

3

PLANNING SUB-AREAS ELEMENT

This chapter established policies specific to individual planning sub-areas in the city. Policies in this element complement citywide policies included in the Land Use and other elements.

The sub-areas, 14 in all, were collectively derived from analysis of land use and urban design patterns and existing and needed planning efforts and activities. In some cases, the city's traditional neighborhood planning areas that are used for park and schools planning were aggregated where adjacent neighborhoods are very similar in terms of their land uses, age of development, and current activity level. The sub-areas are shown in Figure 2-6; these correspond with the sub-areas used for reporting land use information in Chapter 2: Land Use Element. The East of 101 area, which comprises a single city neighborhood planning area because there are no residents, represents an aggregation of four sub-areas in the Land Use Element. El Camino Real was defined as a single sub-area to reflect its distinctive use pattern and to facilitate future planning.

Some of these sub-areas have detailed area plans, specific plans, or redevelopment plans; where appropriate, the General Plan provides guidance as to how these plans may need to be changed in order to conform to the policy direction provided by the General Plan.

While most neighborhoods in the city are established and unlikely to experience great change as a result of the General Plan, others are either in transition, or require special emphasis in the City's planning process. These areas are:

- *Downtown.* This includes both the core commercial area, as well as downtown residential neighborhoods;
- *Lindenville.* Located south of downtown, this is the city's only large-scale industrial area west of U.S. 101;

- *South Spruce Corridor/San Bruno Bart Station Area.* Traditionally considered a part of Lindenville, these areas are called out separately due to the potential created by extension of BART;
- *El Camino Real Corridor.* Included here are policies addressing development in the almost three-mile long corridor along the old Peninsula highway; and
- *East of 101.* This encompasses the entire area within City limits east of U.S. 101.

Areas not expected to undergo major change are Avalon, Orange Park, Sign Hill, Sunshine Gardens, Westborough, and Winston-Serra. Development in the Terrabay portion of the Paradise Valley/Terrabay sub-area is likely to continue under the auspices of the Terrabay Specific Plan.

3.1 DOWNTOWN

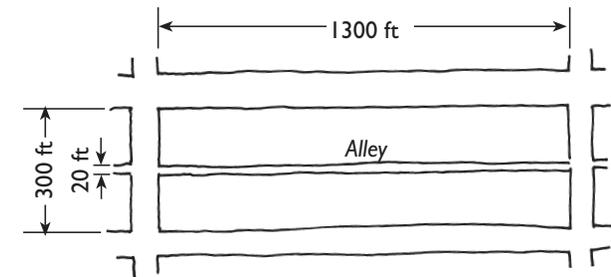
Located in the geographic heart of the city, Downtown is the city's most unique commercial center, and arguably contributes more to the city's identity than any other district. It includes the oldest commercial and residential areas of the city – the Grand Avenue Commercial District and adjoining residential areas, extending from Linden Avenue in the east to Chestnut Avenue in the west. Downtown also extends northward in roughly a quarter-mile width along Linden Avenue to Hillside Boulevard. The area within a half-mile radius of the Linden Avenue/Grand Avenue intersection, a small portion of which is in Lindenville, supports more than 8,500 jobs (20 percent of the city total) and 15 percent of the city's residents.

Downtown's gridiron development pattern was established at the turn of the century. The orthogonal street pattern (completed in 1908) is 1.5-miles long and extends from the Union Pacific Railroad tracks in the east to Chestnut Avenue in the west. The pattern is 0.25-miles and four blocks wide from Railroad Avenue in the south to Miller Avenue in the north. Another 0.25-mile wide portion extends along Linden Avenue from Miller Avenue to the edge of Sign Hill and San Bruno Mountain to the north. The typical block dimension in Downtown is 1,300 x 300 feet, with 20-foot wide mid-block alleys. Resulting average lots are 140 feet deep and 50 feet wide, or 7,000 square feet in area. Half lots (25-foot wide) and other sizes exist as well.

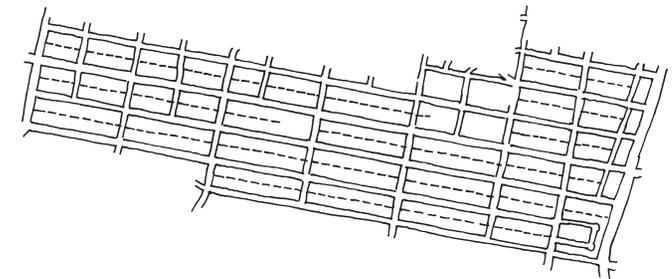
While the tallest building in Downtown is four stories in height, the majority of buildings, including those along Grand Avenue, are one- to two-stories tall. Almost all non-residential uses are built to the street. Older commercial buildings have side-parking, permitting a portion of the site to be built to the street.

Stores in Downtown generally serve the adjacent residential neighborhoods, although some restaurants have a citywide draw. A wide range of housing types—from single-family detached residences to three-story apartment buildings with tuck-under parking—are represented. A handful of apartment buildings with three occupied floors also exist in the northern part of the area. Due to the small lot sizes, there had been little residential redevelopment activity, until very recently.

