

NORTH FAIR OAKS COMMUNITY PLAN REVIEW



North Fair Oaks
Community Plan Review
Board of Supervisors
November 19, 2024



PROJECT TEAM



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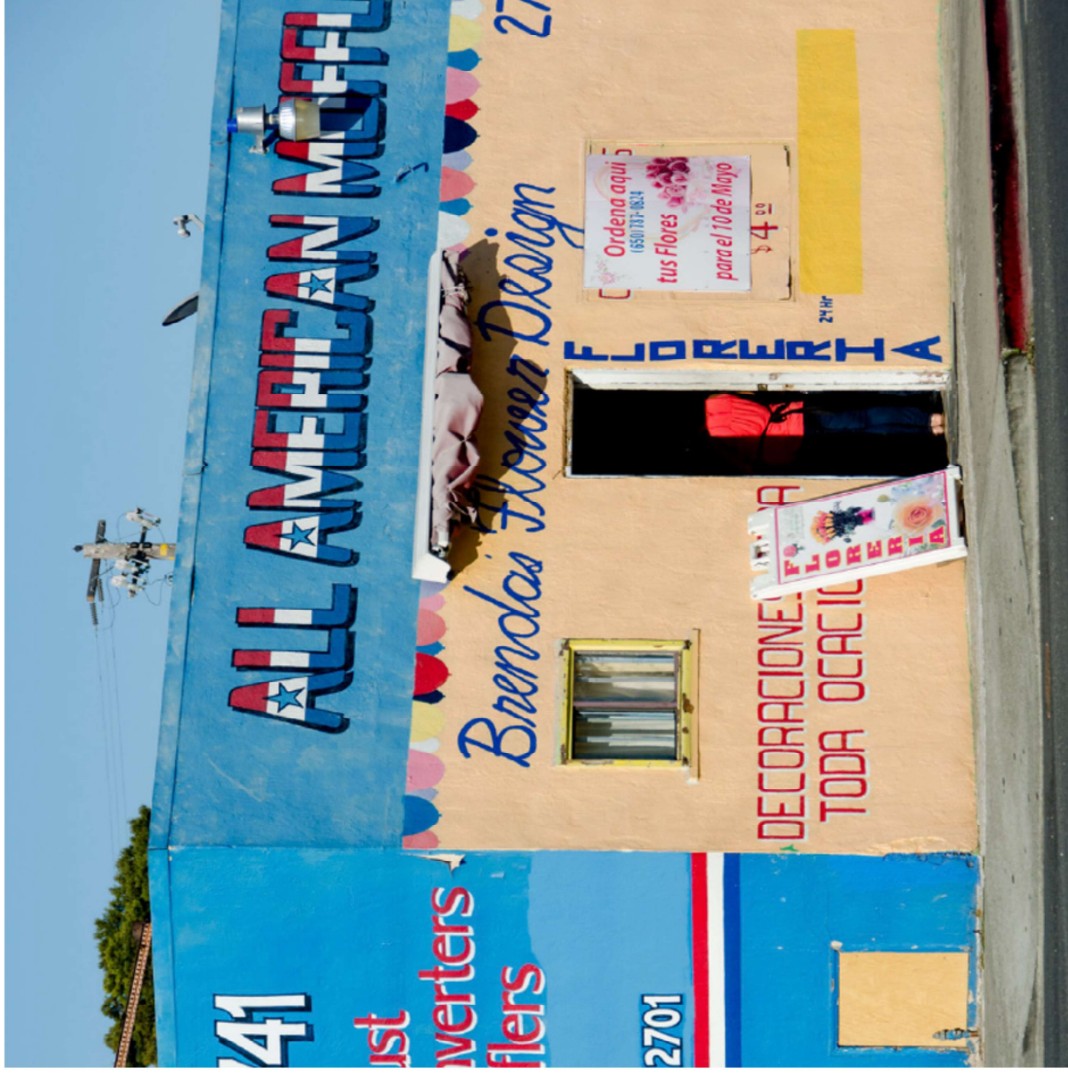
Leslie Parks
Economic Development Director

Additional support:



