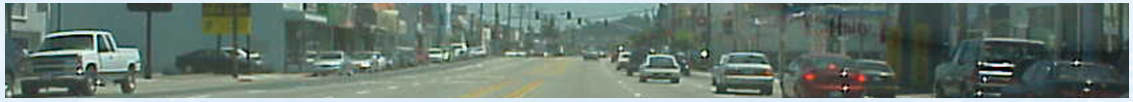


TI-0: THEME INTERSECTIONS

TI-1: BUILDING FEATURES

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

TI-2: CORNER SIGNS

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

TI-3: GROUND FLOOR RELATIONSHIP TO THE CORNER

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

TI-4: CORNER SETBACKS

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

Intent:

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

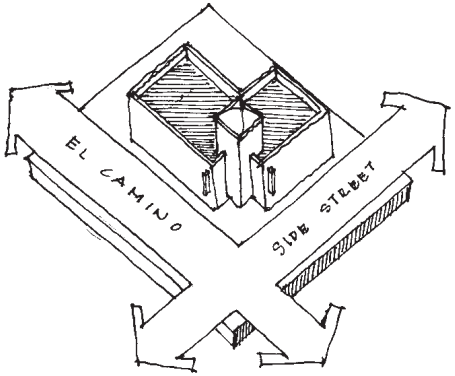
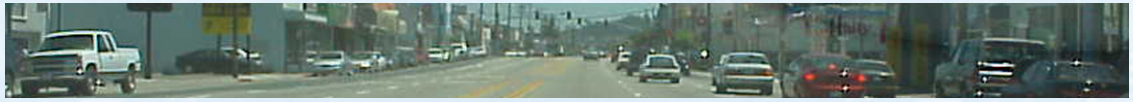


Figure 4.43 *Buildings at theme intersections should have expressive corners in terms of entries or architectural features.*

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



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

Goals:

- Encourage transit oriented, mixed-use residential opportunities in conjunction with the new Hayward Park Caltrain Station with supporting uses that include commercial and office.
- Enhance the sense of entry to El Camino from SR 92; featuring high quality landscaping, particularly in the right-of-way around the ramps, and distinctive "gateway" architecture.

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

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

ECR1-1.1: GATEWAY BUILDINGS

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

ECR1-1.2: LANDSCAPE TREATMENT

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

ECR1-1.3: PARKING

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

ECR1-1.4: COMMERCIAL SIGN DISTRICT

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

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

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

ECR2-1: SETBACKS

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

ECR2.2: BUILDING AND ROOF FORM

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

ECR2-3: BUILDING FACADES

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

ECR2-4: PARKING

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

ECR2-5: CURB CUTS AND DRIVEWAYS

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

ECR2-6: LOCATION FOR COMMERCIAL SIGNS

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

Goals:

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

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

Goals:

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

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

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

ECR1-3.1: COMMERCIAL SIGN DISTRICT

The businesses in El Camino 3 are encouraged to create a Planned Sign District to help organize the signs for multiple buildings and tenants with the overall architectural character within a single parcel development. Low scale monument signs that would contain internal directories of stores within the development are the preferred sign type over pole signs.

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

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

ECR4-1: BUILDING LOCATION

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

ECR4-2: PARKING LOCATION

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

ECR4-3: SETBACK

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

ECR4-4: COMMERCIAL SIGN DISTRICT

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

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

Goals:

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

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

Goals:

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

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

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

ECR1-5.1: COMMERCIAL SIGN DISTRICT

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

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

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

ECR6-1: LANDSCAPE TREATMENT OF SETBACKS

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

ECR6-2: BUILDING FORM

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

ECR6-3: COMMERCIAL SIGN DISTRICT

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

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

Goals:

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

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

Goals:

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

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

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

ECR7-1: GATEWAY BUILDINGS

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

ECR7-2: GATEWAY FEATURE

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

ECR7-3: SIDEWALK TREE TREATMENT

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

ECR7-4: SETBACKS

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

ECR7-5: SURFACE PARKING LOCATION AND FRONTAGE

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

ECR7-6: LANDSCAPE TREATMENT OF PARKING AREAS

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

ECR7-7: COMMERCIAL SIGNS

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