

**From:** Karen Rosenberg [REDACTED]  
**Sent:** Friday, June 17, 2022 3:33 PM  
**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>; Clerk <clerk@cityofsanmateo.org>  
**Cc:** Stacy Hills [REDACTED]; Jamie D'Alessandro [REDACTED]; Zoe Siegel [REDACTED]  
**Subject:** Greenbelt Alliance Endorsed: Block 21

Hello,

Prior to Monday's City Council meeting, I would like to submit this endorsement letter for **Block 21** on behalf of Greenbelt Alliance.

We believe Block 21 will play a pivotal role in reimagining a more resilient and inclusive San Mateo for all residents to enjoy and we are proud to give this project our endorsement!

We look forward to sharing our support at the June 20th meeting.

Best,  
Karen Rosenberg

--

Karen Rosenberg  
Resilience Associate  
Greenbelt Alliance

[REDACTED]

June 20th, 2022

San Mateo City Council and Planning Commission

RE: Endorsement of Block 21

Dear Mayor, Vice Mayor, San Mateo City Council, and Planning Commission



For over 60 years, Greenbelt Alliance has helped create cities and neighborhoods that make the Bay Area a better place to live—healthy places where people can walk and bike; communities with parks, shops, transportation options; homes that are affordable and resilient to the impacts of climate change. Greenbelt Alliance's Climate SMART—Sustainable, Mixed, Affordable, Resilient, Transit-Oriented—Development Endorsement Program provides support for projects that advance the right kind of development in the right places. By promoting climate-smart development we can create thriving, resilient neighborhoods with ready access to transit and housing choices for all of the Bay Area's people.

**After careful review, Greenbelt Alliance is pleased to endorse the proposed Block 21 project.**

Windy Hill Property Ventures envisions Block 21 as a proposed six-story mixed-use development will provide 111 new units, 15% will be designated below market rate and location onsite. This development would not only contribute to meeting the city's Regional Housing Needs Allocation (RHNA) goals, but also target Missing Middle housing. In Block21, the City of San Mateo has the opportunity to create new, infill housing that will contribute to the State of California's collective efforts to respond to our ongoing housing crisis. The project is consistent with the City's General Plan and the applicable State Housing laws.

By incorporating 180,950 sq ft of office space in addition to the housing units, Block 21 can truly become a vibrant, mixed-use town center in an effort to reduce the need to use a private vehicle to reduce GhG emissions. An additional climate benefit for this project is the innovative transportation strategies planned including unbundling parking from the housing units, 89 bicycle parking spaces and incentives for caltrain.

Greenbelt Alliance believes Block 21 will play a pivotal role in reimagining a more resilient and inclusive San Mateo for all residents to enjoy and we are proud to give this project our endorsement! We hope its approval will inspire cities around the Bay Area to redouble their efforts to grow smartly.

Sincerely,  
Zoe Siegel

A handwritten signature in black ink, appearing to read "Zoe Siegel".

Director of Climate Resilience, Greenbelt Alliance



GreenTRIP  
ADVISORY COMMITTEE

Marcial Chao  
Pyatok Architects

Elizabeth Deakin  
University of California  
Berkeley

Joe DiStefano  
Calthorpe Associates

David Garcia  
Terner Center for Housing  
Innovation at UC Berkeley

Curt Johansen  
Kings River Community  
Partners, LLC

Alison Kirk  
Bay Area Air Quality  
Management District

Richard Lee  
Transportation Choices for  
Sustainable Communities

Todd Litman  
Victoria Transport  
Policy Institute

Kathleen Livermore  
Former, City of Alameda

Adam Millard-Ball  
University of California  
Santa Cruz

John Moon  
Federal Reserve Bank of San  
Francisco

Natalie Sandoval  
Urban Land Institute San  
Francisco

Krute Singa  
Metropolitan Transportation  
Commission

Robert Swierk  
Santa Clara Valley  
Transportation Authority

Abby Thorne-Lyman  
Bay Area Rapid Transit

Jeffrey Tumlin  
Nelson\Nygaard

Aaron Welch  
Aaron Welch Planning

Kate White  
ARUP

Jeff Wood  
The Overhead Wire

June 17, 2022

City Council  
City of San Mateo  
330 W. 20th Avenue  
San Mateo, CA 94403

Dear Councilmembers,

We are pleased to announce that Block 21, the project proposed by Windy Hill Property Ventures, qualifies for Conditional GreenTRIP Certification based on the current proposed design and amenities dated March 14, 2022.

Our evaluation demonstrates that the project meets GreenTRIP standards for the Town Center place type with daily household driving projected to be no more than 35 daily vehicle miles driven per household, a parking ratio of 1.5 spaces per unit or less, and the provision of at least one traffic reduction strategy. The project offers long term and short term bicycle parking, and will participate in GreenTRIP's Transportation and Parking Survey for monitoring. Upon approval of these conditions, this project will join an esteemed group of certified projects with low traffic and excellent transportation amenities.

Since 1997, TransForm has been working for world class public transportation and walkable communities in the Bay Area and beyond. In 2008, TransForm launched GreenTRIP, a certification program for new residential development, focused on Traffic Reduction and Innovative Parking. GreenTRIP certifies projects that will allow new residents to drive less while increasing their mobility in a variety of ways. When residents have access to affordable homes close to services, jobs and transit, and developments are designed with traffic reduction and innovative parking, there are benefits for all:

- Increased household transportation savings.
- Economic support for locally serving businesses.
- Less freeway traffic and fewer vehicle collisions.
- Improved public health through increased walking and better air quality.
- Greater demand and support of transit services.
- Reduced greenhouse gas emissions, supporting compliance with SB375 and AB32.

Block 21 meets the GreenTRIP Certification Standards for the "Town Center" place type. The Place Type is determined according to definitions set forth by the Metropolitan Transportation Commission's (MTC) Station Area Planning Manual, 2007. GreenTRIP Certification standards are designed according to these Place Types and tailored to create a feasible yet innovative standard.

The following describes how Block 21 meets the criteria for Standard Certification:

1. The project is projected to create less than 35 miles driven/household/day.  
Using GreenTRIP Connect for estimating greenhouse gas emissions, we project that future households will drive less than 19 miles per day per household, or 28% less than the San Mateo County average. The primary reasons for reduced driving are the project's density, location, and proximity to transit.
2. The project will not exceed more than 1.5 residential parking spaces per unit and will provide secured and protected bicycle parking spaces on-site.  
The conceptual design meets this standard by proposing 56 residential parking spaces for 111 units, or 0.5 spaces per unit. Fewer spaces provided for parking allow more resources to be spent on other community amenities. The project will also include 89 secured, long-term bicycle parking spaces and 14 guest bicycle parking spaces.
3. The project will provide at least 1 of 3 Traffic Reduction Strategies for 40 years (Transit Passes, Carshare Memberships, and/or Unbundled Parking).  
Block 21 will meet this requirement by providing 100% unbundled parking, which separates the cost of parking a vehicle from the cost of housing. This allows residents who do not have vehicles to save money by not having to pay for a parking space that they are not using. Additionally, residents are encouraged to try transit and potentially have new residents develop transit travel habits in their new home.

Please refer to the attached Project Evaluation Report for a summary of the project's benefits. You may also view Certification guidelines here: [bit.ly/GreenTRIPHowToGuide](https://bit.ly/GreenTRIPHowToGuide).

Since this project is still going through entitlements, we are awarding a Conditional GreenTRIP Standard Certification. We will award a full certification upon city approval of final entitlements, if those entitlements include the following project characteristics:

1. Build no more than 1.5 parking spaces per unit.
2. Provide one traffic reduction strategy (per the How-to-Guide) for all units.

If any of these characteristics change significantly in the approval process, we will need to re-evaluate the project to determine if the project still meets criteria for GreenTRIP Certification. For more information please refer to our website at: [www.GreenTRIP.org](http://www.GreenTRIP.org).

Sincerely,



Kendra Ma  
GreenTRIP Program Manager







# GreenTRIP

Traffic Reduction + Innovative Parking

[www.GreenTRIP.org](http://www.GreenTRIP.org)

PROJECT EVALUATION REPORT

## BLOCK 21

307 S. CLAREMONT STREET SAN MATEO, CA 94401

DEVELOPER: WINDY HILL PROPERTY VENTURES



### PROJECTED DAILY DRIVING BY RESIDENTS

CONDITIONAL CERTIFICATION

AS OF JUNE 17, 2022

#### GREENTRIP STANDARDS

LESS THAN **35** MILES/DAY

69% less than the regional average household driving of 62 miles/day.

Source: MTC Vital Signs and Bay Area Census



**19** MILES/DAY

EACH HOUSEHOLD IS PROJECTED TO DRIVE 19 MILES/DAY

Source: GreenTRIP Connect



### APPROPRIATE AMOUNT OF PARKING

#### GREENTRIP STANDARD

MAXIMUM **1.5** SPACES/UNIT

Average spaces per home (including guest parking), excluding spaces shared with non-residential uses.



**0.5** SPACES/UNIT

56 PARKING SPACES

111 UNITS



**BLOCK 21 IS PROJECTED TO RESULT IN:**



### TRAFFIC REDUCTION STRATEGIES

#### GREENTRIP STANDARDS

**1 OF 3 STANDARD TRAFFIC REDUCTION STRATEGIES**

The project must have one of three traffic reduction strategies:

- UNBUNDLED PARKING
- DISCOUNT TRANSIT PASSES
- FREE CARSHARE MEMBERSHIP



**UNBUNDLED PARKING**

- **UNBUNDLED PARKING:** PAYING FOR A PARKING SPACE IS SEPARATE FROM HOUSING

**69% LESS DRIVING**

Each household is expected to drive 19 miles/day rather than the regional average of 62 miles/day

Source: GreenTRIP Connect, MTC Vital Signs and Bay Area Census

**28% LESS GHGs**

Each household is expected to emit 9.63 pounds of GHGs/day instead of 13.44 pounds of GHGs/day.

Source: GreenTRIP Connect

GreenTRIP evaluates how well a proposed residential project design achieves Traffic Reduction and Innovative Parking strategies.

GreenTRIP conducts an evaluation based on information provided by the developer and gathered from publicly available sources.

#### PLACE TYPE

GreenTRIP standards are customized for different types of neighborhoods, or "Place Types," as defined by the Metropolitan Transportation Commission's Station Area Planning Manual.

#### TOWN CENTER

This project meets GreenTRIP Certification standards for the Town Center Place Type. Above is an evaluation of how this project satisfies each requirement.

## BLOCK 21

### DRIVING REDUCTION

The following is an inventory of GreenTRIP Connect model inputs and the projected driving reduction.

#### SELECTED SITE

IF BUILT ON SELECTED PARCEL



25.3%  
REDUCTION

#### AFFORDABLE HOUSING

15% OF UNITS WILL BE DEED  
RESTRICTED BELOW MARKET RATE



3%  
REDUCTION

#### TRAFFIC REDUCTION STRATEGIES

UNBUNDLED PARKING:  
PAYING FOR A PARKING SPACE IS  
SEPARATE FROM PAYING FOR HOUSING



0%  
REDUCTION



### NEARBY TRANSPORTATION

Transit within a 1/4 mile:

Caltrain - Bullet, limited, local

SamTrans - 250, 252, 59, 53, 292, 295

Transit within a 1/2 mile:

Caltrain - Bullet, limited, local

SamTrans - 250, 55, ECR, 252, 59, 53, 398, 397, 292, 295, KX

GreenTRIP **Connect** REPORT:

<https://connect.greentrip.org/map-tool.php?p=438268>

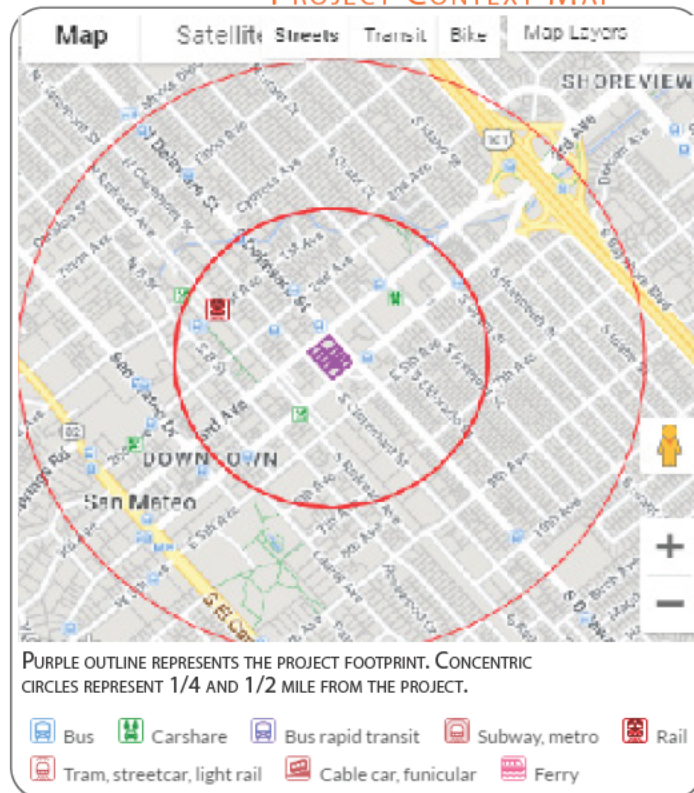
Residents living and working within a 1/2 mile or 10 minute walk to transit are 10 times more likely to take transit.<sup>1</sup>

Residents living within a 1/2 mile of transit drive 50% less than those living further away.<sup>2</sup>

<sup>1</sup> ABAG New Places, New Choices, 2007

<sup>2</sup> Cervero, Arrington, TCRP Report 128, 2008

## PROJECT CONTEXT MAP



### KEY PROJECT DETAILS:

- DENSITY 75 UNITS/ACRE
- 111 UNITS INCLUDING 12 BELOW-MARKET RATE UNITS FOR VERY LOW-INCOME TENANTS
- 56 RESIDENTIAL PARKING SPACES, WITH PARKING AVAILABLE TO THE PUBLIC ON EVENINGS AND WEEKENDS
- 89 SECURED LONG-TERM BIKE PARKING SPACES
- 14 GUEST BIKE PARKING SPACES

### QUESTIONS?

Contact:

[GreenTRIPInfo@TransFormCA.org](mailto:GreenTRIPInfo@TransFormCA.org)

[www.GreenTRIP.org](http://www.GreenTRIP.org)

a project of



**From:** Vince Rocha <>

**Sent:** Friday, June 17, 2022 5:39 PM

**To:** City Council (San Mateo) <[CityCouncil@cityofsanmateo.org](mailto:CityCouncil@cityofsanmateo.org)>; Rick Bonilla <[RBonilla@cityofsanmateo.org](mailto:RBonilla@cityofsanmateo.org)>; Diane Papan <[dpapan@cityofsanmateo.org](mailto:dpapan@cityofsanmateo.org)>; Joe Goethals <[jgoethals@cityofsanmateo.org](mailto:jgoethals@cityofsanmateo.org)>; Amourence Lee <[alee@cityofsanmateo.org](mailto:alee@cityofsanmateo.org)>; Eric Rodriguez <[erodriguez@cityofsanmateo.org](mailto:erodriguez@cityofsanmateo.org)>

**Subject:** SVLG Support Block 21

Dear Mayor Bonilla and City Councilmembers,

Please see the attached letter of support from the Silicon Valley Leadership Group for the Block 21 project, item 19 on the June 20, 2022 city council agenda. Thank you in advance for your work on supporting smart growth in San Mateo.

Regards,

**Vince Rocha (he/him)**

Vice President, Housing & Community Development

408.910.4616 | [svlg.org](http://svlg.org)

Connect with us: [Twitter](#) | [LinkedIn](#) | [Facebook](#)



**Ahmad Thomas, CEO**  
Silicon Valley Leadership Group

**Jed York, Chair**  
San Francisco 49ers

**Eric S. Yuan, Vice Chair**  
Zoom Video Communications

**James Gutierrez, Vice Chair**  
Luva

**Victoria Huff Eckert, Treasurer**  
PwC US

**Greg Becker**  
Silicon Valley Bank

**Anil Chakravarthy**  
Adobe Systems

**Aart de Geus**  
Synopsis

**Raquel Gonzalez**  
Bank of America

**Vintage Foster**  
AMF Media Group

**Paul A. King**  
Stanford Children's Health

**Ibi Krukrubo**  
EY

**Alan Lowe**  
Lumentum

**Judy C. Miner**  
Foothill-De Anza  
Community College District

**Rao Mulpuri**  
View

**Kim Polese**  
CrowdSmart

**Ryan Popple**  
Proterra

**Sharon Ryan**  
Bay Area News Group

**Tom Werner**  
SunPower

June 17, 2022

San Mateo City Council  
San Mateo City Hall  
330 W. 20<sup>th</sup> Avenue  
San Mateo, CA 94403

RE: Support for Block 21 at 300 S. Delaware Street

Dear City Councilmembers,

The Silicon Valley Leadership Group is proud to express support for the proposed development by Windy Hill Property Ventures at 300 S. Delaware Street. The creation of 111 homes, including 12 very low-income below market rate units on site will benefit the city.

The Silicon Valley Leadership Group is driven by more than 350 member companies to proactively tackle issues to improve our communities and strengthen our economy, with a focus on education, energy, the environment, health care, housing, tax policy, tech & innovation policy, and transportation. Among the top concerns of our members is a need for high quality and affordable housing here in the Bay Area near transit and jobs.

The mixed-use development before you is a sensible proposal that will reduce vehicle miles traveled for residents working in this jobs rich area and provide easy access to Caltrain for those that commute. The convenient location of development is also close local to local restaurants, retail, and parks.

We ask that you vote in support to recommend approval of this project to the City Council. Thank you for your consideration of our comments.

Sincerely,



Vincent Rocha  
Vice President of Housing and Community Development  
Silicon Valley Leadership Group

## Rendell Bustos

---

**From:** Patrice Olds  
**Sent:** Sunday, June 19, 2022 9:55 AM  
**To:** Erin Fellers; Rendell Bustos  
**Subject:** FW: BLOCK 21

Patrice M. Olds, MMC  
City Clerk | City of San Mateo  
330 W. 20th Ave., San Mateo, CA 94403  
650-522-7042 | polds@cityofsanmateo.org

-----Original Message-----

From: Francie Souza [REDACTED]  
Sent: Saturday, June 18, 2022 3:48 PM  
To: City Council (San Mateo) <CityCouncil@cityofsanmateo.org>  
Subject: BLOCK 21

Dear Mayor Bonilla and Members of the City Council,

RE: PA21-063 Windy Hill Block 21 (and all the others that are being planned!)

The Windy Hill Block 21 project is located in one of the oldest areas in Downtown San Mateo. Why is the city approving these major projects, one after the other, that take over large portions of downtown San Mateo, and removing historic buildings? We can only imagine the money that is being made by the developer with no consideration of the impact to the culture of the city. Our increasing property taxes do not indicate it is helping the average citizen of this area.

1.How many “projects” that look exactly the same does downtown San Mateo need? What is unique about any of these buildings? How many small businesses will they house? Consider the character of our historic Downtown and blend in some traditional elements into the contemporary style of Windy Hill’s Block 21.

2.The proposed Block 21 is very similar in design to the 2 new Windy Hill buildings at 3rd and 4th Avenues at Railroad Avenue! These 3 new glass buildings will become very dated in time.