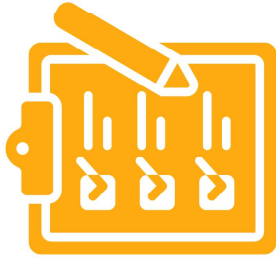
AGENDA

- Project Summary
- How to Use the Final Report
- Outreach Summary
- Technical Review Summary
- Technical Review Example
- Implementation Dashboard
- Plan Progress Summary
- Administrative Recommendations
- Future Focus Areas

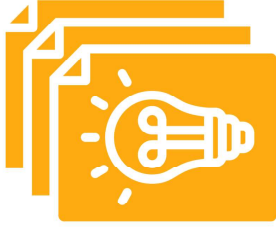


PROJECT SUMMARY

The County requested a document that:



Evaluates the progress made towards implementing the North Fair Oaks Community Plan.

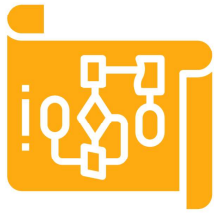


Recommends implementation actions that address the highest priorities of North Fair Oaks.



Includes performance a dashboard to **gauge future progress**.

THE FINAL REPORT MAY BE USED



As a planning tool for Board of Supervisors, decision makers, County staff, and stakeholders involved in plan implementation to allocate resources and make future budgeting decisions.



To help new staff understand what has already been completed and what **challenges and roadblocks** have affected past plan implementation.



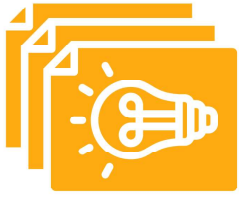
To help staff and decision makers understand **current community priorities** and help align short, medium and long term priorities with the community plan.

THE FINAL REPORT INCLUDES

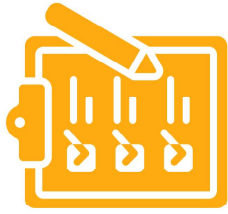
- Summary of **accomplishments** from the NFO Community Plan.
- A table of **priority policies** selected based on community and stakeholder input (areas of future focus).
- Summaries of the **current status** of each policy (450+ policies) (i.e. Completed, Initiated & Partially Completed, Ongoing, Not Initiated).
- Appendix with **detailed descriptions** of the current status of each policy (i.e. how the policy was completed or why it was not completed).



TODAY'S FEEDBACK



How can this assessment be used to encourage implementation of the NFO Community Plan?



Are there things that we have missed in this assessment that should be incorporated?



OUTREACH OBJECTIVES & APPROACH

Create community awareness of the North Fair Oaks Community Plan.

Discuss the plan with residents, including its purpose, initiatives, and how it is used by the County of San Mateo.

Collect community input to learn about North Fair Oaks priorities today.

Acknowledge that there has been significant public engagement in NFO & share outcomes with the community.

Multilingual with a focus on Spanish speakers.

Combine outreach events where appropriate.

Collect a minimum of 200 surveys.

Meet people where they already are.



OUTREACH STRATEGY

- 348 community and staff surveys
- 40 community leader and organization interviews
- 12 pop-up events and meetings
- 5,000+ post cards
- 680+ unique website visitors
- Online engagement and e-blasts
- Two videos
- All materials available in Spanish and English



¡Ayúdenos a evaluar el Plan Comunitario de North Fair Oaks!

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English Survey

Spanish Survey



INCORPORATING COMMUNITY INPUT



Guide the County when it is **evaluating** which priorities to focus on.



Help the County understand how to be more successful when **implementing plan activities** in the future.

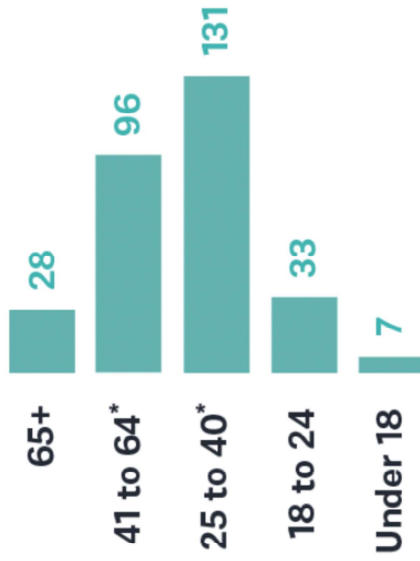


Help the County **develop recommendations** for any changes to the plan's priorities.

