

**ATTACHMENT 3**  
**GENERAL PLAN ELEMENTS AND POLICIES**  
**PA-2023-054, 2 W. 3<sup>RD</sup> AVE., PRE-APPLICATION**

2 W. 3<sup>RD</sup> AVE.  
SAN MATEO, CA 94402  
PARCEL # 034-093-050

**City of San Mateo – Applicable Policies**

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

1. General Plan Vision 2030 (Adopted October 18, 2010)  
Available online at: <https://www.cityofsanmateo.org/1537/General-Plan>
2. City of San Mateo Zoning Code  
Available online at: <https://law.cityofsanmateo.org/us/ca/cities/san-mateo/code/27>
3. City of San Mateo Downtown Area Plan  
<https://www.cityofsanmateo.org/DocumentCenter/View/55327/2009-Downtown-Area-Plan>
4. Bicycle Master Plan (April 2020)  
Available online at: <https://www.cityofsanmateo.org/DocumentCenter/View/85445>
5. Pedestrian Master Plan (April 2012)  
Available online at: <https://www.cityofsanmateo.org/2218/Pedestrian-Master-Plan>

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

**Land Use Element**

- LU 1.5:        Building Height.** Maintain maximum building height limits contained in Appendix C, and as specified in Policy LU 6A.2, closely matched with the Land Use categories and Building Intensity standards.
- LU 1.8:        Mixed Use Commercial-Residential.** Facilitate housing production by allowing commercial mixed-use development which includes multi-family dwellings in all non-residential land use categories except service commercial, manufacturing/industrial, and parks/open space.

- LU 1.10: Commercial Development.** Encourage industrial, service, retail, and office development which is compatible with the desired character of the area and with adjacent residential areas in terms of intensity of use, height, bulk and design as delineated on the Land Use Plan, Building Height Plan and Building Intensity Plan. Commercial development adjacent to residential areas shall address concerns pertaining to traffic, truck loading, trash/recycling activities, noise, visual impacts, and public safety including hazardous material storage, fire safety, air pollutant emissions and odors.
- LU 2.3: Local Employment.** Encourage uses, which provide opportunities for employment of all the City's residents, with emphasis placed on major employers that provide high value-added jobs.
- LU 2.4 Downtown Plan.** Establish downtown San Mateo as the social, cultural, and economic center of the City with a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities while encourage pedestrian activity and bicycle connectivity to adjacent neighborhoods.
- LU 3.1: Downtown Plan.** As the social, cultural and economic center of the City, the downtown shall maintain a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities.
- LU 4.2: Developer's Contribution Policy.** Require new development to pay on an equitable basis for new or expanded public improvements needed to support the new or changed land use or development.
- LU 4.32: Recycling and Composting.** Support programs to recycle solid waste in compliance with State requirements. Require provisions for onsite recycling for all new development and expand composting of green waste and food scraps, as directed by the City's Climate Action Plan which is an appendix of the General Plan.
- LU 4.4.5: Stormwater Treatment.** Continue to implement the San Mateo Countywide Stormwater Pollution Prevention Program to ensure compliance with the National Pollutant Discharge Elimination System (NPDES) permit.
1. Prevent water pollution from point and non-point sources.
  2. Minimize stormwater runoff and pollution by encouraging low-impact design features, such as pervious parking surfaces, bioswales and filter strips in new development.
  3. Encourage the use of drought-tolerant and native vegetation in landscaping.

### **Circulation Element**

- C 1.2: Minimize Curb Cuts On Arterial Streets.** Discourage creation of new curb cuts on arterial streets to access new development. Take advantage of opportunities to combine driveways and reduce the number of existing curb cuts on arterial streets.
- C 2.4: Transportation Fee Ordinance.** Require new developments to pay their proportionate share of the costs for planned on and off site roadway improvements. Utilize a Transportation Fee Ordinance to finance necessary improvement equitably.
- C 2.5: Traffic Studies.** Require site-specific traffic studies for development projects where there may be a substantial impact on the local street system. Traffic impacts caused by a development project are considered to be unacceptable and warrant mitigation if the addition of project traffic results in a cumulative intersection level of service exceeding the acceptable level established in Policy C-2.1; where there may be safety hazards created; or where there may be other substantial impacts on the circulation system.
- C 2.10: Transportation Demand Management (TDM).** Participate in the TDM Program as outlined by the San Mateo City/County Association of Governments (C/CAG). Encourage TDM measures as a condition of approval for development projects, which are anticipated to cause substantial traffic impacts. C/CAG requires the preparation of a TDM program for all new development that would add 100 peak hour trips or more to the regional road network.
- C 2.12: Transportation Demand Management (TDM) in Downtown.** Establish and implement a TDM program, a Transportation Management Association (TMA), and other measures to reduce vehicle trips and encourage transit use and promote bicycle and pedestrian accessibility for development within one-half mile of the Downtown transit center.
- C 4.1: Bicycle Master Plan.** Implement the Bicycle Master Plan's recommended programs and projects to create and maintain a fully-connected safe and logical bikeways system; support the City's Sustainable Transportation Actions; and coordinate with the countywide system.

