

CHAPTER 15. “C-1/WMP” DISTRICT (NEIGHBORHOOD COMMERCIAL/WEST MENLO PARK)

SECTION 6254. REGULATIONS FOR “C-1/WMP” DISTRICT. The following regulations shall apply within those areas in West Menlo Park which are zoned C-1/WMP.

SECTION 6254.1. PURPOSES.

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.

SECTION 6254.2. DEFINITIONS.

1. Community Centers (5.03.50)

Facilities used by local citizens for civic activities, performances, presentations or other purposes.

2. Establishment

A discreet place of business, including any division or department associated with that business operating under the same predominant name. A building may include one or multiple establishments.

3. Financial Institutions (2.06.30)

Establishments accepting deposits and providing services relating to the exchange, protection or lending of money including, but not limited to, banks, savings and loan institutions, or credit unions.

4. Food and Beverage Stores (2.02.40)

Commercial establishments engaged in the retail sale primarily of various packaged foods and beverages for home preparation and consumption including, but not limited to, grocery stores, liquor and candy stores, bakeries and delicatessens.

5. Food Establishments Specializing in Carry-Out or Delivery Service (2.02.20)

Commercial establishments engaged in the provision of prepared food to the general public primarily for consumption elsewhere, but may include limited indoor or outdoor seating.

6. Ground Floor Dependent Administrative, Professional, and Business Offices (2.06.10)

Establishments providing management, administrative, professional or consulting services including, but not limited to, travel agent, insurance agent, income tax preparer, real estate agent, and notary public. These establishments typically see clients on an unannounced or drop-in basis, benefit from a product or service display in the store frontage, and require ground floor visibility in commercial districts.

7. Home Occupations (1.05.10)

Vocations conducted in a dwelling by a resident which are accessory uses incidental to the principal residential use of the dwelling.

8. Indoor Retail Sales, Rental or Repair Establishments (2.05.10)

Commercial establishments which serve the general public that are engaged in the sale, rental and/or repair of goods, merchandise and equipment with all storage of such items within a fully enclosed, covered building.

9. Libraries (5.03.10)

Facilities used for storage, exhibition and lending of various media including, but not limited to, books, periodicals, documents, audio and video tapes and visual art.

10. Limited Keeping of Pets (9.01.20)

The raising or maintaining of domestic birds or animals that are customarily kept as pets for amusement or companionship, excluding exotic animals, horses, livestock and poultry, and subject to the following limitations: (a) no more than two (2) dogs and two (2) cats, nor more than four (4) animals total of any type shall be kept per two-family dwelling unit, multiple-family dwelling unit, or lawfully permitted and occupied second unit or farm labor housing unit; or (b) per business establishment in commercial or industrial zoning districts.

11. Medical and Dental Offices (2.06.30)

Establishments providing consultation, diagnosis, therapeutic, preventative or corrective personal treatment services by licensed doctors, dentists and similar practitioners of medical and healing arts for humans, and which may include medical and dental laboratories and associated prescription pharmacies.

12. Motor Vehicle Fuel Sales (2.03.10)

Commercial establishments primarily engaged in the sale of gasoline or other combustible fuels to the general public, often on a self-service basis.

13. Multiple-Family Dwellings-Mixed Use (1.04.20)

Single or multiple dwelling units, located above the first floor of the main building on the parcel. The floor area of the dwelling units shall not exceed the floor area of the ground floor.

13.5 Non-Chartered Financial Institution

See Section 6102.63.1 (Zoning Definitions) for definition.

14. Non-Ground Floor Dependent Administrative, Professional, and Business Offices (2.06.20)

Establishments performing management, administrative, professional or consulting services including, but not limited to, government, law, real estate, accounting and other business offices. These establishments typically see clients on an appointment-only basis, generally do not require a product or service display in the store frontage, and can viably operate above the ground floor in commercial districts.

15. Other Compatible Uses (10.01.10)

Additional land uses may be allowed if the Planning Director determines that the proposed use is consistent with the purpose of the district and compatible with other permitted land uses in the district.

16. Outdoor Retail Sales, Rental or Repair Establishments (2.05.20)

Commercial establishments which serve the general public that are engaged in the sale, rental and/or repair of goods, merchandise and equipment with all or some storage of such items outside a fully enclosed, covered building.