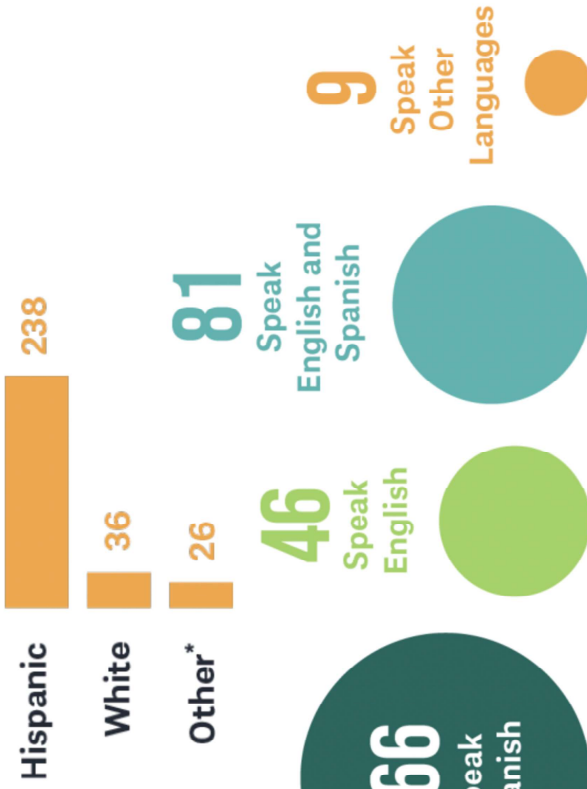


SURVEY RESPONDENTS

AGE



RACE/ETHNICITY



LANGUAGES SPOKEN

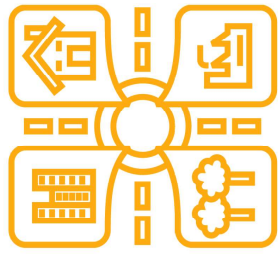
NFO COMMUNITY COUNCIL

The North Fair Oaks Community Council provided extensive guidance and feedback throughout the process:

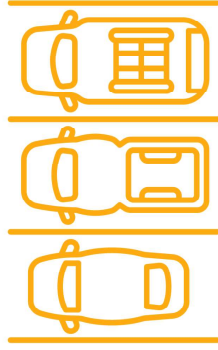
- November 2022 (Kick-Off)
- March 2023 (Study Session)
- May 2023 (Study Session)
- September 2023 - Community Outreach Summary Presentation (www.smcgov.org/media/145867)
- August 22nd, 2024 - Final Presentation



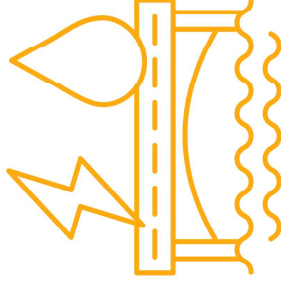
TECHNICAL REVIEW OVERVIEW



Land Use



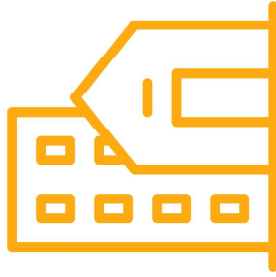
Circulation & Parking



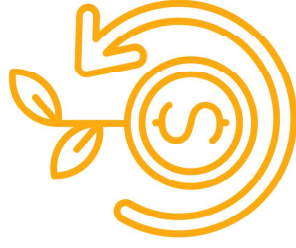
Infrastructure



Health & Wellness

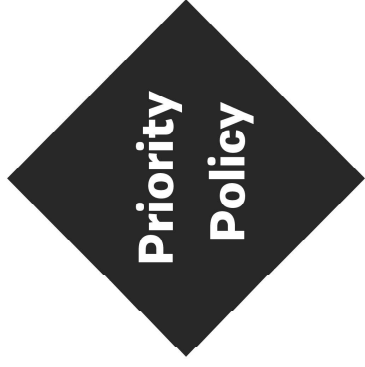
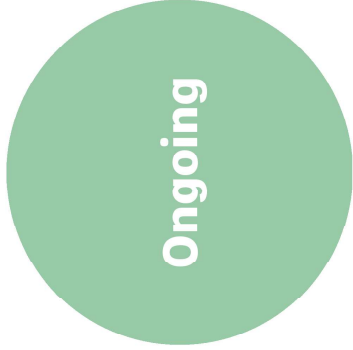


Housing



Economic Development

TECHNICAL REVIEW OVERVIEW



TECHNICAL REVIEW EXAMPLE

ECONOMIC DEVELOPMENT CHAPTER

GOAL 8.2: Support small and mid-sized businesses.

