

CITY OF SAN MATEO PLANNING APPLICATION

FINDINGS FOR APPROVAL

PA-2019-002, 180 E. 3RD AVE., SPAR + SDPA

180 E 3RD AVE, SAN MATEO, CA 94401-4013

PARCEL # 034172080

AS APPROVED BY THE PLANNING COMMISSION ON

I. Find the project exempt from the California Environmental Quality Act (CEQA):

The project is exempt from the California Environmental Quality Act (CEQA) as a Class 32 Section 15332 In-Fill Development Projects Categorical Exemption, which the project is in conformance with the General Plan Policies and Zoning Code and is located within an urban setting on a project site less than five acres (0.16 acres). The project site has no value for endangered, rare, or threatened species, and approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality, and is served by all required utilities and public services.

Air Quality

The project will not conflict with or obstruct implementation of the applicable air quality plan, violate any air quality standard or contribute substantially to an existing or projected air quality violation, result in a cumulatively consideration net increase of any criteria pollutant, expose sensitive receptors to substantial pollutant concentrations, or create objectionable odors affecting a substantial number of people.

The project will have limited impact to air quality impact and would not subject customers or employees of nearby businesses, visitors, residents, and/or neighbors to objectionable odors

The project would not result in additional exposure of sensitive receptors to substantial pollutant concentrations in the long term but has the potential to generate dust and other pollutants during demolition, grading, and construction. However, the impact of dust generated by demolition, grading and/or construction activities is temporary in nature and limited to site preparation and future construction of the new commercial development. The City of San Mateo's Public Works Department will impose standard conditions of approval to minimize dust and vehicle emissions during grading and construction activities.

Biological Resources

The project will not have a substantial adverse effect on any riparian habitat or sensitive natural community, or on any species identified as a candidate, sensitive, or special status species, identified in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service.

The project will not have a substantial adverse effect on federally protected wetlands through direct removal, filling, hydrological interruption, or other means, and will not

substantially interfere with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites.

The project will not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance, nor will it conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan.

The project will not impact any threatened or endangered biological resources, and a multi-story building has existed on the site. The project will include the removal of three street trees along S. Ellsworth Ave., and two street trees along E. 3rd Ave. A total of five, new, replacement street trees are proposed in approximately the same locations.

Hydrology and Water Quality

The project will not violate any water quality standards or waste discharge requirements or substantially deplete groundwater supplies or interfere substantially with groundwater recharge as the site is not serviced by nearby wells, nor will it alter the existing drainage pattern of the site or area, create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems.

The project will not otherwise substantially degrade water quality or place housing or structures within a 100-year flood hazard area since the project is not located within a 100-year flood plain. The project will not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam or create inundation by seiche, tsunami, or mudflow since the project is not located in an area of potential inundation as identified in the City's General Plan.

Noise

The project will not expose persons to or generate noise levels, groundborne vibration, or groundborne noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards, and will not create a substantial permanent increase in ambient noise levels in the project vicinity above existing levels. Since the proposed uses are office and retail, they would be similar in nature to the existing surrounding uses. The City's General Plan indicates noise contours in the project vicinity are 70 dB. Commercial retail and office uses are not sensitive receptors and the project site is located within a developed commercial area. No excessive ground borne vibration or ground borne noise levels are expected.

The project may expect a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project, but only during

construction. Noise generated during construction would differ depending on the construction phase and the type and amount of equipment used at the construction site. The applicant will be required to abide by construction work hours and comply with the City's Noise Ordinance.

The project is not located within an airport land use plan or within two miles of a public airport or private airstrip. The San Carlos Airport is approximately 6.5 miles from the project site. The project site is not located in the typical traffic pattern area nor is it under the arrival and departure routes for the San Carlos Airport.

Public Services

The project would not result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, in order to maintain acceptable service ratios, response times or other performance objectives for Fire protection, Police protection, Schools, Parks, or other public facilities. The project will be subject to various impact fees, and is located in an urbanized area served by municipal services, therefore it is not anticipated to significantly impact public services or require the additional construction of public facilities as the proposed retail and office uses can be accommodated with existing levels of service.