Typical Downtown Block Dimensions



Downtown's Gridiron Development Pattern



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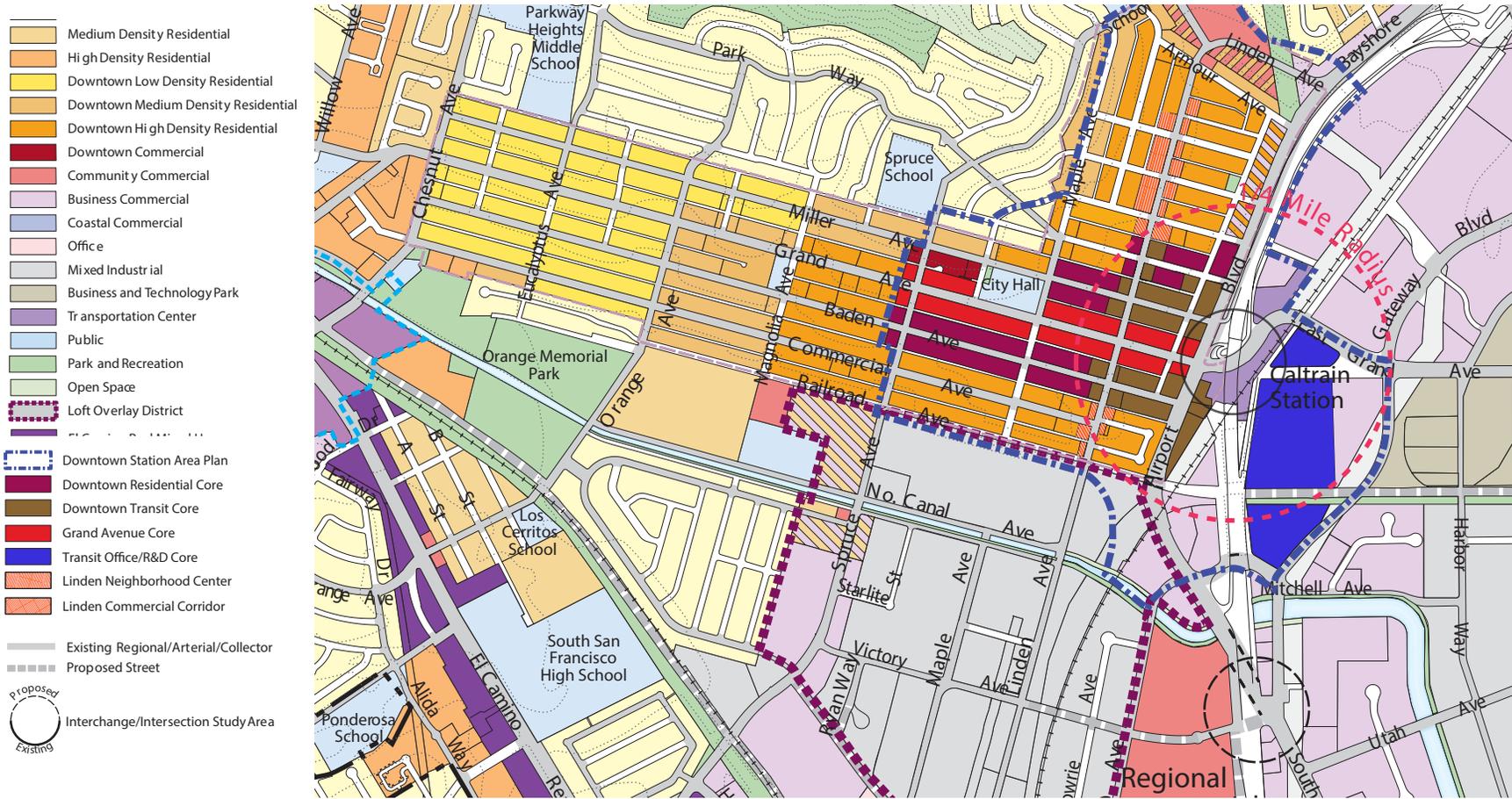
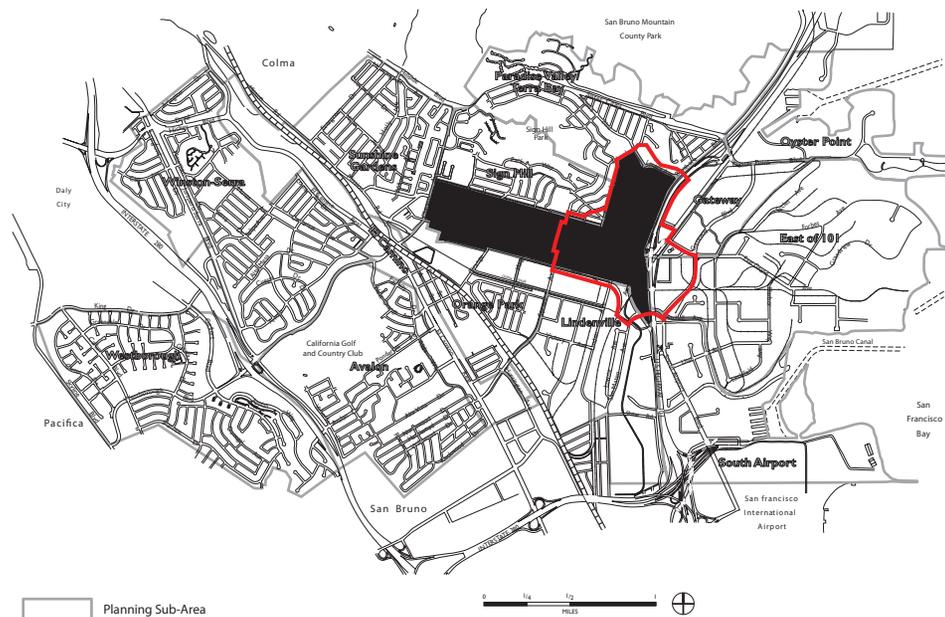


Table 3.1.1 Downtown Development, Population and Employment Under the General Plan