- ◆ **Policy 2A.3:** Conduct a feasibility study regarding the creation of a commercial corridor revitalization program for the primary commercial areas along Middlefield Road and 5th Avenue. Such a program would provide a comprehensive suite of technical assistance services in marketing, merchandising, and tenant improvement funding for local retail and professional service firms. **STATUS: INITIATED AND PARTIALLY COMPLETE**



TECHNICAL REVIEW EXAMPLE

APPENDIX G - POLICY AND STATUS

<p>Goal 8.2: Support small and mid-sized businesses</p>	
<p>Policy 2A: Retain and grow existing retail and service businesses by providing strategic support in marketing, building rehabilitation, and related expansion efforts.</p>	
<p>Policy 2A.3: Conduct a feasibility study regarding the creation of a commercial corridor revitalization program for the primary commercial areas along Middlefield Road and 5th Avenue. Such a program would provide a comprehensive suite of technical assistance services in marketing, merchandising, and tenant improvement funding for local retail and professional service firms.</p> <p>STATUS: INITIATED AND PARTIALLY COMPLETED</p>	<p>While not designated as a commercial corridor revitalization program, San Mateo County provided small business grants in North Fair Oaks to help revitalize businesses because of the impacts of the COVID-19 Pandemic (San Mateo County Recovery Initiative delivered \$1.26 million to North Fair Oaks businesses). In addition, businesses struggling financially due to the impacts of the Middlefield Road Improvement Project received approximately \$1 million in grant funds. North Fair Oaks retail, professional services firms, and other local businesses are also eligible for technical assistance through services provided by Renaissance and the North Fair Oaks Economic and Employment Center which opened in 2023.</p>



TECHNICAL REVIEW EXAMPLE

PRIORITY POLICY

PRIORITY POLICY	CURRENT STATUS	RECOMMENDATION	WHY IT SHOULD BE PRIORITIZED
<p>Policy 2A.3: Conduct a feasibility study regarding the creation of a commercial corridor revitalization program for the primary commercial areas along Middlefield Road and 5th Avenue. Such a program would provide a comprehensive suite of technical assistance services in marketing, merchandising, and tenant improvement funding for local retail and professional service firms.</p> <p>STATUS: INITIATED AND PARTIALLY COMPLETED</p>	<p>North Fair Oaks retail and professional services firms are eligible for technical assistance through services provided by Renaissance and the North Fair Oaks Economic and Employment Center. In addition, while specific data about retail and professional service firms is not available, the county supported a number of small businesses with grants as a part of the San Mateo County Recovery Initiative which responded to the impacts of the COVID-19 Pandemic. In 2022 alone, the county distributed 1.26 million in Small Business Grants in North Fair Oaks. San Mateo County does not have dedicated economic development staff to spearhead this initiative.</p>	<p>Prioritize programs that assist existing businesses in North Fair Oaks and build momentum following the completion of the Middlefield Road Improvement Project.</p>	<p>Following the completion of the Middlefield Road Improvement Project, it is important to continue to support existing small businesses along this corridor and to build on existing momentum to support the revitalization of the corridor. Prioritizing commercial corridor revitalization supports the local economy by strengthening existing businesses, helping to preserve local jobs, enhancing neighborhood aesthetics, and improving quality of life for residents. In a community survey which asked respondents to prioritize 18 priorities, Quality of Life, Jobs for Local Residents, and Small Business Support were ranked #6 (31% of 312 survey respondents) and #8 (28% of 312 survey respondents), and #11 (23% of survey respondents included it as a top priority) respectively.</p>