Transportation/Traffic

The project will not conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system.

A Trip Generation and Parking Analysis was prepared by Hexagon Transportation Consultants. In analyzing the trip generation through the use of standard trip generation rates from the Institute of Transportation Engineers (ITE), the project is expected to generate no new peak hour trips. Without any trip reduction measures, the project would generate 4 fewer AM peak hour trips, and 23 fewer PM peak hour trips.

A Transportation Demand Management (TDM) plan was also prepared by Hexagon Transportation Consultants. The TDM plan contains numerous measures outlined to encourage further use of alternative transportation modes. It should be noted that due to the proximity of the project site to an existing, well-established transit system (Caltrain & SamTrans), the estimated trips will likely be less than anticipated. Thus, the project will have a minimal or less impact to the existing traffic load.

The project will not conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures,

other standards established by the county congestion management agency for designated roads or highways.

The project will not result in a change in air traffic patterns.

The San Carlos Airport is approximately 6.5 miles from the project site. The project site is not located in the typical traffic pattern area nor is it under the arrival and departure routes for the San Carlos Airport. The proposed building is 55 ft. in height which is not tall enough to affect air traffic patterns.

The project will not substantially increase hazards due to a design feature or incompatible uses, result in inadequate emergency access or inadequate parking capacity, conflict with other adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities.

The project provides adequate sight distance at the intersection, and with the absence of visually obstructing landscaping and/or signs, the project will not have a substantial increase in hazards or use.

The City's Police and Fire Departments have reviewed the proposed project and have provided input on the design and location of safety elements that will facilitate their accessibility to the site. The will be designed to meet all applicable California Building, Fire, Safety and any other requirements, including ensuring that there is adequate accessibility for emergency personnel to access the site and the building.

For projects located within the Central Parking Improvement District, Section 27.64.100 of the City's Zoning Code provides an option to pay a fee in-lieu of providing the required parking spaces on-site. The applicant has indicated that they would pursue this option which will entail a Parking Agreement contract between the City and the Applicant. Approximately 58 parking spaces are proposed to be met through the payment of an in-lieu fee payment.

The Trip Generation and Parking Study prepared by Hexagon Transportation Consultants has analyzed that there is sufficient parking capacity to accommodate the anticipated vehicles from the subject project within the adjacent parking garage.

The proposed project will not conflict with any adopted policies in relation to alternative transportation. This project is located in a central location within close proximity to both the Downtown Caltrain station and various bus routes; the nearest bus stop is one block south of the project site. This project has been designed to foster the pedestrian

friendly environment of Downtown with large storefront windows, recessed entries, and long-term bicycle storage.

Utilities and Service Systems

The project would not exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board, require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, require or result in the construction of new storm water drainage facilities or expansion of existing facilities. The Public Works department has determined that there is adequate infrastructure capacity serving the site to adequately handle the increases.

The project would have sufficient water supplies available to serve the project from existing entitlements and resources. The wastewater treatment provider, which serves or may serve the project, also has the capacity to serve the project's projected demand in addition to the provider's existing commitments.

The project will be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs, and will comply with federal, state, and local statutes and regulations related to solid waste. The proposed project will contribute to a slight increase to the local sanitary sewer collection system, but would not result in exceedance of the permitted capacity.

II. Site Plan And Architectural Review Findings (San Mateo Municipal Code § 27.08.030):

1. The structures, site plan, and landscaping are in scale and harmonious with the character of the neighborhood in that:
 - a. The design's mass, height, and bulk are consistent with those of existing buildings within the Downtown and Downtown Historic District.
 - b. The design of the building consists of high-quality materials used in ways that acknowledge the architectural styles of adjacent buildings.
 - c. The project provides open spaces within building recesses and provides an inviting pedestrian environment that promotes walkability and active urban spaces.
2. The development will not be detrimental to the harmonious and orderly growth of the City because:
 - a. The project is consistent with the General Plan, Downtown Area Plan, Downtown Retail Core & Downtown Historic District Design Guidelines, and Zoning Code; and