3.Follow the consultant’s suggestion and simplify the over-complicated design with less glass, more solid walls to the top, and frame in the windows. Windy Hill has a contemporary building at 2 West 3rd Avenue at El Camino Real which has a more unified design.

4.Save the trees on Delaware Street! Save the trees on Claremont and 9th when you get to THAT development.

Sincerely,

Tom & Francie Souza

## Rendell Bustos

---

**From:** Patrice Olds  
**Sent:** Monday, June 20, 2022 8:54 AM  
**To:** Rendell Bustos; Erin Fellers  
**Subject:** FW: Agenda Item:#19 PA2021-63 Windy Hill Project  
**Attachments:** 20220602\_030039.jpg



**Patrice M. Olds, MMC**  
City Clerk | City of San Mateo  
330 W. 20th Ave., San Mateo, CA 94403  
650-522-7042 | [polds@cityofsanmateo.org](mailto:polds@cityofsanmateo.org)

**From:** diana pettit [REDACTED]  
**Sent:** Monday, June 20, 2022 8:53 AM  
**To:** City Council (San Mateo) <[CityCouncil@cityofsanmateo.org](mailto:CityCouncil@cityofsanmateo.org)>  
**Subject:** Agenda Item:#19 PA2021-63 Windy Hill Project

PLEASE submit for City Council meeting, June 20,2022..  
Thank you

Diana Pettit  
[REDACTED]

----- Forwarded message -----

**From:** diana pettit [REDACTED]  
**Date:** Tue, Jun 7, 2022, 12:07 AM  
**Subject:** PA-2021-063 500E. 3rd Ave.,Block 21 Mixed Use Project Intial Study and Mitigated Negative Declaration  
**To:** Rendell Bustos <[rbustos@cityofsanmateo.org](mailto:rbustos@cityofsanmateo.org)>

This project of Mixed Use of Six story building whereas office/retail/residential will be on 11 contiguous parcels must be considered not to just giving the approval for a permit to build but also have the consideration of the traffic that is impeded during the construction.

First of all, the 307-373 S. Claremont Street will be the residential building for 111 homes. The need to meet the State Density Bonus Law, which adds building height from 55 ft to 74 ft 2 inches is great for the additional 12 units of very low income.

The building across the street, another office and residential building, Windy Hill Building at 405 E. 4th Avenue to 406 East 3rd Ave., has the 3rd floor occupied by an office. This office has a continue lighting system which "shines" out into the block. The lighting system is on constantly inside the floor 24/7 and can be seen from 3rd Ave. at the intersection of S. El Dorado(2 blocks east).

This lighting possibly will affect the residential occupants into the windows of their units.

This office building with the consistent lighting belongs in a Commerical building Park, but not in a neighborhood Downtown where it affects the "Residential"building.

This lighting system cannot be changed now, since the Office is currently occupied but must be noted in this process of further development of PA-2121-063.

The other issue is that the residential units for residents to use the Cal Train Transit/Bus Instead of automobile use. The Two levels of below-grade parking should limited to approximately 250 spaces. This is 111 spaces for the residents plus 7 EV spaces, and the other for office/retail designation. The entrance/exit to this parking garage will be on South Claremont. The residents will be walking and biking North to go to the Transit stations. It will be a safety issue for the residents to be seen while crossing this garage area. There should be traffic mitigation on the South Claremont Street that currently is a two-way street. It should be noted there would not be any left turns and/or U- Turns allowed on South Claremont in the residential area. A barrier of yellow dividers in the middle of South Claremont Street needs to be a responsibility of the developer and the City of San Mateo.

Thank you.



## Rendell Bustos

---

**From:** Patrice Olds  
**Sent:** Monday, June 20, 2022 10:42 AM  
**To:** Rendell Bustos; Erin Fellers  
**Subject:** FW: Support for the project at 3rd Avenue



**Patrice M. Olds, MMC**

City Clerk | City of San Mateo  
330 W. 20th Ave., San Mateo, CA 94403  
650-522-7042 | [polds@cityofsanmateo.org](mailto:polds@cityofsanmateo.org)

**From:** Fiona Hyland [REDACTED]

**Sent:** Monday, June 20, 2022 10:14 AM  
**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>  
**Subject:** Support for the project at 3rd Avenue

I am a homeowner in Baywood. I am writing in support of the proposed building at 3rd Ave in San Mateo. We need more housing and downtown is a great place for it, this also contributes to the continued vitality on downtown.

Fiona Hyland

June 20, 2022

VIA EMAIL

San Mateo City Council

RE: PA 21-063 - Windy Hill Property Ventures - Block 21 Mixed Use Project 500 E 3rd Avenue

Dear Mayor Bonilla and Members of the City Council:

San Mateo is in the process of significant change through the General Plan update and multiple current proposals for intense development in downtown and other areas. The character of the historic downtown, which has many historically significant buildings, can be preserved through careful planning. Our historic past and downtown are elements of why people choose to visit and live in San Mateo.

The Windy Hill Block 21 project is located in one of the oldest areas in downtown San Mateo and should reflect the heritage of the City and the surrounding buildings. This development will remove additional historic buildings and dramatically change the character in the area due to the project's design, mass, and height. Far too many downtown historic buildings have already been lost.

Before approving this project, we request the City require the applicant to modify the design to address these points:

1. **Require Traditional Design Elements and Consistency with Nearby Buildings.** The building does not fit with the character of our historic downtown. Please require the applicant to follow the City's design guidelines and include additional traditional elements to the contemporary style of Windy Hill's Block 21. This contemporary design looks like six different buildings versus one building with a unified design.
2. **Simplify the Design.** Please follow the consultant's suggestions and require the applicant to simplify the overcomplicated design with less glass, more solid walls to the top, and framed-in windows. The Windy Hill building at 2 West 3rd Avenue at El Camino Real incorporates more traditional elements for a more unified design that better fits with the downtown historic district.
3. **All Glass Buildings will be Dated.** Classic architecture has stood the test of time, whereas all-glass and brutalist-style concrete buildings are being replaced after a much shorter life span. These glass buildings will become very dated in time and are not consistent with the historic downtown styles.
4. **Save the trees on Delaware Street.** Carbon dioxide absorption through vegetation is a key aspect of fighting global warming. We are losing vegetation in San Mateo at an alarming rate as the intensity of development increases. Please leave the trees on Delaware Street.
5. **Maintain the Height Limit.** San Mateo voters expressed their desire to maintain height limits in the City when they voted yes on Measure Y. Please enforce the height limit.

Cities across the U.S. are embracing their historic past and increasing visitors by supporting a cohesive, attractive downtown. A gradual transition in architectural styles can give a nod to the past without obliterating our history. Please require a significant changes in the design of this building to better reflect the character of San Mateo.

Thank you for your consideration.

Sincerely,

*Laurie and Randy Hietter*

Laurie and Randy Hietter

A solid black rectangular box used to redact the signature of Laurie and Randy Hietter.



Azalea Mitch  
Director of Public Works  
San Mateo City Hall  
330 West 20th Avenue  
San Mateo, CA 94403

June 17, 2022

RE: Block 21-Parking Ratio

Dear Ms. Mitch,

I am reaching out to regarding the above-mentioned Block 21 project. During the review of the project, we have been able to work collaboratively with your staff to address several issues related to the project and I am very appreciative of this. One area we continue to work to resolve with City staff is the appropriate parking ratio for the project.

Per their review of the project, the City's parking consultant determined that a parking ratio of 1.82 to 2.06 spaces per 1,000 square feet of office uses was appropriate for this project. We are proposing this mixed-use project specifically to take advantage of its location in downtown, adjacent to transit and amenities, which we feel will support these amenities and encourage both employees and residents to use alternate modes of transport. In addition, the project includes a robust TDM plan that will reduce vehicle trips by 32-52% which is a substantial reduction, that will translate to further reduce parking demand.

**By including more parking in the project than is needed, we are actively working against these goals.**

As such, we believe that the parking ratio proposed for the project (1.87 spaces per 1,000 sq. ft) is more than adequate to serve the project demand. I am respectfully requesting the staff consider allowing for this ratio, which has been deemed acceptable by the City's parking consultant (Fehr and Peers) and further verified by the memos prepared by Hexagon Transportation Consultants as part of prior parking studies and in their most current review of this project (please refer to the attached memo).

Sincerely,

Mike Field,  
Windy Hill Property Ventures

cc: Christina Horrisberger, Community Development Director, City of San Mateo  
Manira Sandhir, Planning Manager, City of San Mateo  
Rendell Bustos, Senior Planner, City of San Mateo  
Sue-Ellem Atkinson, Principal Transportation Planner, City of San Mateo



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

## Memorandum

**Date:** June 16, 2022  
**To:** Mike Field, Windy Hill Property Ventures  
**From:** Gary Black  
**Subject:** San Mateo Office Parking Ratios/Block 21 Project

Hexagon Transportation Consultants, Inc. previously submitted an analysis, dated May 16, 2022, of parking ratios for office buildings in downtown San Mateo. The analysis was based on parking counts conducted in October 2016 at three office buildings in downtown San Mateo. The study found an average parking demand ratio of 1.82 spaces per 1,000 s.f., inclusive of guest parking.

A recent parking memo prepared by Fehr and Peers dated June 1, 2022, determined that a parking ratio of 1.82 to 2.06 spaces per 1,000 square feet was acceptable, and recommend taking an average for a parking ratio of 1.94 spaces per 1,000 square feet. We believe the recommended ratio of 1.82 spaces is supported as the average of counts conducted for three (3) downtown San Mateo projects (as stated above). It appears the higher end of the stated parking ratio (2.06) was based on Fehr and Peer's information in other communities, since actual counts were not able to be conducted in San Mateo at this time, due to concerns regarding Covid's effect on typical parking patterns.

Hexagon would like to note that the implementation of transportation demand management (TDM) measures could further reduce the parking demand ratio for the Block 21 project. It is not known what measures, if any, were in place at the surveyed office buildings in 2016. Newer approvals in San Mateo, however, typically have TDM requirements with monitoring. Typical requirements are a 20-25% reduction in trips, which would also result in a reduction in parking demand. The TDM Plan prepared for the Block 21 project indicates a trip reduction of 32-52%, which is higher than the typical TDM reduction, due to the project's mixed-use nature, location in downtown adjacent to transit and amenities, as well as the measures proposed as part of the project, which include:

- Caltrain and SamTrans Transit Passes
- Unbundled Parking
- Bicycle Support Facilities
- TDM Coordinator.

Given this potential additional reduction in parking demand, it is Hexagon's opinion that the project will generate a parking demand on the lower end of the stated acceptable range (for projects that do not include TDM measures). Therefore, the project's proposed ratio of 1.87 parking spaces per 1,000 sq. ft. of office use is adequate to meet the project's parking demand.



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

## Memorandum

**Date:** May 16, 2022  
**To:** Ms. Lisa Ring, LOR Planning  
**From:** Gary Black  
**Subject:** San Mateo Office Parking Counts

In conjunction with analyzing a proposed office building at 405 E. 4<sup>th</sup> Avenue in San Mateo, Hexagon Transportation Consultants, Inc. conducted parking counts at three office buildings in downtown San Mateo in October 2016. The purpose of the counts was to determine an appropriate parking ratio for buildings that are in downtown San Mateo and a reasonable walking distance from the Caltrain station. It was believed that buildings in this setting would have lower parking demand than the typical ratios elsewhere in San Mateo.

The three buildings were chosen for the parking counts because they all have their own parking garages, so they don't need to rely on the public parking lots and garages in downtown San Mateo. Each building has a garage that allows visitor parking. Therefore, the counts can be assumed to include both employees of the buildings and visitors although the visitor parking was not counted separately. The employee and visitor parking areas were lumped together for the counts.

Table 1 shows the addresses of the three office buildings that were counted and the resulting parking demand ratios. The ratios ranged from 1.56 to 2.28 occupied spaces per 1,000 square feet of building area, with an average of 1.82 occupied spaces. This is including employees and visitors. The detailed parking count results are attached.

**Table 1**  
**Office Parking Counts**

Building	Size	Unit	Parking Supply <sup>2</sup>	Parking Demand	Parking Demand Ratio
101 S Ellsworth	98.3	ksf	219	181	1.84
181 2nd Ave <sup>1</sup>	76.3	ksf	299	174	2.28
400 S. El Camino Real	141.4	ksf	253	221	1.56
Average					1.82
<b>Notes:</b>					
1. The building size for 181 2nd Avenue is estimated based on Google Earth.					
2. Parking supply at all three buildings counted all parking spaces on-site.					

## **Attachments**



**Red Building**

101 S Ellsworth Ave

Garage - Entrance on Ellsworth Ave

Classification	ADA	General	EV	Carshare	Reserved	20 min parking	Motorcycle	United American Bank	Compact	Total
Supply : Ground level	8	0	2	0	0	8	2	5	0	25
Supply : Underground 1	0	40	0	0	0	0	0	0	22	62
Supply : Underground 2	0	45	0	0	0	0	0	0	21	66
Supply : Underground 3	0	45	0	0	0	0	0	0	21	66
									<b>Total</b>	<b>219</b>
Occupancy :										
Ground level: 10:00 AM	0	0	1	0	0	2	1	1	0	5
Underground 1: 10:00 AM	0	39	0	0	0	0	0	0	20	59
Underground 2: 10:00 AM	0	45	0	0	0	0	0	0	21	66
Underground 3: 10:00 AM	0	29	0	0	0	0	0	0	7	36
									<b>Total</b>	<b>166</b>

Ground level: 11:15 AM	0	0	1	0	0	1	0	1	0	3
Underground 1: 11:15 AM	0	40	0	0	0	0	0	0	22	62
Underground 2: 11:15 AM	0	44	0	0	0	0	0	0	19	63
Underground 3: 11:15 AM	0	40	0	0	0	0	0	0	13	53
									<b>Total</b>	<b>181</b>

Ground level: 12:30 PM	0	0	1	0	0	3	0	0	0	4
Underground 1: 12:30 PM	0	39	0	0	0	0	0	0	21	60
Underground 2: 12:30 PM	0	43	0	0	0	0	0	0	20	63
Underground 3: 12:30 PM	0	39	0	0	0	0	0	0	6	45
									<b>Total</b>	<b>172</b>

\*There are three levels underground. "Underground 1" is directly under the Ground level,"Underground 2" is below "Underground 1", and "Underground 3" is below "Underground 2"



**Green Building**      123 San Mateo Dr

**Ground Lot -**      **Access on San Mateo Dr**

Classification	ADA	General	EV	Carshare	Reserved	Reserved GO ANIMATE	Reserved COLDWEL L	Reserved Medical	Reserved CHINZILLA	Small cars/compac t		Total
Supply :	2	0	0	0	0	3	3	7	0	0	0	15
Occupancy : 10:15 AM	0	0	0	0	0	3	1	3	0	0	0	7
Occupancy : 11:30 AM	0	0	0	0	0	3	2	3	0	0	0	8
Occupancy : 12:45 PM	0	0	0	0	0	3	2	3	0	0	0	8



Above Grade Lot - Access on San Mateo Dr

Classification	ADA	General	EV	Carshare	Reserved	Reserved GO ANIMATE	Reserved COLDWEL L	Reserved Medical	Reserved CHINZILLA	Small cars/compac t	Illegal Motorcycle	Total
Supply :	5	0	0	0	18	2	15	0	3	20	0	63
Occupancy : 10:15 AM	0	0	0	0	10	0	6	0	0	6	0	22
Occupancy : 11:30 AM	0	0	0	0	10	0	9	0	3	6	0	28
Occupancy : 12:45 PM	0	0	0	0	10	0	9	0	3	9	0	31







\*There are two levels underground. "Underground 1" is directly under the Ground lot and "Underground 2" is under "Underground 1"



**Yellow Building**

Garage - Entrance on 4th Ave

Classification	ADA	General	EV	Carshare	Reserved	Small cars/compact	Motorcycle	Total
Supply : Above Ground	2	162	1	0	9	48	1	223
Supply : Below Ground	2	23	1	0	4	0	0	30
							Total	253
Occupancy :								
Above Ground: 10:45 AM	0	144	1	0	1	47	1	194
Below Ground: 10:45 AM	1	23	0	0	0	0	0	24
							Total	218
Above Ground: 12:00 PM	0	151	1	0	1	47	1	201
Below Ground: 12:00 PM	1	18	1	0	0	0	0	20
							Total	221
Above Ground: 1:15 PM	0	145	0	0	1	45	1	192
Below Ground: 1:15 PM	1	14	0	0	0	0	0	15
							Total	207





June 1, 2022

Rendell Bustos  
Senior Planner  
City of San Mateo | Community Development Department  
Submitted to: [rbustos@cityofsanmateo.org](mailto:rbustos@cityofsanmateo.org)

**Subject: San Mateo Block 21 and 435 E. 3<sup>rd</sup> Avenue Parking Requirements – Addendum**

This letter serves as an addendum to the “San Mateo Block 21 and 435 E. 3<sup>rd</sup> Avenue Parking Requirements” memorandum prepared by Fehr & Peers for the City of San Mateo on April 20, 2022. On May 16, 2022, the applicant’s transportation consultant, Hexagon Transportation Consultants, Inc., provided a letter of response detailing reasoning for a lower parking ratio. Fehr & Peers finds Hexagon’s lower parking ratio reasonable and methodology approach appropriate. The remainder of this letter recaps Fehr & Peers’ and Hexagon’s methodology and assumptions as context for why a lower parking ratio is justifiable.

### Summary of Fehr & Peers’ Methodology

This study used the Environmental Protection Agency’s (EPA’s) Mixed-Use Development (MXD) travel demand methodology to determine the automobile mode share and the correlated reduction in parking demand compared to industry standard rates. The results are compared to available local parking and mode share data and vehicle trip counts. Based on this approach, the office parking requirement would be calculated on a rate of 2.06 stalls per 1,000 gross square feet. This rate includes 0.14 spaces per 1,000 gross square feet for visitor parking and 1.92 spaces per 1,000 gross square feet for employee parking. Due to the COVID-19 pandemic, Fehr & Peers was unable to collect current parking counts and thus used the MXD approach, which relies on built environment variables to measure the degree of interactivity within the site and the accessibility of the site location for non-automobile trips, then adjusts the conventional Institute of Transportation Engineers (ITE) data outputs to produce more accurate trip generation forecast.

### Summary of Hexagon’s Methodology

This applicant’s study estimated parking demand based on parking count data collected in 2016 at three different office buildings in San Mateo, comparable in size and location to Block 21 and 435 E. 3<sup>rd</sup> Avenue. The parking demand ratios ranged from 1.56 to 2.28 occupied spaces per 1,000 square feet of building area, with an average of 1.82 occupied spaces. These demand surveys included both employees and visitors.



## Conclusion

The two studies produced similar estimates of parking demand within 10 percent of each other. The Hexagon study relies on actual 2016 parking counts from comparable project sites, while the Fehr & Peers study relies on the MXD methodology along with parking and mode share data along the Peninsula. Both studies are ultimately estimates with different assumptions and appropriate, data-driven methodologies; their differences are within a typical range of outcomes that are seen on a project-by-project basis. Given the trend of reduced office commuting due to remote and hybrid work schedules and the expectations for more frequent Caltrain service after its electrification project, a lower parking ratio appears reasonable for Block 21 and 435 E. 3<sup>rd</sup> Avenue. Thus, given that the parking ratio acceptably ranges between 1.82 and 2.06 spaces per 1,000 square feet, we recommend taking an average of the two for a parking ratio of 1.94 spaces per 1,000 square feet.