	Approved	Additional	Total	Population/ Employment
Residential (units)				
Downtown (Intensification)	-	290	290	870
	-	1,435	1,435	4,248
Total	-	1,725	1,725	5,118
Non-residential (square feet)				
Business Commercial (Hotels)	22,500	-	22,500	55
Business Commercial (Offices/Commercial)		511,780	511,780	614
Coastal Commercial	-	-	-	-
Commercial/Retail		268,800	268,800	322
Office	-	-	-	-
Office/R&D		1,200,000	1,200,000	1,439
Business & Technology Park	-	-	-	-
Industrial	-	21,000	21,000	25
Community Commercial	-	-	-	-
Total	22,500	2,001,580	2,024,080	2,455





Streets in Downtown, including Railroad Avenue, do not provide adequate linkages to other areas of the city, since U.S. 101 and the Caltrain tracks to the east post barriers to travel. The General Plan establishes new linkages to better connect Downtown to the surrounding neighborhoods.



Small markets are mixed in with offices and other commercial uses, providing convenient services for Downtown residents.

Linkages

While Downtown is well connected to the residential neighborhoods to the west and north, U.S. 101 and the Caltrain tracks to the east post barriers to integration with the eastern parts of the city. In addition, since there are few connecting streets through Lindenville, which lies south of Downtown, accessibility to El Camino Real and the soon-to-emerge San Bruno BART station area is limited. Topography in the area is undulating, and the straight streets permit distant views, such as of Sign Hill, from many parts.

Traffic and Circulation

While traffic flow within Downtown is generally smooth, access to downtown from U.S. 101, especially at the Grand Avenue ramp is constrained, particularly since trucks with destinations/origins in Lindenville use the same ramp. Traffic is also a problem at Baden Avenue/Airport Boulevard, which is used by trucks from Lindenville to the northbound U.S. 101 ramp at Grand Avenue. Further compounding these constraints is the fact that the only connections between the eastern and western parts of the city are through the two U.S. 101 interchanges. Additionally, in recognition of Downtown's poor connection to the Caltrain Station, the City has been working to facilitate creation of a multi-modal transportation center with better pedestrian linkages to Downtown.

Redevelopment

A redevelopment plan for Downtown was adopted in 1989. The plan identifies a goal of making the different parts of the area work together as a multi-use hub, improving the commercial and industrial business environment, and upgrading housing.

GUIDING POLICIES: DOWNTOWN

- 3.1-G-1 *Promote Downtown's vitality and economic well-being, and its presence as the city's center.*
- 3.1-G-2 *Encourage development of Downtown as a pedestrian-friendly mixed-use activity center with retail and visitor-oriented uses, business and personal services, government and professional offices, civic uses, and a variety of residential types and densities.*

- 3.1-G-3 *Promote infill development, intensification, and reuse of currently underutilized sites.*
- 3.1-G-4 *Enhance linkages between Downtown and transit centers, and increased street connectivity with the surrounding neighborhoods.*
- 3.1-G-5 *Implement the principles and policies of the South San Francisco Downtown Station Area Specific Plan. (Amended by City Council Resolution xx-2015, Adopted (date)).*

IMPLEMENTING POLICIES: DOWNTOWN

See also policies related to transportation and specific street improvements in Downtown in Chapter 4: Transportation, and Chapter 7: Open Space and Environmental Conservation for historic and cultural preservation policies. See also policies in the adopted Downtown Station Area Specific Plan.

- 3.1-I-1 *Maintain land uses and development intensities in Downtown in accordance with Table 3.1-2.*
- 3.1-I-2 *Prohibit manufacturing, warehouses, and marginal uses such as bars or adult entertainment, as well as additional single-room occupancy units in Downtown.*
- 3.1-I-3 *Do not permit any commercial and office uses in areas designated Downtown Residential.*
- 3.1-I-4 *Establish a height overlay zone in the Municipal Code corresponding to the standards depicted in Figure 2-3. Do not maintain separate height requirements tied to underlying land uses.*

This will help attain heights appropriate to individual corridors, rather than reflecting the variation that will result from the application of height requirements tied to individual land uses.

- 3.1-I-5 *Establish development standards in the Municipal Code to reinforce Downtown's traditional development pattern.*

These should include:

- Maximum set-backs or build-to lines for development in areas designated as Downtown Commercial;



Unique mid-block alleys in Downtown provide linkages and parking tucked away behind buildings.

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**Table 3.I.2
Permitted Intensities/Densities and Uses in Downtown**

	<i>Downtown Transit</i>	<i>Grand Avenue Core</i>	<i>Linden Neighborhood</i>	<i>Downtown Residential</i>	<i>Transit Office/R&D</i>	<i>Residential</i>		
						<i>High Density</i>	<i>Medium Density</i>	<i>Low Density</i>
Retail/Eating Establishments	Yes	Yes	Yes	Conditional	Yes	No	No	No
Office	Yes	Yes (prohibited on ground floor)	Yes (prohibited on ground floor)	Minor Use Permit (MUP)	Yes	No	No	No
Hotels	Conditional	Conditional (limited to upper stories unless at least 50% of ground floor is food service)	No	No	Conditional	No	No	No
Residential	Yes (multi-unit only)	Yes (multi-unit only; prohibited on ground floor)	Yes (multi-unit only; prohibited on ground floor)	Yes (multi-unit only; prohibited on ground floor)	No	Yes	Yes	Yes
Maximum FAR (residential and non-residential uses together) ¹	6.0	3.0	3.0	3.0	1.5-2.5	-	-	-
Maximum Residential Density ¹ (units per net acre)	100.0	60.0	60.0	80.0	-	40.0 (30.0 for lots less than one acre in size)	25.0	15.0
Minimum Residential Density (units per net acre)	80.1	14.1	40.1	40.1	-	20.1	15.1	None
Off-street Parking Required	Parking provisions as required by the Zoning Ordinance	Parking provisions as required by the Zoning Ordinance	Parking provisions as required by the Zoning Ordinance	Parking provisions as required by the Zoning Ordinance	Parking provisions as required by the Zoning Ordinance	1.2 spaces per unit	1.5 spaces per unit	1.5 spaces per unit

¹ Additional FAR and density bonus available through incentive programs in the Downtown Station Area Specific Plan area.