- b. The project satisfies the Zoning Code standards for height, floor area, building lines and setbacks, parcel coverage, bicycle parking, and parking in-lieu.
3. The development will not impair the desirability of investment or occupation in the vicinity, and otherwise is in the best interests of the public health, safety, or welfare because:
 - a. The proposed project would entail a net benefit to the community with increased office space, more retail options, and an attractive building within the gateway of the City's Downtown area; and
 - b. The proposed project will increase the desirability of the vicinity as the property owner's investment in the site represents an upgrade to what currently exists.
4. The development meets all applicable standards as adopted by the Planning Commission and City Council, conforms to the General Plan, and will correct any violations of the Uniform Building Code, Zoning Code, or other municipal codes in that:
 - a. The project meets the development standards of the CBD zoning district with respect to floor area, building height, and open space;
 - b. The project complies with the City's Downtown Retail Core and Downtown Historic District guidelines;
 - c. The project complies with the City's Downtown Area Plan policies;
 - d. The project complies with the recommendations of the City's Design Review consultant; and
 - e. The project will be constructed to meet all applicable provisions of the Uniform Building Code.
5. The development will not adversely affect matters regarding police protection, crime prevention, and security in that:
 - a. The project will be developed in accordance with the City's Security Ordinance, as indicated in the conditions of approval.

III. Site Development Planning Application Findings: (San Mateo Municipal Code § 23.40.040)

1. The project will result in the removal of five street trees along the project's frontage. Three existing Hackberry street trees are proposed for removal along S. Ellsworth Ave. One Chinese Pistache and one Carob street tree are proposed for removal along E. 3rd Ave. The removal of these trees will not be detrimental to public welfare or injurious to other property in the vicinity in that the project will

be replacing all five street trees with new street trees in either the same locations or approximately the same locations. Three new street trees are proposed along S. Ellsworth Ave., and two new street trees are proposed along E. 3rd Ave. The existing site does not contain on-site trees or heritage trees. A standard condition of approval has been included to address the tree removal and replanting requirements.

IV. General Plan Conformity

The project conforms to the following policies of the General Plan:

Land Use Element

- LU 1.10: Commercial Development.** Encourage industrial, service, retail, and office development which is compatible with the desired character of the area and with adjacent residential areas in terms of intensity of use, height, bulk and design as delineated on the Land Use Plan, Building Height Plan and Building Intensity Plan. Commercial development adjacent to residential areas shall address concerns pertaining to traffic, truck loading, trash/recycling activities, noise, visual impacts, and public safety including hazardous material storage, fire safety, air pollutant emissions and odors.
- LU 2.4: Downtown Plan.** Establish downtown San Mateo as the social, cultural, and economic center of the City with a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities while encouraging pedestrian activity and bicycle connectivity to adjacent neighborhoods.
- LU 2.10: Optimize Development Opportunities.** Ensure that developments optimize the development potential of property in major commercial areas such as the Downtown Retail Core and along South El Camino Real.
- LU 3.1: Downtown Plan.** As the social, cultural and economic center of the City, the downtown shall maintain a wide range of office, medical, residential, entertainment, and retail uses at high intensities and densities.
- LU 4.32: Recycling.** Support programs to recycle solid waste in compliance with State requirements. Designate an area on a site plan for new multi-family developments exclusively for recycling.

The project is consistent with these policies in that the development of the proposed mixed-use building on the site is consistent with the Land Use Designation of Downtown Retail Core, and is in compliance with the height, bulk and design standards. The project will maximize the development potential of the site, encourage pedestrian activity and bicycle connectivity, and promote downtown as the social, cultural, and economic center of the City. The project is required and is designed to satisfy requirements related to recycling and solid waste collection.

Circulation Element

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

encourage transit use and promote bicycle and pedestrian accessibility for development within one-half mile of the Downtown transit center.