17. Parking Lots (2.08.10)

Public and private facilities which provide designated spaces for temporary storage of operable and currently registered motor vehicles in an open area that is not a parking structure.

18. Parking Structures (2.08.11)

Public and private facilities which provide designated spaces for temporary storage of operable and currently registered motor vehicles in or on a building above or below grade.

19. Personal Convenience Service Establishments (2.06.40)

Commercial establishments providing services related to personal convenience where customers are typically served on the premises including, but not limited to, beauty salons, barber shops, massage parlors, pet grooming and escort services.

20. Pet Sales and/or Grooming Establishments (9.02.50)

Establishments for the retail sale of pet animals, pet food and supplies, with all storage of such items within a fully enclosed, covered building. Pet sales and/or grooming establishments may offer pet bathing, grooming and obedience training conducted within a fully enclosed, covered building. Other than the animals held as inventory until sold, there shall be no boarding of animals overnight for compensation.

21. Restaurants (2.02.10)

Commercial establishments which primarily serve prepared food to the general public for immediate consumption on the premises. Restaurants shall be located primarily within a building but may include an outdoor component, and also may include a bar as defined in Section 2.02.030.

22. Retail Cleaning Establishments (2.01.10)

Commercial establishments engaged in the washing, cleaning or dyeing of clothing, linens and other fabrics including, but not limited to, dry cleaners, laundries and laundromats where coin-operated washers and dryers are provided for self-service to the public.

23. Small Indoor Exercise and Leisure Facilities (7.01.10)

Commercial facilities located within a fully enclosed building providing leisure and recreation opportunities primarily for use by neighborhood residents, including but not limited to, exercise facilities and dance academies (4,500 sq. ft. or less), billiard halls (five pool tables or less), and electronic game facilities (five electronic games or less).

24. Small Solid Waste Collection Facilities (4.01.41)

Facilities, 500 sq. ft. or less in area, where discarded glass, paper or clothes or other recyclable materials are brought and/or collected including, but not limited to, containers, igloos, bins, groups of reverse vending machines and mobile units.

25. Urban Roadside Stands (2.02.53)

Structures in urban areas of either portable or permanent construction used for the sale of produce and other goods and merchandise, but not including food vendors or any other vendor selling goods off private property.

26. Veterinary Hospitals for Small Animals (9.02.30)

Establishments where cats, dogs and other domestic animals generally of the same size or smaller are treated by a person(s) trained and licensed to provide medical care for animals. Veterinary hospitals may hold animals overnight on a limited basis if necessary for their proper medical or surgical treatment.

SECTION 6254.3. USES PERMITTED.

PERMITTED USES	REQUIRED PLANNING PERMIT FOR THIS DISTRICT
<p>A. <u>SPECIALIZED NEIGHBORHOOD TRADES AND SERVICES (TSW-1.WMP)</u></p> <p>1. Personal Convenience Service Establishments (2.06.40)</p> <p>2. Retail Cleaning Establishments (2.01.10)</p> <p>3. Veterinary Hospitals for Small Animals (9.02.30)</p>	<p><u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit</p> <p><u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit</p> <p>Use Permit</p>

PERMITTED USES	REQUIRED PLANNING PERMIT FOR THIS DISTRICT
4. Pet Sales and/or Grooming Establishments (9.02.50)	<u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit
B. <u>RETAIL SALES, RENTAL OR REPAIR ESTABLISHMENTS (TSW-2)</u> 1. Food and Beverage Stores (2.02.40) 2. Indoor Retail Sales, Rental or Repair Establishments (2.05.10) 3. Outdoor Retail Sales, Rental or Repair Establishments (2.05.20) 4. Urban Roadside Stands (2.02.53)	<u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit <u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit Use Permit Use Permit
C. <u>FOOD SERVICES (TSW-3.WMP)</u> 1. Restaurants (2.02.10) 2. Food Establishments Specializing in Carry-Out or Delivery Service (2.02.20)	<u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None ¹ Over 6,000 sq. ft.--Use Permit <u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None ¹ Over 6,000 sq. ft.--Use Permit
D. <u>PROFESSIONAL SERVICES (TSW-4.WMP)</u> 1. Financial Institutions (2.06.30) 2. Ground Floor Dependent Administrative, Professional and Business Offices (2.06.10) 3. Non-Ground Floor Dependent Administrative, Professional and Business Offices (2.06.20) (See Section 6254.4.6) 4. Medical and Dental Offices (2.06.30) (See Section 6254.4.6)	<u>Floor Area per Establishment:</u> Up to 3,000 sq. ft.--None Over 3,000 sq. ft.--Use Permit <u>Floor Area per Establishment:</u> Up to 3,000 sq. ft.--None Over 3,000 sq. ft.--Use Permit None None