Sincerely,

FEHR & PEERS

Ashley Hong  
Transportation Planner

SF21-1188.00

## Attachment:

Attachment A: Fehr & Peers' "San Mateo Block 21 and 435 E. 3<sup>rd</sup> Avenue Parking Requirements" Memorandum

Attachment B: Hexagon Transportation Consultant's Inc., "San Mateo Office Parking Counts" Memorandum

Attachment A  
Fehr & Peers' "San Mateo  
Block 21 and 435 E. 3rd  
Avenue Parking  
Requirements" Memorandum

# Memorandum

Date: April 25, 2022

To: Rendell Bustos, City of San Mateo

From: Ashley Hong & Matt Goyne, Fehr & Peers

**Subject: San Mateo Block 21 and 435 E. 3<sup>rd</sup> Avenue Parking Requirements**

*SF21-1188*

This memorandum summarizes the locally appropriate parking requirements for the two mixed-use office/residential projects in downtown San Mateo's Central Parking and Improvement District (CPID): Block 21 (500 E 3rd Avenue) and 435 E. 3rd Avenue, herein referred to as the "projects." The City of San Mateo Municipal Code (Section 27.64.100) currently requires general offices in the CPID to provide a minimum of 2.4 stalls per 1,000 gross square feet of floor area. An additional 0.2 stalls per 1,000 gross square feet is required for visitor parking. This memo serves to inform the City on locally appropriate parking requirements in lieu of these standard CPID ratios based on a review of national parking research and local parking data. Project applicants may request to pay parking in-lieu fees for any parking not provided on site in the CPID per City of San Mateo Municipal Code Section 27.64.100(3)(A). The developer for Block 21 and 435 E. 3<sup>rd</sup> Avenue is proposing on-site parking on Block 21 and has proposed to pay fees in-lieu of providing on-site parking at 435 E 3rd Avenue.

As previously established with City staff, the residential parking ratios match the parking requirements of 0.5 spaces per unit as required by project's that comply with the State density bonus law. Therefore, no in-lieu fee will be required for the residential component of the Block 21 development and the in-lieu fee for the 435 E. 3rd Avenue project will be based on the 0.5 spaces per unit parking ratio unless reduced further via a State Density Bonus law incentive/concession or waiver. The remainder of the memorandum presents a review of expected office parking demand to inform the requirements.

## Summary

Trip generation and parking demand are primarily determined based on two factors for employment uses: employee density and automobile mode share. The proposed projects are both assumed to be traditional office spaces and therefore the employee density match industry



standard rates for trip generation and parking demand. Unlike residential land uses, where people may store parked vehicles for occasional use, the vehicle trip generation, automobile mode share, and the demand for parking spaces are all correlated for employment land uses.<sup>1</sup> This study uses the Mixed-Use Development (MXD) travel demand methodology to determine the automobile mode share and the correlated reduction in parking demand compared to industry standard rates. The results are compared to available local parking and mode share data and vehicle trip counts. Based on this approach, the office parking requirement should be calculated on a rate of 2.06 stalls per 1,000 gross square feet. This rate includes 0.14 spaces for visitor parking per 1,000 gross square feet.

## Parking Research

### National Parking Trends

Most cities in the United States require new developments or buildings undergoing land use changes to provide a certain number of off-street parking spaces. These requirements are known as “parking minimums” and are calculated according to a building’s zoning district, land use, and size. In the City of San Mateo, projects within the CPID are allowed to request payment of an in-lieu fee.

Parking minimums often require developers to provide more parking than would be utilized, especially in transit-oriented locations.<sup>2</sup> Effectively, the minimum amount of parking required is often set high enough to provide at least the maximum amount of parking that could conservatively be used. This may result in excess parking supply and underutilized parking lots and garages, which then increases costs as owners and consumers subsidize the unused space. Additionally, unconstrained or abundant parking influences people’s transportation choices by encouraging driving; the belief that parking will be available and free at one’s origin and destination makes driving a more attractive, convenient transportation option.

The two primary national data sources, the Institute of Transportation Engineers (ITE) *Parking Generation* and the Urban Land Institute (ULI) *Shared Parking Manual*, estimate an office parking demand rate of 2.8 spaces per 1,000 square feet, including 0.2 spaces per 1,000 square feet for visitors and the remaining for employees. However, these sources are primarily based on data collected at auto-oriented suburban sites prior to 2008 with near unlimited, abundant free parking and do not capture the effect of high-quality transit service nor robust transportation

---

<sup>1</sup> Parking demand decreases faster in locations with higher-than-average use of taxis or transportation network companies (i.e., Uber and Lyft), such as San Francisco. Taxis or TNCs continue to make up a very small percentage of commute trips in San Mateo County as indicated in the County’s latest commute data from 2017: <https://sustainablesanmateo.org/home/indicators/transportation/>

<sup>2</sup> Shoup, Donald. 2005. *The High Cost of Free Parking*. American Planning Association. Available at: [https://www.researchgate.net/publication/235359727\\_The\\_High\\_Cost\\_of\\_Free\\_Parking](https://www.researchgate.net/publication/235359727_The_High_Cost_of_Free_Parking)



demand management (TDM) programs.<sup>3</sup> In these settings, greater than 75 percent of employees commute by single occupancy vehicle.<sup>4</sup> In situations where parking supply is lower (i.e. provided at lower rates) or there is high-quality transit available, people are likely to change how they travel and parking demand could be lower.<sup>5</sup> Given the proximity of the projects to the San Mateo Caltrain station, Downtown San Mateo, and the presence of TDM requirements, local parking data is desired to support more accurate parking ratios for the projects.

## Local Data

Existing parking demand studies for general office space in similar transit-oriented locations is limited. One study conducted in 2018 indicated that the average parking rate for three office buildings in Downtown San Mateo was 1.82 parking spaces per 1,000 square feet.<sup>6</sup> However, this study does not account for visitor parking demand as the sites include separate employee and public parking garages that provide parking for nearby retail uses. Therefore, additional parking counts are desired to establish an office parking ratio that incorporates visitors and employees for required parking as described in the following section. Given the COVID-19 pandemic's effect on reducing office parking demand for the foreseeable future, Fehr & Peers prepared estimates of parking demand based on factors that influence parking demand and single occupancy vehicle share (SOV), such as the location of the project and TDM measures.

Given the location of the projects adjacent to the San Mateo Caltrain station, Downtown San Mateo, and the presence of TDM requirements, more people would commute by non-automobile modes than a traditional suburban office. Mixed-use development (MXD) in transit-oriented locations is widely considered an effective means of reducing traffic impacts by incentivizing the use of non-automobile modes and reducing single-occupancy vehicles. The MXD trip generation approach relies on built environment variables to measure the degree of interactivity within the

---

<sup>3</sup> Shoup, Donald. 2003. *Truth in Transportation Planning*. Journal of Transportation and Statistics. Available at: <http://shoup.bol.ucla.edu/TruthInTransportationPlanning.pdf>

<sup>4</sup> The average US drive alone rate was 76.4 percent in 2013, with higher rates for people who live and work outside of each metro's principal cities.  
<https://www.census.gov/content/dam/Census/library/publications/2015/acs/acs-32.pdf>

<sup>5</sup> Willson, Richard. 2005. *Parking Policy for Transit-Oriented Development: Lessons for Cities, Transit Agencies, and Developers*. Journal of Public Transportation, 8 (5): 79-94. DOI: <http://doi.org/10.5038/2375-0901.8.5.5>. Available at: <https://digitalcommons.usf.edu/jpt/vol8/iss5/5>

<sup>6</sup> Hexagon Transportation Consultants, Inc. 2018. *Parking Study for Bay Meadows II SPAR #1 STA 1 & 5 Modification*. Available at: <https://www.cityofsanmateo.org/DocumentCenter/View/65941/Hexagon-Memorandums>



site and the accessibility of the site location for non-automobile trips, then adjusts the conventional ITE outputs accordingly to produce more accurate trip generation forecast.<sup>7</sup>

Parking demand for employment uses are primarily associated with employees who drive to work, with approximately five to 10 percent of demand due to visitors. Therefore, parking demand decreases as employees shift to non-automobile modes. Accounting for the mix of nearby land uses (e.g., employees who live within walking distance or shopping/restaurant trips that are made by walking) and the access to transit including Caltrain and SamTrans, the MXD method estimates a 28% reduction in drive alone<sup>8</sup> mode share and parking demand compared to a traditional suburban office. This results in a 55% drive alone mode share compared to the 76% U.S. average mode share. MXD results include the number of visitor trips, and therefore this reduction can be applied to both employee and visitor trips. This analysis does not account for a robust transportation demand management (TDM) program for conservative purposes because the TDM plan and monitoring measures are not yet defined. This program could further reduce the automobile mode share, vehicle trips, and parking demand.

The MXD results can be compared to available mode share data and vehicle trip counts in nearby communities to assess how reasonable these results are. Recent studies of travel behavior in Downtown Redwood City and Downtown Palo Alto found that approximately 45 percent and 52 percent of employees drive alone in the two cities, respectively.<sup>9</sup> These mode shares are 30 to 40 percent lower than the average U.S. drive alone rate. The Palo Alto study segmented the mode share by type of employment use, with the two uses most likely to have robust TDM programs (technology and government) achieving an approximately 40 percent drive alone mode share. Other comparable data sources indicate similar mode shares in transit oriented locations, including automobile trip generation rates in San Francisco for offices outside of Downtown SF<sup>10</sup>

---

<sup>7</sup> For more information, visit <https://www.fehrandpeers.com/mxd/>. MXD methodologies were developed in tandem with the EPA as documented in the American Planning Association PAS Memo "Getting Trip Generation Right: Eliminating the Bias Against Mixed Use Development" by Jerry Walters, Brian Bochner, and Reid Ewing (May 2013). This paper can be accessed here: [https://www.fehrandpeers.com/wp-content/uploads/2019/11/APA\\_PAS\\_May2013\\_GettingTripGenRight-2.pdf](https://www.fehrandpeers.com/wp-content/uploads/2019/11/APA_PAS_May2013_GettingTripGenRight-2.pdf). These methodologies were revalidated as documented in the November/December 2020 issue of the APA's PAS Memo, entitled "Still Getting Trip Generation Right: Revalidating MXD+".

<sup>8</sup> Fehr & Peers. Block 21 Transportation Impact Assessment. 2022. .

<sup>9</sup> City of Redwood City. July 2018. Redwood City Moves. Page 8 presents a summary of the existing mode share for downtown Redwood City compared to suburban neighborhoods: [http://rwcmoves.com/wp-content/uploads/2018/07/RWCmoves-Transportation-Plan\\_July16.pdf](http://rwcmoves.com/wp-content/uploads/2018/07/RWCmoves-Transportation-Plan_July16.pdf)

City of Palo Alto, 2019 Palo Alto TMA Annual Report, May 2020. Appendix A presents the survey results by year and by sector: <https://www.cityofpaloalto.org/files/assets/public/agendas-minutes-reports/reports/city-manager-reports-cmrs/year-archive/2020/id-11307-tma-annual-report.pdf>

<sup>10</sup> SF Planning Department. October 2019. Transportation Impact Analysis Guidelines. See Appendix F, Travel Demand for Urban-Medium Density neighborhoods, such as Mission Bay. Accessed at <https://sfplanning.org/project/transportation-impact-analysis-guidelines-environmental-review-update#impact-analysis-guidelines>.





and recent vehicle counts collected at office buildings in the San Mateo Rail Corridor Transportation Management Agency (TMA)<sup>11</sup>. Therefore, the MXD results may in fact be overestimating the amount of vehicle trips and parking demand; however, they are presented below for conservative purposes.

**Table 1** compares the U.S. average mode share and parking demand ratio to the mode share results using the MXD method and estimates the parking demand rate based on the mode shares.<sup>12</sup> This indicates that the parking ratio of 2.06 spaces per 1,000 gross square feet, including 1.92 spaces for employees and 0.14 spaces for visitors,<sup>13</sup> is appropriate for the Block 21 and 435 E. 3<sup>rd</sup> Avenue projects. This ratio is comparable to the employee parking demand of 1.82 spaces per 1,000 square feet calculated in the *Parking Study for Bay Meadows II SPAR #1 STA 1 & 5 Modification* study (Hexagon, 2018) presented above, indicating that this ratio adequately represents a reasonable conservative estimate for this TOD location.

**Table 1: Drive Alone and Parking Demand Rates**

	U.S.	MXD Method
Employee Commute Mode Share	76%	55% <sup>2</sup>
Parking Demand Rate per 1,000 square feet	2.84 <sup>1</sup>	2.06 <sup>2</sup>

Notes:

1. Office parking demand rate per Institute of Transportation Engineers (ITE) *Parking Generation*.
2. Based on 28% reduction in daily and PM peak hour vehicle trips based on MXD methodology as presented in Block 21 TIA prepared by Fehr & Peers, February 2022

Source: ITE Trip Generation Manual, US Census

## Recommendation

The parking requirement for both the Block 21 and 435 E. 3<sup>rd</sup> Avenue projects should be calculated based on a rate of 2.06 stalls per 1,000 gross square feet. The applicant may request to pay parking in-lieu fees for any parking not provided on site in keeping with the City's Zoning Code provisions.

<sup>11</sup> San Mateo Rail Corridor Transportation Management Agency. January 2018. 2017 Annual Report. This study included recently completed office buildings in Bay Meadows, which 40 to 50 percent lower than traditional suburban buildings.

<sup>12</sup> The only location with available mode share and parking demand data on the peninsula is from a mixed-use office and retail building in Redwood City. VTA cites a parking demand ratio of 1.22 spaces per 1,000 square feet for this Redwood City building; however, this parking ratio includes retail and office employee demand. This parking demand rate is from page 2 of the memorandum "Place Types, Ridership Potential Development Scenarios, and Parking/TDM Recommendations – Draft" by Nelson/Nygaard, June 2019. This study can be accessed at: <https://www.vta.org/sites/default/files/2019-09/K%20-%20TOC%20Parking%20and%20TDM%20Strategies.pdf>

<sup>13</sup> 28 percent reduction to 0.2 spaces per 1,000 gross square feet for suburban office space is 0.14 spaces.



### *Future Office Parking Data Collection*

Additional data collection of office parking would provide more site-specific context and data to support parking in-lieu fees for future projects. Fehr & Peers consulted a traffic count vendor whether there was historical parking demand count data that identifies employee and visitor parking available for TOD office developments along the West Coast and were informed that most parking studies conducted for public agencies are limited to on-street and public parking garages while studies conducted for private developments are generally confidential. This presents an opportunity to collect future data to fill this industry gap. Three potential sites within one half mile of the projects and the three San Mateo Caltrain stations are listed in **Table 2**. These sites are a similar size to the proposed projects and have parking areas solely for their use and parking in open areas. Information on occupancy levels and types of TDM incentives will need to be requested from property owners or managers. Additional study sites could include other Bay Meadows office buildings or offices to the east of the Hayward Park Caltrain station, pending further review with the City of San Mateo and property managers to confirm occupancy levels.

**Table 2: Potential Parking Data Collection Sites**

Proposed Data Collection Site	Sq. Ft.	Parking Ratio
405 E. 4 <sup>th</sup> Avenue <sup>14</sup>	62,338	1.28
406 E. 3 <sup>rd</sup> Avenue <sup>15</sup>	103,731	2.6
Bay Meadows Office Station 3 <sup>16</sup>	174,445	2.5

<sup>14</sup> [https://images1.loopnet.com/d2/-0jta\\_0Ztwr2lO4TwBfLEMyXHKVbyu8uVnyckpz3Go/4th%20Avenue%20405Sublease%20070319.pdf](https://images1.loopnet.com/d2/-0jta_0Ztwr2lO4TwBfLEMyXHKVbyu8uVnyckpz3Go/4th%20Avenue%20405Sublease%20070319.pdf)

<sup>15</sup> <https://www.cityofsanmateo.org/3875/406-E-3rd-Avenue>

<sup>16</sup> <https://baymeadows.com/station3/mobile/features.html>. This building has 22ksf listed as available. Other Bay Meadows office locations may be appropriate as well, pending further review with the city of the proposed sites.

Attachment B  
Hexagon Transportation  
Consultant's Inc., "San Mateo  
Office Parking Counts"  
Memorandum



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

## Memorandum

**Date:** May 16, 2022  
**To:** Ms. Lisa Ring, LOR Planning  
**From:** Gary Black  
**Subject:** San Mateo Office Parking Counts

In conjunction with analyzing a proposed office building at 405 E. 4<sup>th</sup> Avenue in San Mateo, Hexagon Transportation Consultants, Inc. conducted parking counts at three office buildings in downtown San Mateo in October 2016. The purpose of the counts was to determine an appropriate parking ratio for buildings that are in downtown San Mateo and a reasonable walking distance from the Caltrain station. It was believed that buildings in this setting would have lower parking demand than the typical ratios elsewhere in San Mateo.

The three buildings were chosen for the parking counts because they all have their own parking garages, so they don't need to rely on the public parking lots and garages in downtown San Mateo. Each building has a garage that allows visitor parking. Therefore, the counts can be assumed to include both employees of the buildings and visitors although the visitor parking was not counted separately. The employee and visitor parking areas were lumped together for the counts.

Table 1 shows the addresses of the three office buildings that were counted and the resulting parking demand ratios. The ratios ranged from 1.56 to 2.28 occupied spaces per 1,000 square feet of building area, with an average of 1.82 occupied spaces. This is including employees and visitors. The detailed parking count results are attached.

**Table 1**  
**Office Parking Counts**

Building	Size	Unit	Parking Supply <sup>2</sup>	Parking Demand	Parking Demand Ratio
101 S Ellsworth	98.3	ksf	219	181	1.84
181 2nd Ave <sup>1</sup>	76.3	ksf	299	174	2.28
400 S. El Camino Real	141.4	ksf	253	221	1.56
Average					1.82
<b>Notes:</b>					
1. The building size for 181 2nd Avenue is estimated based on Google Earth.					
2. Parking supply at all three buildings counted all parking spaces on-site.					