- C 4.5: Pedestrian Enhancements with New Development.** Pedestrian Enhancements with New Development. Continue to require as a condition of development project approval the provision of sidewalks and wheelchair ramps where lacking and the repair or replacement of damaged sidewalks. Require that utility poles, signs, street lights, and street landscaping on sidewalks be placed and maintained to permit wheelchair access and pedestrian use. Increase awareness of existing trails and routes by promoting these amenities to residents.
- C 5.2: Downtown Central Parking Improvement District (CPID).** Seek new parking garage sites for public acquisition within the CPID adequate to accommodate the parking needs of new development. Allow in-lieu parking fees within the CPID as a substitute for providing required non-residential parking on-site.
- C6.6: Fuel Consumption and Emissions.** Reduce fuel consumption and vehicle emissions for trips originating in or destined for the City of San Mateo by providing incentives for the purchase and use of fuel efficient vehicles such as recharging stations for electric vehicles or preferential parking for carpools, hybrids and alternative fuel vehicles and develop a way to make this action enforceable and by providing discounted parking rates for carpools, hybrids and other vehicles that help reduce CO2 emissions.

The project is consistent with these policies in that the project will be required to implement TDM measures, provide funding to establish a TMA, and pay into any other relevant transportation fee programs as outlined in the project-specific traffic study. In-lieu of providing parking on-site, the project applicant will be required to pay in-lieu fees to fund future parking sites within the CPID area, and in turn the project will contribute to the reduction in the consumption of fuel and emissions by requiring alternative transportation methods to and from the site.

Urban Design Element

- UD 1.3: Gateways.** Develop gateways by creating strong architectural or landscape features exhibiting the character of San Mateo at the following locations: entrances to the Downtown, the north and south ends of El Camino Real (SR 82), US 101 and Third Avenue, US 101 and Hillsdale

Boulevard, and Mariner's Island Boulevard and J.Hart Clinton Drive at the border of Foster City.

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

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

Buildings that are located towards the rear of a parcel with parking in front create a cluttered appearance from free standing signage, parking areas and many exposed building faces. They also discourage pedestrian activity by placing a parking lot between the street/sidewalk and the building. Buildings located at the street provide visual interest for motorists and pedestrians, encourage pedestrian activity by being located next to the sidewalk and on-street parking, and provide a sense of street enclosure. Placing the parking towards the rear of the parcel also helps to buffer adjoining residential uses.

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

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

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

The proposed project complies with the policies of the Urban Design Element in that the building will contribute to establishing a new presence at the E. 3rd Ave. and S. Ellsworth Ave. and highlight this prominent corner in the Downtown. Furthermore, the project will provide physical improvements to visual enhance the corridors of E. 3rd Ave. with streetscape improvements, encourage pedestrian activity and intimate public spaces enhancements, and respect the massing and scale of the surrounding buildings.

Conservation and Open Space Element

- C/OS 6.6: New Development Street Trees.** Require street tree planting as a condition of all new developments in accordance with the adopted Street Tree Master Plan.
- C/OS 6.7: Street Tree Planting.** Encourage the planting of new street trees throughout the City and especially in gateway areas such as Third Avenue, Fourth Avenue, El Camino Real (SR 82), Hillsdale Boulevard, and 42nd Avenue; encourage neighborhood participation in tree planting programs; explore non-City funded tree planting programs.
- C/OS 6.8: Street Tree Preservation.** Preserve existing street trees; ensure adequate siting, selection, and regular maintenance of City trees, including neighborhood participation, for the purpose of keeping the trees in a safe and aesthetic condition.

The project will result in the removal of five street trees along the project's frontage. Three existing Hackberry street trees are proposed for removal along S. Ellsworth Ave. One Chinese Pistache and one Carob street tree are proposed for removal along E. 3rd Ave. New Shumard Red Oak street trees are proposed in their same or approximately the same locations. The proposed street trees are required as conditions of approval for the project.