The Downtown street scape improvement program would include tree planting along Downtown avenues, similar to these trees along Grand Avenue in front of City Hall.



City Hall, the Downtown's most prominent landmark, was built in 1920.

- Reduced set-back and open space requirements for Downtown Residential areas;
- Increased minimum lot-size requirements for sites designated as Downtown High and Medium Density Residential; and
- Reduced off-street parking standards.

3.1-I-6 Work with the Peninsula Joint Corridors Board and other agencies to develop a new multi-modal transportation hub on the southeast side of the Grand Avenue/Airport Boulevard intersection. Encourage the inclusion of a child care facility near the multi-modal hub.

See Figure 4-5 of Chapter 4 for a conceptual plan of the multi-modal hub.

3.1-I-7 Undertake a Downtown streetscape improvement program, which would include:

- *Signage or banners along the east side of Airport Boulevard to announce Downtown and the auto row from U.S. 101;*
- *Signage for the new multi-modal transportation center at the south-east corner of Grand Avenue/Airport Boulevard;*
- *Tree planting, especially along Linden Avenue, Maple Avenue, and Spruce Avenue, and Miller, Grand, and Commercial avenues; and*
- *Vegetation along Railroad Avenue to provide a buffer between Downtown residential uses and industrial areas to the south.*

3.1-I-8 Improve pedestrian connections between the new multi-modal transportation center and Downtown through techniques such as sidewalk bulbing, lighting improvements, and signage.



Magnolia Senior Center is one of the few locations with street trees in Downtown. The addition of trees and vegetation in other locations would beautify the area.



If development does not meet the established off-street parking requirements, proponents would be required to contribute an appropriate share to the Downtown Parking District to mitigate impacts associated with the development.

3.1-I-9 Establish design and signage standards for development along Grand and Linden avenues.

3.1-I-10 Require all development in Downtown to either meet the established off-street parking requirements, or contribute an appropriate share to the Downtown Parking District to mitigate impacts associated with the development.

Many recent developments in Downtown have neither provided off-street parking, nor contributed any monies to the Downtown Parking District, because findings that result in exemptions allowed in the City's Zoning Ordinance have been easy to make. Section 20.74.080 the City's Zoning Ordinance will need to be amended to conform to this policy.

3.1-I-11 Explore the feasibility of establishing Miller and Baden avenues as one-way couplets, for the extent between Airport Boulevard and Spruce Avenue.

This effort should be coordinated with SamTrans, as both Miller and Baden avenues are bus routes.

3.1-I-12 Explore the feasibility of expanding the Downtown Central Redevelopment District boundaries to encompass sites designated Downtown Commercial, and Downtown High and Medium Density Residential.

This will require extension of the current redevelopment boundaries west to Orange Avenue, and expansion along the Linden Avenue corridor.

3.2 LINDENVILLE

For policies related to the Spruce Corridor and the San Bruno BART Station area, see Section 3.3.

Government-built housing for military personnel and shipyard workers was developed during the war on the former marshland between Railroad Avenue, South Spruce Avenue, and San Mateo Avenue. The area is still known as Lindenville, after the largest government development. Demolition of the housing in the late 1950s paved the way for redevelopment of the area with warehouses, light industry, and single-family housing in the Mayfair Village subdivision. Today, warehousing and distribution and light industrial uses are dominant; storage, automobile repair, manufacturing, and small business parks are also present. Parcels in Lindenville are also smaller when compared to their industrial counterparts in the East of 101 area. The largest single structure is the 583,000 square foot former Zellerbach Paper plant, which ceased operations in 1998, and converted to a maintenance facility to SFO.

Lindenville is the city's only industrial area west of U.S. 101. Essentially the only part of South San Francisco where industrial and residential land uses are in close proximity, it is the source of most of the use conflicts in the city. Conflicts are most apparent along the Railroad Avenue corridor, where industrial uses abut the downtown residential neighborhoods, although the Mayfair Village, Francisco Terrace, and Baden subdivisions are sometimes affected as well. Access to the area is constrained, and often trucks have to negotiate downtown streets to access U.S. 101 at the Grand Avenue intersection, creating bottlenecks at major entryways to the city.

With the establishment of the San Bruno BART station, which lies at the southern tip of Lindenville, regional access to the area will be dramatically improved. Since the San Bruno BART station will be about half the distance from downtown South San Francisco than will be the South San Francisco BART Station, South Linden Avenue will form the connection between the BART station and Downtown, necessitating improvements.

As with many of South San Francisco's older areas, Lindenville is need of upgrading and rehabilitation. Many of the uses in Lindenville are nonconforming, particularly with regards to parking, loading, and landscaping. The BART extension will also provide redevelopment opportunities, particularly since major uses have either closed operations or may provide succession to other uses. Additional redevelopment opportunities stem from some abandoned parcels along South Linden and San Mateo avenues, although the presence of known hazardous waste will need to be dealt with.

