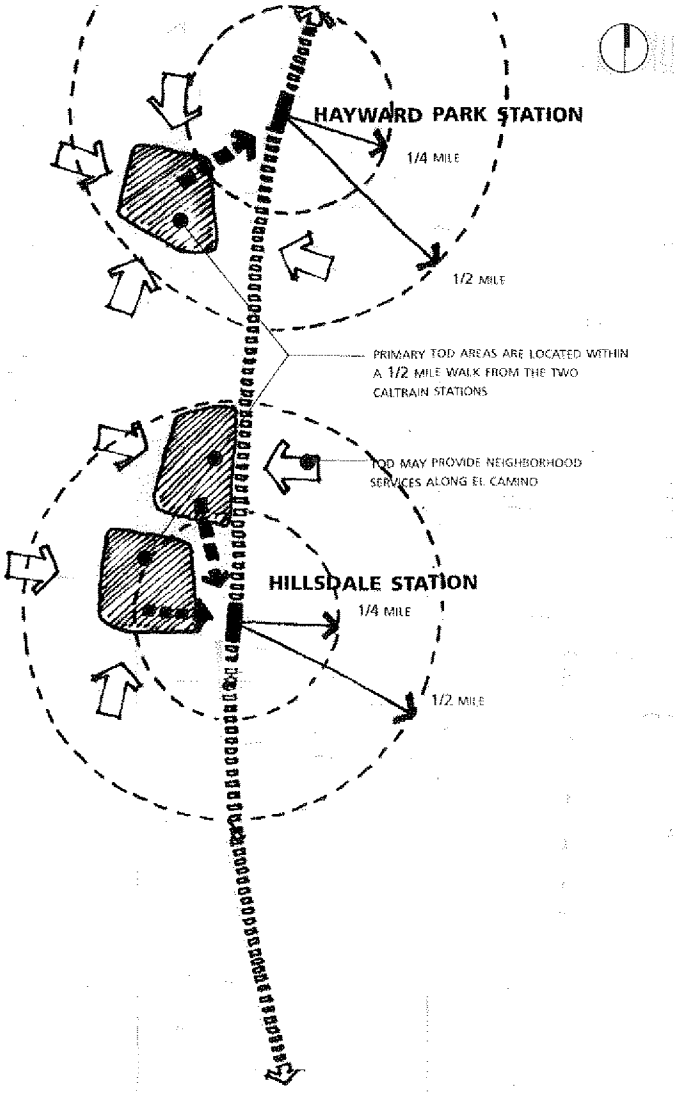


Figure 5.28 Concept 4 and 6 High intensity TOD potential.

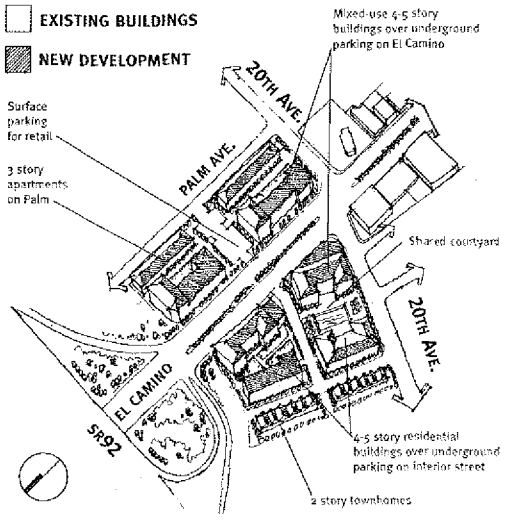


Figure 5.29 *An example of where "high intensity TOD" development could occur in El Camino 1.*

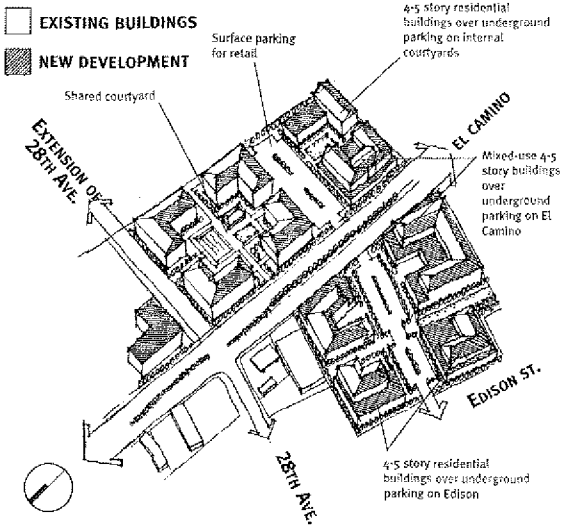


Figure 5.30 *An example of where "high intensity TOD" development could occur in El Camino 3.*

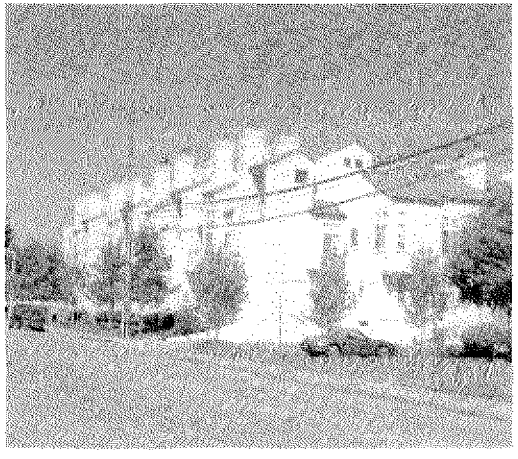


Figure 5.31 *Building sites within 1/2 mile of transit stations would include densities up to 50 dwelling units/acre in Concept 4 and 6.*

Figure 5.32 *Building sites within 1/4 mile of transit stations could contain residential densities up to 75 dwelling units/acre in Concept 4 and 6.*

IMPROVEMENTS

Improvements on El Camino would be implemented with a range of actions that would include:

- Streetscape Program
- Design Guidelines
- Possible corollary improvement programs for elements such as facades and signage.
- Revision to the zoning code to extend the Residential Overlay
- Implementation of TOD design guidelines, including discussion of:

  Parking ratios

  On-street Parking restrictions

  Type and mix of uses allowed

  Improved links to transit stations, such as 20th Avenue

  Neighborhood buffers

  Density increases beyond Measure H limits (assuming a public benefit)

DISTRICT SUMMARIES:

A quick overview of the zoning code in relation to the study area shows that, for the most part, the envisioned uses along El Camino are permitted.

Listed below is a brief summary of the types of uses that are allowed within each of the zoning categories, keeping in mind that the City's zoning code is "nested" such that uses that exist in a lower category can exist in a higher one as well. (i.e. C3 allows all uses in C1 and C2 and R4 allows all uses in R1-R3)

C1: Neighborhood Commercial

Libraries, Banks (less than 2,500 Sq. Ft.,) Offices (less than 2,500 Sq. Ft.,) Retail (less than 15,000 Sq. Ft. except for supermarkets and drug stores,) Restaurants (without drive-thrus) Schools and Daycare

C2: Regional/Community Commercial

Hotels, Offices, Medical Facilities, Parking Facilities, Retail, Theaters, Residential (subject to R4 requirements)

C3: Regional/Community Commercial

Auto Sales and Service, Research Facilities, Residential (subject to R4 requirements)

R4: Multiple Family Dwelling (High Density)

Multiple Family Housing, Lodging, Hospitals (all limited to an FAR of 2)

The following pages compare the City's General Plan Land Use Element and the ECRC vision for the uses in each of the districts showing for the majority of the districts, the ECRC vision conforms to the City's General Plan.

Also included are highlights of the allowable zoning, heights and FAR for each of the districts. As shown in this summary, residential use is allowed up to an R4 level along the entire corridor with the exception of the C1-2 area in El Camino 2.

Although R4 residential is allowed along the entire corridor, the ECRC vision of mixed-use is not allowed in all of the districts. Unless the district has a specified residential overlay (/R4) the use on the property can be either commercial or residential, but not both. The eastern portions of El Camino 3 and 4 do not carry this overlay.

With the proximity of the Hillsdale Caltrain Station to these two districts, and the vision for mixed-use transit-oriented development around the Caltrain stations, the addition of a residential overlay should is recommended in El Camino 3 and 4.

EL CAMINO 1

SR92-22ND AVENUE (BOTH SIDES OF EL CAMINO)

General Plan-Land Use Element:

- Mixed-Use (High Density Multi Family Housing w/ Regional/Community Commercial)

ECRC Vision:

- Transit-oriented residential development with supporting land uses that include commercial, medical and office.