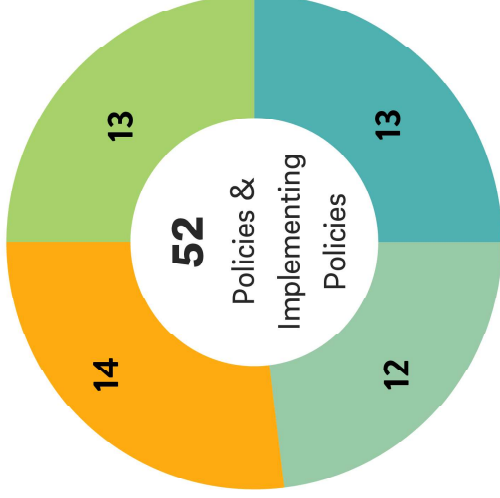


ONLINE DASHBOARD

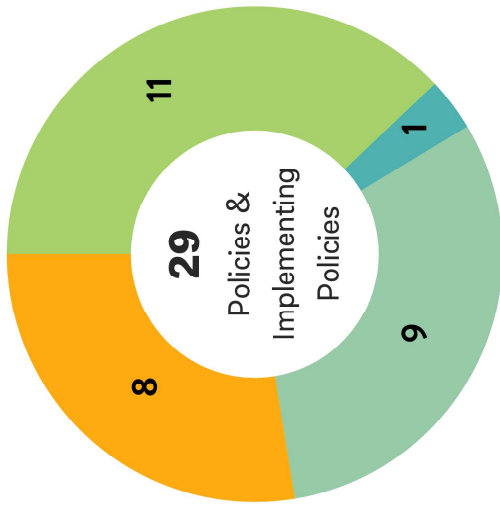
Land Use



Parking & Circulation

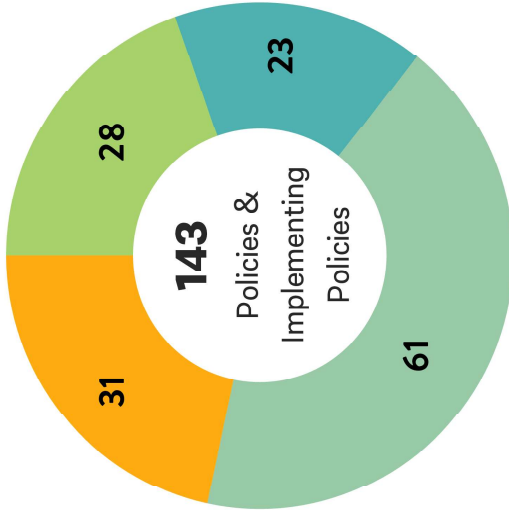


Infrastructure

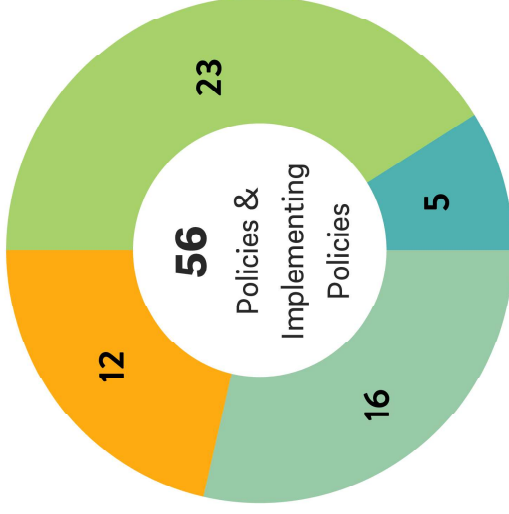


ONLINE DASHBOARD

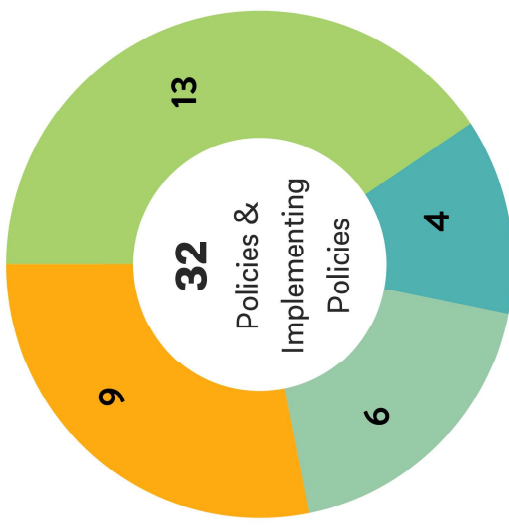
Health & Wellness



Housing



Economic Development

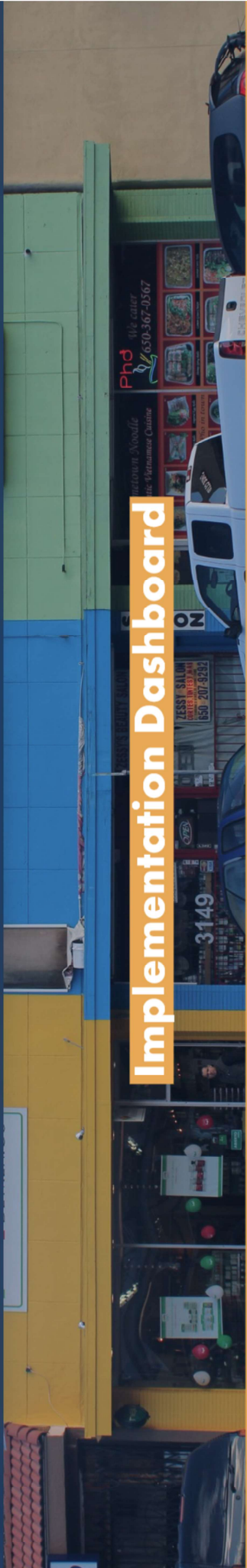


www.nfoplan.com

ONGOING TRACKING

North Fair Oaks Community Plan Review Project

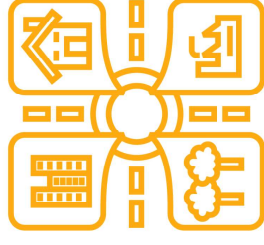
Home Dashboard About Get Involved English



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NFO PLAN PROGRESS

Land Use

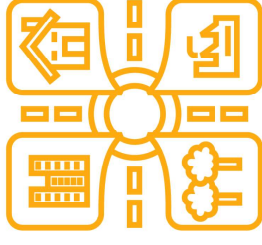


- **Implemented comprehensive rezoning program (completed in 2023)**
- Increased density and allowed for mixed uses along major corridors and transit-rich areas
- Streamlined zoning designations to provide clearer guidance



NFO PLAN PROGRESS

Land Use

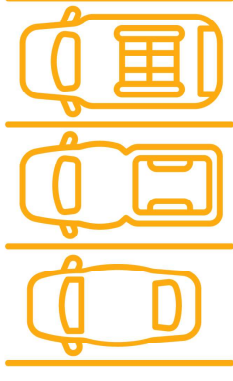


- **Reduced parking requirements in priority development areas**
- Facilitated housing development in compliance with state housing laws