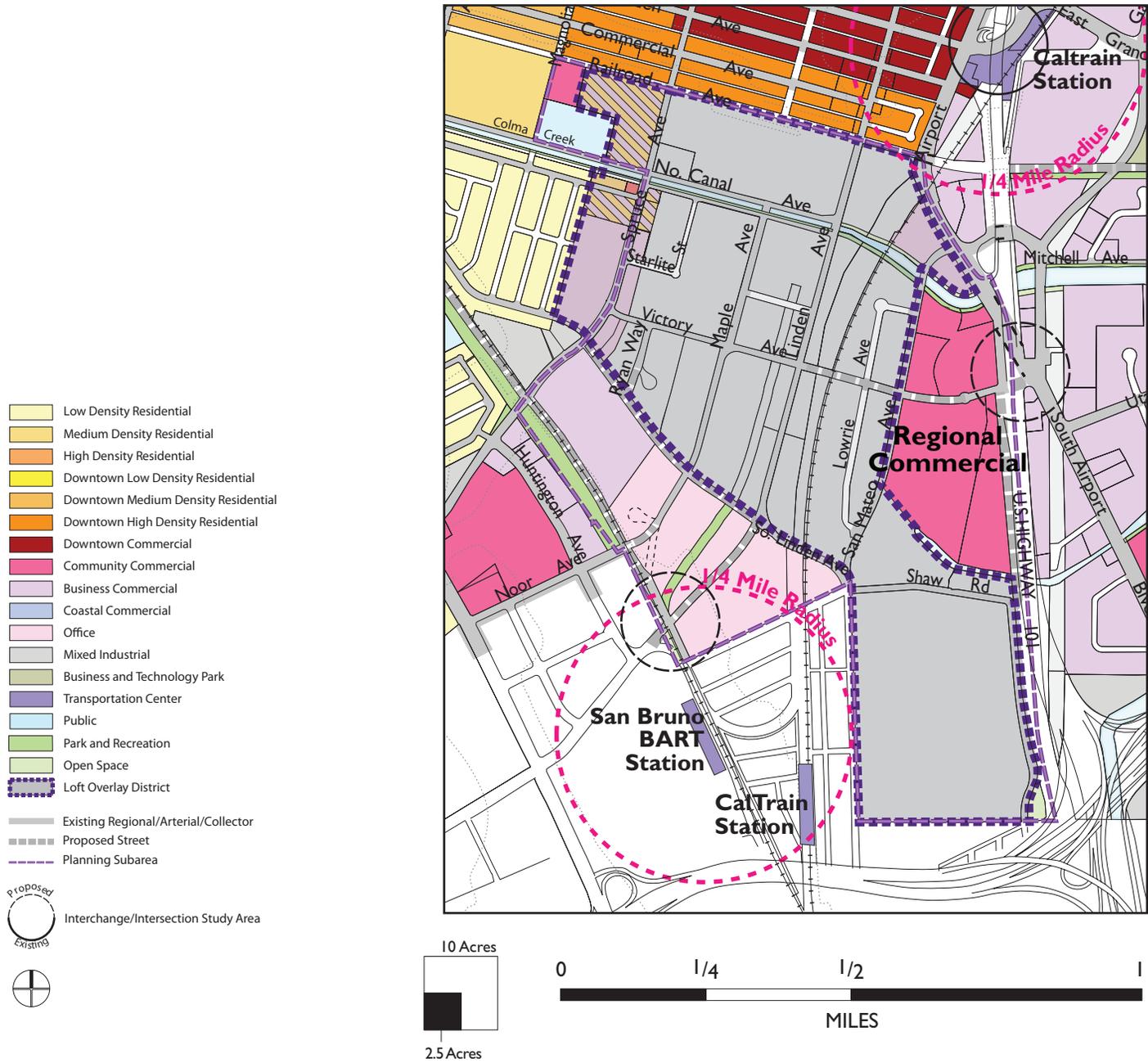


Lindenville abounds with large industrial facilities such as the closed DuPont plant. Redevelopment of these uses with more-intensive uses including offices could occur in the future.



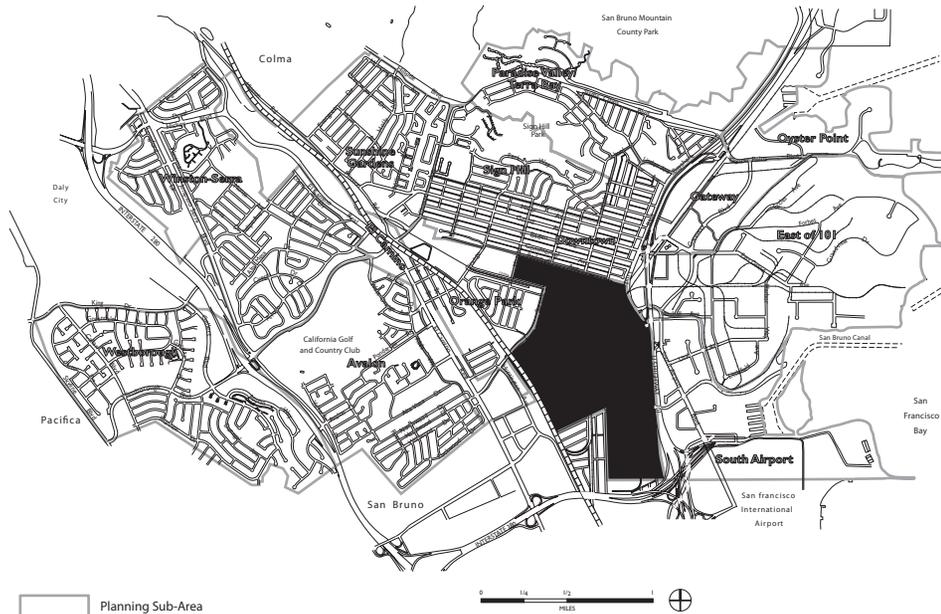
Street improvements to South Linden Avenue are necessary since it will provide the main connection between the San Bruno BART station and Downtown.