Zoning:	C3-1.0* / R4 **
Height:	40-55' ***
	55' West of El Camino for parcels >100' deep
FAR:	1.0 / 2.0 ****
	2.0 West of El Camino for parcels >100' deep

*	*-1.0 Indicates the allowable FAR for this zoning category*
**	*/R4: Residential Overlay District*
***	*40-55': For lots more than 100 feet deep, buildings over 40 feet high may be permitted up to a maximum of 55 feet if they conform with specific planning area policies and provide public benefit*
****	*1.0/2.0: 1 is the Base FAR, and 2 is the Max FAR which included a residential bonus*

EL CAMINO 2

22ND-26TH AVENUE (BOTH SIDES OF EL CAMINO)

General Plan-Land Use Element:

- Mixed-Use (High Density Multi Family Housing w/ Regional/Community Commercial) on both sides of El Camino to 25th Avenue then west side of El Camino for the remainder
- Neighborhood Commercial on west side adjacent to 25th Avenue
- Regional/Community Commercial on east side of El Camino after 25th Avenue

ECRC Vision:

- Retail along West 25th Avenue
- Visitor/convention serving uses along East 25th
- Mixed-use at the intersection of 25th Avenue and El Camino

Zoning:

- C3-1.0* / R4** (to 25th Avenue and west of El Camino after 25th Avenue)
- C1-2.0* (surrounding 25th Avenue)
- C3-2.0* (east of El Camino after 25th Avenue)

Height: 40-55'***

25' along East and West 25th Avenue

FAR: 2.0

EL CAMINO 3

26TH-29TH AVENUE (BOTH SIDES OF EL CAMINO)

General Plan-Land Use Element:

- Mixed-Use (High Density Multi Family Housing w/ Regional/Community Commercial) on west side of El Camino
- Regional/Community Commercial on east side of El Camino

ECRC Vision:

- Mixed-use transit-oriented community

Zoning:

- C3-1.0* / R4** (west of El Camino)
- C3-2.0* (east of El Camino)

Height: 40-55'***

FAR: 1.0 / 2.0**** West of El Camino

2.0 East of El Camino

EL CAMINO 4

29TH-36TH AVENUE (BOTH SIDES OF EL CAMINO)

General Plan-Land Use Element:

- Regional/Community Commercial

ECRC Vision:

- Mixed-use transit-oriented development

Zoning:

- C2 (west of El Camino)
- C3-2.0* (east of El Camino)

Height: 40-55'***

FAR: 2.0

*	*-1.0 Indicates the allowable FAR for this zoning category*
**	*IR4: Residential Overlay District*
***	*40-55': For lots more than 100 feet deep, buildings over 40 feet high may be permitted up to a maximum of 55 feet if they conform with specific planning area policies and provide public benefit*
****	*1.0/2.0: 1 is the Base FAR, and 2 is the Max FAR which included a residential bonus*

EL CAMINO 5

36TH-40TH AVENUE (WEST SIDE OF EL CAMINO)

General Plan-Land Use Element:

- Mixed-Use (High Density Multi Family Housing w/ Regional/Community Commercial)

ECRC Vision:

- Larger scale destination retail
- Neighborhood-based retail on 37th Avenue
- Mixed-use residential developments

Zoning: C3-1.0* / R4**

Height: 40-55'***

FAR: 1.0 / 2.0****

EL CAMINO 6

40TH AVENUE-BELMONT (WEST SIDE OF EL CAMINO)

General Plan-Land Use Element:

- Mixed-Use (High Density Multi Family Housing w/ Neighborhood Commercial)

ECRC Vision:

- Mixed-use with significant retail presence along El Camino and higher intensity residential development further in.

Zoning: C1-1.5* / R4**

Height: 40-55'***

FAR: 1.5 / 2.0****

EL CAMINO 7

HILLSDALE-BELMONT (EAST SIDE OF EL CAMINO)

General Plan-Land Use Element:

- Regional/Community Commercial

ECRC Vision:

- Consider acquisition of the land for a city park.
- Alternatively, private development should consist of smaller, individual, single-two story retail structures within landscaping which serve as a gateway for the city.

Zoning: C3-2

Height: No height specified as parcels are less than 100' deep

FAR: No FAR specified as parcels are less than 100' deep

*	*-1.0 Indicates the allowable FAR for this zoning category*
**	*/R4: Residential Overlay District*
***	*40-55': For lots more than 100 feet deep, buildings over 40 feet high may be permitted up to a maximum of 55 feet if they conform with specific planning area policies and provide public benefit*
****	*1.0/2.0: 1 is the Base FAR, and 2 is the Max FAR which included a residential bonus*

PREFERRED LAND USE CONCEPTS FOR EL CAMINO:

The following indicates the preferred land use alternative selected by the El Camino Real Committee. While it is compatible with the recommendations of the Phase 1 LUTC study, it also best exemplifies the vision for El Camino Real. These are recommendations for consideration in Phase 2 of the LUTC study.

- **ECR1- (LUTC Concept 5): Transit Villages** - within existing densities and emphasis on residential - Moderate density, mixed-use, transit oriented development highlighting the possibility of minimizing traffic impacts and enhancing transit ridership by focusing on residential development near the Hayward Park Station.

  In order to incorporate the Transit Oriented Development (TOD) concept, it is recommended that the Phase 2 LUTC study develop TOD Guidelines with the following criteria:

  Consider two TOD designations - TOD1 for properties in a ¼ mile radius and TOD2 for properties in a ½ mile radius of the Hayward Park and Hillsdale stations;

  Residential densities range from up to a max. of 50 units/acre in TOD1 to 20-30 units/acre in TOD2.

  Type and mix of uses limited to those which would complement the TOD concept

  Parking ratio reductions (based on case studies of trip reduction due to transit ridership)

  Improved links to transit stations (e.g. 20th & Palm Aves. to the Hayward Park Station)

  Neighborhood buffers

- **ECR2 - (LUTC Concept 2): Corridor Infill (Mixed Use)** - Mixed-use projects on individual/assembled parcels. The new projects are expected to be supplemented with storefront improvement programs to upgrade existing properties.

- **ECR3 - (LUTC Concept 5): Transit Villages - Residential emphasis with Moderate Intensity Residential Density** - Moderate density, mixed-use transit oriented development focusing on residential development near the relocated Hillsdale Station. Alternatively, future development east of El Camino within the ¼ mile radius of the Hillsdale station should be supportive of transit users and existing and future development at Bay Meadows.

- **ECR4 - (LUTC Concept 5): Transit Villages - Residential emphasis with Moderate Intensity Residential Density** - Moderate density, mixed-use transit oriented development focusing on residential development near the relocated Hillsdale Station. Alternatively, future development east of El Camino within the ¼ mile radius of the Hillsdale station should be supportive of transit users and existing and future development at Bay Meadows.

- **ECR5 - (LUTC Concept 2): Corridor Infill** - Mixed-use projects on individual/assembled parcels. The new projects are expected to be supplemented with storefront improvement programs to upgrade existing properties.

- **ECR6 - (LUTC Concept 2): Corridor Infill (Mixed Use) w/Specific Plan for Bel Mateo** - Neighborhood oriented retail and residential mixed-use development with a Specific Plan for the BelMateo area which serves as a gateway into San Mateo.

- **ECR7- (LUTC Concept 1):Modest Change** - Smaller, individual, single/two-story, retail structures within a landscaped setting which serve as a gateway into San Mateo.

Note:

The choice of a preferred alternative for each of the districts does not preclude the development of a lower scale alternative. The preferred alternative is intended as the maximum level of development envisioned by the El Camino Real Master Plan.