- Supported transit-oriented development with active transportation infrastructure
- Designated key locations as primary gateways through signage and public art projects



NFO PLAN PROGRESS

Parking and Circulation

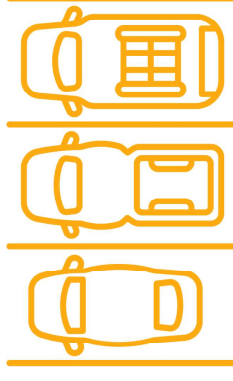


- **Comprehensive reconfiguration of Middlefield Road (substantially completed in 2024)**
- Implementation of green infrastructure improvements
- Installation of bike lanes and bike racks, street furniture, and street lighting
- Installation of 12-foot ADA-accessible sidewalks, mid-block crosswalks, and curb extensions
- Installation of 10-foot-wide crosswalks at all controlled intersections



NFO PLAN PROGRESS

Parking and Circulation

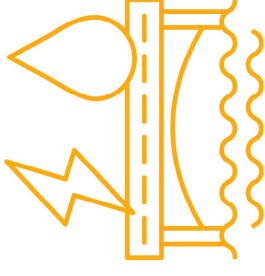


- **Expanded parking supply by developing and maintaining two surface parking lots**
- ADA-compliant ramps and warning strips
- Upgraded traffic signal equipment for pedestrian and bike crossing
- Completion of the North Fair Oaks Bicycle and Pedestrian Railroad Crossing and Community Connections Study (2024)
- Alignment with state and federal laws on parking policy
- Implementation of parking reductions for new development