PERMITTED USES	REQUIRED PLANNING PERMIT FOR THIS DISTRICT
5. Non-Chartered Financial Institution	Use Permit (subject to performance requirements contained in Section 6251(f)(8) of these Zoning Regulations)
E. <u>INDOOR RECREATION FACILITIES (REC-WMP)</u> 1. Small Indoor Exercise and Leisure Facilities (7.01.10)	<u>Floor Area per Establishment:</u> Up to 6,000 sq. ft.--None Over 6,000 sq. ft.--Use Permit
F. <u>MOTOR VEHICLE-RELATED TRADES AND SERVICES (TSW-5.WMP)</u> 1. Motor Vehicle Fuel Sales (2.03.10)	None
G. <u>MULTIPLE-FAMILY DWELLINGS (RES-5)</u> Multiple-Family Dwellings-Mixed Use (1.04.20) (See Section 6254.4.7)	None
H. <u>RESIDENTIAL ACCESSORY USES (RES-13)</u> Home Occupations (1.05.10)	None
I. <u>LIMITED KEEPING OF PETS (ANM-2)</u> Limited Keeping of Pets (9.01.20)	None
J. <u>NEIGHBORHOOD SOLID WASTE RECYCLING FACILITIES (WMT-1)</u> Small Solid Waste Collection Facilities (4.01.41)	None
K. <u>NEIGHBORHOOD CULTURAL FACILITIES (INT-2)</u> 1. Libraries (5.03.10) 2. Community Centers (5.03.50)	None None
L. <u>OTHER COMPATIBLE USES</u> Other Compatible Uses (10.01.10)	To be determined by Planning Director

PERMITTED USES	REQUIRED PLANNING PERMIT FOR THIS DISTRICT
M. <u>PARKING</u>	
1. Parking Lots (2.08.10)	None
2. Parking Structures (2.08.11)	Use Permit
¹ A use permit shall be required for all activities located in the public right-of-way.	

SECTION 6254.4. DEVELOPMENT STANDARDS. All new development must meet the following minimum standards:

- Minimum Parcel Area and Width. The minimum parcel area shall be 5,000 sq. ft. and the minimum average parcel width shall be fifty (50) feet.
- Minimum Building Setbacks. Except as otherwise indicated in this section, the minimum building setbacks shall be:

<u>Front Setback</u>	<u>Side Setback</u>	<u>Rear Setback</u>
32 feet	0 feet	0 feet

When the side portion of a commercial zoned parcel abuts a residential zoned parcel, the side setback shall be ten (10) feet. When the rear portion of a commercial zoned parcel abuts a residential zoned parcel, the rear setback shall be twenty (20) feet.

- Maximum Building Coverage. Maximum building coverage shall be seventy percent (70%) and shall include all: (1) buildings, (2) accessory buildings, and (3) structures such as patios, decks, balconies, and other similar uses which are eighteen (18) inches or more above the ground.
- Maximum Building Floor Area. The maximum building floor area shall be seventy percent (70%) of the parcel area (0.7 FAR) and shall include the total floor area of all stories of all buildings and accessory buildings on a parcel. Maximum building floor area specifically includes: (1) the floor area of all stories, as measured from the outside face of all exterior walls, and (2) all other areas covered by a waterproof roof which extends six (6) or more feet from exterior walls, over the area of all decks, porches, and balconies. Parking areas shall be excluded from total building floor area.
- Maximum Building Height. The maximum building height shall be two (2) stories not to exceed thirty (30) feet, except as described below.

Height shall be measured as the vertical distance from any point on the finished grade to the topmost point of the building immediately above.

Chimneys, pipes, mechanical equipment, antennae, and other similar structures may extend beyond thirty (30) feet to a maximum of thirty-seven (37) feet as required for safety or efficient operation.