## **Attachments**

**Red Building**

101 S Ellsworth Ave

Garage - Entrance on Ellsworth Ave

Classification	ADA	General	EV	Carshare	Reserved	20 min parking	Motorcycle	United American Bank	Compact	Total
Supply : Ground level	8	0	2	0	0	8	2	5	0	25
Supply : Underground 1	0	40	0	0	0	0	0	0	22	62
Supply : Underground 2	0	45	0	0	0	0	0	0	21	66
Supply : Underground 3	0	45	0	0	0	0	0	0	21	66
									<b>Total</b>	<b>219</b>
Occupancy :										
Ground level: 10:00 AM	0	0	1	0	0	2	1	1	0	5
Underground 1: 10:00 AM	0	39	0	0	0	0	0	0	20	59
Underground 2: 10:00 AM	0	45	0	0	0	0	0	0	21	66
Underground 3: 10:00 AM	0	29	0	0	0	0	0	0	7	36
									<b>Total</b>	<b>166</b>

Ground level: 11:15 AM	0	0	1	0	0	1	0	1	0	3
Underground 1: 11:15 AM	0	40	0	0	0	0	0	0	22	62
Underground 2: 11:15 AM	0	44	0	0	0	0	0	0	19	63
Underground 3: 11:15 AM	0	40	0	0	0	0	0	0	13	53
									<b>Total</b>	<b>181</b>

Ground level: 12:30 PM	0	0	1	0	0	3	0	0	0	4
Underground 1: 12:30 PM	0	39	0	0	0	0	0	0	21	60
Underground 2: 12:30 PM	0	43	0	0	0	0	0	0	20	63
Underground 3: 12:30 PM	0	39	0	0	0	0	0	0	6	45
									<b>Total</b>	<b>172</b>

\*There are three levels underground. "Underground 1" is directly under the Ground level,"Underground 2" is below "Underground 1", and "Underground 3" is below "Underground 2"





**Green Building**      123 San Mateo Dr

**Ground Lot -**      **Access on San Mateo Dr**

Classification	ADA	General	EV	Carshare	Reserved	Reserved GO ANIMATE	Reserved COLDWEL L	Reserved Medical	Reserved CHINZILLA	Small cars/compac t		Total
Supply :	2	0	0	0	0	3	3	7	0	0	0	15
Occupancy : 10:15 AM	0	0	0	0	0	3	1	3	0	0	0	7
Occupancy : 11:30 AM	0	0	0	0	0	3	2	3	0	0	0	8
Occupancy : 12:45 PM	0	0	0	0	0	3	2	3	0	0	0	8



Above Grade Lot - Access on San Mateo Dr

Classification	ADA	General	EV	Carshare	Reserved	Reserved GO ANIMATE	Reserved COLDWEL L	Reserved Medical	Reserved CHINZILLA	Small cars/compac t	Illegal Motorcycle	Total
Supply :	5	0	0	0	18	2	15	0	3	20	0	63
Occupancy : 10:15 AM	0	0	0	0	10	0	6	0	0	6	0	22
Occupancy : 11:30 AM	0	0	0	0	10	0	9	0	3	6	0	28
Occupancy : 12:45 PM	0	0	0	0	10	0	9	0	3	9	0	31



**Green Building**

123 San Mateo Dr

**Underground Garage - Access on San Mateo Dr and on Ellsworth Ave**

Classification	ADA	General	EV	Carshare	Reserved	Reserved GO	Reserved COLDWELL	Reserved Medical	Reserved CHINZILLA	Small cars/compact	Customer	Total
Supply : Underground 1	0	2	0	0	85	0	0	0	0	0	16	103
Supply : Underground 2	0	0	0	0	118	0	0	0	0	0	0	118
											<b>Total</b>	<b>221</b>
Occupancy :												
Underground 1 - 10:15 AM	0	1	0	0	42	0	0	0	0	0	7	50
Underground 2 - 10:15 AM	0	0	0	0	71	0	0	0	0	0	0	71
											<b>Total</b>	<b>121</b>
Underground 1 - 11:30 AM	0	1	0	0	48	0	0	0	0	0	7	56
Underground 2 - 11:30 AM	0	0	0	0	79	0	0	0	0	0	0	79
											<b>Total</b>	<b>135</b>
Underground 1 - 12:45 PM	0	1	0	0	45	0	0	0	0	0	6	52
Underground 2 - 12:45 PM	0	0	0	0	77	0	0	0	0	0	0	77
											<b>Total</b>	<b>129</b>

\*There are two levels underground. "Underground 1" is directly under the Ground lot and "Underground 2" is under "Underground





**Yellow Building**

Garage - Entrance on 4th Ave

Classification	ADA	General	EV	Carshare	Reserved	Small cars/compact	Motorcycle	Total
Supply : Above Ground	2	162	1	0	9	48	1	223
Supply : Below Ground	2	23	1	0	4	0	0	30
							Total	253
Occupancy :								
Above Ground: 10:45 AM	0	144	1	0	1	47	1	194
Below Ground: 10:45 AM	1	23	0	0	0	0	0	24
							Total	218
Above Ground: 12:00 PM	0	151	1	0	1	47	1	201
Below Ground: 12:00 PM	1	18	1	0	0	0	0	20
							Total	221
Above Ground: 1:15 PM	0	145	0	0	1	45	1	192
Below Ground: 1:15 PM	1	14	0	0	0	0	0	15
							Total	207



## Block 21 (500 E. 3rd Avenue) TDM Plan

---







# Block 21 (500 E. 3rd Avenue) TDM Plan

---

Prepared by:

Steer  
1502-80 Richmond St W  
Toronto, ON M5H 2A4  
Canada

+1 (647) 260 4860  
[www.steergroup.com](http://www.steergroup.com)

Prepared for:

City of San Mateo  
330 W. 20th Avenue  
San Mateo, CA 94403

24105301

## Contents

<b>1.</b>	<b>Introduction .....</b>	<b>1</b>
1.1	Project Description .....	1
1.2	Demography and Travel Trends .....	3
<b>2.</b>	<b>Site Assessment.....</b>	<b>5</b>
2.1	Site Geography and Road Network .....	5
2.2	Pedestrian and Bicycle Infrastructure .....	6
2.3	Transit Services .....	7
2.4	Nearby Destinations .....	8
2.5	Available TDM Services .....	8
<b>3.</b>	<b>Project TDM Measures .....</b>	<b>10</b>
3.1	TDM Coordinator .....	10
3.2	New Hires/Resident Packets .....	11
3.3	TDM Communications .....	12
3.4	GoPass and Way2Go Pass Provision .....	14
3.5	Unbundled Parking .....	14
3.6	Shared Mobility Support .....	17
3.7	Bicycle support facilities .....	15
<b>4.</b>	<b>Optional TDM Measures.....</b>	<b>16</b>
4.1	Institutionalizing TDM .....	16
4.2	Bike Education/Workshops .....	17
4.3	Interior Bike Parking .....	18
4.4	Multimodal Wayfinding Signage .....	18
4.5	Carshare .....	19
4.6	Preferential Carpool and Vanpool Parking .....	20
4.7	Promotional Programs .....	20
<b>5.</b>	<b>Impact of TDM Measures.....</b>	<b>22</b>
5.1	VTM Reduction Calculations .....	22

5.2 Program Impacts .....	22
<b>6. Monitoring .....</b>	<b>25</b>
6.1 Annual Survey.....	25
<b>Appendices .....</b>	<b>27</b>
<b>A. TDM ROI Calculator .....</b>	<b>28</b>
A1 Regional Inputs.....	29
A2 Regional Travel, Environmental and Cost Benefit Factors.....	30

## Figures

Figure 1. Zoning Map.....	2
Figure 2: Transportation Mode Share .....	3
Figure 3: Census Tract Inflow and Outflow .....	4
Figure 4: Street Network .....	5
Figure 5: Walkscore.com Walking and Driving Shed .....	6
Figure 6 A New Resident Packet distributed in Santa Monica .....	11
Figure 7: Example transportation screen .....	<b>Error! Bookmark not defined.</b>
Figure 8: Multimodal wayfinding decals used in Tulsa.....	<b>Error! Bookmark not defined.</b>

## Tables

Table 1. Proposed Project Attributes .....	2
Table 2: Where People Work.....	4
Table 3. Levels of Service for E 3rd Ave. and S. Delaware Street and E 4th Ave and S. Delaware Street .....	6
Table 4: Transit Services .....	7
Table 5: Assigned Schools to Block 21 .....	8
Table 6: Cumulative Program TDM Strategies.....	22

## Appendices

- A     TDM ROI Calculator**
- B     Background Assessment**



# 1. Introduction

A Transportation Demand Management (TDM) Plan is a long-term management strategy for an organization or site that seeks to deliver sustainable transportation objectives. It is articulated in a document that is regularly reviewed by the implementing organization. It involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy vehicle trips and vehicle miles traveled (VMT). It can also assist in meeting other objectives such as increasing accessibility as well as reducing congestion, greenhouse gases, and noise.

This TDM Plan was produced on behalf of the City of San Mateo for the Block 21 project site, which is a proposed mixed-use building owned and being developed by Windy Hill Property Ventures (referred to as ‘the developer’ or as ‘Windy Hill’ throughout this document).

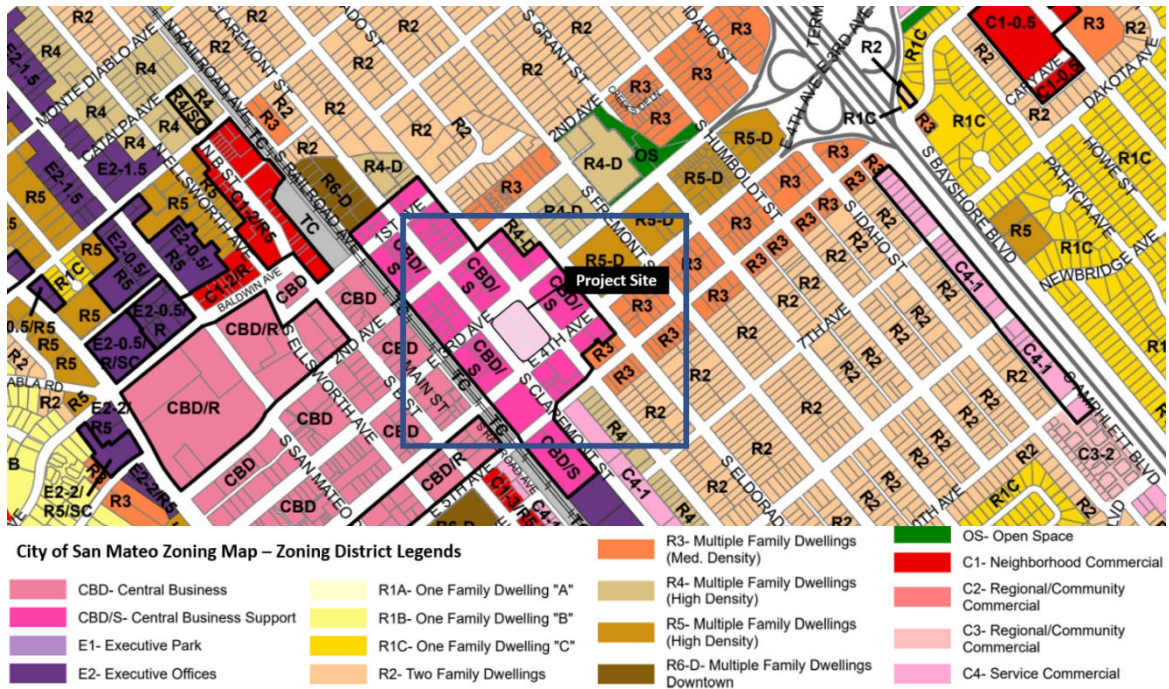
## 1.1 Project Description

The project site is located on the block bounded by E. 3rd Ave., S. Delaware Street, E. 4th Ave., and S. Claremont Street in Central San Mateo within the 94401 zip code. This project involves the demolition of all existing structures on the site and the development of a proposed six-story mixed-use building with 111 residential units. The project includes:

1. 183,000 sq. ft of office space
2. 53 studios and 58 1-bedroom units
3. Subterranean parking garage with 402 parking spaces

The site is a 65, 888 sq. ft (1.51 acre) city block, zoned as Central Business District Support (CBD/S). As shown in Figure 1, the city block is in the middle of four other city blocks to the north, south, east, and west which are also zoned as CBD/S. To the west of the project site is Downtown San Mateo, zoned as Central Business District (CBD). The zoning in the area allows for high-density residential, retail, cultural, entertainment, and community service uses, generating traffic and causing congestion around the project site. The area to the north, east, and west accommodates relatively lower traffic generating uses such as Multiple Family Dwellings (High Density).

Figure 1. Zoning Map



Source: City of San Mateo

The project site allows for a maximum FAR of 3.0 and an allowable height of 55 ft. The developer proposes to employ the State Density Bonus law provisions to increase the number of housing units from 76 to 111 by proposing to devote 15% of the units (12 units) to the very low-income category. The developer has also requested an incentive/concession under the State Density Bonus law to exceed the maximum building height of 55 ft. and exceed the maximum FAR of 3.0. Table 1 compares additional details of the site's current and proposed use.

Table 1. Proposed Project Attributes

	Current	Proposed
<b>Description</b>	9 single-story buildings, 2 two-story buildings	One 6-story mixed-use building
<b>Square Footage</b>	65,888 sq. ft. lot with multiple buildings	268,938 sq. ft. total floor area, including office and residential area
<b>Zoning Designation</b>	CBD/S – Central Business District Support	CBD/S – Central Business District Support

As per San Mateo Municipal Code (SMMC), the developer is conducting a project-specific parking demand study to determine the required amount of parking for the site. The project proposes that all parking will be provided through two-levels of subterranean parking garage. The developer intends to request for State Density Bonus law provisions for tandem spaces and compact spaces



for commercial use. The project will provide 22 short-term bicycle spaces and 129 long-term bicycle spaces for residential and commercial use.

A property manager will manage the office and residential community once units are available for rent.

## 1.2 Demography and Travel Trends

The project site is located within census tract (residential area) 6063 and has a population of 4,110 people. The travel trends described in this section are based on information from the Census Bureau for the project's census tract.

### Demographic Snapshot

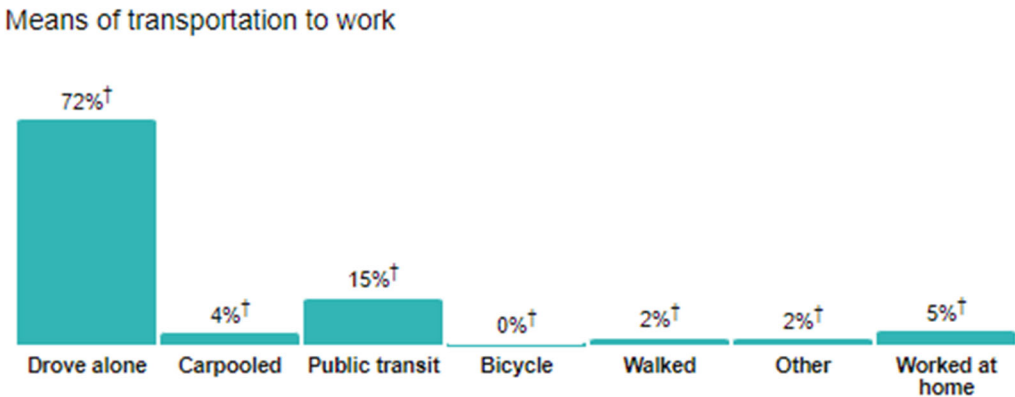
About seventeen percent (17%) of the population currently located in the census tract are under the age of 18, with the median age and average household size being 39.2 and 2.2, respectively. This information suggests that the project site is located in an area with young families that may add school or childcare trips into their scheduling, generating more trips in the area. Forty-nine percent (49%) of the households in the census tract live in rental housing units.

### Travel Trends

Census Reporter data from 2019 indicates that the majority (72%) of residents within the census tract drive alone to work. The data also reports that 21% of the population uses sustainable modes of transportation, such as public transit, carpooling, and walking to work, while another 5% of the population works from home (Figure 2: Transportation Mode ShareFigure 2). Of those that commute to work, the mean travel time is 27.6 minutes. The pandemic has impacted commuting patterns and may be in flux for some time as businesses gradually return to normal. Post-pandemic scenarios might produce new commuting patterns as more organizations implement hybrid and flexible work schedules.

The residents within the census tract commute to a variety of locations for work. The most popular work location is the City of San Francisco, followed by City of San Mateo, as shown in Table 2.

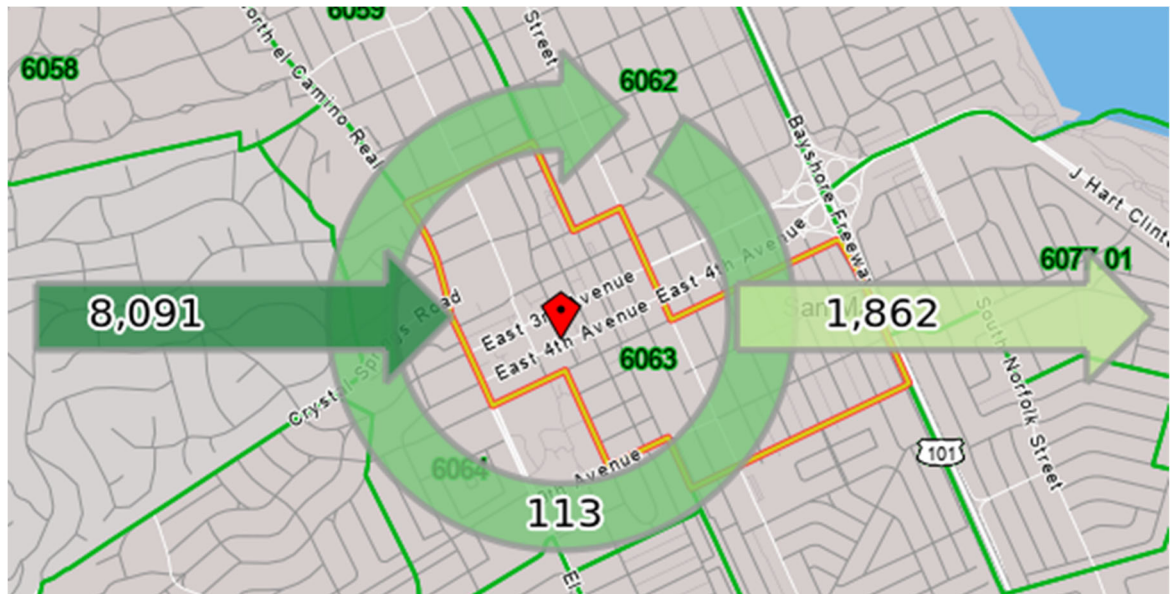
Figure 2: Transportation Mode Share



**Table 2: Where People Work**

Job Locations	Count	Share
San Francisco, CA	407	20.6%
San Mateo, CA	305	15.4%
Redwood City, CA	134	6.8%
Palo Alto, CA	115	5.8%
South San Francisco, CA	83	4.2%
Burlingame, CA	69	3.5%
Foster City, CA	62	3.1%
San Jose, CA	53	2.7%
San Carlos, CA	50	2.5%
Menlo Park, CA	47	2.4%
All Other Locations	650	32.9%
<b>All Places (Cities, CDPs, etc.)</b>	<b>1,975</b>	<b>100%</b>

Inflow/Outflow analysis of the census tract, as shown in Figure 3, depicts those 1,862 individuals who commute out of the area and the 8,091 people who commute into the area for work on a daily basis. A total of 113 individuals both live and work inside the census tract.

**Figure 3: Census Tract Inflow and Outflow**

## 2. Site Assessment

A site assessment was conducted by Steer as part of the TDM Plan development process. The site assessment included a description of the site's geography and road network, pedestrian and bicycle infrastructure, transit services, nearby attractions, and existing TDM services. For the complete assessment, please refer to the Block 21 Background Assessment Memo in Appendix B. Key findings from the site assessment are as follows:

### 2.1 Site Geography and Road Network

The project site is the city block bounded by E. 3rd Ave., S. Delaware Street, E. 4th Ave., and S. Claremont Street. The site is surrounded by:

- Arterials E. 3rd Ave., S. Delaware Street, E. 4th Ave.
- Collector S. Claremont St.
- Various businesses in surrounding blocks

Figure 4: Street Network



Drivers will have access to East Bay communities via a pathway consisting of the E. 3<sup>rd</sup> Ave./4<sup>th</sup> Ave. couplet, J Hart Clinton Dr., and the San Mateo-Hayward Bridge within 20 minutes.