Figure 5.33 *Existing conditions in El Camino 1.*

Figure 5.34 *Existing conditions in El Camino 2.*

Figure 5.35 *Existing conditions in El Camino 3.*

Figure 5.36 *Potential redevelopment in El Camino 1, illustrating Concept 3: Low Intensity TOD, showing three story mixed-use buildings on El Camino.*

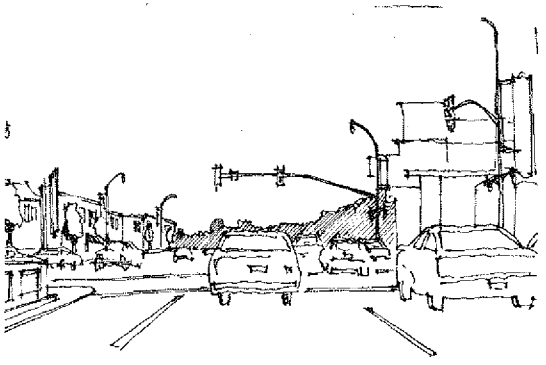


Figure 5.37 *Potential redevelopment in El Camino 2, illustrating Concept 2: Corridor Infill, showing two story mixed-use and single story small retail infill on El Camino.*

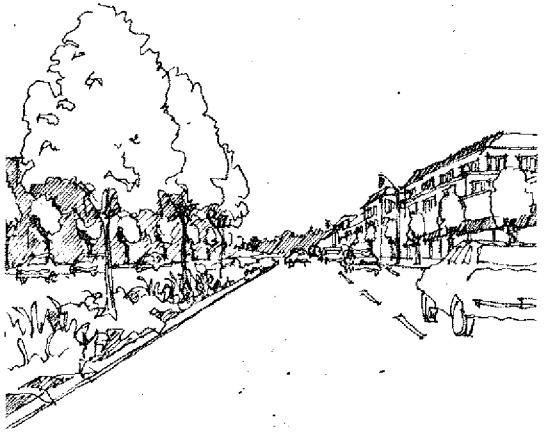


Figure 5.38 *Potential redevelopment in El Camino 3, illustrating Concept 3: Low Intensity TOD, with 3-4 story mixed use buildings and separate medium scale retailers on El Camino.*

Figure 5.39 *Existing conditions in El Camino 4.*

Figure 5.40 *Existing conditions in El Camino 5.*

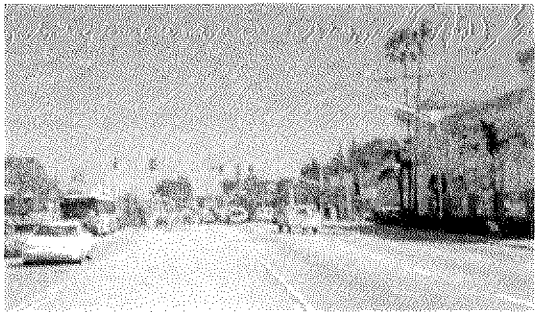


Figure 5.41 *Existing conditions in El Camino 6.*

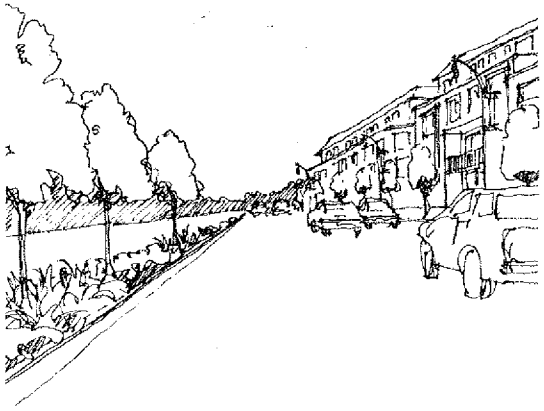


Figure 5.42 *Potential redevelopment in El Camino 4, illustrating Concept 3: Low Intensity TOD, showing 4-5 story mixed-use building on El Camino.*

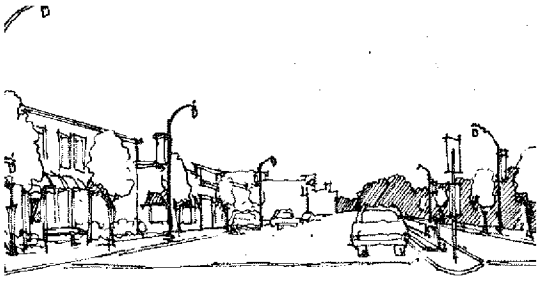


Figure 5.43 *Potential redevelopment in El Camino 5, illustrating Concept 2: Corridor Infill showing 2 story mixed-use buildings and separate medium scale retailers on El Camino*

Figure 5.44 *Potential redevelopment in El Camino 6, illustrating Concept 3: Low Intensity TOD, with 3 story mixed-use building on El Camino.*

Figure 5.45 *Existing conditions in El Camino 7.*

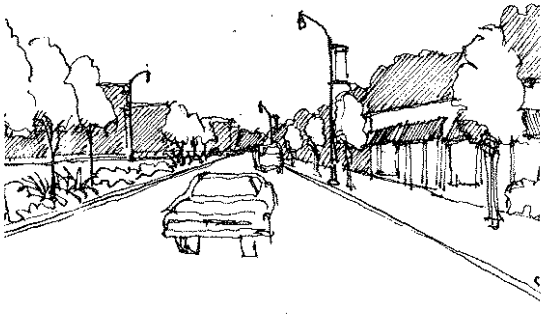
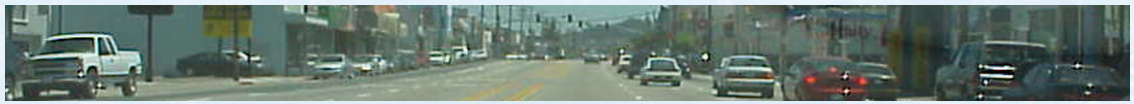


Figure 5.46 *Potential redevelopment in El Camino 7, illustrating Concept 1: Modest Change, with single story retail establishments in a landscaped setting on El Camino.*



IMPLEMENTATION

IMPLEMENTATION

The implementation section of the *El Camino Real Master Plan* provides an overview of those actions that will be required, both by the public and by the private sector, to achieve the changes envisioned by the ECRC. A summary table is included that identifies changes to the zoning ordinance and other regulatory mechanisms that are required to establish a regulatory framework that is in conformance with that required by the Master Plan. A program of economic development activities is discussed that the City can use to overcome identified impediments to the private redevelopment of certain types of older properties. Strategies are described that work to encourage change through economic incentives by indirectly reducing project costs and increasing project revenues. These strategies include an expedited project review and assistance in creating an adequate parking supply. Finally, the implementation section concludes with a discussion of how available public funds should be used for pubic area streetscape improvements and certain types of reinvestment projects such as sign and façade improvements. An appendix to the implementation section provides a summary of feasible funding sources, including the City general fund, special assessment districts, Mello-Roos, development impact fees and, should the City wish to pursue it, redevelopment tax-increment.

- Pictures of how new development permitted by the proposed change and conforming to the proposed guidelines would look.
- Statistical information that compares new housing development located within the study area with new housing located elsewhere, such as in neighboring cities or in other parts of the region, in terms of its impact on local streets and regional arterials. This information should be accompanied by information on the current jobs/housing balance in the City and region.
- Available studies of the history of residential property values adjacent to higher density single and mixed-use residential development.
- Available market information on the increased demand for and developer interest in transit-oriented development projects, especially projects that include housing as part of the mix.
- Available case studies of projects with land uses and densities comparable to those being considered. Field trips to tour these kinds of projects are an invaluable part of building community understanding.
- Personification of unit types and rent levels by associating them with jobs and typical salaries, such as school teachers, police personnel, bank tellers, etc.

STEP 1: CREATING A SOCIAL AND POLITICAL CLIMATE THAT ACCEPTS THE PROPOSED CHANGES

Those who grow up in suburban cities such as San Mateo or have lived in them for a long time stay there in part because they like the character and feel of the community. Those who move there do so, at least in part, because they are attracted by the same character and feel.

For that reason, the first step in implementation of the plan for the El Camino Real Corridor is a public outreach and consensus-building campaign to establish a policy framework for change and growth that has general public support. Such a campaign can measure concerns and better inform public understanding of the benefits and implications of community development plans under consideration for public action. Knowing the degree of community support for particular intensities and types of development projects in a study area can translate, for a developer, into a better understanding of the level of risk and, ultimately, the time frame that may be anticipated in obtaining project approval.

In terms of the land use alternatives being studied for the Land Use and Transportation Study Area and the recommended land use concepts for the El Camino Real Corridor Streetscape Master Plan, the public outreach effort that begins the public review process may include such resource materials as:

STEP 2: CREATING THE REGULATORY FRAMEWORK

Implementation of the El Camino Real Corridor Streetscape Master Plan will require corresponding changes to the zoning ordinance and other regulatory mechanisms to make them consistent with the Plan. The regulatory changes that would be required to permit some of the new land uses, heights, and development conditions, are relatively few in number.

Most of the changes that would be required are to allow development of the "more change" alternatives that are being studied by the ECRC. These changes include, but may not be limited to:

- Zoning Ordinance amendments to:

  Include setback requirement to achieve an effective sidewalk width of 10 feet on all parcels, regardless of use, height, or development intensity.

  Apply a residential overlay of R-4 or R-5 to the east side of El Camino in ECR-3 and ECR-4. (Current zoning allows residential development consistent with R3 zoning).

  Reduce parking requirement ratios in "transit village districts" (selected locations in ECR-1, ECR-3, and ECR-4, within 1/4 mile of Caltrain stations).