Architectural features on buildings located on corner parcels, such as cupolas and turrets, may extend beyond thirty (30) feet to a maximum of thirty-seven (37) feet as determined by the Planning Director.

6. Location of Non-Ground Floor Dependent Offices. All Non-Ground Floor Dependent Administrative, Professional or Business Offices and any Medical or Dental Offices that exceed 1,200 sq. ft. floor area, shall be located above the first floor. In addition, Medical or Dental Offices located on the first floor shall be limited to one establishment per building.

Notwithstanding the requirements above, any non-ground floor dependent office located on the ground floor as of the effective date of this ordinance may be replaced by another non-ground floor dependent office, providing that the pre-existing floor area is not increased.

7. Location of Residential Dwelling Units. Dwelling units shall be located above the first floor, and the floor area of the dwelling units shall not exceed the floor area of the ground floor.
8. Building Entrances. All buildings must provide at least one building entrance facing the street. In addition, buildings abutting a parking lot in the rear with ten (10) spaces or more shall provide a building entrance that faces such parking lot.
9. Drive-Through Facilities. No establishment may provide drive-through facilities, i.e., facilities designated to serve customers while seated in a motor vehicle.
10. Signs
 - a. Prohibited Signs. The following signs shall be prohibited:
 - (1) Any sign that, because of its location, construction, colors, or operating characteristics, can be confused with a traffic control device or emergency vehicle.
 - (2) Signs having animated, moving, rotating, inflatable, or flashing parts.
 - (3) Signs emitting intense and focused beams of light, including beacons.
 - (4) Off-premises signs.
 - (5) Abandoned signs.

(6) Billboards. Existing billboards shall be considered legal non-conforming uses upon adoption of this ordinance, and shall be subject to the provisions of the Non-Conforming Uses Chapter of the Zoning Regulations. Relocation of billboards, due to street widening or other right-of-way improvements, shall be subject to the provisions of the State of California Business and Professions Code (Section 5412).

b. Maximum Number of Signs

(1) Maximum Number of Signs on a Parcel. The maximum number of signs allowed on a parcel is one (1) sign per parcel, or one (1) sign per each 200 feet of parcel street frontage, or one (1) sign per use, whichever is greatest, unless more signs are permitted by the maximum number of signs per establishment.

(2) Maximum Number of Signs per Establishment. The maximum number of signs per establishment shall be one (1) sign per street fronting that establishment. When an establishment has a building entrance facing a rear parking area, an additional sign per establishment visible from that parking area may be displayed, providing that such sign is not visible from any residential zoned parcel, to the satisfaction of the Planning Director.

c. Maximum Total Sign Display Area. The maximum display area for the signs on a building shall be the sum of subsections (1), (2) and (3) below:

(1) The maximum display area for the sum of all signs facing a building's only street frontage, or facing the widest street in the case of a building with two or more street frontages, shall be as determined in Table 1.0 below. If streets are the same width, the Planning Director shall select the street with the higher traffic volume as the building's widest street frontage.

Parcel Frontage (feet)		Sign Display Area (square feet)
0	- 25	40 sq. ft.
26	- 50	1.59 x Building Frontage
51	- 75	1.33 x Building Frontage (or 80 sq. ft. whichever is greater)
80 or above		100 sq. ft.

- (2) The maximum display area for the sum of all signs facing the street with the lesser traffic volume (or narrow street frontage) shall be one-half (0.5) of the area determined in Table 1.0 above.
- (3) The maximum display area for the sum of all signs facing a building's rear parking area shall be one-half (0.5) of the area determined in Table 1.0 above.

Maximum sign display area calculated for one side of a building may not be transferred to another side of that building. The provisions of this section apply to the building, and not to individual establishments within the building.