Noise Element

- N 2.1: Noise Ordinance.** Continue implementation and enforcement of the City's existing noise control ordinance: a) which prohibits noise that is annoying or injurious to neighbors of normal sensitivity, making such activity a public nuisance, and b) restricts the hours of construction to minimize noise impact.
- N 2.3: Minimize Commercial Noise.** Protect land uses other than those listed as

"noise sensitive" in Table N-1 from adverse impacts caused by the on-site noise generated by new developments. Incorporate necessary mitigation measures into development design to minimize noise impacts. Prohibit new uses which generate noise levels of 65 dB (LDN) or above at the property line, excluding ambient noise levels.

Construction activities have the potential to result in short-term noise impacts to nearby businesses, however, sensitive noise receptors are not located within the project vicinity. Normal construction activities would affect ambient conditions for a temporary period at surrounding commercial areas. Noise measures and monitoring during construction, which are standard conditions of approval for the planning application, will be mandatory, and the applicant will be required to abide by construction work hours and comply with the City's Noise Ordinance.

V. Downtown Area Plan Conformity

The project conforms to the following goals and policies of the Downtown Area Plan:

Goal I: Enhance Downtown's Role as the City Center and Maintain Its Unique Sense of Place

I.1 Downtown Core High Density/Intensity Development.

Encourage the development of mixed-use high density residential projects and high intensity commercial projects within the Downtown Retail Core.

I.3 Entryways.

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

The project conforms to the above policies in that proposal is a mixed-use commercial project located along E. 3rd Ave., which will enhance this gateway into the Downtown.

Goal II: Enhance the Vitality and Activity of Downtown by Incorporating an Overall Good Mix and Diversity of Uses

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| II.1 Downtown Core Shopping Area. | Preserve the downtown’s core shopping area between 1st and 5th Avenues from El Camino Real to the railroad. |
| II.2 Required Retail Frontage. | Require the provision of ground floor retail uses with windows on properties located on the primary shopping streets as identified in the Required Retail Frontage Zone Map (see map at the end of this chapter). In addition to traditional retailing activities, permit entertainment and cultural uses, and allow fast food establishments in limited instances. |
| II.3 Cultural and Entertainment Facilities. | Encourage the establishment of cultural and entertainment facilities in the downtown core and allow these types of uses to fulfill retail frontage requirements. |
| II.6 Neighborhood Commercial Uses. | Provide adequate neighborhood commercial support for existing and new residential development. |
| II.8 Office Development. | Encourage the establishment of offices within the Downtown Retail Core and surrounding commercially designated areas. |

The project conforms to the above policies in that the retail component will satisfy required retail frontage requirements, provide additional opportunities for shopping, cultural and entertainment facilities, supporting the surrounding residential neighborhood by providing commercial uses, and allowing for office development.

Goal III: Enhance the Downtown’s Pedestrian Environment and Enhance the Safety and Attractiveness of Downtown

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| III.2 Pedestrian Amenities. | Enhance the sidewalk environment of primary pedestrian streets as indicated on the Pedestrian, Park and Open Space |
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Policies map, by providing improvements to the appearance, comfort, convenience and safety of pedestrian areas. Develop a Coordinated Streetscape Plan for future sidewalk amenities and physical improvements.

III.3 Building Bulk.

Control the bulk of tall buildings to provide maximum sunlight exposure to sidewalks, streets and open space; and to allow views through and out of the Downtown in a manner consistent with the City's Building Height and Bulk Plan.

III.7 Pedestrian Access – Pedestrian Safety is a Priority in the Pedestrian improvements should incorporate the following concepts to develop a consistent pedestrian-friendly environment:

- a. Pedestrian access to peripheral garages should provide a safe and attractive walking environment.
- b. Sidewalks should be well maintained and be widened as opportunity becomes available to provide a pedestrian boulevard experience that might include elements such as outdoor dining.
- c. Vertical street elements should be minimized to improve pedestrian access.
- d. Continue practice of using pedestrian scale lights in the Downtown.
- e. Monitor the placement of utilities and other similar items to ensure that they do not adversely affect pedestrian movement and safety.

III.8 Street Tree Plan.