  Modify the current Commercial sign code to reflect the Master Plan guidelines.

  Prohibit auto-oriented businesses, such as those with drive-thru windows and auto-related uses such as auto repair and service establishments in "transit village districts" in order to encourage pedestrian-friendly uses.

- Height limit increases to

  Allow the possibility of five-story residential development (50+ feet) in higher intensity "transit village district" (ECR-1 and ECR-3 and/or ECR-4) scenarios with no required public benefit contribution after Measure H expires in 2005.

  Allow higher intensity, mixed-use development in selected districts (ECR-1 and ECR-3 and/or ECR-4) after expiration of Measure H.

range of uses actually permitted by the existing code. For example, mixed-use buildings are allowed by current zoning in most of the study area, yet no such buildings have been proposed to date.

Recognizing that zoning is not a magic wand, the City may wish - after adopting the changes described here - to take an active approach toward encouraging the development of land uses that are particularly desired to achieve the overall community vision for the corridor; for example, mixed-use development that includes housing or commercial uses.

One action that the City can take is to prepare Specific Plans, master environmental clearances, or background studies in support of environmental clearances for potential projects in the corridor. As the development potential for a defined segment of El Camino becomes better defined (possibly through a Specific Plan), a "program" environmental impact report, covering buildout of that segment, may be prepared. Such an analysis would be valid within a certain time frame (until conditions change so as to be inconsistent with those assumed or projected in the analysis) for all projects that are subsequent, consistent projects would have to complete a minimum of individual CEQA analysis (e.g., a negative declaration). Completion of such a report would significantly reduce the amount of time required fro approval processing by individual projects.

Based upon the input received from community outreach and joint City Council/Planning Commission joint study sessions, additional modifications may be required to the *El Camino Real Master Plan* before it goes before the Planning Commission and Council for review and action. The recommendations are then forwarded to the *Land Use and Transportation* Committee for inclusion of the relevant sections (El Camino 1-4) in the second phase of the project.

Most of the development types envisioned for the corridor by the ECRC are already allowed under the existing City Master Plan and zoning ordinance, but have not been developed to date. Reasons for the lack of interest in these development types vary, but they may include lack of market support or lack of clarity about the

STEP 3: STIMULATING CHANGE

Once the Streetscape Master Plan and implementing regulations that define the framework for change are adopted and environmental clearance is certified, the full range of new development of the type(s) and character envisioned along the corridor by the ECRC will be permitted. There will, however, remain a variety of factors that inhibit such new development from occurring in the study area. Some of these factors have been discussed previously in ECRC workshops. They include:

- *Economic Vitality.* El Camino is economically healthy. There are few vacant buildings, rents are not low, and reinvestment - especially on the larger parcels - is ongoing. Under these conditions, property owners are able to achieve reasonable returns on investment, and therefore have no incentive to replace existing older buildings with new ones.
- *Parking Requirements for Single Uses.* On parcels that do not provide parking consistent with the current zoning code, these requirements would reduce the size of the building that could be located on the site. As a result, building owners are effectively encouraged to retain the existing structures, even if they do not provide the functional and aesthetic amenities that would be desirable for modern retailing and the image of El Camino.
- *Parcel Sizes.* In the northern part of the study area, parcels are too small to allow for efficient redevelopment. Previous presentations have demonstrated, for example, that parcels 50 feet wide are too narrow to support new development with parking in the rear.
- *Financing.* Financing has historically been difficult to secure for mixed-use (commercial and residential) buildings.
- *Resistance to Change.* Even on parcels where redevelopment is feasible, developers may be reluctant to test new product types, such as mixed use buildings, in face of ongoing market support for conventional, single-use structures.

In light of these obstacles, it may be necessary for the City to take action in order to stimulate land use change that will move El Camino toward the community-based vision described by the Master Plan. At the most fundamental level, the City's Economic Development staff can encourage land use change through public education by preparing and disseminating real estate-type marketing materials that call attention to opportunities for land uses particularly desired in the El Camino corridor or by actively recruiting businesses that are desired in the corridor. To some degree, this type of effort parallels the climate-changing efforts outlined in Step 1. In this step, however, it is focused on the development community.

Beyond education, however, actions that affect the developers' bottom line may be required. Land use change is most likely to occur when the relationships of revenues and costs associated with the existing land uses change sufficiently to yield a greater return on a new use - even after considering the additional capital investment required to produce that new use - than on the existing use.

A strong Bay Area economy is probably the greatest stimulant to change on El Camino (as well as in other locations in San Mateo). A strong economy could support market demand for changes in land use. As office rents and housing prices have increased dramatically, they may have improved the prospective revenue side of the picture sufficiently that landowners perceive the possibility of greater returns from new buildings on El Camino than from existing buildings. At the same time, developers may perceive the possibility of greater returns from projects on El Camino than from alternative investments (e.g., in projects in other locations or other uses of funds).

ENCOURAGING CHANGE

"Encouragement" is not the same as direct action. When cities take direct action to create land use change, they typically perform the types of functions possible in a redevelopment plan area: for example, where the right of eminent domain also has been established for some or all certain key properties, the redevelopment agency can facilitate land acquisition and parcel assembly by acquiring sites and then selling them to developers. Even without eminent domain, the agency can make loans or loan guarantees, and can subsidize interest costs and relocation expenses (both to move less desirable businesses out of the area and to move more desirable businesses in).

Encouragement, in contrast, consists of indirect actions that make it possible for developers either to reduce the costs incurred to achieve land use change or to enhance the revenues that may be expected from that change.

On El Camino, the streetscape and public area improvements described by the Master Plan may be expected to enhance revenue potential: they will improve the image of El Camino, making it a visually more attractive place to do business. To the extent that these improvements increase obtainable rent levels in existing buildings, however, they may either inhibit or stimulate change:

- From the perspective of a developer who does not own the site, the price paid for an existing building that is to be demolished and replaced by a new building comprises the cost of land: it provides the site for a new structure. When rents increase, the price of the building increases and, therefore, the developer's cost of land increases, making replacement of existing buildings by newer ones less feasible.
- From the perspective of an existing owner who might be interested in new development or redevelopment, an increase in obtainable rents may enhance the revenues expected from a replacement building more than those from the existing use and thus improve the feasibility of redevelopment; in that case, public investment would stimulate change.

Streetscape improvements will affect all properties along El Camino in the same way, because they will make the entire study area more attractive. Consequently, all non-owner developers will face the decision as to whether or not the improved appearance of the area will support rents that justify higher land costs and all current landowners will face the decision as to whether or not the improved appearance will support rents sufficient to justify improvements to their properties.

To the extent that certain types of development or development in certain locations are to be encouraged, however, the ECRC, Planning Commission, and Council may wish to consider additional stimulants to change. Such stimulants would be appropriate to make those desired types of and/or locations for development more attractive. (They would not, however, be appropriate to reward simple compliance with the land use designations, zoning code regulations, and design guidelines that are adopted to define the types and character of land uses that are appropriate in the El Camino Real study area).

The City of San Mateo may choose from a variety of different strategies to create incentives for change. These strategies are all intended to operate within the framework of the planning, zoning, and design framework established in Step 2.

STRATEGIES TO STIMULATE DESIRED CHANGES

It is possible for the City to stimulate land use change in the private sector by taking actions that (1) reduce private sector costs of producing that change and/or (2) increase the revenues that may be expected as a result of it.

STRATEGIES THAT MAY REDUCE PROJECT COSTS

Reductions in project costs may be achieved indirectly, through regulatory or processing actions, or by providing direct cash subsidies.

REGULATORY APPROACHES

Project- or location-specific strategies for reducing costs may include:

- *Expedited Project Review.* Shortening and expediting the review process - e.g., by assigning a staff member to shepherd desired types of development through the approval process, guaranteeing priority scheduling - can reduce up-front project development costs by shortening time required for approval, and thereby reducing land carrying costs such as the cost of options and interest payments.

  Master environmental clearance, of the type described in Step 2, is one tool that can be used to shorten the time required for project review. Short of complete environmental review, area-wide traffic studies, cultural resources surveys, or other comprehensive information sources that can be used by project applicants to assist in the project-specific environmental review can also be effective in reducing time between project application and project approval.

- *Reduced Parking Requirements or Public Provision of Off-Street Parking.* The parking required of new uses comprises a significant part of the development cost and - if underground parking is not financially feasible - may substantially diminish the site area available for revenue-producing building space. Reductions in parking requirements increase the potential building size (which would still be regulated by height and floor area ratio regulations) and reduce project cost.