NFO PLAN PROGRESS

Infrastructure

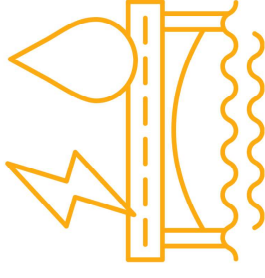


- **Strengthened requirements for new developments to reduce water use and manage stormwater**
- Implemented low-impact development standards in public works projects
- Conducting condition assessment and Master Plan Update for SMC Sewer District
- Tracking sewage conveyance data for future sewer allocations



NFO PLAN PROGRESS

Infrastructure



- **San Mateo County Office of Sustainability tracking green infrastructure and investigating regional flood vulnerability**
- Cal Water replaced 20,000 feet of water mains in North Fair Oaks
- 95% of Redwood City's water system upgraded
- Collaboration with OneShoreline for regional flooding mitigation
- Construction of a divergent structure to manage overflow from Bayfront Canal (completed in 2022)



NFO PLAN PROGRESS

Health & Wellness



- **Development or improvement of three parks or green spaces along the Hetch Hetchy right-of-way**
- Expansion of programs at the Fair Oaks Community Center and Fair Oaks Library
- Collaboration and financial support to afterschool programming, childcare, and youth initiatives
- Development of several community gardens
- Opening of the Fair Oaks Health Center with a full-service pharmacy



NFO PLAN PROGRESS

Health & Wellness



- **Establishment of the Department of Emergency Services**
- Improvements in bus, bike, and pedestrian access to health services
- Implementation of 2021 Unincorporated San Mateo County Active Transportation Plan
- Programs to eliminate graffiti and an illegal dumping ordinance
- Creation of a mobile app for residents to report issues
- Establishment of sheriff's office station and increased local patrols



NFO PLAN PROGRESS

Housing



- **Identification of sites for affordable housing and removal of constraints to development via Housing Element process**
- Strengthened of inclusionary housing policy
- Simplification of ADU development and approval process
- Administration of incentive programs including loans, grants, and tax credits for affordable housing development
- Housing rehab loan programs for multi-facility properties serving lower-income residents



NFO PLAN PROGRESS

Housing



- **Funding for nonprofit service providers for foreclosure prevention, homeowner education, renter protections, tenant assistance, and homeless services**
- Code compliance and inspections for multi-family rental properties
- Increasing housing density along transit corridors
- Reducing minimum parking requirements for housing developments
- Emphasis on affordable housing, renter protections, and preventing displacement of lower-income residents



NFO PLAN PROGRESS

Economic Development



- **North Fair Oaks Economic and Employment Center - services provided by the Renaissance Center JobTrain**
- Access to employment and job training resources through Sequoia Adult School, Sequoia College, Nova Works, and the Fair Oaks Library
- Support from nonprofits like Upward Scholars, Redwood City Together, El Concilio, and Families Unidas
- Substantial completion of the Middlefield Road Improvement Project
- Office of Community Affairs designated as the small business liaison



NFO PLAN PROGRESS

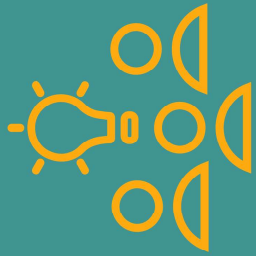
Economic Development



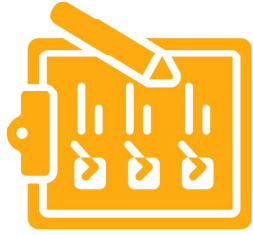
- **Provision of small business grants and support for commercial corridor revitalization**
- Adoption of land use and zoning changes to support economic development goals
- Development of the Fair Oaks Health Center with a pharmacy
- Creation of 30 raised garden beds at Friendship Park and additional gardens at the St. Frances Center
- Technical assistance and streamlined regulations for childcare centers



ADMINISTRATIVE RECOMMENDATIONS



Establish an interdepartmental team to track and manage implementation of the NFO Community Plan.



Regularly evaluate the effectiveness of programs servicing North Fair Oaks residents and businesses.



Continue to target existing resources to North Fair Oaks residents in multiple languages.