The intersections at all four corners in the project site consist of arterial or collector streets. The intersections at E. 3rd Ave. and S. Delaware Street, and E. 4th Ave. and S. Delaware Street were included in the San Mateo Existing Conditions Circulation Report. The intersections see a

reasonably consistent flow, maintaining an “A” and “B” level of service (LOS) in the AM and PM hours.

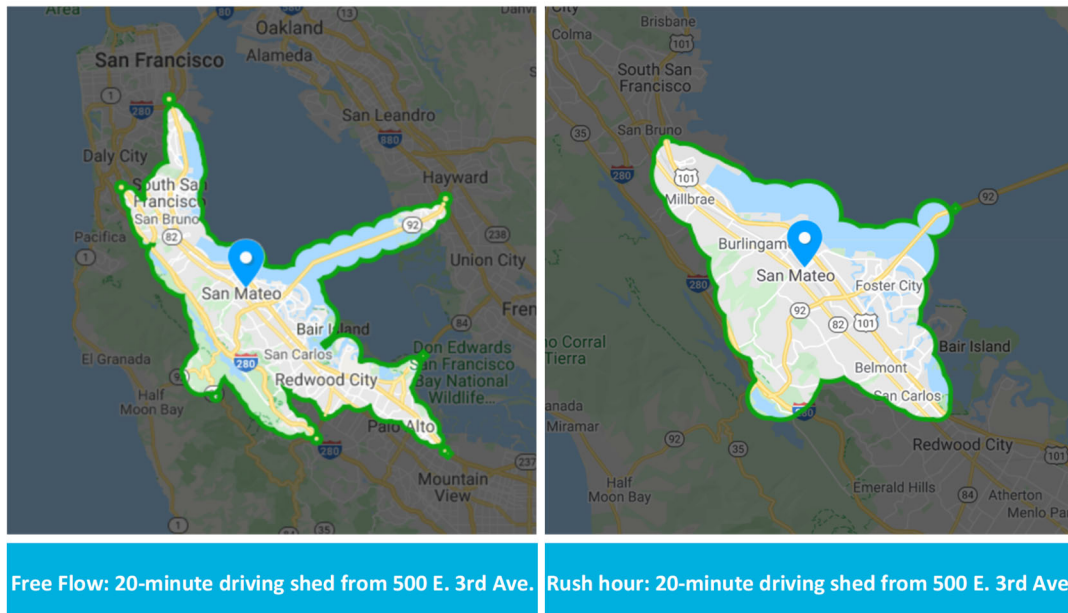
**Table 3. Levels of Service for E 3rd Ave. and S. Delaware Street and E 4th Ave and S. Delaware Street**

Intersection	Signalized Intersection Peak-Hour Levels of Service			
	Year 2018 Conditions			
	AM Peak Hour		PM Peak Hour	
	<u>Delay</u>	<u>LOS</u>	<u>Delay</u>	<u>LOS</u>
E 3 <sup>rd</sup> Ave. and S. Delaware Street	8.9	A	8.8	A
E 4 <sup>th</sup> Ave. and S. Delaware Street	14.1	B	15.7	B

## 2.2 Pedestrian and Bicycle Infrastructure

The site’s topography, street network, and location in the center of Downtown San Mateo make this a conducive area for pedestrian and bicycle access. The walkability website Walkscore.com gives the site a 99/100 score for walking, which it classifies as “*Walker’s Paradise – daily errands do not require a car.*” The walkshed for the project area is seen in Figure 5.

**Figure 5: Walkscore.com Walking and Driving Shed**



Currently S. Delaware Street and S. Claremont Street are Class III bike routes adjacent to the project site. The bike route on S. Delaware Street connects to a bike lane and network throughout the rest of San Mateo. The S. Claremont Street bike route connects to the San Mateo Caltrain station via S. Delaware Street bike network, creating multiple access opportunities for cyclists.

E. 3<sup>rd</sup> Ave., E. 4<sup>th</sup> Ave., and S. Delaware Street all have significant traffic to be labeled as “High Stress” streets by the April 2020 San Mateo Bicycle Master Plan, making the streets suited only for

more experienced cyclists. However, the site is located in a high bicycle connectivity area, making cycling appealing in the area.

The project site is also served by a variety of bicycle amenities. BikeLink operates multiple on-demand bike lockers located at nearby Caltrain stations. BikeLink allows bicyclists to securely store their bikes in lockers using a stored-value card that can be purchased online or at nearby vendors. There are 24 lockers at the San Mateo Downtown Caltrain station. Additionally, four free-to-use public bike repair stations are located within two miles of the project site including at the Downtown San Mateo Caltrain station.

### City of San Mateo Bicycle Master Plan

The 2020 Bicycle Master Plan was adopted by the City Council on April 6, 2020 and serves as a blueprint for expanding and improving the San Mateo's future bicycle and mobility network. The Plan includes six recommendations relevant to the Block 21 project site:

- Create a buffered bike lane along B Street between 5<sup>th</sup> Ave. and 16<sup>th</sup> Ave. This buffered bike lane is a high priority project.
- Create a separated bike lane along Delaware Street between 3<sup>rd</sup> Ave. and 4<sup>th</sup> Ave. This separated bike lane is a high priority project.
- Create a separated bike lane along 4<sup>th</sup> Ave. between Delaware Street and Humboldt Street. This separated bike lane is a high priority project.
- Create a bike boulevard on 5<sup>th</sup> Ave. between Delaware Street and Amphlett Blvd. This bike boulevard is a high priority project.
- Create a Class IV facility on 3<sup>rd</sup> Ave. between El Camino Real and Humboldt Street, and another Class IV along B Street between 1<sup>st</sup> Ave. and 5<sup>th</sup> Ave.
- Create a bicycle boulevard on Claremont Street between State Street and 9<sup>th</sup> Ave.

## 2.3 Transit Services

The project site is located within a 0.2-mile walk of the San Mateo Caltrain station. The project site is also served by five San Mateo County Transit District (SamTrans) bus routes.

**Table 4: Transit Services**

Transit Service	Hours of Operation	Frequency	Closest Stop	Distance to Closest Stop	Cost
SamTrans Route 53	School Day Service Schedule	1 morning bus, 2 afternoon buses	S. Delaware St. & 2 <sup>nd</sup> St.	0.2 mile/ 4-minute walk	\$2.25 (Cash/Mobile), \$2.05 (Clipper)
SamTrans Route 59	School Day Service	1 morning bus, 2 afternoon buses	S. Delaware St. & E 4 <sup>th</sup> Ave.	01 mile/ 3-minute walk	\$2.25 (Cash/Mobile), \$2.05 (Clipper)
SamTrans Route 250	Daily: 6am – 11pm	30 minutes	S. Delaware St. & E 4 <sup>th</sup> Ave.	01 mile/ 3-minute walk	\$2.25 (Cash/Mobile), \$2.05 (Clipper)

SamTrans Route 295	Daily: 6am – 6pm	Hourly	S. Delaware St. & 2 <sup>nd</sup> St.	0.2 mile/ 4-minute walk	\$2.25 (Cash/Mobile), \$2.05 (Clipper)
SamTrans Route 292	Daily: 4am - midnight	20 minutes	S. Delaware St. & 2 <sup>nd</sup> St.	0.2 mile/ 4-minute walk	\$2.25 (Cash/Mobile), \$2.05 (Clipper)
Caltrain	Daily – 6 AM to 11:40 PM	30 minutes during peak hours	San Mateo Station	0.2 mile/4-minute walk	\$3.20-\$10+*

\*Depending on distance

## 2.4 Nearby Destinations

Key destinations in close proximity to the project site include:

- Five shopping centers within a 3-mile radius of the project site that offer access to restaurants, grocery stores, banks, a pharmacy, and a gym
- Over two dozen childcare facilities within two miles of the project site
- Three parks within a 1-mile walking radius of the project site
- Over a dozen schools within two miles of the project site

Table 5: Assigned Schools to Block 21

Nearby Schools	Travel distance (miles)
Sunnybrae Elementary School	0.6
San Mateo High School	0.9
Borel Middle School	1.5

## 2.5 Available TDM Services

### Commute.org Incentives

Commute.org is San Mateo County's Transportation Demand Management Agency. Their resources are available to all residents and employees in the County. As such, the residents and employees of the project site will be able to take advantage of TDM resources curated for those commuting within the County and in the surrounding areas. The Commute.org website serves as a regional clearinghouse for all transportation and commuting-related information. They also provide the following services:



- **Try Transit Incentives:** Commute.org provides a free ‘try transit’ program that allows individuals to request free tickets for the transit option that works best for them.
- **Carpool Incentives:** Commuters who use Waze Carpool or Scoop are eligible to earn gift cards worth up to \$100.
- **Vanpool Incentives:** Drivers of a new vanpool can earn a \$500 reward, and vanpool riders can be reimbursed \$100/month of their costs for up to three months.
- **Bike Education:** Free bike safety workshops and bike marketing materials are available to residents and commuters. Workshops are scheduled upon request and are available to employers and other sites, including residential properties, within San Mateo County. They can be 60, 75, or 90 minutes in length depending on what is ideal for the requesting party and include time for Q&A.
- **Bike Incentives:** Commute.org currently provides commuters who live or work in San Mateo County with incentives worth between \$25 to \$100 for biking to work. To participate in the program, bike commuters must track their work commutes using the Strava app. The rides are then recorded in the STAR platform, Commute.org’s incentive delivery platform, where commuters can access their incentives.

### 3. Project TDM Measures

The TDM strategies in this section are effective and appropriate TDM measures based on the project's size, location, and land use. They provide guidelines for implementation, cost estimates, expected timelines, and indicate the anticipated responsible party for each recommended measure. It is understood that the property management team will be the 'responsible party' for most TDM measures outlined below.

The City's Sustainable Streets Final Plan (SSP) (accepted by City Council in February 2015) recommends that all new developments within the Downtown core submit a TDM plan with a trip reduction target of 25 percent. However, the SSP has not been formally adopted by the City Council and is therefore a guideline, not a formal requirement. This section aims to estimate the percentage of trips that each strategy can reduce for the property, based on estimated 2141 daily trips generated by the property. It is important to note that many of the TDM strategies in this section are scalable and can easily be expanded by increasing the number of resources allocated. The remaining TDM strategies play a supportive role in increasing the impact of the other strategies listed.

#### 3.1 TDM Coordinator

An on-site TDM coordinator would act as a liaison between the developer, City, and the tenants to create a safe and walkable community. Appointing a TDM coordinator would help develop, implement, and report on the various TDM strategies. This person would be responsible for coordinating and marketing the selected TDM strategies as well as maintaining working relationships with the City and nearby developments. Apart from this site, there are also two existing buildings and one project that is in its planning application stage that are developed by Windy Hill. The TDM coordinator could be a joint resource between these local projects, including their existing projects at 406 E. 3rd Ave. and 405 E. 4th Ave. Recruiting the same property management across these developments would also bring about cost reduction.

#### Implementation Guidelines

An individual from the property management team will be assigned the role of TDM Coordinator to plan and implement the TDM program. The TDM Coordinator should aim to spend about five hours a month on the following activities:

- **Annual Monitoring:** Survey the residents and employees to compile a monitoring report for submission to the City of San Mateo annually.
- **TDM Program Coordination and Outreach:** Organize and promote sustainable travel options through building communications such as emails, newsletters, and social media. Specific tasks include:
  - Organize and promote trip reduction strategies that are listed in the following sections



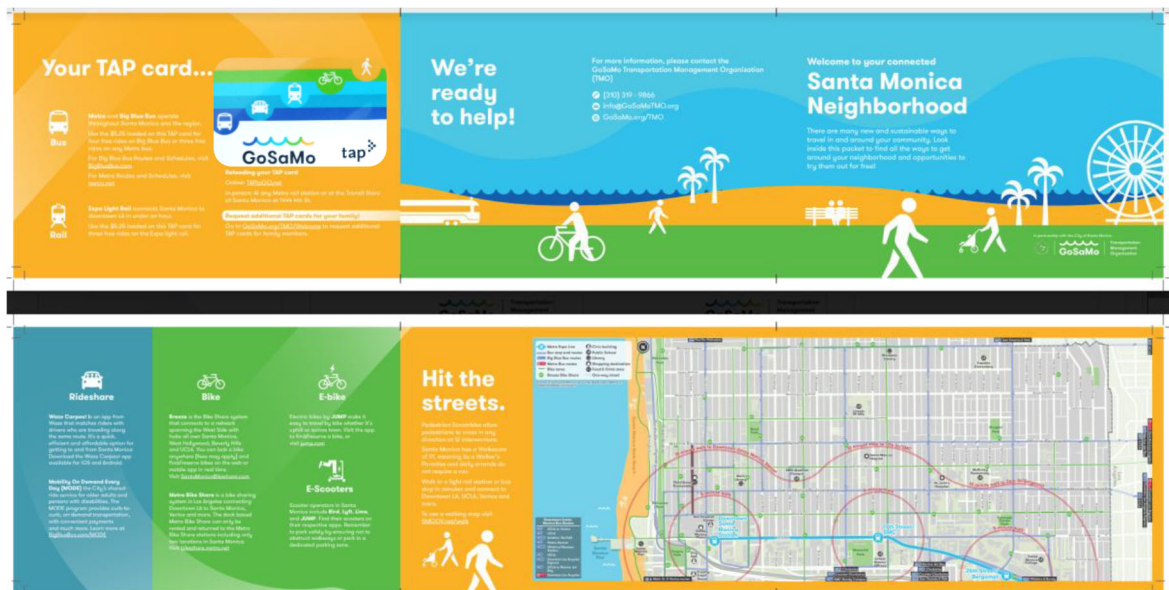
- Organize and promote campaigns and challenges that encourage trip reduction
- Promote the sustainable transportation options available to residents and employees on-site

<b>Estimated timeframe</b>	Ongoing
<b>Estimated cost</b>	\$2,000 per year
<b>Responsible party</b>	Property Management team
<b>Estimated daily VMT reduced</b>	64 to 129
<b>Percent of daily vehicle trips reduced</b>	0.1% to 0.3%

### 3.2 New Hires/Resident Packets

Individuals are most likely to make a change in their transportation behavior alongside other life changes. This means that providing new residents and employees with a packet that offers them all their transportation options would increase the likelihood for them to choose options other than driving alone. New residents and office tenant employees would be given welcome packets that includes a pre-loaded Clipper Card, customized transportation information pamphlet about nearby transit routes, bus stops, bike maps and routes, and other TDM initiatives undertaken by the property. The welcome packets should also include the contact information of the property's TDM Coordinator. Figure 6 offers an example of a welcome packet distributed to new residents in Santa Monica, CA.

Figure 6 A New Resident Packet distributed in Santa Monica



#### Implementation Guidelines

Design a New Hire/Resident Packet for the property that provides information on all transportation modes available as well as services that may make choosing sustainable travel easier. The TDM Coordinator can work directly with Commute.org, who can assist the property in

purchasing Clipper Cards as well as provide supportive materials, commuter incentives, and advice. The packet should include:

- A GO Pass and/or Way2Go Pass
- Map highlighting a 10- and 20-minute walk and bicycle radius
- Information about the transit options available (SamTrans, and Caltrain) and how to connect to them including Park and Ride options
- Information about all the transportation-related amenities offered by the property
- Information about Commute.org services and resources
- Information about Guaranteed Ride Home and how to register

<b>Estimated timeframe</b>	Pre-occupancy, ongoing
<b>Estimated cost</b>	\$4,000 to develop packet, then up to \$3 per packet to print and distribute. Approximately \$5,000 total
<b>Responsible party</b>	Owner or consultant to develop; Property Management team to maintain and distribute long term
<b>Estimated daily VMT reduced</b>	1,195 to 1,352
<b>Estimated daily vehicle trips reduced</b>	3.0% to 3.4%

### 3.3 TDM Communications

In order to encourage individuals to choose sustainable travel options, it is critical to provide them with the information needed to do so. Having a communications plan that outlines what information to share and how would set clear expectations for the TDM Coordinator.

#### *Communicating Transportation Information:*

- **Website** - Having all transportation-related information and resources available in one virtual location makes it easy and convenient for residents and employees to learn about their travel options. The webpage should provide information about relevant special offers and programs that are offered from outside agencies (such as the Peninsula Clean Energy e-bike subsidy while there is funding), nearby transit routes and schedules, bike and pedestrian paths, services offered by Commute.org and other amenities. This is especially helpful for residents new to the neighborhood or employees coming from outside of the City who are unaware of the transportation options available to them.
- **Resident and Employee Bulletin Boards** – Bulletin boards should be set up in high-traffic areas and include TDM messaging to inform and update residents and employees of sustainable travel options, upcoming events, and activities. Commute.org sends out regularly scheduled newsletters that are a good reference for up-to-date transportation information. Each newsletter would advertise different TDM measures and events such as commuter promotions and incentives and highlight resources such as 511 and Commute.org.
- **Building Social Media Channels (Facebook, Instagram, etc.)** – The property manager could promote transportation options and updates via the tenant portal website and social media channels such as Facebook, Instagram and Nextdoor.

- **Transit Screen-** Transportation screens that provide real-time transit departures and arrivals to Block 21.

Figure 7: Example Transportation Screen

HARLEM LINE DEPARTURES			
TIME	TRK	DESTINATION	REMARKS
3:40		SOUTHEAST	SCARSDALE - 1ST STOP
3:42		N. WHITE PLAINS	MELROSE - 1ST STOP
3:55		SOUTHEAST	PLEASANTVILLE - 1ST STOP
4:10		SOUTHEAST	WHITE PLAINS - 1ST STOP
4:16		N. WHITE PLAINS	MELROSE - 1ST STOP
4:32		N. WHITE PLAINS	CRESTWOOD - 1ST STOP

#### *Transportation Options to Promote:*

- All **TDM incentives and services** offered by the property to Block 21 residents and employees, such as bike parking.
- **Resources for trip planning**, including Transit app, Google Maps or Citymapper offer excellent smartphone-based trip planning options.
- **A link to Commute.org** with information about the resources available to residents and employees, especially information regarding the mode-specific resources and subsidies offered.
- Information about the **Guaranteed Ride Home (GRH) or Emergency Ride Home (ERH)** programs offered by the surrounding counties (e.g., Commute.org's GRH program for commuters who work in San Mateo County, Alameda County's GRH program, Marin County's ERH program, etc.). If an unforeseen emergency occurs, employees that use a sustainable transportation mode are eligible for reimbursement of the cost of their trip home.
- Information about **Safe Routes to School** programs
- **Locally accessible transit information**
  - Caltrain, including Information about bikes on board, secure bike parking, and Park and Ride lots and at the Hayward Park, Hillsdale, and Belmont stations
- Information about **biking**, including links to local bike maps and cycling resources

#### **Implementation Guidelines**

Create a webpage that lives on or is linked from the property's resident/tenant facing website and includes all the above listed information, at a minimum, in addition create a social media presence. Commute.org offers a comprehensive transportation resources website free of charge that provides much of the above information.

Develop a regular schedule for newsletters and social media posts and promote relevant transportation information regularly through employee and resident bulletin boards.

<b>Estimated timeframe</b>	Pre-occupancy, property management (TDM Coordinator) to maintain webpage and newsletter/social media calendar as well as managing all transportation-related information to residents.
<b>Estimated cost</b>	\$2,000 per year
<b>Responsible party</b>	Property Management

<b>Estimated daily VMT reduced</b>	93 to 187
<b>Estimated daily vehicle trips reduced</b>	0.2% to 0.5%

### 3.4 GOPass and Way2Go Pass Provision/Transit Subsidy

Providing subsidized transit passes can help reduce single occupancy trips and increase transit ridership. Discounted transit passes can be used as a strategy to encourage individuals to use public transit. This provides increased flexibility for those who might still opt to drive occasionally.