  However, such reductions may not be attractive because retailers as well as office tenants may require ample parking supplies as a condition of their occupancy. To survive, retail businesses depend on sufficient parking either on-site or nearby, either on streets or in shared (usually public) lots.

  Public parking available to multiple businesses could be used to offset shortages of on-site parking created either by reductions in parking requirements or existing site development patterns. While the provision of public parking facilities is not, strictly speaking, a regulatory approach and is also noted below in "Financial Approaches," it would allow the City to reduce on-site parking requirements without jeopardizing the viability of the businesses. Public shared parking facilities could be created if the public sector (that is, the City) acquires parcels of land on various blocks along El Camino Real that are occupied by smaller-scale buildings with insufficient on-site parking, cleared, and striped for public parking. These facilities would be most efficient if they were 60 feet wide (the dimension required for two parking bays with a central access aisle); they would be most effective if located at one- to two-block intervals along the corridor, primarily in the segment north of 28th Avenue.

FINANCIAL APPROACHES

Beyond providing regulatory incentives, it may be possible for the City to create some development incentives that include direct cash subsidies to private development projects. Potential sources of funding for these types of incentives are identified in an appendix to this element of the Master Plan document. The discussion in this section focuses on the potential uses of funds, if they can be made available.

Site- and use-specific financial approaches may include:

- *Maintenance of Front Setback Areas.* It may be advisable for the City to take on responsibility for maintaining the pedestrian area and landscaping in the required setback area in front of buildings on El Camino. This strategy would require that property owners grant the City a maintenance easement. It would reduce development project costs by relieving the property owners of the cost of maintaining these areas.

- *Forgiveness of Taxes or Fees.* It may be possible for the City to forgive some taxes or fees if proposed projects conform to certain goals established for El Camino. For example, property transfer taxes could be refunded to developers who acquire multiple parcels for assembly into a single larger development site that allows for higher-quality project design.

- *Funding Assistance.* Even more direct an approach than maintaining landscaped areas is the provision of direct funding assistance; e.g., in the form of no- or low-interest "gap" loans for certain types of development. This type of strategy could be particularly helpful in encouraging mixed-use (commercial-residential) projects, for which some lending institutions are hesitant to make loans.

  This strategy - that is, low-cost financing - could also be considered to assist with:

- *Facade and Sign Improvements on Existing Properties.* The City already has a facade improvement program in place for the downtown area. This program provides design grants and low interest loans to individual property owners and businesses for improvements to building facades and commercial signs. It may be possible to extend this program to the El Camino study area.

- *Projects that Build in Desired Transit or Public Service Features.* Such features would, for example, promote increased transit use or accommodate facilities for non-profit, public benefit programs such as community health services, job location and training, child care, adult education, which provide important support services and amenities, especially for housing development. Money for this use could come from a variety of sources, such as federal TEA-21 or Community Development Block Grant (CDBG) funds, state transportation funds, or county Congestion Management funds.

  Other types of funding assistance, including help with business relocation and parcel assembly, are typically actions that are carried out by Redevelopment Agencies in redevelopment plan areas. Because redevelopment is not considered a likely strategy for achieving change on El Camino, these actions are not discussed here. Redevelopment is, however, described briefly in the funding appendix.

- *Provision of Shared Parking Facilities.* The City could form a parking district for El Camino merchants for the purpose of acquiring and improving sites for shared parking lots. The purpose of this strategy would be to enable businesses on small lots to retain as much building space as possible and still provide parking.

  Parking districts typically generate funding to pay for shared parking facilities through an assessment levied on property owners within a defined geographic area (that is, the defined district). San Mateo currently uses this mechanism in the Central Parking and Improvement District (CPID), which encompasses most of downtown. The CPID levies assessments based in part on the amount of on-site parking deficiency for each property (that is, the difference between the parking required for the businesses, under the zoning code, and the actual parking provided). A similar strategy could be appropriate on El Camino. To be effective, parking facilities would have to be located within one or two blocks of each business.

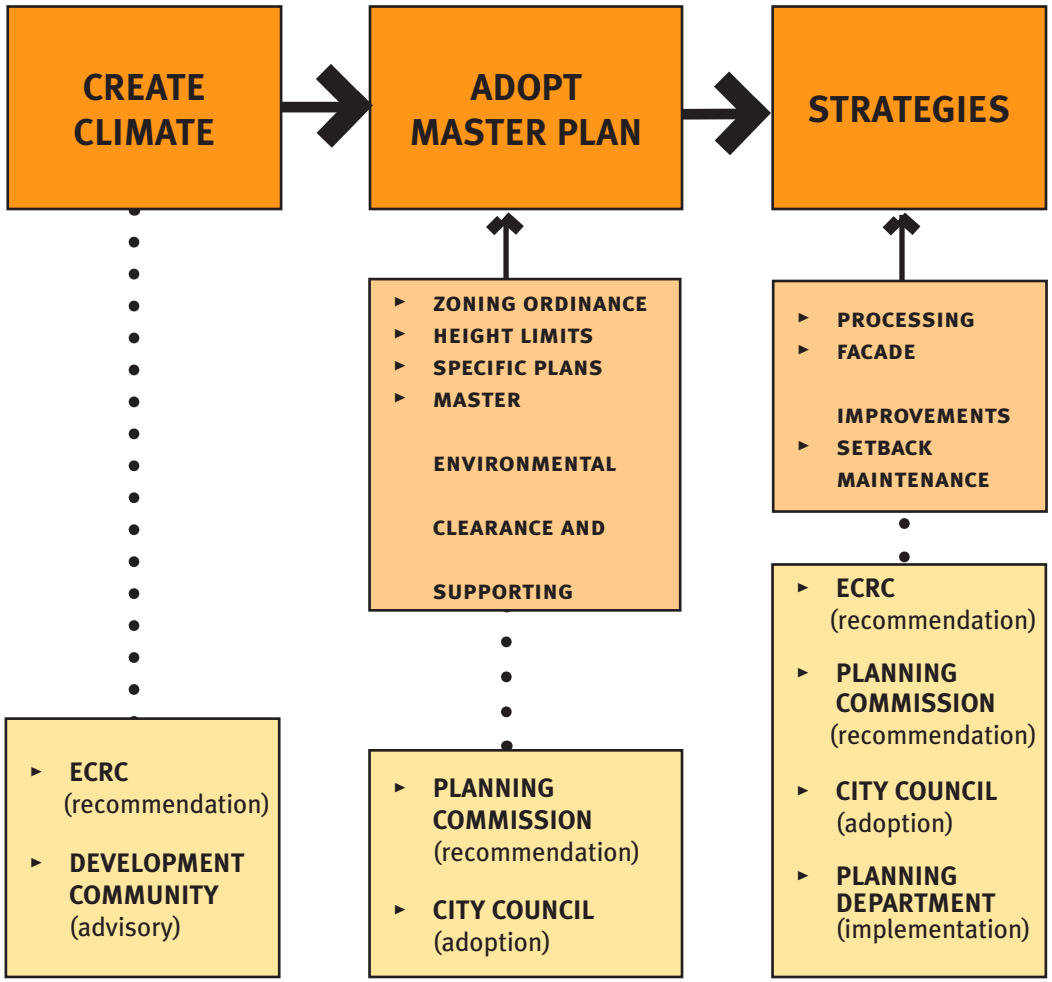


Figure 1.0 *The planning and implementation process.*

STRATEGIES THAT MAY ENHANCE REVENUES

Project-generated revenues may be enhanced when the City allows an increase in the size of a development project on a site of a given size. This approach is the underlying rationale for the bonus provision of Measure H, which allows height increases in return for contributions to public benefits. Other regulatory-based strategies may include:

- *Increasing allowable floor area ratios (FARs) and/or heights*. This strategy may not be effective by itself, because -as has been discussed in the workshops - it is currently not possible to achieve the maximum permitted FAR given the existing parking requirements, and reducing the parking requirement makes buildings less marketable. At the same time, allowing parcels greater than a certain threshold size to have greater FARs could create incentives for parcel assembly and larger-scale development.

- *Allowing higher-density housing adjacent to transit stations*. Mixed-use or single use housing development in "transit village districts", could be attractive to both developers and households seeking to live in San Mateo. Such projects could take advantage of reductions in parking requirements to the extent supported by regulations governing transit-oriented development (see p. 144); inclusion of affordable housing which would qualify them for density bonuses as provided by State law; and the ability to provide efficiently-shared open space. A reconsideration of height limits when Measure H expires in 2005 may also facilitate the development of higher-density projects.

