

A Neighborhood Commercial Ordinance specific for the Midcoast would contain the following sections:

Purposes	Design Review (reference to applicable ordinance)
Definitions	Development Standards
Uses Permitted	Performance Standards

Purposes are covered in this section.

C-1 ordinance (countywide generic neighborhood commercial) lacks a purposes section to provide goals for uses and development standards in the Midcoast.

Following is a draft list of suggested purposes drawn from the attached relevant excerpts from:

- Montara-Moss Beach-El Granada Community Plan - 1978
- Local Coastal Program (LCP) - 1980
- Midcoast Community Council request for C-1 ordinance for Midcoast - 3/22/17
- Other SMC related ordinances: CCR 1980, C-1/WMP 1998, NMU 2015

Links to these documents are found on MCC website, Neighborhood Commercial page:
<http://www.midcoastcommunitycouncil.org/neighborhood-commercial/>

7/30/2019 Draft Suggested Purposes for “C-1/Midcoast”:

1. Provide commercial areas intended primarily for the location of trades and services to meet the needs of Coastside residents.
2. Establish limits for use, size, location, and design of structures to create neighborhood commercial districts that are visually harmonious, and bicycle and pedestrian-oriented, while meeting the need for safe and efficient automobile access and parking.
3. Preserve and enhance the visual qualities of the small-town Midcoast communities which give them a unique character and distinguish them from other places.
4. Ensure the commercial development in neighborhood districts has an intimate, human scale at street level, compatible with the surrounding residential neighborhoods.
5. Protect the functional and economic viability of neighborhood commercial areas by restricting incompatible land uses.
6. Implement the policies of the Local Coastal Program, the Montara-Moss Beach-El Granada Community Plan, and the San Mateo County General Plan.

Montara-Moss Beach-El Granada Community Plan, adopted in 1978, and incorporated by reference into the Local Coastal Program (LCP) in 1980.

Relevant excerpts:

Land Use: Commercial: Because the community must provide retail services for both the local population as well as recreational visitors, the location of commercial areas becomes important. In order to keep visitor and residential retail traffic separated, commercial recreation centers need to be developed at key points along the ocean front and at the harbor to provide for visitor needs. Retail services for residents need to be strengthened by building strong commercial centers. Such centers will not only provide community services, but will serve as focal points as well.

Goals and Objectives

1.2 Encourage good design in new construction which reflects the character, and is compatible with the scale, of the neighborhood in which it is located.

1.5 Encourage the orderly development of core commercial centers in each community to meet the needs of residents, and separate commercial recreation centers to serve tourists visiting the Mid-Coastside.

2.1 Concentrate commercial activity in established centers to strengthen and enhance the centers as community focal points, and provide separate areas for commercial recreation to serve visitors.

2.4 Ensure that multiple-family development in commercial districts is in conjunction with commercial uses, and does not occupy the ground floors of structures.

2.7 Buffer commercial areas from surrounding residential development with landscaping, fencing, and/or buildings designed for compatibility between these land uses.

2.8 Locate commercial recreation activities in designated areas away from community commercial centers.

2.9 Employ the design guidelines of the Community Design Manual in all new commercial development. Upgrade and enhance commercial centers, through landscaping within the public right-of-way and the installation of street furniture (benches, planter boxes, trash receptacles, etc.)

7.1 Preserving Visual Quality: Preserve and enhance the visual qualities of the coastal community which give it a unique character and distinguish it from other places.

7.2b. Preserving Community Character: Maintain the small-town character of the area by preventing construction of massive structures out of scale with the community.

Local Coastal Program (LCP) - relevant policies for commercial districts

1.5.a: Incorporate the adopted Montara-Moss Beach-El Granada Community Plan into the land use plan for the Midcoast, but amend it where necessary to meet Local Coastal Program objectives.

8.12.b: Locate and design new development and landscaping so that ocean views are not blocked from public viewing points such as public roads and publicly-owned lands.

8.13.a.4: Design structures that are in scale with the character of their setting and blend rather than dominate or distract from the overall view of the urbanscape.

11.4 Permit visitor-serving facilities that ... do not subvert the unique small town, rural character of the individual communities on the Coastside.

MCC 3/22/17 letter (requesting C-1 ordinance specific for the Midcoast)

- Development standards should clearly and simply guide appropriate development that preserves our unique coastal small-town character.
- Thriving, attractive, bike/pedestrian-friendly neighborhood commercial districts would improve quality of life, strengthen the local economy, and reduce residents' dependence on highway travel.

Purposes in other San Mateo County ordinances

CCR (Coastside Commercial Recreation) -- adopted 1980

Only these three are applicable:

- Are primarily oriented toward meeting the retail and service ~~and recreational~~ needs of ~~Coastside visitors, boat users and~~ Coastside residents ~~seeking recreation~~
- Are active and pedestrian-oriented, while meeting the need for safe and efficient automobile access and parking
- Have an intimate, human scale

C-1/WMP (neighborhood commercial West Menlo Park) - adopted 1998

1. Provide commercial areas intended primarily for the location of trades and services to serve the needs of neighboring residential areas.
2. Protect the viability of the surrounding residential areas by regulating commercial development and land uses.
3. Emphasize neighborhood commercial uses, but allow appropriate complementary land uses.
4. Preserve the scale of existing commercial development in the district.
5. Control use, size, location, and design of structures to create an attractive and pedestrian/bicycle-oriented neighborhood commercial district.
6. Protect the functional and economic viability of neighborhood commercial areas by restricting incompatible land uses.
7. Support and strengthen the local economy by providing trade and employment opportunities.
8. Encourage uses that minimize traffic impacts.
9. Implement the policies of the San Mateo County General Plan.

NMU (North Fair Oaks) - neighborhood mixed-use - adopted 2015

1. Provide commercial areas intended primarily for the location of neighborhood-serving trades and services to meet the needs of surrounding residential areas...
2. Protect the viability of surrounding and/or adjacent residential land uses by restricting incompatible uses and regulating certain land uses which may otherwise have negative external impacts, and by requiring that commercial development meets minimum design standards.
3. Promote and enhance the creation of an attractive commercial mixed-use district accessible by a variety of transportation modes, including private vehicles, transit, bicycling, and walking.
4. Protect the functional and economic viability of commercial mixed-use areas by restricting incompatible land uses.
5. Support and strengthen the local economy by providing trade and employment opportunities.
6. Implement the policies of the North Fair Oaks Community Plan and the San Mateo County General Plan.