- C.4.4: Pedestrian Master Plan.** Implement the Pedestrian Master Plan’s recommended programs and projects to create and maintain a walkable environment in San Mateo and support the City’s Sustainable Transportation Actions.
- C 4.5: Pedestrian Enhancements with New Development.** Continue to require as a condition of development project approval the provision of sidewalks and wheelchair ramps where lacking and the repair or replacement of damaged sidewalks. Require that utility poles, signs, street lights, and street landscaping on sidewalks be placed and maintained to permit wheelchair access and pedestrian use. Increase awareness of existing trails and routes by promoting these amenities to residents.
- C 4.7: Pedestrian Safety.** Pedestrian safety shall be made a priority in the design of intersection and other roadway improvements.
- C 4.9: Pedestrian and Bicycle Connections.** Implement an area-wide pedestrian and bicycle circulation plan which will result in convenient and direct connections throughout the Rail Corridor Transit-Oriented Development Plan (Corridor Plan) area and into adjacent neighborhoods and districts.
- C 5.1: Parking Standards.**
- a. Review parking requirements periodically to ensure adequate parking supply as a condition of development approval.
  - b. Review parking requirements periodically to ensure adequate parking supply for change and/or expansion of land use resulting in increased parking demand.
- C 6.5: Transit Oriented Development Areas (TOD).** Concentrate future development near rail transit stations in the City’s designated TOD areas by collaborating with partners to provide incentives for development and transportation demand management within TOD areas, and encouraging developments within Transit Oriented Development Areas (TOD) to maximize population and employment within allowable zoning limits, consistent with direction from the City’s Climate Action Plan.

#### **Urban Design Element**

- UD 1.3: Gateways.** Develop gateways by creating strong architectural or landscape features exhibiting the character of San Mateo at the following locations: entrances to the Downtown, the north and south ends of El Camino Real (SR 82),

US 101 and Third Avenue, US 101 and Hillsdale Boulevard, and Mariner's Island Boulevard and J.Hart Clinton Drive at the border of Foster City.

- UD 1.5: Direct Corridors to Focal Points.** Visually improve and direct toward focal points the major corridors of Third Avenue, Fourth Avenue, Hillsdale Boulevard and El Camino Real (SR 82) with the installation of street trees, street lights and consistent building setbacks.
- UD 2.2: Building Scale.** Ensure that new multi-family developments respect the existing scale of the neighboring buildings by providing a change in the building face at spacings common to existing buildings and by stepping down building height towards the street to more closely match the height of existing buildings.
- UD2.3: Style and Materials.** Encourage the design of new multi-family developments in areas with a dominant building style or dominant type of exterior building materials to complement the style and incorporate the common materials of the area.
- UD 2.6: Orient Buildings Toward the Street.** Encourage commercial development to be located at the street in retail areas to encourage pedestrian activity and the use of on-street parking. Locate required parking towards the side and rear of parcels.
- UD 2.7: Respect Existing Scale.** Encourage new commercial development to respect the scale of surrounding buildings by providing breaks in the building face at spacings common to buildings in the area and by stepping back upper floors.
- UD 2.9: Pedestrian Oriented Design.** On retail commercial projects, designate pedestrian activity as a priority through the design and provision of adequate sidewalk widths, locating windows along ground floor street facades, trees and awnings, and human scale construction materials and features.
- UD 2.14: Sustainable Design and Building Construction.** Require new development and building alterations to conform with the City's Sustainable Initiatives Plan and subsequent City Council adopted goals, policies, and standards pertaining to sustainable building construction.

**Conservation and Open Space Element**

- C/OS 6.6: New Development Street Trees.** Require street tree planting as a condition of all new developments in accordance with the adopted Street Tree Master Plan, El Camino Real Master Plan, or Hillsdale Station Area Plan, as applicable.
- C/OS 6.7: Street Tree Planting.** Encourage the planting of new street trees throughout the City.
- C/OS 16.5: Development Fees.** Assess appropriate fees and taxes to ensure that new development contributes adequate funding to compensate for its impacts on recreation facilities and services.

### **Noise Element**

- N 1.1: Interior Noise Level Standard.** Require submittal of an acoustical analysis and interior noise insulation for all “noise sensitive” land uses listed in Table N-1 that have an exterior noise level of 60 dB (Ldn) or above, as shown on Figure N-1. The maximum interior noise level shall not exceed 45 dB (Ldn) in any habitable rooms.
- N 1.2: Exterior Noise Level Standard.** Require submittal of an acoustical analysis for new parks, play areas, and multi-family common open space (intended for the use and the enjoyment of residents) that have an exterior noise level of 60dB (Ldn) or above, as shown on Figure N-1. Require an acoustical analysis that uses peak hour Leq for new parks and play areas. Require a feasibility analysis of noise reduction measures for public parks and play areas. Incorporate necessary mitigation measures into residential project design to minimize common open space noise levels. Maximum exterior noise should not exceed 67 dB (Ldn) for residential land uses and should not exceed 65 dB (Leq) during the noisiest hour for public park uses.
- N 2.1: Noise Ordinance.** Continue implementation and enforcement of the City's existing noise control ordinance: a) which prohibits noise that is annoying or injurious to neighbors of normal sensitivity, making such activity a public nuisance, and b) restricts the hours of construction to minimize noise impact.
- N 2.2: Minimize Noise Impact.** Protect all “noise-sensitive” land uses listed in Tables N-1 and N-2 from adverse impacts caused by the noise generated on-site by new developments. Incorporate necessary mitigation measures into development design to minimize noise impacts. Prohibit long-term exposure increases of 3dB (Ldn) or greater at the common property line, or new uses which generate noise levels of 60 dB (Ldn) or greater at the property line, excluding existing ambient noise levels.

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