ITEM	EXISTING POLICY	ECRC POLICY CHANGE RECOMMENDATIONS
10' Effective Sidewalk Width	Buildings two stories or less are currently not required to be set back from the property line.	All buildings, regardless of height should include a hardscaped setback to achieve a 10' effective sidewalk width, when added to the width of the existing sidewalk.*
	Buildings over two stories are required to have a 10' landscaped setback from the property line.	In all districts except El Camino 2 and 7, buildings over two stories would be required to be setback beyond the 10' effective sidewalk to a distance equal to 10' from the property line.*
	Surface parking lots are currently required to include a 6' landscape setback from he property line.	Surface parking lots would be required to include a hardscape setback to achieve the 10' effective sidewalk width when added to the width of the existing sidewalk in addition to the 6' landscape buffer behind the sidewalk. * NOTE: If the setback creates a hardship which can be proved my the applicant, the City may mitigate the hardship by reducing the width of the setback.
Parking Requirements	Multi-Family dwellings currently have the following on-site parking requirements: Studio: 1.5 Spaces* One-Bedroom: 1.8 Spaces* Two-Bedroom: 2.0 Spaces* Three+ Bedrooms: 2.2 Spaces* *NOTE: All parking space totals include .2 spaces for visitor parking.	As per the Transit-Oriented guidelines, residential development within 1/2 mile of the Caltrain stations would be eligible for parking reductions. The reductions would be more substantial for projects located within 1/4 mile of the stations than those between 1/4 and 1/2 mile of the stations.
	Commercial offices currently have the following on-site parking requirements: ⇦ 100,000 SF: 1 Space / 335 SF ⇨ 100,000 SF: 1 Space / 315 SF	In order to build the landscape median, on-street parking will be replaced with spaces in public parking lots in El Camino 1, 2 and 5. In these districts, properties should be discouraged from offering surface parking lots on individual sites. A Parking District should be developed in these districts to help fund the acquisition and construction of the parking lots.
	Commercial retail uses are currently required to have 1 on-site space / 225 SF.	
	Shared parking currently requires a Special USe Permit, and is limited to uses within a single property.	The use of shared parking agreements should be extended to adjoining properties (requiring a deed on the individual properties.) Special criteria for mixed-use projects should be developed that describes the mix of land uses and ratios for parking requirements. If developments meet these criteria, the projects should not be required to get a Special Use Permit.

SF=Square Feet

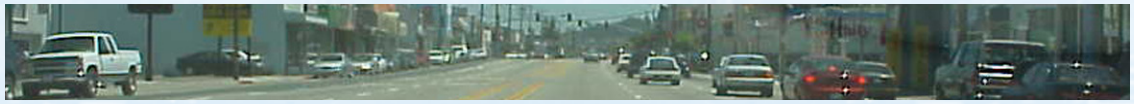
ITEM	EXISTING POLICY	ECRC POLICY CHANGE RECOMMENDATIONS
Commercial Signs	Currently, the majority of properties along El Camino are subject to the city-wide sign code under the Commercial and Manufacturing (C&M) category.	The properties along El Camino (within the boundaries of the study area) should be called out as a specific area within the city-wide sign code, following the commercial sign guidelines from the El Camino Real Master Plan.
	At present, the zoning ordinance permits freestanding signs in C and M districts of a maximum size of 40 square feet on lots up to 50 feet in width to a height not to exceed 15 feet, with all signs over 8 feet requiring approval of a Site Plan and Architectural Review. Lots over 50 feet in width are permitted an additional sign area of 0.35 sq. ft/1 ft of frontage to a maximum size of 75 square feet and additional height of 0.1 ft/1 ft of frontage to a maximum height of 25 feet.	New pole signs would not be allowed on El Camino within the study area of this project. If property owners request the refacing of an existing pole sign, the sign should be replaced with a monument sign.
	At present, the zoning ordinance allows projecting signs to be the primary building sign.	Projecting fin signs should be used only as secondary pedestrian-scaled building signs. The primary building sign should be either a face sign or a monument sign.
	The currently city-wide sign code limits window signs to 25% of the glazing.	The El Camino Real Master Plan sign guidelines would limit window signs to 20% of the glazing, and limit the location to the lower area of the window as to not obstruct views into the building.
Building Heights	Buildings along El Camino are limited to 40' in height. If projects include a "public benefit" and conform with specific planning policies, buildings can extend to 55' in height on all parcels except El Camino 7.	The ECRC recommends that all development be limited to the 55' height limit with the inclusion of a public benefit. (i.e. No Change) The ECRC recognizes that the Land Use and Transportation Corridor Study (LUTC) is exploring an alternative, which, after Measure H expires in 2005, would explore the extension of building heights beyond 55' El Camino 1-4 are covered jointly by the two studies (Refer to map in Land Use section, p...) The ECRC recommendations for El Camino 1-4 will be forwarded to the LUTC for inclusion in Phase 2 of that study. Recommendations for El Camino 5-7 will be adopted as part of the El Camino Real Master Plan.
	Since parcels are less than 100' in depth the parcels do not have a specific height limit.	Buildings in El Camino 7 should be limited to 30' or two stories.

ECRC POLICY CHANGE RECOMMENDATIONS

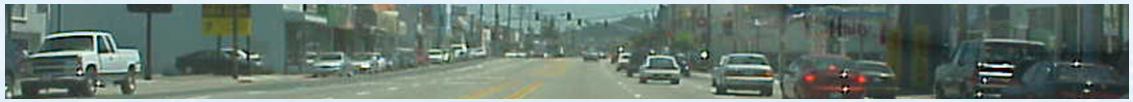
ITEM	EXISTING POLICY	ECRC POLICY CHANGE RECOMMENDATIONS
Building Densities		
• ***El Camino 1***	Current residential densities on C3-1/R4 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within 50 dwelling units/acre for all parcels along El Camino, so no change is envisioned.
• ***El Camino 2***	Current residential densities on C3-1/R4 parcels set a limit of 50 dwelling units per acre. Current residential densities on C1-2 are set at 35 dwelling units/acre. Current residential densities on C3-2 parcels set a limit of 50 dwelling units per acre. Current residential densities on C3-1/R4 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within the existing densities, so no change is envisioned.
• ***El Camino 3***	Current residential densities on C3-2 parcels set a limit of 50 dwelling units per acre. Current residential densities on C2 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within 50 dwelling units/acre for all parcels along El Camino, so no change is envisioned.
• ***El Camino 4***	Current residential densities on C3-2 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within 50 dwelling units/acre for all parcels along El Camino, so no change is envisioned.
• ***El Camino 5***	Current residential densities on C3-1/R4 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within 50 dwelling units/acre for all parcels along El Camino, so no change is envisioned.
• ***El Camino 6***	Current residential densities on C1-1.5/R4 parcels set a limit of 50 dwelling units per acre.	The ECRC recommends that all development stay within 50 dwelling units/acre for all parcels along El Camino, so no change is envisioned.
• ***El Camino 7***	There is currently no residential densities specified for El Camino 7.	Since the ECRC does not envision residential uses in El Camino 7 no change is envisioned.

ITEM	EXISTING POLICY	ECRC POLICY CHANGE RECOMMENDATIONS
Transit-Oriented Development (TOD) Guidelines	The city currently does not have any Transit-Oriented Guidelines or land use overlay.	The ECRC recommends that Transit-Oriented Overlay be developed for parcels within the 1/2 mile radius of the Caltrain Stations. Within this overlay, the city should develop design guidelines that address the following for TOD's: Parking ratios On-street parking restrictions Type and mix of uses allowed Improved links to transit stations Neighborhood buffers The overlay should differentiate between two levels of TOD's: TOD-1 within 1/4 mile of the stations and TOD2 between the 1/4 and 1/2 mile radius from the stations. TOD1's could be developed with more intensity, less parking, more restrictions on land uses and such than TOD2's. The ECRC recommends the addition of the TOD overlays to those parcels in El Camino 1, 3, and 4 that lie within the 1/4- and 1/2-mile radius.
Building Floor Area Ratio (FAR)	Parcels zoned with a residential FAR bonus of 1.0/2.0 (Commercial development is limited to and FAR of 1, but residential development on the same site can have an FAR of 2) give an incentive for residential development on a particular site. El Camino 1-4 and 7 have parcels that do not differentiate between the residential and commercial FAR.	The ECRC recommends that in those parcels where they would like to see more mixed-use development, that the zoning be changed to reflect a residential bonus, thus discouraging the development of commercial uses only.
Land Use Considerations		
• ***El Camino 1***	C3-1/R4 (Regional/Community Commercial with a High Density Residential Overlay)	The existing land use category is in keeping with the ECRC vision, however, the ECRC would like to see more transit-oriented mixed-use development occur within this district. The ECRC recommends the creation of the TOD overlay for those parcels within ½mile radius of the Caltrain stations as mentioned on the previous page.