- d. Maximum Sign Height. The maximum height of signs on a parcel is as follows:
 - (1) Attached signs shall not exceed the height of the building or structure to which the sign is attached and shall not extend above the eave or roofline, whichever is lower.
 - (2) Freestanding signs shall not exceed fifteen (15) feet.
 - e. Sign Projection. Attached signs shall not project more than four (4) feet from the building or structure to which the sign is attached. Attached or freestanding signs shall not project beyond any parcel boundary except signs may project into the public right-of-way subject to the approval of an encroachment permit by the Director of Public Works.
 - f. Sign Design. The design of signs on the parcel shall reflect the architectural design of the building or structure with which the sign is associated, and incorporate unifying colors, materials, and features.
11. Parking. All development shall provide parking in accordance with the requirements of Zoning Regulations Chapter 3. In addition to these requirements, bicycle parking spaces shall be provided at a rate of one (1) locker, rack, or other device to secure and park bicycles for every ten (10) vehicle spaces required, but in no case less than one (1) bicycle parking space per parcel.
 12. Landscaping. All developed parcels shall be landscaped with trees or bushes, shrubbery, etc. At minimum, landscaping shall consist of fifty (50) square feet of ground cover or one fifteen (15) gallon size tree for every thirty (30) feet of street fronting the parcel. As an alternative to tree planting, a maximum fifty percent (50%) of the number of trees required can be substituted by the planting of bushes, providing that fifty (50) square feet of bush ground cover is planted for each tree required. A landscape plan shall be submitted to the satisfaction of the Planning Director.

When the determination of the number of trees results in a fractional number, any fraction of one-half or greater shall be rounded up to the next whole number. Any fraction less than one-half shall be disregarded.

13. Pedestrian Connections. Parcels that border other C-1/WMP zoned parcels shall provide a pedestrian access pathway that provides a functional link to the property line of the bordering parcel or parcels. Pedestrian access pathways shall be located as close as possible to the building on each parcel and connect with a corresponding pedestrian pathway on an adjacent property. Pedestrian pathways shall be a minimum of five (5) feet in width, and, when necessary, shall feature ramps that conform to the California Disabled Accessibility Guidebook.
14. Screening
 - a. Refuse, waste removal, and outdoor service/storage areas, where allowed, shall be screened with a six (6) foot solid wall or opaque fence/gate when visible from a public way or residentially zoned parcel.
 - b. A minimum six (6), not to exceed eight (8), foot masonry wall shall be erected along the entire common property line where a commercial use abuts a residentially zoned parcel. Other fencing along property lines shall be of opaque materials when visible from a public way or residentially zoned parcel and shall not include barbed wire.
 - c. Mechanical equipment (e.g., air conditioning, heating, compressor, generator, venting units) or other utility hardware on roof, ground, or buildings shall be screened with opaque materials compatible with the building, when visible from a public way or residentially zoned parcel.
15. Accessory Structures. Any accessory structure shall be sited to minimize visual obtrusiveness, and to the extent feasible, blend with the primary use on the property.

SECTION 6254.5. PERFORMANCE STANDARDS. No use may be conducted in a manner which, in the determination of the Planning Director, does not meet the performance standards below. Measurement, observation, or other means of determination shall be made at the limits of the property, unless otherwise specified.

1. Noise. No use will be permitted which exceeds the following sound levels more than thirty (30) minutes in any hour:

Time of Day	Level (in dBA) Not To Be Exceeded		
	More Than 30 Minutes in Any Hour	More Than 5 Minutes in Any Hour	At Any Moment
7:00 a.m. - 10:00 p.m.	60	70	80
10:00 a.m. - 7:00 a.m.	55	65	75

2. Odor. No use will be permitted which emits an odor or air pollutant, detectable without instruments, beyond the boundaries of the C-1/WMP District.
3. Vibration. No use will be permitted which causes vibration perceptible without instruments on adjoining property, except for temporary construction operations.
4. Lighting. All exterior and interior lighting shall be designed and located so that direct rays and glare are confined to the premises.
5. Trash and Debris. All trash, boxes, or similar debris shall be picked up daily and stored in refuse containers that are screened from public view.
6. Loitering. All loitering during business hours shall be controlled, to the extent possible.
7. On-Site Activities. All uses, activities or operations shall be conducted entirely on the property, except that retail and food service activities may occur beyond the parcel, subject to use permit approval as described in Section 6254.3.
8. Compliance with Applicable Law. All uses shall comply with applicable County, State and federal laws.

(Section 6254 - Adopted by Interim Ordinance No. 3840 - June 30, 1998)

(Section 6254 - Adopted by Ordinance No. 3842 - August 4, 1998)

(Section 6254 - Amended by Ordinance No. 3900 - April 20, 1999)

(Sections 6254.3, 6254.4 - Amended by Ordinance No. 3925 - October 19, 1999)

(Sections 6254.2, 6254.3 - Amended by Ordinance No. 4621 - June 26, 2012)

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