SOUTH SAN FRANCISCO GENERAL PLAN



**Table 3.2-1
Lindenville: Development, Population, and Employment Under the General Plan**

	Approved	Additional	Total	Population/ (Housing Units/Floor Area in Square Feet)	Employment
Residential					
Low Density	-	-	-	-	-
Medium Density	-	-	-	-	-
High Density	-	70	-	-	210
Total	-	70	-	-	210
Non-residential					
Business Commercial (Hotels)	-	126,000	126,000	-	300
Business Commercial (Offices/Commercial)	-	281,000	281,000	739	-
Coastal Commercial	-	-	-	-	-
Downtown Commercial	-	-	-	-	-
Office	-	2,307,000	2,307,000	-	7,098
Business & Technology Park	-	-	-	-	-
Industrial	-	(1,519,000)	(1,519,000)	-	(1,591)
Community Commercial	-	457,000	457,000	-	914
Total	-	1,652,000	1,652,000	-	7,461



GUIDING POLICIES: LINDENVILLE

- 3.2-G-1 *Maintain the industrial character in the area from roughly the Spruce Avenue corridor in the west to San Mateo Avenue in the east, and south of Railroad Avenue to the San Bruno BART station.*
- 3.2-G-2 *Develop new streets and through connections to facilitate truck movement; improve access to U.S. 101, and provide better connectivity between the proposed San Bruno BART station and Downtown.*
- 3.2-G-3 *Enhance the appearance of the area by undertaking streetscape and other improvements.*
- 3.2-G-4 *Improve buffering between industrial areas in Lindenville and surrounding residential neighborhoods.*

IMPLEMENTING POLICIES: LINDENVILLE

Land Use

- 3.2-I-1 *Ensure that a full range of industrial uses continue to be permitted as conforming uses on sites designated as Mixed Industrial in the General Plan.*
- 3.2-I-2 *Encourage new office development to locate in Downtown, Business Commercial, or Office districts; not in areas designated as Mixed Industrial. Ensure that existing offices continue to be recognized as conforming uses in the Zoning Ordinance.*
- 3.2-I-3 *Establish a loft-style live/work overlay district for the area within P-I and M-1 zones west of U.S.101, subject to environmental and land use compatibility. Establish specific performance-based requirements and use compatibility standards for the district and ensure that such development does not limit or impinge upon uses consistent with the underlying zone.*



South Linden Avenue. Large warehouses and industrial facilities will be permitted to continue in selected areas.



Corner of South Maple and Victory avenues. New office development will be encouraged in areas that are not designated as Mixed Industrial.

- 3.2-I-4 *Do not permit manufacturing, warehousing or distribution on the sites designated for Regional Commercial facilities, and retail uses on sites designated as Mixed Industrial.*
- 3.2-I-5 *Recognize the Golden Gate Produce Terminal as a conforming use within the in the General Plan Regional Commercial designation. Ensure that existing airport-oriented parking facilities located on Produce Avenue, as well as office, manufacturing, and warehouse/distribution uses located on the east side of San Mateo Avenue continue to be recognized as conforming uses in the Zoning Ordinance.*
- 3.2-I-6 *Ensure that any future retail uses in the Regional Commercial area at the Victory Avenue/U.S. 101 interchange do not compete with Downtown establishments by permitting only a limited number of smaller stores, restaurants, and offices that could otherwise be located in Downtown.*



If the Golden Gate Produce Terminal undergoes major changes, alterations, or redevelopment, it will be redeveloped as a regional shopping center.



South Maple Avenue near the San Bruno BART station. On-street truck parking is a nuisance that will be alleviated through the creation of a Lindenville Parking District.



Several streets in Lindenville, including South Linden Avenue, do not currently have sidewalks - streetscape, signage, and sidewalks improvements are proposed in the General Plan.



South Canal/South Linden avenues. Parking in Lindenville is a problem, since many uses such as auto repair facilities take up many parking spaces.

Parking, Loading, and Streetscape

- 3.2-I-7 *Establish requirements for common loading and parcel access for Lindenville in the Zoning Ordinance.*
- 3.2-I-8 *In partnership with property owners, explore the feasibility of establishing a street tree and lighting district to provide a revenue source for streetscape improvements and maintenance in the area.*
- 3.2-I-9 *Explore the feasibility of creating a Lindenville Parking District to help alleviate problems of on-street truck parking. Require existing uses to conform to parking, loading, and landscaping requirements of the Zoning Ordinance by either meeting the standards outright, or participating in the Parking District program.*
- 3.2-I-10 *Prepare and implement a streetscape improvement plan for South Linden Avenue and South Spruce Avenue that recognizes the streets' role as the connector between the San Bruno BART Station and Downtown.*

The San Bruno BART station, south of Lindenville, will be exactly one mile away from the center of downtown, whereas the South San Francisco station will be at a two-mile distance. Thus, Lindenville streets, especially South Linden Avenue, are likely to become important gateways into the city in general, and downtown in particular. These considerations should be reflected in streetscape, signage and other urban design aspects. Components of the streetscape plan could include emphatic street trees that help visually link Downtown with the BART station, street lighting to ensure pedestrian safety, undergrounding of overhead utilities, construction of sidewalks, pedestrian crosswalks, and bike lanes if feasible.
- 3.2-I-11 *Do not permit any truck parking along the new Victory Avenue extension, and along South Linden Avenue.*