ITEM	EXISTING POLICY	ECRC POLICY CHANGE RECOMMENDATIONS
• ***El Camino 2***	C3-1/R4 (Regional/Community Commercial with a High Density Residential Overlay to 25th Avenue and west of El Camino after 25th Avenue) C1-2 (Neighborhood Commercial surrounding 25th Avenue) C3-2 (Regional/Community Commercial east of El Camino after 25th Avenue)	The existing land use category is in keeping with the ECRC vision, so there is no change envisioned.
• ***El Camino 3***	C3-1/R4 (Regional/Community Commercial with a High Density Residential Overlay west of El Camino) C3-2 (Regional/Community Commercial east of El Camino)	The existing land use category is in keeping with the ECRC vision, however, the ECRC would like to see more transit-oriented mixed-use development occur within this district. The ECRC recommends the creation of the TOD overlay for those parcels within ½mile radius of the Caltrain stations as mentioned on the previous page.
• ***El Camino 4***	C2 (Regional/Community Commercial west of El Camino) C3-2 (Regional/Community Commercial east of El Camino)	The existing land use category is in keeping with the ECRC vision, however, the ECRC would like to see more transit-oriented mixed-use development occur within this district. The ECRC recommends the creation of the TOD overlay for those parcels within ½mile radius of the Caltrain stations as mentioned on the previous page.
• ***El Camino 5***	C3-1/R4 (Regional/Community Commercial with a High Density Residential Overlay)	The existing land use category is in keeping with the ECRC vision, so there is no change envisioned.
• ***El Camino 6***	C1-1.5/R4 (Neighborhood Commercial with a High Density Residential Overlay) A Specific Plan is called for in the Belmateo area within this district.	The existing land use category is in keeping with the ECRC vision, so there is no change envisioned.
• ***El Camino 7***	C3-2	The ECRC recommends that a Specific Plan be done for this district to tie development together with El Camino 6.



APPENDIX



FUNDING SOURCES

APPENDIX: POTENTIAL SOURCES OF FUNDING

The strategies for change that are financially based require funds that can be used to offset private sector costs. The intended use for private sector costs severely limits the City's ability to raise funds: Money from most sources, such as special assessment districts or Mello-Roos Districts, may be used only for public sector expenditures. Of the sources identified below, only redevelopment agency funding may be used for projects that occur in the private sector.

At the bottom line, the sources of funds described here should be considered for their potential ability to provide money for improvements to the public realm (e.g., streetscape). Given the restrictions on uses of funds that may be raised by the public sector, stimulants to land use change on private lands may be restricted to the regulatory approaches outlined above.

GENERAL FUND

The City's general fund collects revenues from taxes; licenses and permits; fines, forfeits and penalties; use of money and property (rent on City-owned facilities and interest on City investments); transfers from federal and state agencies; service charges; and recreation income. These revenues are unrestricted; that is, they may be appropriated at the discretion of the City Council. They are, however, the City's primary source of revenues for all citywide services (including police and fire protection, general government, parks and recreation, etc.), and therefore may not be available or reliable for specific capital improvement projects in a limited area such as the El Camino Corridor.

SPECIAL ASSESSMENT DISTRICTS

A special assessment district may be formed to provide publicly-owned capital improvements, such as streets, curbs and gutters, street lights, storm drains, sewers, and landscaping serving the district, or specific operating and maintenance expenditures. Examples of allowable operating expenditures include those budgeted for transportation systems, sewer facilities, street lighting systems, drainage and flood control systems, and parking facilities. Examples of maintenance expenditures are those budgeted for park maintenance, median strip landscaping, and street trees.

A parking district, such as described on page 148, is one example of an assessment district. In that case, the public improvements funded by the district provide a direct benefit to the property owners.

Business Improvement Districts (BIDs) are a sort of benefit assessment district in which levies are charged to business owners rather than the property owners.

In general, assessment district funds must be spent in the public domain, and not on private property. Therefore, except for parking districts, special assessment districts are not considered to be a likely source of funds for stimulating private sector land use change in the El Camino corridor.

MELLO-ROOS COMMUNITY FACILITIES DISTRICTS

The Mello-Roos Community Facilities Act of 1982 allows local jurisdictions to establish community facilities districts (CFDs) and to levy a special tax to fund a wide variety of public capital improvements as well as some ongoing operation and maintenance costs. Although the Mello-Roos Act requires that a specific area subject to the tax be defined, the benefits of the improvements or services funded by the tax need not be limited to the area being taxed.

Like assessment district funds, Mello-Roos funds may be used only for public capital improvements (such as libraries and schools) or (increased levels of) public services. Therefore, a Mello-Roos District is not likely to be an advantageous source of funds for El Camino corridor land use changes.

DEVELOPMENT IMPACT FEES AND EXACTIONS

Development impact fees and exactions are commonly imposed on construction projects to cover the capital costs incurred to serve those projects. Development impact fees generate revenue to fund capital facilities located outside the boundaries of the project that benefit the contributing development. Development-necessitated capital improvements may be either new improvements (e.g., construction of new roads or installation of traffic signals) or expansions of existing facilities (e.g., road widening, intersection improvements, increased wastewater treatment capacity at an existing plant, additional parking lanes or recreational facilities). These improvements are considered area-specific because they benefit and are necessitated by specific development in a well-defined project area for each development project.

Typical examples of impact fees are water and sewer connection fees, road impact fees, and park and school impact fees. Some cities also impose development fees for public art, child care and transit facilities (e.g., buses and light rail lines).

"Exaction" is a broader term that can include impact fees as well as dedications and in lieu fees. Exactions are usually assessed in the form of requirements that developers of major projects build (or pay for the construction of) local streets, sewer lines, water lines, and sometimes parks, schools, fire stations and other public facilities.

Fees and exactions are imposed before development can occur, generally when a building permit is issued.

Development fees and exactions are to be used for specific public sector capital improvements required to serve new development. They may not be used on private property.

REDEVELOPMENT

The establishment of a redevelopment plan area and, if one does not already exist, a redevelopment agency allows for the use of tax allocation (or tax increment) financing to fund capital improvements and specific other activities within the specified redevelopment plan area.

Revenues collected by the redevelopment agency on behalf of a redevelopment project may be used to (1) acquire real property, (2) relocate occupants of acquired real property, (3) acquire or improve public infrastructure and (4) repay loans from other public entities and from private entities. However, a minimum of 20 percent of all taxes allocated to the redevelopment agency must be used by the agency toward increasing and improving the supply of low- and moderate-income housing in the community unless a finding demonstrating no need for such housing is made.

Criteria for Establishing Redevelopment Project Areas

One of the basic criteria for establishing a redevelopment plan area is that the local government must find that the area is "blighted." A blighted area, according to redevelopment law, is defined as follows:

- "Characterized by the existence of buildings and structures, used or intended to be used for living, commercial, industrial, or other purposes, or any combination of uses, which are unfit or unsafe to occupy for such purposes" because of conditions such as defective design and construction; faulty interior arrangement and exterior spacing; overcrowding; inadequate provision for light, ventilation, sanitation, open spaces and recreation facilities; or "age, obsolescence, deterioration, dilapidation, mixed character or shifting of uses"; or
- "Characterized by properties which suffer from economic dislocation, deterioration or disuse . . . which cause a reduction of, or lack of, proper utilization of the area to such an extent that it constitutes a serious physical, social or economic burden on the community which cannot reasonably be expected to be reversed or alleviated by private enterprise acting alone." Conditions that indicate this situation include lots of irregular form and shape and inadequate size for proper development; poor layout of lots in relation to topography;

inadequate public improvements, public facilities, open space, and utilities that cannot be remedied by the public or private sector without redevelopment; or "a prevalence of depreciated values, impaired investments and economic maladjustment."

In addition, redevelopment plan areas also must be urbanized, which means that at least 80 percent of the privately-owned land must be developed for urban uses.

In the El Camino Real study area, it is possible that the abundance of small parcels coupled with diverse ownerships, buildings that are obsolete and poorly maintained, and unsightly signs could allow the area to be defined as "blighted."

Source of Revenue

When a redevelopment plan area is adopted, the amount of property tax allocated to each of the taxing entities in the year of adoption (the "base year") is frozen. In succeeding years, each entity continues to receive the same amount of tax revenue it collected in the base year plus annual inflationary adjustments (maximum of two percent pursuant to Proposition 13) to the tax base (that is, its share of the "frozen base"), but all increases, or tax increments, above the base year total plus inflationary adjustments accrue to the redevelopment agency for use within the plan area. Additional distribution to taxing entities are required beginning in Year 11 of a redevelopment project. Affected taxing agencies may cede their portion of tax revenue to the redevelopment agency, although such revenue forgiveness is becoming increasingly rare.