#### Implementation Guidelines

Partner with the following agencies to provide free or discounted transit options to employees and residents:

- Partner with Caltrain to provide free annual pass Caltrain GO Pass to all employees
- Provide \$200 in annual subsidies for the purchase of Caltrain passes to residents
- Partner with SamTrans to provide a free annual pass Way2Go Pass to all employees
- Provide \$20 in annual subsidies for the purchase of SamTrans passes to residents

<b>Estimated timeframe</b>	Pre-occupancy (during the drafting of lease agreements), and ongoing.
<b>Estimated cost</b>	Approximately \$342 per employee for GO Pass, \$75 per employee for Way2GO pass. Based on an estimate of 604, employee cost estimate is 250,500 annually. Approximately \$18,300 in subsidies for residents. Total cost estimate is \$268,800 annually
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	2,688 to 2,986
<b>Estimated daily vehicle trips reduced</b>	12.19% to 13.55%

### 3.5 Unbundled Parking

Access to free parking often dramatically reduces the cost of car ownership. Providing unbundled parking means charges for using parking spaces are separate from unit price or monthly rent. By unbundling the cost of renting an apartment from the cost of the parking spot, the property will encourage and reward sustainable travel.

#### Implementation Guidelines

Provide parking spaces at a cost (market rate) and include them as a separate line item from the unit price or monthly rent.

<b>Estimated timeframe</b>	Pre-occupancy (during the drafting of lease agreements), and ongoing.
<b>Estimated cost</b>	\$0

<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	4,103 to 9,118
<b>Estimated daily vehicle trips reduced</b>	13.8% to 30.6%

### 3.7 Bicycle Support Facilities

Some commuters are interested in walking or cycling to work because of the exercise it provides but are discouraged by the idea of arriving to a worksite without a place to refresh, particularly in hot weather. Provision of showers and lockers allows them to do so in a clean and comfortable environment before they start their workdays.

#### Implementation Guidelines

The applicant has provided plans for locker rooms, including showers, on the ground floor of the Block 21 development. Property management should ensure locker rooms and shower facilities are kept clean and usable.

<b>Estimated timeframe</b>	Facility construction at development phase, maintenance ongoing
<b>Estimated cost</b>	\$0 as already included in applicant plan
<b>Responsible party</b>	Applicant/Property Management
<b>Estimated daily VMT reduced</b>	45 to 101
<b>Estimated of daily vehicle trips reduced</b>	0.23% to 0.51%

*Please note the calculations for the bicycle support strategy includes Interior Bicycle Parking, refer to section 4.4*

## 4. Optional TDM Measures

In addition to the project TDM measures, the following strategies would help to support further trip reductions. They are offered as optional recommendations as they are measures that will require additional financial investments. These strategies have not been included in the calculations showing vehicle trips and VMT reduced in Section 5.

### 4.1 Institutionalizing TDM

It is important that the TDM program is implemented as the site becomes occupied, and that it can be updated as needs change due to tenant turnover or introduction of new options in transportation and technology. Therefore, the TDM Plan should become institutionalized as part of the property's organizational structure to ensure the program remains in place and new tenants are aware of its existence.

#### Implementation Guidelines

Institutionalize the TDM Program through the apartment and office tenant leases. Describe the TDM infrastructure, amenities, programs available to residents and employees, and how they will be made available to the tenants.

<b>Estimated timeframe</b>	During the drafting of lease language and ongoing
<b>Estimated cost</b>	\$0 – it is likely that this cost will already be undertaken by the property management in order to establish the details of the lease agreement, so including TDM in this effort will likely come at no additional cost.
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	3 to 6
<b>Estimated daily vehicle trips reduced</b>	0%

## 4.2 Shared Mobility Support

Providing shared bikes, and scooters to tenants, particularly residents, is an excellent way to further encourage shared mobility and bike ridership. Biking could easily replace driving for short trips and local errands under three miles. Use of e-bikes can increase the bike-shed even further, to around seven miles.

### Implementation Guidelines

If and when private shared mobility options are provided in San Mateo, work with locally operating vendor to provide discounted access to residents and employees. This could include monthly passes, if that is an option available from the provider, or set discounts per ride.

<b>Estimated timeframe</b>	Beginning when shared mobility options become available, then ongoing
<b>Estimated cost</b>	Administrative costs will vary based on program structure
<b>Responsible party</b>	Property management to coordinate
<b>Estimated daily VMT reduced</b>	4 to 9
<b>Estimated daily vehicle trips reduced</b>	0.05% to 0.09%

## 4.3 Bike Education/Workshops

About 59.4% of vehicle trips in the United States were less than six miles in 2017.<sup>1</sup> These short trips can be made comfortably and more efficiently via bicycle by most users. Thus, the property could partner with local bike advocacy groups, bike shops, or Commute.org to host bike safety workshops, educate residents and employees on the basics of biking, and share educational resources such as maps of nearby bike amenities like BikeLink lockers at train stations.

### Implementation Guidelines

Partner with Commute.org or a local bike advocacy organization to organize a bicycle safety training webinar or workshop annually. Commute.org offers free bike training workshops to employers and residential properties within San Mateo County.

Promote the workshop or webinar along with additional resources on the property's dedicated website, resident or employee newsletter/bulletin board, and social media. Some additional resources to share with residents and employees include:

- Bike Safety and Rules of the Road
- Family Biking - How to Bike Safely with Adults and Kids of Any Age
- Biking maps and trails

---

<sup>1</sup> As per data collected from Office of Energy Efficiency and renewable Energy 2017.  
<https://www.energy.gov/eere/vehicles/articles/fotw-1042-august-13-2018-2017-nearly-60-all-vehicle-trips-were-less-six-miles#:~:text=Data%20collected%20on%20one%2Dway,distance%20categories%20about%205%25%20each.>

<b>Estimated timeframe</b>	75% occupancy, annually
<b>Estimated cost</b>	\$500 per year
<b>Responsible party</b>	Property management to coordinate
<b>Estimated daily VMT reduced</b>	14 to 32
<b>Estimated daily vehicle trips reduced</b>	0.1% to 0.15%

#### 4.4 Interior Bicycle Parking

Allowing residents and employees to bring bicycles to their desks and residences helps prevent theft that may occur at outdoor parking locations.

##### Implementation Guidelines

In addition to the 22 short-term bicycle spaces and 129 long-term spaces provided by the developer in their site plan, ensure that residents and employees are able to bring their bicycles into their residences and offices. This may include making sure elevators and doorways can accommodate bicycles and providing office space with ample room for storage.

<b>Estimated timeframe</b>	Ongoing
<b>Estimated cost</b>	\$0
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	VMT reductions have been accounted for in the bicycle support facilities strategies
<b>Estimated daily vehicle trips reduced</b>	Trips reductions have been accounted for in the bicycle support facilities strategies

#### 4.5 Multimodal Wayfinding Signage

The developer would provide multimodal wayfinding signage at entry and exit points of the property. Wayfinding can help people visualize how close sustainable travel options are and in which direction, as well as familiarize them with nearby modes. Wayfinding signage can be either static or via multimedia platforms. Examples of wayfinding window decals used in the City of Tulsa, Oklahoma are shown in Figure 8.

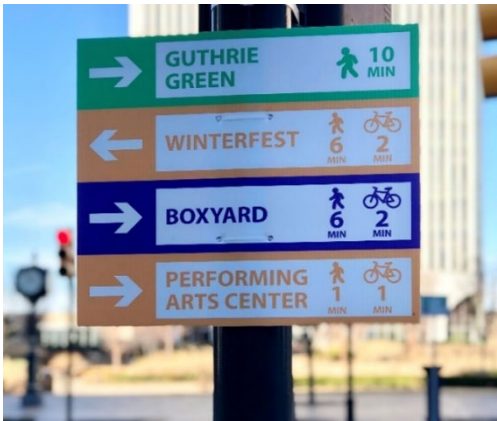


### Implementation Guidelines

Using consistent and legible design guidelines, create and post a network of pedestrian-scale signage at key entry and exit points of the property. The signs should point users to key destinations and give them estimates for how far away they are by walking and/or biking. For example

- 4 minute-walk to San Mateo Caltrain Station
- 9 minute-walk to San Mateo Central Park
- 15 minute-bike ride to Hillsdale Shopping Center

Figure 8. Multimodal wayfinding signage in Tulsa



Be sure to evaluate the signage regularly to take into consideration any infrastructural or service changes that may impact options.

<b>Estimated timeframe</b>	Pre-occupancy
<b>Estimated cost</b>	\$500 to \$10,000 per year depending on the technology
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	2 to 4
<b>Estimated daily vehicle trips reduced</b>	0%

## 4.6 Carshare

The developer could partner with an existing carshare company such as Zipcar, Envoy, or Car2Go, to provide those who do not own a vehicle the ability to use a car when needed. An incentive that provides occasional access to a vehicle, coupled with parking incentives, can enhance the effect of these measures and encourage households to forgo vehicle ownership, as studies show increased car access decreases use of other modes such as transit<sup>2</sup>. Providing carshare on site for employees that make work trips can also be an incentive for employees to forgo their personal vehicles.

### Implementation Guidelines

Partner with a shared vehicle provider such as ZipCar, Envoy, and/or Car2Go to provide residents and employees access to a car when needed. The benefit could be made available to all residents and employees, or only to those who do not have access to a parking space. Each participating household or tenant employer could be provided with annual credits.

<sup>2</sup> Jordan, S. (May 2019). Ridership Study Revisited UCLA ITS Scholars 2018 Report on Falling Transit Ridership Gets a Second Look. Retrieved from <https://caltransit.org/news-publications/publications/transit-california/transit-california-archives/2019-editions/may/ridership-study-revisited/>

<b>Estimated timeframe</b>	Ongoing
<b>Estimated cost</b>	\$3,600 to \$7,500 per year depending on number of participants
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	605 to 689
<b>Estimated of daily vehicle trips reduced</b>	1.5% to 1.8%

## 4.7 Preferential Carpool and Vanpool Parking

Reserving space for carpool and vanpools encourages shared travel by ensuring those riders are able to find guaranteed parking easily. If signed in a manner that stands out, it may also generate interest in carpooling and vanpooling from solo drivers.

### Implementation Guidelines

Designate at least ten on-site spaces for employees who carpool and vanpool to their worksites. The spaces should be located close to an entrance, and demarcated spaces with signage and/or paint, in line with other signage within the parking facility. While it is not required that property management undertake strong enforcement efforts such as monitoring the spaces on a daily basis and ticketing or towing non-compliant vehicles, they should be prepared to remind single drivers that the spaces are reserved for higher occupancy vehicles.

<b>Estimated timeframe</b>	Ongoing
<b>Estimated cost</b>	\$1,000 for sign fabrication
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	20 to 22%
<b>Estimated of daily vehicle trips reduced</b>	0.93% to 1.03%

## 4.8 Promotional Programs

Contests, promotions, and prizes can be used as a strategy to provide awareness about transportation options available to employees, residents, and visitors. This can be in the form of short-term or long-term commute challenges and events that encourage the trial use of a new modes of commuting.

### Implementation Guidelines

Promote monthly or quarterly commute challenges that encourage individuals to try new modes of transportation, promotion can be done via the TDM communication's webpage, information boards and TDM coordinator. As incentives, include prizes in the form of gift cards, rewards points and transit subsidies.

<b>Estimated timeframe</b>	Ongoing
----------------------------	---------

<b>Estimated cost</b>	\$2,000-10,000 per year depending on the number of participants
<b>Responsible party</b>	Property Management
<b>Estimated daily VMT reduced</b>	17 to 33
<b>Percent of daily vehicle trips reduced</b>	0.05% to 0.10%

## 5. Impact of TDM Measures

If implemented correctly and consistently, the TDM program outlined in Chapters 3 and 4 is forecasted to result in a daily reduction of over 9,000 vehicle miles traveled (VMT), which would lead to a reduction in over 3,000 kilograms of carbon dioxide every day. The TDM measures will also reduce daily vehicle trips by an estimated 32% - 52%.

### 5.1 VMT Reduction Calculations

Estimated VMT reduction calculations were made using the TDM Return on Investment (ROI) Calculator, a tool owned by Mobility Lab and developed by university and governmental partners. The TDM ROI Calculator helps practitioners and policy makers understand the benefits of their investment in TDM strategies and programs by calculating estimated vehicle trips, VMT, hours of congestion delay, and emissions reduced. More information about the TDM ROI Calculator and assumptions made to calculate estimated impacts are included in Appendix A.

### 5.2 Program Impacts

#### TDM Program for Block 21 (500 3<sup>rd</sup> Ave.)

Block 21 (500 3rd Ave.)	Annual VMT Reduced		Annual Vehicle Trips Reduced		Annual Congestion Reduced (hours of delay)		Carbon dioxide Reduced (kg)	
	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.
Recommended Strategies	2,022,436	3,426,631	156,598	258,609	129,675	150,176	691,600	1,171,521
Optional Strategies	249,223	289,731	13,832	16,055	31,369	35,815	84,968	97,812
Recommended and Optional TDM Program	2,271,659	3,716,362	170,430	274,664	161,044	185,991	776,568	1,269,333

outlines the total estimated VMT and congestion hours reduced with the recommended TDM program for the project site.

**Table 6: Cumulative Program TDM Strategies**

Block 21 (500 3rd Ave.)	Annual VMT Reduced	Annual Vehicle Trips Reduced	Annual Congestion Reduced (hours of delay)	Carbon dioxide Reduced (kg)
-------------------------	--------------------	------------------------------	--	-----------------------------

	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.
Recommended Strategies	2,022,436	3,426,631	156,598	258,609	129,675	150,176	691,600	1,171,521
Optional Strategies	249,223	289,731	13,832	16,055	31,369	35,815	84,968	97,812
Recommended and Optional TDM Program	2,271,659	3,716,362	170,430	274,664	161,044	185,991	776,568	1,269,333

**Individual Strategies**

Strategy	Daily VMT Reduced		Daily Vehicle Trips Reduced		% Daily Trip Reduced		Daily Congestion Reduced (hours of delay)		Daily Carbon Dioxide Reduced (kg)	
	Low Est./	High Est.	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.	Low Est.	High Est.
Combined TDM Coordinator	64	129	3	7	0.14%	0.33%	10	20	22	44
New Resident + New Employee Packet	1,195	1,352	65	73	3.04%	3.41%	155	176	409	462
TDM Communications	93	187	5	10	0.23%	0.47%	11	23	32	64
GoPass and Way2Go Pass Provision/Transit Subsidy	228	1,014	12	55	12.19%	13.55%	30	132	78	347
Bicycle Support Facilities	45	101	5	11	0.23%	0.51%	0	0	15	34
Unbundled Parking	4,103	9,118	295	656	13.78%	30.64%	0	0	1,403	3,118
Institutionalizing TDM at the Property	3	6	0	0	0.00%	0.00%	0	1	1	2
Shared Mobility Support	4	9	1	2	0.05%	0.09%	0	0	2	3
Bike Education and Promotion	14	32	2	3	0.09%	0.14%	0	0	3	6
Interior Bike Parking	-	-	-	-	-	-	-	-	-	-
Wayfinding to outside building (signs/stickers)	2	4	0	0	0.00%	0.00%	0	1	1	2
Carshare	605	689	33	38	1.54%	1.77%	78	88	207	236
Preferential Carpool and Vanpool parking	368	409	20	22	0.93%	1.03%	48	53	126	140
Promotional Programs	17	33	1	2	0.05%	0.09%	1	2	6	11

## 6. Monitoring

The City of San Mateo will require the site to perform annual monitoring and reporting. Ongoing monitoring will help the project site track the impact of their TDM programs, as well as provide a regular schedule for evaluating programming and identifying gaps and opportunities. The results will help the project adjust programs to better meet the needs of their residents and employees.

The City of San Mateo's general conditions for approval stipulate that all new developments must submit a Trip Reduction and Parking Management Plan and submit an annual monitoring report.

### 6.1 Annual Survey

The City of San Mateo requires an annual letter to the Public Works Director or designee that outlines the TDM measures implemented and information from a mode split survey.

To comply with City requirements, the TDM Coordinator will conduct an annual resident and employee survey to understand commute patterns and the modes by which they commute. During the first year of occupancy, an initial survey should be conducted to establish a baseline to which future surveys will be compared.

The baseline survey and the subsequent annual surveys should ask questions to understand how residents and employees travel for different types of trips and understand barriers to sustainable travel. To gain an insight into the resident's and employee's travel characteristics and attitudes, the survey should identify the following key topics:

- Mode of travel by trip purpose (work, school, leisure, etc.)
- Work location
- Business travel requirements, if applicable
- Daycare or school pick-up/drop-off location, if applicable
- Flexible working arrangements, if applicable
- Improvements to the main mode of travel
- Current barriers to walking/biking
- Ideas for how the property could encourage walking, biking, carpooling and transit
- Car ownership
- Level of awareness of the property's TDM amenities
- Feedback on amenities and services currently available to the residents
- Other services or amenities that are not currently offered which would encourage residents to try a different mode of travel

The survey results allow the property to not only track program progress but also identify ways to adjust the program and further shift travel behavior towards more sustainable modes (transit, bike, walk, and carpool) over time. The TDM Coordinator could use the data to understand which



amenities are popular and should remain, which are not effective and should be adjusted, and identify additional measures to implement in their place.

# Appendices

## A. TDM ROI Calculator

The Transportation Demand Management (TDM) Return on Investment-(ROI) Calculator is a tool owned by Mobility Lab, an Arlington County, Virginia funded transportation behavior and policy research center. It was developed in partnership with university and governmental partners, with funding from the Federal Highway Administration, to provide TDM program staff, transportation planners, and others involved in implementing TDM services a quantifiable way to estimate the ROI for TDM services.

According to the TDM ROI Calculator User Manual, the model calculates impacts for individual TDM services then combines the individual impacts, with discounts to account for overlap between services, to determine the cumulative impact of all services.<sup>3</sup>

The calculator performs the following functions:

- Estimates TDM travel impacts, defined as reductions in commute vehicle trips and vehicle miles travelled (VMT), from a user-defined package of TDM services
- Converts vehicle trip and VMT reductions into societal benefits, such as reduction in hours of travel time delay and gallons of gasoline saved
- Calculates the societal cost savings from each benefit and the overall cost saving from all benefits combined
- Compares the societal cost saving to the TDM program "investment" cost to estimate ROI

As most TDM programs do not have detailed VMT and trip reduction data, the ROI Calculator instead asks for user participation numbers and program costs as the inputs for its calculations. The model then uses four calculation factors derived from TDM service user surveys along with pre-set regional inputs and national environmental data to estimate the number of participants who will shift behavior and the number of daily vehicle trips, VMT and hours of congestion that their behavior shift will reduce. If more detailed regional and national data are known, they can be input to override the preset data used for calculation.

The inputs used for calculating the VMT and vehicle trip reductions for the Block 21 TDM Plan are outlined below so that the results can be duplicated with ease.