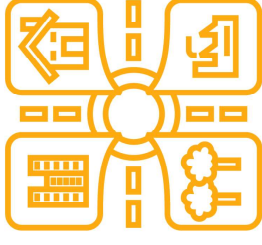


Track utilization of county services and programs specifically in North Fair Oaks.



AREAS OF FUTURE FOCUS

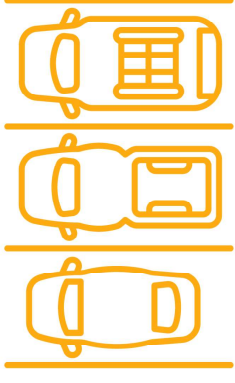
Land Use - Priority Policies



- **Community-oriented facilities, such as pocket parks, community gardens, plazas, and neighborhood gathering spaces.**
- Neighborhood-scale commercial and retail amenities
- Gateways as key entry and exit points to NFO

AREAS OF FUTURE FOCUS

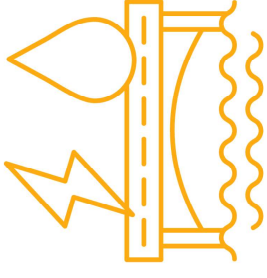
Parking and Circulation - Priority Policies



- **Parking management and shared parking, unbundled parking, and TDM (to comply with state law)**
- Support the continued assessment of potential long-term solutions including bus rapid transit options.
- Complete streets, stormwater improvements, high visibility crosswalks, ADA accessibility enhancements, and street configuration to improve safety.

AREAS OF FUTURE FOCUS

Infrastructure - Priority Policies



- **Collaborate with adjacent jurisdictions to develop workable solutions for regional flooding.**
- Stormwater treatment controls in private and public projects
- Maintain and upgrade water distribution and sewer systems

AREAS OF FUTURE FOCUS

Health & Wellness - Priority Policies



- **Expand safe and accessible routes for non-vehicular travel, improving mobility and safety for all residents.**
- Strengthen the San Mateo County Office of Sustainability, created in 2014, and target resources and tracking programs in North Fair Oaks.
- Identify and secure additional land for parks and trails as well as enhance existing recreational facilities to better serve the community.
- Support existing healthy food options, address environmental health issues and maintain the health infrastructure and services.

AREAS OF FUTURE FOCUS

Housing - Priority Policies



- **Promote measures to ensure that new affordable units are rented by existing North Fair Oaks residents.**
- Continue to provide technical and financial support for production and preservation of housing units affordable to lower income households.
- Prioritize and seek new funding sources for housing that include units for extremely low-income households.
- Develop NFO action plan to implement state law and the housing element.

AREAS OF FUTURE FOCUS

Economic Development - Priority Policies



- **Provide TA to support the retention of existing businesses and encourage employers to hire local.**
- Regularly review and streamline regulations and provide TA to childcare providers.
- Strengthen local business associations and workforce development programs.
- Support commercial corridor revitalization initiatives.

PLANNING COMMISSION FEEDBACK

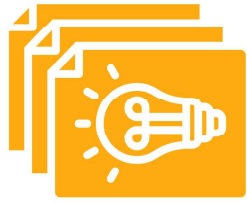
Planning Commission provided feedback on October 23rd.

The Commission's feedback included:

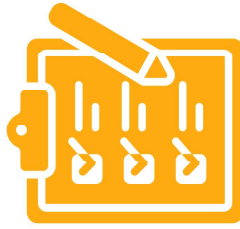
- Focus on stormwater, parking management, and parklets outside of the Hetch-Hetchy right-of-way
- Continue to push for the Dumbarton Rail Corridor, support vibrant Middlefield Road businesses and engage large employers (ex: Stanford)
- Track community demographic changes and add last updated date to the online dashboard



TODAY'S FEEDBACK



How can this assessment be used to encourage implementation of the NFO Community Plan?



Are there things that we have missed in this assessment that should be incorporated?

THE FINAL REPORT MAY BE USED TO



To help staff and decision makers understand **current community priorities** and help align short, medium and long term priorities with the community plan.



To help new staff understand what has already been completed and what **challenges and roadblocks** have affected past plan implementation.



As a **planning tool** for Board of Supervisors, County staff, and stakeholders involved in plan implementation and decision making to allocate resources and make future budgeting decisions.



STAFF CONTACTS: PROJECT TEAM

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Planner