Transportation and Goods Movement

3.2-I-12 *Minimize any new curb-cuts on Victory and South Linden avenues; encourage site access from side streets wherever possible.*

3.2-I-13 *Establish design and development standards for frontage along South Linden and Victory avenues that include:*

- *Requirements for landscaping;*
- *Visual buffering of loading and parking areas;*
- *Requirements for windows; and*
- *Setbacks.*

3.2-I-14 *Provide new street extensions in Lindenville as outlined in Chapter 4: Transportation.*

These include a new interchange at South Airport Boulevard/U.S. 101, extension of Victory Avenue to the interchange, extension of South Linden Avenue to the San Bruno BART station, extension of Mission Street to South Maple Avenue, and Shaw Avenue extension north to Produce Avenue.

3.2-I-15 *Explore the feasibility of requiring the new development in the Lindenville area to pay its fair share for any interchange and other improvements in the area.*

3.3 SOUTH SPRUCE CORRIDOR/SAN BRUNO BART STATION AREA

SOUTH SPRUCE CORRIDOR

The South Spruce Corridor consists of a mixture of old and fairly new offices, light manufacturing, warehousing, and residential uses. One of the major manufacturing uses is Oroweat. Bordering uses include older industrial uses such as automobile retail and repair shops and Black Mountain Water.

BART STATION AREA

This area includes manufacturing and distribution facilities such as Dow Chemicals and Rodger's Trucking that are either winding down operations or are closed. RV storage lots, tire service centers, and freight forwarders are the other uses in the area. Extension of BART to the area (the San Bruno BART Station is located within one-quarter mile of most of this 25-acre area) will dramatically alter regional accessibility. The area also lies across from the intensively developed Tanforan Shopping Center in San Bruno. Of all the sites near a fixed-guideway transit station in South San Francisco, this offers the greatest potential for redevelopment and use intensification. Soil contamination is a major problem. Land assembly may also be necessary to achieve high-end commercial development.

GUIDING POLICIES

South Spruce Corridor

- 3.3-G-1 *Establish use designations and design standards that recognize Spruce Corridor's role as a buffer between the industrial areas to the east and the Mayfair/Orange Park neighborhoods to the west.*
- 3.3-G-2 *Discourage new industrial uses and promote uses that maximize accessibility gains that will result from new street connections.*

San Bruno BART Station Area

- 3.3-G-3 *Develop the South San Francisco portion of the area near the San Bruno BART station as a high intensity Business Commercial District.*

IMPLEMENTING POLICIES

South Spruce Corridor

- 3.3-I-1 *Establish design and development standards that recognize South Spruce's evolution as a Business Commercial corridor, and an important connection from Downtown to El Camino Real.*
- 3.3-I-2 *Do not permit any new warehouse/distribution, manufacturing, or auto-related uses in the corridor.*
- 3.3-I-3 *Encourage building continuity along the corridor, with buildings oriented to the street, limitations on blank walls, parking tucked behind buildings, and landscape standards.*
- 3.3-I-4 *Undertake a South Spruce Corridor streetscape improvement program.*

This program would include landscaping and signage, emphasizing the corridor as an entrance to Downtown.

Area A: North Corridor

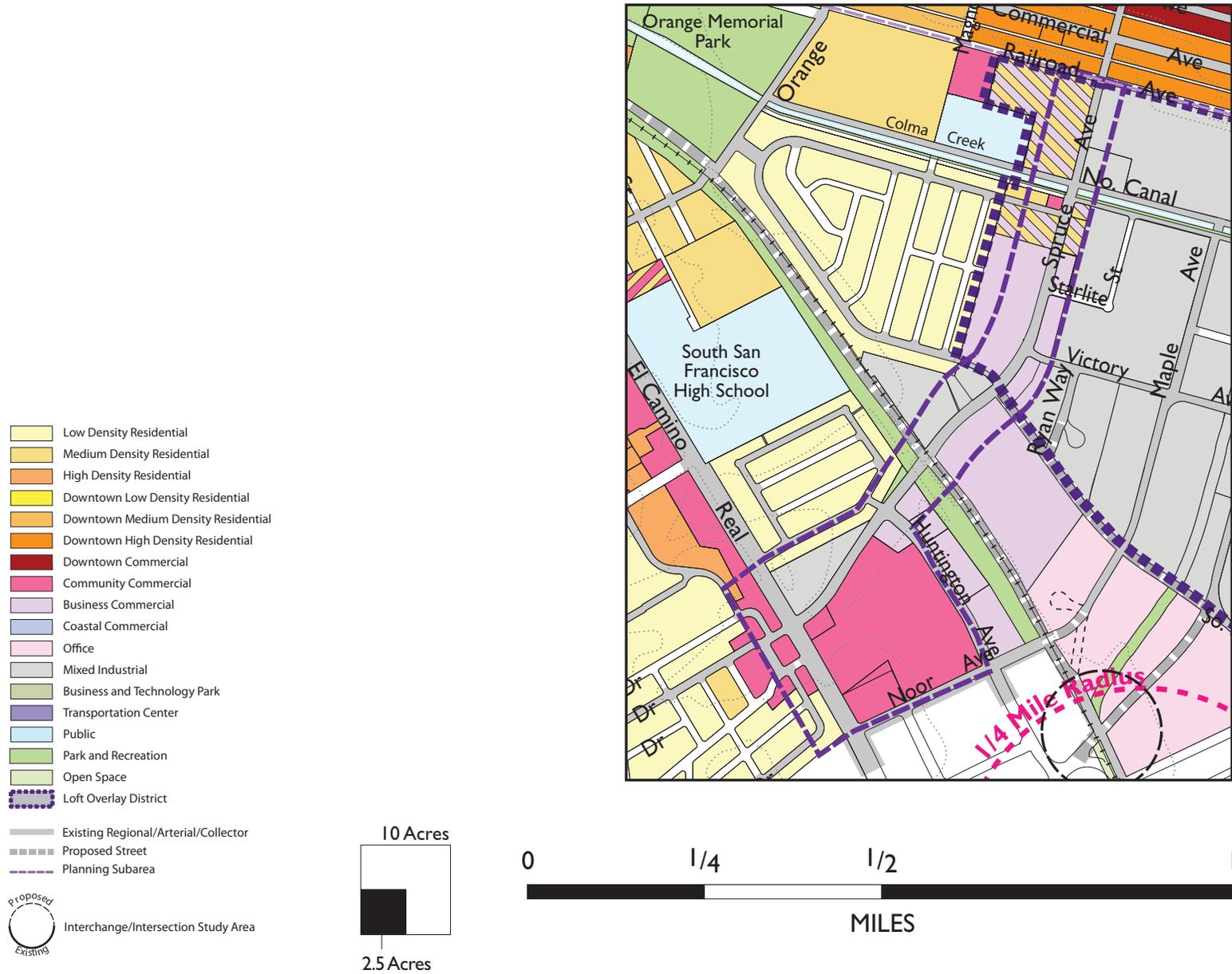
- 3.3-I-5 *Allow a range of residential, live/work, and Business Commercial uses. Permit mixed-use office and residential developments.*
- See also policy 3.2-I-3 relating to live/work overlay districts in the preceding section.
- 3.3-I-6 *Do not permit any new eating and drinking establishments.*
- 3.3-I-7 *Maintain industrial uses northeast of the North Canal Street/South Spruce intersection.*