Update the Street Tree Master Plan for the downtown area that provides identity to individual streets, identifies major corridors, and acknowledges the visibility needs of retail uses, including sidewalk amenities.

The project conforms to the above policies as the project will enhance the pedestrian environment by providing open space and sidewalk enhancements, and street trees to create a safe and inviting urban space.

Goal IV: Protect Key Landmarks and the Historic Character that Exists In Parts of Downtown

IV.1 Building Heights.

Relate the height of new buildings to the pattern of downtown and to the character of existing and proposed development.

IV.2 Store Fronts in the Retail Core.

Maintain the traditional store front environment of the Downtown Retail Core area by requiring new buildings to be constructed to the street property line. In the retail core area, require ground floor building walls to be dominated by windows and pedestrian entrances.

IV.3 Design Guidelines.

Evaluate the Downtown Design Guidelines to ensure that it: (1) Emphasizes the public realm - streets and sidewalks and public spaces in building design, scale, detail, and pattern of new developments; (2) encourages building design to be compatible with the historic and architectural features common to many buildings in the Downtown; (3) encourages a compatibility of diverse building styles; and (4) encourages building details, surfaces, textures and materials that are interesting for the pedestrian.

The project conforms to the above policies in that the building will be in scale with the existing nearby buildings, and will be constructed at or near street property lines to enhance retail store fronts. The building design will complement the existing Downtown Historic District, and the frontages and sidewalk areas will be emphasized for pedestrian comfort.

Goal V: Ensure Adequate Parking to Meet Expected Needs, Enhance the Quality

of the Parking Environment, and Improve Public Perceptions About Parking Availability

V.2 Downtown Parking Funding Strategies.

Funding of additional public parking in Downtown should consider the following principles:

- a. Property owners should participate in the funding of future parking expansion through assessments or other appropriate methods.
- b. Parking in-lieu fees when combined with assessments and other parking revenues should be maintained at a level to provide the full cost of constructing a new parking space.

V.5 Limited Parking Zone.

Restrict parking on primary pedestrian retail streets to reduce traffic congestion, ensure retail continuity and maintain the pedestrian environment.

The project conforms to the above policies in that the applicant will be required to pay parking in-lieu fees for all required parking stalls to fund the future expansion of additional parking facilities. The project also is located in the Limited Parking Zone and does not propose any on-site parking, which facilitates the goal of reducing curb cuts and restricting parking on E. 3rd Ave. which is a primary retail street.

Goal VI: Facilitate Ease of Access Without Impacting Downtown’s Character and Sense of Place

VI.2 Existing Downtown Retail Core Two-Way Street System.

Maintain the existing two-way street system in the downtown core on 3rd and 4th Avenues between El Camino Real and Delaware Street.

The project conforms to the above policy in that there will be no modifications to the existing two-street system on 3rd Avenue.

Goal VIII: Support Sustainable Initiatives in Downtown

VIII.1 Transit Services. Encourage increased transit use viability to and around Downtown by:

- b. Support increase to rail service, including the “Baby Bullet”.
- c. Support coordination between multi-modal agencies (bus, train, etc.).
- d. Enhance integration of mass transit into Downtown.
- e. Investigate the feasibility of a Downtown shuttle.
- f. Encourage increased transit services and increased transit use for travel downtown, particularly by employees.

VIII.3 Downtown Transportation Management Agency (TMA).

Develop a Downtown TMA to provide support and oversight of the Downtown residential and commercial transportation opportunities and enhance the use of public transit and/or bicycles while reducing the use of single-occupant vehicles.

VIII. 4 Support Sustainable Transportation Initiatives.

Implement Downtown Area Plan policies calling for use of Transportation Demand Management (TDM) measures, establishment of a Transportation Management Association (TMA), and other measures to reduce vehicle trips and encourage transit use and promote bicycle and pedestrian accessibility.

The project conforms to the above policies in that the project will be required to implement TDM measures, provide seed money to establish a TMA, and to encourage overall trip reduction measures and encourage the use of alternative modes of transportation.