---

<sup>3</sup> Mobility Lab.(2019).TDM ROI Calculator User Manual Retrieved from <https://mobilitylab.org/calculators/>

## A1 Regional Inputs

At the outset in Section A (Your Region, Service Area Type and Transit Availability), the TDM ROI Calculator asks users to make a series of selections to determine geographic and transit characteristics of the area being examined. The options selected for the Block 21 (500 E 3<sup>rd</sup> Ave.) Plan are displayed in **Table A.1** as follows:

**Table Error! No text of specified style in document..1: Selections made for region, service area type and transit availability**

Questions in the ROI Calculator	Option Selected for the TDM Plan
Metropolitan Region	San Francisco-Oakland-Hayward, CA
Primary land use density and development pattern	Moderate density, urban or small city/town
Primary focus of TDM program outreach	Primarily to commuters at residential areas
Percentage of commuters within 1/2 mi of bus/train stop in the service area	76% to 100% of commuters are within 1/2 mile of a bus or train stop
Average public transit frequency in the service area in the morning peak period (Select ONLY ONE option)	Moderate-Average rush hour frequency for most routes is 16-30 minutes

With the above inputs selected, the model determines the classifications for the project site as follows in **Table A.2**:

**Table Error! No text of specified style in document..2: Project site TDM service area and transit availability classifications**

Your TDM Service Area classification is:	Suburban/Small city
Your Transit Availability classification is:	High Transit

## A2 Regional Travel, Environmental and Cost Benefit Factors

The final section of the ROI Calculator (Section F - Additional Regional/Service Area Data Environmental Inputs) shows the default numbers used for regional travel, environmental and cost benefit factors. Users have the option to override these defaults by inputting values into the “User Defined” cells if specific local factors are known. Table A.3 shows the defaults assumed by the model and indicates if the defaults were overridden, and which values were used. The inputs defined in Table A.3 remained the same for all calculations for the Block 21 plan.

**Table Error! No text of specified style in document..1: Travel, vehicle pollutant emission, and benefit cost factor default and user defined values**

Regional Travel Factors	Regional Default	User Defined
Average home-to-work commute miles for the region (one-way distance)	9.6	13.9 <sup>1</sup>
Percentage of regional commuters who drive alone to work OR percentage of weekly commute trips made by driving alone	63.2%	72% <sup>2</sup>
Percentage of regional commuters who ride public transit to work OR percentage of weekly commute trips made by transit	17.6%	15% <sup>2</sup>
Regional Vehicle Pollutant Emission Factors	National Default	User Defined
Oxides of Nitrogen (NOx) emission rate in grams per mile of travel	0.445	0.171 <sup>4</sup>
Volatile Organic Compounds (VOC) emission rate in grams per mile of travel	0.075	0.035 <sup>4</sup>
Greenhouse gas (Carbon Dioxide Equivalent) emission rate in grams per mile of travel	387.460	342.000 <sup>4</sup>
Regional Benefit Cost Factors	Regional Default	User Defined
Median average wage rate for commuters in the service area or metropolitan region	\$24.90	\$49.71 <sup>1</sup>
Estimated average annualized cost to build/maintain one lane-mile of major roadway (combination of Interstate and limited access roadway)	\$165,000	N/A
Average pump price per gallon for regular unleaded gasoline	\$3.36	\$5.80 <sup>3</sup>

<sup>1</sup> Source: San Mateo Economic Development Association’s [Labor Supply and Commute Patterns in San Mateo County](#) Report, 2012.

<sup>2</sup> Source: ACS 2018 5-year for the Census Tract 6063, Census.gov

<sup>3</sup> Source: [AAA Gas Prices](#)

<sup>4</sup> Source: California Air Resources Board Emissions Factors (EMFAC) database

## Assumptions

### *Resident Characteristics Assumptions*

To estimate potential participation numbers, some assumptions about the number of individuals living at the property at 100% occupancy were made. These assumptions begin with the knowledge that there will be 111 units for rent. The assumptions and the basis for each are outlined in Table A.4.

**Table Error! No text of specified style in document..4: Block 21 (500 E 3<sup>rd</sup> Ave.) resident and employee characteristics assumptions**

Category	Assumption and Basis	Number
Total number of people residing at the property at full occupancy	ACS data indicates that there are 2.2 persons per household in the census tract 6064 and there will be 53 studios and 58 one-bedrooms on site.	244
Children under 18	ACS data shows that 17% of the census tract's population is children	42
Adults	Subtracting children from the total population	200
Number of residential commuters	ACS data shows that 30.3% of people residing in the census tract are not in the labor force	156
Number of employee commuters	California building code prescribes a minimum 100 sq. ft. per occupant for office space and there will be 183,000 sq. ft. of office space.	724

### *ROI Calculator Participation and Calculation Factors Assumptions*

In order to use the ROI calculator to calculate estimated impacts for the Block 21 project, assumptions were made to estimate participation rate for each strategy. Additionally, if a strategy was not outlined as a direct input in the model, assumptions were made to estimate the calculation factors associated with it. Table A.5 outlines those assumptions.

**Table Error! No text of specified style in document..5 Summary of Assumptions for each strategy**

Strategy	ROI Calc Input	Participation Assumption (per year)	Basis for Participation Assumption	Placement rate (%) Assumption	Vehicle Trip Reduction Factor Assumption	One-Way Commute Distance Assumption	Drive-Alone Access % Assumption
Combined TDM Coordinator	Comprehensive commute assistance	24	Organize all TDM activities on the property and assist 10% of residents with questions about transportation including one-on-one assistance when asked and promoting sustainable transportation options	40% Pre-set in model	0.8 Pre-set in model	19.8 miles Pre-set in model	40% Pre-set in model
New Resident +Employee Packet	Alternative mode “try it” incentive	176	Each household on the property would receive a packet. At a minimum, the transit users (17%) would take advantage of the cards and an additional 5% (35) will “try it” based on the transit mode split and ease of accessing the incentive	50% Pre-set in model	1 Pre-set in model	19.8 miles Pre-set in model	40% Pre-set in model
TDM Communications	Commute program website	308	10% of adults would access webpage for transportation info and incentives and approximately 25% would see the newsletter and social media communications, especially if they are included with	35% Pre-set in model	0.3 Pre-set in model	19.8 miles Pre-set in model	40% Pre-set in model



			communications regarding other property updates.				
GoPass and Way2Go Pass Provision/Transit subsidy	Ongoing Transit Incentive	604	15% of the population in the census tract use public transit. Subsidized transit passes applied to 15% of the employee commuting population	Preset in model 40%	Preset in model 1.2	Preset in model 11.5	Preset in model 40%
Bicycle Support facilities	Custom	38	3% of Commuters will use it and an additional 2 users will use it based on the placement rate	30%	1.2 Used the same pre-set for a bike commute program	10.0 Average doable biking distance according to Mobility Lab <sup>A1</sup>	40% Pre-set in model
Unbundled Parking	Custom	410	All parking spots, 410 parking spots	100%	2.0	13.9	0%
Institutionalizing TDM at the Property	Targeted residential marketing	880	All residential and employee commuters at the property would see and sign the lease	1% Pre-set in model	0.5 Pre-set in model	19.8 miles Pre-set in model	40% Pre-set in model
Shared Mobility Support	Alternative Try it Incentive	29	3% of Commuters will use it and an additional 3 users will use it based on the placement rate	40% Preset in model	0.2 Preset in model	4.5 Preset in model	0% Preset in model
Bike Education and Promotion	Custom	18	Approximately 18 individuals will attend the workshop based on cycling mode share from census tract.	20% Pre-set in model (for commute challenges/ events)	1.2 Used the same pre-set for a bike commute program	10 miles Average doable biking distance according to Mobility Lab <sup>A1</sup>	40% Pre-set in model
Interior Bicycle Parking	Custom	38	3% of Commuters will use it and an additional 2 users will use it based on the placement rate	30%	1.2 Used the same pre-set for a	10.0 Average doable biking	40% Pre-set in model

					bike commute program	distance according to Mobility Lab <sup>A1</sup>	
Wayfinding to outside building (signs/stickers)	Targeted residential marketing	968	The decals would be visible to all residents and employees	1% Pre-set in model	0.5 Pre-set in model	19.8 miles Pre-set in model	40% Pre-set in model
Carshare	New Mode	100	It would be used by those who do not own a vehicle. As half the households (only 56 residential parking spots for 111 units) would not have an assigned parking spot, this could be a successful strategy	15% Preset in model	0.3 Preset in model	11.5 Preset in model	0% Preset in model
Preferential Carpool+ Vanpool Parking	Ongoing multi modal Incentive	44	5% of the population carpools and with an additional incentive more people could be motivated to carpool	Preset in model 50%	Preset in model 1.0	Preset in model 19.8	Preset in model 40%
Promotional Programs	Commute Challenges/Events	176	Transit users at a minimum will take advantage of promotional programs, and an additional 5% of tenants will “try it” based on incentives	Preset in model 20%	Preset in model 0.3	Preset in model 19.8	Preset in model 40%

## Prepared by

Prepared for

Steer project/proposal number

**Client contract/project number**

## Reviewer/approver

### Distribution

**Version control/issue number**

## Date \_\_\_\_\_



The following  
comments were  
received after 4pm on  
the day of the meeting

## Erin Fellers

---

**From:** George California [REDACTED]  
**Sent:** Monday, June 20, 2022 3:58 PM  
**To:** Clerk  
**Subject:** PA-2021-063 .. Block 21 .. Comments, suggestions and concerns

### 1 - A vote for/at Neighborhood Retail . . precedent of affordable/transitional retail ..

A building taking up an entire city block and displacing long-term existing retail space, including four existing local eateries ([Wing Fat](#) has been serving dishes here since 1958), should most definitely provide for ground floor neighborhood retail use. National storefronts like Apple and lululemon may prefer core Downtown Class A retail space, but an area of the city that is growing its population density by an order of magnitude, with projects that replace structures housing a dozen people by complexes housing and hosting hundreds of new occupants, needs to expand, not contract, its neighborhood shops, such as deli, bakery, eatery, coffee shop and the like, to remain walkable, convenient and liveable.

To achieve this, retail lease rates must be made commensurate with desired neighborhood services and in step with economic transition in the area. Pricing cannot jump from rundown cinder block to Class A retail without inflicting severe disruption on local services. The goal should be a gradual upgrade of local services, not a wholesale elimination. Along with affordable housing, there needs to be affordable retail. It is the height of conceit and elitist indifference, and a slap to the face of the local community, to assert that if Pottery Barn isn't interested in retail space in the building, then there is no need to provide any at all. [ [Video](#) 1 .. Planning Commission meeting on 2022 May 24 (PCmay24), [0:58:00](#) video time mark ]

And how convenient it is to refer to any development removed from B Street and Third as “fringe”. The growing East Side is an area with hundreds of residents that will soon be thousands. There is nothing fringe about it and the residents here deserve neighborhood services to be available in their immediate neighborhood, not “in support of some deflection to other part of Downtown”. If the goal is to also have residents frequent B Street for a quick cup of coffee, then start building six-story residential towers right off of B Street, not just on the “fringe” where some principals in this project apparently believe a focus on Class A retail space and a sad story about currently disappointing retail uptake of such space on the fringe is sufficient to lead the City into setting precedent of maximizing office rental space, thereby condemning our city to living with dead streets and less desirable neighborhoods.

The argument for neighborhood retail that grows with the local population is clear, but just the act of displacing, without replacing, existing retail will have an immediate detrimental effect on the walkability of the adjacent San Mateo Creek Gateway and Sunnybrae neighborhoods. City planning should be seeking to enhance the walkability and convenience of these near satellite neighborhoods, not diminish them.

To further enhance service to the community, it would be a plus if the building retail space would provide for a pop-up [Vote Center](#) during election periods.

The goal should be to activate the ground floor of this massive building, not just add a shiny new glass and concrete wall to the neighborhood. And to do that today, with this project, and not defer to somebody else's development in the future (OPP - other people's property) when precedent and direction would have already been set. [ [Video](#) 2 .. PCmay 24, [1:33:00](#) ]

### 2 - Setback and Pedestrian Master Plan ..

San Mateo has a known and growing problem with Downtown pedestrian sidewalk space and any new projects in the Downtown area should seek to alleviate, not compound, this planning concern by adhering to the Downtown Pedestrian Master Plan. Block 21's lack of setback and lack of conformity with the Pedestrian Master Plan on Claremont and Delaware streets is a major concern, particularly on Delaware Street where heavy pedestrian traffic, (by the developers own analysis, even as skewed by reduced pandemic period use), is being pushed towards a heavily trafficked thoroughfare that will only see more use as these large projects are completed. Along Delaware Street, setback and Pedestrian Master Plan adherence is not only a question of site appeal, but one of public safety as well. [ Video 3 .. PCmay 24, 0:xx:xx ]

This neighborhood suffered a significant loss of open space with the demolition of the KFC parking lot and adjoining trees and green space and the surrounding low rise structures, and then the construction of Kiku Crossing on tree-lined open parking lots. Permitting construction without adequate setback and in violation of the Pedestrian Master Plan would add injury to loss.

### **3 - SamTrans Bus Stop ..**

The southbound SamTrans 292 long-haul bus from SF to Hillsdale Mall (via SFO airport) currently stops at the corner of Delaware Street and 3rd Avenue. There is a clear opportunity to reconfigure a lane of southbound traffic on Delaware Street running past Block 21 with a bus turnout sidewalk indent and to incorporate an upgraded SamTrans bus stop at this location. SamTrans is currently future planning and upgrading their service with a [Reimagine SamTrans](#) initiative. Has there been any coordination with SamTrans regarding Block 21 development?

### **4 - Parking, Bike Lanes and Magnet Retail ..**

During the period between the San Mateo Planning Commission Study Session for this project on September 14th, 2021 and the Commission's Public Hearing on May 24th, 2022, Block 21 gained an additional story of height and 43 additional residence units, but the underground parking garage remained at two levels. In fact, as the number of residences grew by 63%, from 68 units to 111, the number of parking spaces was reduced by eight spaces, making a parking space available to only every other residential unit of the building. This is a woefully inadequate number of parking spaces in a neighborhood where parking can be [a challenge](#) and nearby streets often have cars parked up on the sidewalks because street parking on narrow streets cannot be restricted due to a deficit of street parking. If you expand this building as you have, then you need to expand the underground parking to three levels as well.

There is also the need to anticipate a future loss of street parking as the City's effort to add bike lanes to streets often requires the removal of street parking spaces. Bike lanes are great, but the resulting tension with neighborhood residents whose street parking is being displaced is not. Don't add to this tension by introducing more cars into the area without adequate new parking. Avoid unnecessary conflict and do the right thing by adding a third level to the below grade parking at Block 21. Adding bike lanes to Delaware Street (a good idea) is going to encounter a great deal of resistance if parking on Delaware Street gets tighter and is nowhere to be found.

This additional underground parking may also prove very useful in a not too distant future when the East Side of San Mateo has grown to the point of attracting magnet retail of its own, particularly as this location, and the East Side in general, is easier and quicker to access from the freeway than the Downtown core, making the area more amenable to shopping experiences that either require a vehicle or for those who prefer auto travel.

### **5 - Park Share ..**

The lack of any onsite parking at Windy Hill's proposed 435 E. 3rd Avenue project ([PA-2021-081](#)) adds to street parking congestion in this neighborhood. Given that Windy Hill is the developer of both 435 E. 3rd Avenue and Block 21, and that the two projects are situated catty-corner from one another, it would help with Downtown street parking availability if the eventual occupants of 435 E. 3rd Avenue were permitted to park as occupants in Block 21.

## **6 - Tree Canopy and Civic Leadership .. don't we still Love San Mateo ..**

Block 21 is planting an inadequate number of trees to provide an effective green canopy and sidewalk shade, as well as separation from street traffic. This mistake was already made with Windy Hill projects at 405 E. 4th Avenue ([PA-2019-015](#)) and 406 E. 3rd Avenue ([PA-2018-043](#)), where a significant number of additional trees are needed to approximate a true tree canopy. Please don't make the same mistake of under planting trees along Block 21, particularly as trees provide some level of safety buffer from the traffic on Delaware Street.

To see a project where city planners, commissioners and Council members understood the value to the City of adequate setback and tree canopy, just have a look at the city-built Gateway residential complex or the next door Metropolitan apartments, both on E. Third Avenue. These two residential projects are examples of doing it right and a City striving for excellence and caring enough to improve. In fact, it was projects like these that helped make San Mateo a more attractive place to live, thereby raising housing demand. If the goal of current City leaders is to help alleviate a housing shortage by making San Mateo a less attractive place to live with projects that lower the quality of life, then maybe you are on the right track. Build, Baby, Build may get us more housing stock and more bodies within City limits, but it won't get us a better city, likely just the opposite.

## **7 - Classy Trash Receptacles ..**

Another shortcoming at 405 E. 4th Avenue is a lack of trash receptacles. Though pleasing in appearance and consistent with City design, there is only a single one placed the entire length of the building along Fourth Avenue. If you need to specify that a street trash receptacle be located every so many feet of building length, please do so. Make it a number that helps keep trash off the sidewalk.

## **8 - Hookups for Pole-free Street Lighting ..**

Since Block 21 will be facing other recently completed multi-story buildings at 405 E. 4th Avenue ([PA-2019-015](#)) and 406 E. 3rd Avenue ([PA-2018-043](#)), and will likely front new multi-story buildings in other directions in the future, the City should consider installing utility hookups and structural support in Block 21 for European style [suspended](#) street lighting, at least along Claremont Street, which will be fully built out. This will give the City the option to remove streetlight poles from the sidewalk and free up pedestrian sidewalk space. I would even hope suspended street lighting could be installed on Claremont Street from the get-go during Block 21 construction. It would be a good test of this widely used street lighting [concept](#) for the rest of the Downtown.

## **9 - Family-free Zone ..**

It is unfortunate that family housing is not being made available at Block 21. In fact, the project actually went in the opposite direction as the percentage of one-bedroom units in the building dropped from 59% to 52% as the number of residential apartments was increased from 68 to 111 units. Perhaps some 1-bedroom units can be converted to 2- and 3-bedroom apartments on the added sixth floor to make that possible. It shouldn't take long to turnaround the reconfiguration as Windy Hill was able to add an entire sixth floor to the building in just a couple of hours. [ [Video](#) 4 .. PCmay 24, [1:40:31](#) ]

## **10 - Articulated Architecture ..**

Really enjoy and appreciate the articulation on the building (Frank Lloyd Wright had it right). Gives it a village feel and the large balconies are what our climate begs for, so hurrah! However, the new construction to date in the 1st to 4th Avenues and Railroad to Delaware Streets quadrant has been brick. It may make sense to stick with stone facades in this quadrant and introduce glass, concrete and steel construction outside this zone and when crossing over Delaware Street to the east. Contrasted with the adjacent stone work, there is a bit of a Pompidou Centre feel to the current design of Block 21.



George Derby  
San Mateo

From: Teresa Rose < >

Sent: Monday, June 20, 2022 5:07 PM

To: City Council (San Mateo) <CityCouncil@cityofsanmateo.org>

Subject: Replacing Wing Fat

Hello,

I just read my neighbor's, Laurie and Randy Hietter's, letter about the new development at 500 East Third Ave.

I completely agree. This building if built will change the character of San Mateo in a negative way. It will make it less appealing and more hard and commercial. What is your goal here in considering this building being built? Is it taking the "feeling" of San Mateo into consideration?

I oppose this development.