Advantages and Disadvantages of Redevelopment

Advantages

The purpose of tax increment financing is to allow reimbursement of public funds for the rehabilitation and improvement of an area entirely out of the revenues that derive from the increased value of the property after improvement. Rather than being dispersed throughout the City or County, the tax increment generated within the redevelopment plan area is "captured" for public reinvestment in the plan area. With tax increment financing, the tax burden on property owners within the redevelopment area or beyond is not increased. Thus, tax increments are not considered "proceeds of taxes" and appropriations using those revenues do not count towards a jurisdiction's spending limit pursuant to Proposition 4 (Article XIIIB of the California Constitution). Neither the designation of a redevelopment plan area nor the adoption of a redevelopment plan is required to be subjected to a public vote but either may be the subject of a referendum. An additional advantage is that a redevelopment agency may be granted the power of eminent domain over some or all properties in the plan area, either when the plan area is established or later as special project needs are determined. The use of eminent domain by a California redevelopment agency to assist in property acquisition is subject to a growing body of redevelopment law that has been developed since the mid-1960s that tends to favor the private property owner. Property condemnation for projects which benefit approved redevelopment objectives may never the less be politically sensitive. Often, eminent domain is waived in establishing a redevelopment plan area, especially for residential properties.

Finally, a redevelopment agency can enter into agreements whose only public purpose is to promote economic development (general purpose governments such as cities, in contrast, may enter into agreements only if they have a more traditional public purpose, such as providing public facilities).

Disadvantages

Defining an area as "blighted" in order to establish a redevelopment plan area also may be politically sensitive and thus represent a disadvantage to tax allocation financing.

Another disadvantage of redevelopment is that debt repayment depends on increases in property value and the associated property tax. Such

increases rely on new development and increased values for existing development (a spillover effect), which are not certain and therefore present a risk.

Finally, tax increments allocated to a redevelopment project are diverted from the City's general fund and the general funds of other local jurisdictions; as a result, the ability of those governments to provide a constant level of service to new and existing development may be constrained.

TEA-21

In addition to funding for highway programs, the federal Transportation Equity Act for the 21st Century (TEA-21) contains a the Transit Enhancement Activities program which targets funding for projects that are designed to enhance transit service and use and that are functionally related to a transit facility. These projects may include, for example, bus facilities, landscaping, public areas, pedestrian access and walkways, bicycle access and storage, connections to public open space and enhanced access for persons with disabilities to mass transportation. This funding source, which is administered by MTC (Metropolitan Transit Commission), could be used for planned streetscape improvements in the vicinity of Caltrain stations and in planned "transit villages."

TRANSPORTATION FOR LIVABLE COMMUNITIES (TLC)

MTC has established the TLC program to support development plans and projects that strengthen the link between transportation investments and community needs. In addition to planning grants, MTC proposes to use its discretionary funds through the TLC program for capital improvement projects. Higher-intensity development contemplated for sites adjacent to the two Caltrain Stations - Hayward Park and Hillsdale - may qualify for TLC funding.

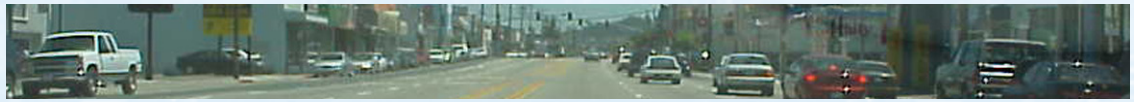
COUNTY CONGESTION MANAGEMENT AND AIR QUALITY IMPROVEMENT PROGRAM FUNDS (CMAQ)

CMAQ funds can be used to fund projects that reduce congestion and air pollution in urban areas that do not or did not formally meet federal clean air standards. Some of the planned roadway improvements, such as constructing medians and restricting left turns, will benefit smooth traffic flow and may quality for CMAQ funds.

CDBG (COMMUNITY DEVELOPMENT BLOCK GRANT)

CDBG funds are federal monies that are made available to local governments for discretionary economic development projects, including streetscape, housing, and commercial assistance. They may be used for commercial development assistance where such projects provide jobs for low and moderate income residents of the area, where they remove conditions of blight, and, in the case of private, for-profit businesses, where they are used for improvements to the exterior of the building or where they correct code violations. Their use is restricted to certain geographic areas. As of this writing, it is not known whether projects in the El Camino corridor could qualify for CDBG funding.

CDBG is an established method of funding in the City of San Mateo.



GLOSSARY

AMERICANS WITH DISABILITIES ACT (ADA):

The Americans with Disabilities Act of 1990. Title III of the ADA, which covers public accommodations and commercial facilities, promulgated the Americans with Disabilities Act's Accessibility Guidelines (ADAAG), which is the general design guidance and criteria that must be applied during the design, construction, and alteration of buildings and facilities.

"BIG BOXES":

Stand-alone stores with 100,000 square feet or more-typically surrounded by individual surface parking lots

BULB-OUTS:

An extension of a sidewalk into an intersection to slow traffic down as it moves through the intersection.

CURB CUT:

A small ramp built into the curb of a sidewalk to ease passage to the street. Traditionally used for access into driveways, it is becoming more common to see them added for bicyclists, pedestrians with baby carriages, and physically disabled people.

EASEMENT:

The right of a person, government agency, or public utility company to use public or private land owned by another for a specific purpose. A grant of one or more of the property rights by the owner to, or for the use by, entirely.

EFFECTIVE SIDEWALK:

The distance necessary to allow both accessibility along El Camino and provide street trees within the sidewalk determines a dimension of ten feet for an effective sidewalk width. These requirements include a 5' unobstructed path of movement, a 4' ornamental tree grate and a 6" curb on the street side.

FAÇADE:

The face of a building, especially the principal face.

FLOOR AREA RATIO (FAR):

Determined by dividing the gross floor area of all buildings on a lot by the area of that lot. The floor area ratio (FAR) was developed as a more refined and adaptable measure of intensity than building coverage. It expresses in one measure, instead of several, the mathematical relation between volume of building and unit of land.

FLOOR PLATE:

The amount of floor area within the ground floor of a building, typically assumed to be a footprint of the building on the ground.

FRONTAGE:

The front part of a piece of property. Also used to refer to the land between a building and the street.

GRADE CROSSING:

An intersection of railroad tracks, roads, walkways, or a combination of these at the same level.

GRADE-SEPARATION (CROSSING):

An intersection of railroad tracks, roads, walkways, or a combination of these where the roadway and the railroad tracks are split onto different levels.

INFRASTRUCTURE:

Includes such things as roads, gutters, curbs and sidewalks, power lines, gas lines, cable, sewer and water pipes, traffic.

JOINT DEVELOPMENT:

The development of real estate involving the cooperation of a public and private entity.

LEVEL OF SERVICE:

Classification terms used for determining the movement through a particular road or intersection-given grades from A-F. (A being the best)

LUMINAIRES:

The portion of a light fixture that contains the light source.

MIXED-USE:

Containing or zoned for both commercial and residential facilities or development. The mixture of different land use types usually occurs within the envelope of one building as opposed to several individual buildings.

MULTI-USE:

The mixture of different land use types on single parcel but within different buildings.

PARCEL:

A plot of land, usually a division of a larger area.

PODIUM:

A low wall serving as a foundation, but often used to refer to a level of parking that is raised above ground upon which residential or office space is built (i.e. podium parking.)

RIGHT OF WAY:

The strip of land over which facilities such as highways, railroads, or power lines are built. The dimensions typically run from the private property lines on either side of the right-of-way.

SECTION:

Representation of a solid object as it would appear if cut by an intersecting plane, so that the internal structure is displayed. Here used to relay the information within the street, running the length of the right-of-way.

SETBACK:

The required minimum horizontal distance between the building line and the related front, side, or rear property line. The distance in feet something has to be from a property line. Occasionally setbacks are measured from the centerline of the street or a neighboring structure.

STREET FURNITURE:

Objects such as benches, transit stops, newspaper racks and the like that are useable by pedestrians on the sidewalk.

THEME INTERSECTIONS:

Those intersections along El Camino, which contain the largest pedestrian activity and will receive design improvements and pedestrian amenities. Theme intersections are called for at 20th, 25th, 31st, 37th and 42nd Avenue.

TYPOLOGY:

The study or systematic classification of types that have characteristics or traits in common. Often used to refer to the type or character of buildings along the street.