Teresa Becker

San Mateo

Sent from my iPhone

**From:** Joe Daly <>  
**Sent:** Monday, June 20, 2022 4:27 PM  
**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>  
**Subject:** Block 21 Study/Discussion 6-20-22

Dear City Council-

As you approach evaluation and decision points on this project I would like to see some previous issues addressed:

--Design, primarily glass does not fit in with the historical character of the area and surrounding neighborhoods.

--Why did the citizens of San Mateo, who live here today vote for a 55 foot height limit? You know the answer. Please.

adhere to the voice of the citizens.

--Why are so many trees on Delaware street being removed? The character trees bring, along with their environmental impact is something we should preserve.

--Parking...seems understated. We already have severe problems with cars being parked in neighborhood from outside sources, only to be removed under the threat of towing.

Progress is challenging however it must be done thoughtfully. I'd suggest you send this project back to address these issues before signing off.

Best,

Joe and Diane Daly

San Mateo, Calif.

**From:** Joanne Kiefus <  
**Sent:** Monday, June 20, 2022 4:52 PM  
**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>  
**Subject:** PA-21-063

The massive size of this project is overwhelming. We are not Manhattan!  
So much electricity, water and infrastructure will be needed. We have major  
issues regarding all of the above.  
So much building is destroying San Mateo. We have lost over 3000 in populations.  
Do you ever publish the vacancy rate in our area?  
We are very disappointed in decisions not decided by the residents.a

JoAnne Kiefus

## Erin Fellers

---

**From:** George California [REDACTED]  
**Sent:** Monday, June 20, 2022 5:32 PM  
**To:** Clerk  
**Subject:** Re: PA-2021-063 .. Block 21 .. Comments, suggestions and concerns

A few more comments and video links.

### 1 - **A vote for/at Neighborhood Retail** .. precedent of affordable/transitional retail ..

A building taking up an entire city block and displacing long-term existing retail space, including four existing local eateries ([Wing Fat](#) has been serving dishes here since 1958), should most definitely provide for ground floor neighborhood retail use. National storefronts like Apple and lululemon may prefer core Downtown Class A retail space, but an area of the city that is growing its population density by an order of magnitude, with projects that replace structures housing a dozen people by complexes housing and hosting hundreds of new occupants, needs to expand, not contract, its neighborhood shops, such as deli, bakery, eatery, coffee shop and the like, to remain walkable, convenient and liveable.

To achieve this, retail lease rates must be made commensurate with desired neighborhood services and in step with economic transition in the area. Pricing cannot jump from rundown cinder block to Class A retail without inflicting severe disruption on local services. The goal should be a gradual upgrade of local services, not a wholesale elimination. Along with affordable housing, there needs to be affordable retail. It is the height of conceit and elitist indifference, and a slap to the face of the local community, to assert that if Pottery Barn isn't interested in retail space in the building, then there is no need to provide any at all. [ [Video](#) 1 .. Planning Commission meeting on 2022 May 24 (PCmay24), [0:58:00](#) video time mark ]

And how convenient it is to refer to any development removed from B Street and Third as "fringe". The growing East Side is an area with hundreds of residents that will soon be thousands. There is nothing fringe about it and the residents here deserve neighborhood services to be available in their immediate neighborhood, not "in support of some defunctive other part of Downtown". If the goal is to also have residents frequent B Street for a quick cup of coffee, then start building six-story residential towers right off of B Street, not just on the "fringe" where some principals in this project apparently believe a focus on Class A retail space and a sad story about currently disappointing retail uptake of such space on the fringe is sufficient to lead the City into setting precedent of maximizing office rental space, thereby condemning our city to living with dead streets and less desirable neighborhoods.

The argument for neighborhood retail that grows with the local population is clear, but just the act of displacing, without replacing, existing retail will have an immediate detrimental effect on the walkability of the adjacent San Mateo Creek Gateway and Sunnybrae neighborhoods. City planning should be seeking to enhance the walkability and convenience of these near satellite neighborhoods, not diminish them.

To further enhance service to the community, it would be a plus if the building retail space would provide for a pop-up [Vote Center](#) during election periods.

The goal should be to activate the ground floor of this massive building, not just add a shiny new glass and concrete wall to the neighborhood. And to do that today, with this project, and not defer to somebody else's development in the future (OPP - other people's property) when precedent and direction would have already been set. [ [Video](#) 2 .. PCmay 24, [1:33:00](#) ]

### 2 - **Setback and Pedestrian Master Plan** ..

San Mateo has a known and growing problem with Downtown pedestrian sidewalk space and any new projects in the Downtown area should seek to alleviate, not compound, this planning concern by adhering to the Downtown Pedestrian Master Plan. Block 21's lack of setback and lack of conformity with the Pedestrian Master Plan on Claremont and Delaware streets is a major concern, particularly on Delaware Street where heavy pedestrian traffic is being pushed towards a heavily trafficked thoroughfare that will only see more use as these large projects are completed (as attested to by the developers own analysis, even as skewed by reduced pandemic period use). Along Delaware Street, setback and Pedestrian Master Plan adherence is not only a question of site appeal, but one of public safety as well. [ [Video 3](#) .. PCmay 24, [0:44:18](#) ]

This neighborhood suffered a significant loss of open space with the demolition of the KFC parking lot and adjoining trees and green space and the surrounding low rise structures, and then the construction of Kiku Crossing on tree-lined open parking lots. Permitting construction without adequate setback and in violation of the Pedestrian Master Plan would add injury to loss.

### **3 - SamTrans Bus Stop ..**

The southbound SamTrans 292 long-haul bus from SF to Hillsdale Mall (via SFO airport) currently stops at the corner of Delaware Street and 3rd Avenue. There is a clear opportunity to reconfigure a lane of southbound traffic on Delaware Street running past Block 21 with a bus turnout sidewalk indent and to incorporate an upgraded SamTrans bus stop at this location. SamTrans is currently future planning and upgrading their service with a [Reimagine SamTrans](#) initiative. Has there been any coordination with SamTrans regarding Block 21 development?

### **4 - Parking, Bike Lanes and Magnet Retail ..**

During the period between the San Mateo Planning Commission Study Session for this project on September 14th, 2021 and the Commission's Public Hearing on May 24th, 2022, Block 21 gained an additional story of height and 43 additional residence units, but the underground parking garage remained at two levels. In fact, as the number of residences grew by 63%, from 68 to 111 units, the number of parking spaces was reduced by eight spaces, making a parking space available to only every other residential unit of the building. This is a woefully inadequate number of parking spaces in a neighborhood where parking can be [a challenge](#) and nearby streets often have cars parked up on the sidewalks because street parking on narrow streets cannot be restricted due to an overall deficit of street parking. If you expand this building as you have, then you need to expand the underground parking to three levels as well.

There is also the need to anticipate a future loss of street parking as the City's effort to add bike lanes to streets often requires the removal of street parking spaces. Bike lanes are great, but the resulting tension with neighborhood residents whose street parking is being displaced is not. Don't add to this tension by introducing more cars into the area without adequate new parking. Avoid unnecessary conflict and do the right thing by adding a third level to the below grade parking at Block 21. Adding bike lanes to Delaware Street (a good idea) is going to encounter a great deal of resistance if parking on Delaware Street gets tighter and is nowhere to be found.

This additional underground parking may also prove very useful in a not too distant future when the East Side of San Mateo has grown to the point of attracting magnet retail of its own, particularly as this location, and the East Side in general, is easier and quicker to access from the freeway than the Downtown core, making the area more amenable to shopping experiences that either require a vehicle or for those who prefer auto travel.

### **5 - Park Share ..**

The lack of any onsite parking at Windy Hill's proposed 435 E. 3rd Avenue project ([PA-2021-081](#)) adds to street parking congestion in this neighborhood. Given that Windy Hill is the developer of both 435 E. 3rd Avenue and Block 21, and that the two projects are situated catty-corner from one another, it would help with Downtown street parking availability if the eventual occupants of 435 E. 3rd Avenue were permitted to park as occupants in Block 21.

## **6 - Charge of the EV Brigade ..**

Provide 240-volt hookups at parking stalls in the building so that residents and office occupants can add a charging station to their stall if they so desire. Should be the kind of on-the-ground deliverable that helps promote the purchase and use of EVs.

## **7 - Tree Canopy and Civic Leadership .. don't we still Love San Mateo ..**

Block 21 is planting an inadequate number of trees to provide an effective green canopy and sidewalk shade, as well as separation from street traffic. This mistake was already made with Windy Hill projects at 405 E. 4th Avenue ([PA-2019-015](#)) and 406 E. 3rd Avenue ([PA-2018-043](#)), where a significant number of additional trees are needed to approximate a true tree canopy. Please don't make the same mistake of under planting trees along Block 21, particularly as trees provide some level of safety buffer from the traffic on Delaware Street.

To see a project where city planners, commissioners and Council members understood the value to the City of adequate setback and tree canopy, just have a look at the city-built Gateway residential complex or the next door Metropolitan apartments, both on E. Third Avenue. These two residential projects are examples of doing it right and a City striving for excellence and caring enough to improve. In fact, it was projects like these that helped make San Mateo a more attractive place to live, thereby raising housing demand. If the goal of current City leaders is to help alleviate a housing shortage by making San Mateo a less attractive place to live with projects that lower the quality of life, then maybe you are on the right track. Build, Baby, Build may get us more housing stock and more bodies within City limits, but it won't get us a better city, likely just the opposite.

## **8 - Classy Trash Receptacles ..**

Another shortcoming at 405 E. 4th Avenue is a lack of trash receptacles. Though pleasing in appearance and consistent with City design, there is only a single one placed the entire length of the building along Fourth Avenue. If you need to specify that a street trash receptacle be located every so many feet of building length, please do so. Make it a number that helps keep trash off the sidewalk.

## **9 - Hookups for Pole-free Street Lighting ..**

Since Block 21 will be facing other recently completed multi-story buildings at 405 E. 4th Avenue ([PA-2019-015](#)) and 406 E. 3rd Avenue ([PA-2018-043](#)), and will likely front new multi-story buildings in other directions in the future, the City should consider installing utility hookups and structural support in Block 21 for European style [suspended](#) street lighting, at least along Claremont Street, which will be fully built out. This will give the City the option to remove streetlight poles from the sidewalk and free up pedestrian sidewalk space. I would even hope suspended street lighting could be installed on Claremont Street from the get-go during Block 21 construction. It would be a good test of this widely used street lighting [concept](#) for the rest of the Downtown.

## **10 - Family-free Zone ..**

It is unfortunate that family housing is not being made available at Block 21. In fact, the project actually went in the opposite direction as the percentage of one-bedroom units in the building dropped from 59% to 52% as the number of residential apartments was increased from 68 to 111 units. Perhaps some studio and 1-bedroom units on the added sixth floor can be converted to 2- and 3-bedroom apartments to reverse some of this discrimination. It shouldn't take long to turnaround the reconfiguration as Windy Hill was able to add the entire sixth floor to the building in just a couple of hours. [ [Video](#) 4 .. PCmay 24, [1:40:31](#) ]

## **11 - Articulated Architecture ..**

Really enjoy and appreciate the articulation on the building (Frank Lloyd Wright had it right). Gives it a village feel and the large balconies are what our climate begs for, so hurrah! However, the new construction to date in the 1st to 4th Avenues and Railroad to Delaware Streets quadrant has been brick. It may make sense to stick with stone facades in this quadrant and introduce glass, concrete and steel construction outside this zone and when crossing over Delaware Street to the east. Contrasted with the adjacent stone work, there is a bit of a Pompidou Centre feel to the current design of Block 21.

12 - **Keep it Short** . . is anybody listening, does anybody care ..

Two minutes per speaker of public comment may be adequate for the vague platitudes of building industry aligned and solicited speakers who show up in force at Planning Commission meetings, but cutting back speaking time to two minutes from the more standard three when there are only nine speakers in queue begs the question of how open the Planning Commission is to any public suggestions that deviate from developer talking points. [ [Video](#) 5 .. PCmay 24, [1:05:22](#) ]

---

George Derby  
San Mateo



**From:** Peter Mandle <

**Sent:** Monday, June 20, 2022 6:21 PM

**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>

**Cc:** Laurie Hietter <>; Diane Papan <dpapan@cityofsanmateo.org>; Eric Rodriguez <erodriguez@cityofsanmateo.org>; Laurie Watanuki <>

**Subject:** Concerns with Block 21 Mixed Use Project

Hi

In addition to the concerns expressed by others, I am concerned that the current design for the Block 21 Mixed Use Project. does not provide sufficient parking for the 111 residential units or 182,000 square feet office space. The lack of parking will result in tenants and residents seeking parking elsewhere including in adjacent neighbors.

- **Lack of residential parking:** The design only provides 56 spaces for 111 residential units. While this is allowed under the State Density Bonus, it is not realistic to assume that one space for every other residential unit is reasonable or practical. Not all residents can or will travel by rail or bus when going to work, shopping, or travelling for other reasons. Where will they park their cars? What if the unit has two breadwinners and they need two cars? These residents will contribute to the shortage of parking in the area

- **Lack of office parking.** The design only provides 1.94 spaces per 1000 square feet which is less than what is called for by City standards. Furthermore 61 of the spaces provided are tandem spaces, meaning the cars are parked head to tail, and one of the parked cars cannot exit without the other car being moved. The town's consultant, Fehr & Peers, highlighted this problem and recommended that the developer provide valet parking. Will this be a requirement of the City's approval? If not, it is unlikely these tandem spaces will be practical or useful. Furthermore, many of the spaces will be compact spaces, but there is no guarantee that employees will abandon SUVs in favor of small cars. Finally, the City's required 2.06 spaces/1,000 square feet is much less than that would be required if the same office were planned a few years ago and/or further away from the train station, but assumes that 1/3 to 1/2 of the employees will not be using a car to travel to/from work, which is questionable.

Thank you for considering these comments.

Peter Mandle

**From:** Ali Sapirman < >  
**Sent:** Monday, June 20, 2022 6:26 PM  
**To:** City Council (San Mateo) <CityCouncil@cityofsanmateo.org>  
**Cc:** Jamie D'Alessandro < >  
**Subject:** Please vote in support of Block 21!

Dear Mayor Bonilla and Councilmembers,

I am writing you on behalf of the Housing Action Coalition to express our strong support of item 19, Block 21. I have attached our letter of endorsement - in which we ask you vote in support of this wonderful project without delay!

In solidarity,  
Ali Sapirman

--

**Ali Sapirman** | Pronouns: They/Them  
South Bay Organizer | Housing Action Coalition

[REDACTED]

[REDACTED] Web: [sfhac.org](https://sfhac.org)



To opt out of all HAC emails, respond to this email with "unsubscribe all".

May 23, 2022

To Whom It May Concern,

The Housing Action Coalition (HAC) is pleased to endorse Arctec and Windy Hill Property Ventures' Block 21 project. HAC's Project Review Committee has determined that this project meets our high standards for urban design and environmental sustainability, while delivering desperately-needed mixed use, urban infill, and low-income housing that will help alleviate San Mateo's affordability crisis.

The Committee commends Arctec and Windy Hill Properties for prioritizing housing and walkability in a transit-rich location. This project would add 111 homes to an area close to jobs and public transportation. In addition, the Committee applauds the project team for utilizing the state density bonus to maximize housing on site. With 15% of the base project reserved for Very-Low Income residents, the project exceeds the city's affordability requirements. In total, this mixed use project activates a currently underutilized site in San Mateo to help address the housing demands of the city and region.

The project is located within a mile of a Caltrain station, helping to provide alternative transit options for future residents. Beyond its transit-oriented location, Block 21 promotes environmental benefits through reflective roof membranes, insulated exterior facades, and double-paned windows/glazing systems. The project will also provide bike parking for residents and subgrade parking for both office uses and residential tenants. Given the project's proximity to transit, the Committee would like to see less on-site parking, but understands the feasibility, financing, and community concerns. Overall, the Committee appreciates the project team's evident attentiveness toward sustainable and transit-oriented planning in their proposal.

We also commend the developers for their extensive efforts to plan for open space. Arctec and Windy Hill Property Ventures have prioritized a pedestrian-focused street, featuring substantial streetscape improvements including wider sidewalks, street trees, public art, street furniture, and pedestrian-scale lighting. This will help improve walkability and connection from residential neighborhoods to Downtown San Mateo.

Ultimately, the Housing Action Coalition and its Project Review Committee are proud to endorse Block 21. San Mateo and the entire Bay Area are grappling with a housing crisis that has disrupted every one of our cities. We are strongly supportive of this particularly well-located and well-designed mixed use project.

Sincerely,



Todd David, *Executive Director*  
Housing Action Coalition (HAC)

RECEIVED

JUN 20 REC'D

June 20, 2022

City Council Meeting

Item # 19

From: Laurie Watanuki

Dear Mayor Bonilla and City Council Members:

Please consider these comments on PA 21-063 - Windy Hill Property Ventures - Block 21 Mixed-Use Project at 500 E 3rd Avenue and the adequacy of the Initial Study/ Mitigated Negative Declaration (IS/MND).

**1. The applicant is requesting an excessive number of concessions that will decrease safety and reduce the quality of life for residents of the project and others in downtown San Mateo.**

The project applicant is requesting the following concessions and waivers:

- Concession 1: An increase in allowable **building heights** by up to 19 feet in excess of the 55- foot maximum identified in the Municipal Code Chapter 27.40 and the City's Building Height Plan; **+34%**
- Concession 2: An increase in the **maximum FAR** allowed under Municipal Code Section 27.38.060 from 3 to 3.6; **+20%**
- Waiver 1: An increase in the percentage of compact stalls allowed under Municipal Code Section 27.64.265 from 40 percent to 60 percent; **+50%**
- Waiver 2: An increase in the maximum parking **ramp slope** allowed under Municipal Code Section 23.40.050 from 18 percent to 20 percent; **+11%**
- Waiver 3: A reduction in **turning radii** and turnaround requirements allowed under Municipal Code Section 27.64.130 from 36 inches to 30 inches; **-17%**
- Waiver 4: A reduction in the maximum amount of private **open space** required by Municipal Code Section 27.38.130 from 80 square feet per dwelling unit to 60 square feet per dwelling unit; **-25%**
- Waiver 5: An increase in the maximum allowable lineal and diagonal length allowed under Municipal Code Section 27.40.030 (150 and 170 feet, respectively) by **+67 percent**;
- Waiver 6: A reduction in the maximum depth of street wall area allowed under Municipal Code Section 27.42.010 by **-25 percent**.

**2. The historic resources analysis is inadequate because there is no analysis of the effect of this mammoth project on the character of the National Register-listed Downtown Historic District.** The project will be visible throughout the downtown and have an adverse effect on the historic area due to the contemporary glass design and massive size.

**3. The parking is inadequate for the residential units. Less than one space per unit is unrealistic and will cause a significant effect on downtown parking and traffic on 3rd and 4th avenues.** The IS/MND states the project has a FAR of 4.11 and proposes three fewer parking spaces than required by the City's Municipal Code.

This unrealistic estimate of the number of cars means that the air quality and greenhouse gas emission effects are substantially understated.

The number of trips for the project seem underestimated and the existing trips seem exaggerated.

**4. The proposed project, when combined with the 405 E. 4th Avenue and 406 E. 3rd Avenue projects, would cause significant cumulative traffic and air quality effects.**

62,000 cubic yards of soil = 4,286 truck trips x 2 (at 14 cubic yards per trip). This will be an enormous increase in traffic and may impede emergency access during construction.

Thank you for your consideration.

Sincerely,

Laurie Watanuki