Area B: South and Central Corridor

- 3.3-I-8 *Allow a full range of Business Commercial uses. Permit eating and drinking establishments, but no new drive-through operations.*



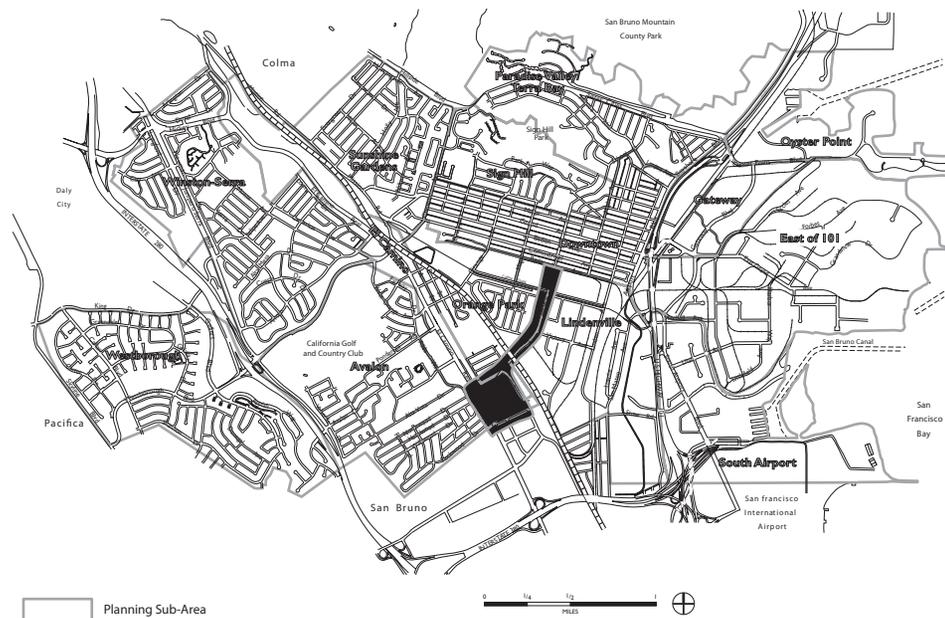
The South Spruce Corridor streetscape improvement program would include landscaping and signage, emphasizing the corridor as a link between Downtown and the San Bruno BART station.



Development, Population, and Employment under the General Plan for the South Spruce Corridor/San Bruno BART Station Area are included in the Lindenville, Orange Park, and El Camino sub-area tables.



Construction is currently underway on the BART tracks and the San Bruno station along Huntington Avenues, just south of the South San Francisco City limits. When completed in late 2001, this transportation system will be a tremendous asset to the city.



- 3.3-I-9 *Minimize new curb-cuts along Spruce Street.*
- 3.3-I-10 *Encourage office or other uses compatible with Business Commercial designation for the Zellerbach property. Contingent upon completion or securing of funding for the Mission Road extension to South Maple Road, allow designation for the site to change to Office (with corresponding increase in allowable FAR, as stipulated in the land use classifications in Chapter 2).*
- 3.3-I-11 *Recognize sites designated as Mixed Industrial (at Spruce/Mission and Spruce/El Camino Real) as transitional manufacturing uses. Allow continuation and expansion of existing manufacturing operations, but require any new development to be consistent with Business Commercial designation.*

San Bruno BART Station Area

- 3.3-I-12 *Explore the feasibility of undertaking a redevelopment program which phases out the industrial, warehousing, and distribution uses in the area.*
- 3.3-I-12A *Encourage mixed use development (including residential) on sites designated for Business Commercial or Office uses near the San Bruno BART Station areas that are within the 65 db CNEL contour, provided the interior of a structure meets the standard 45 db noise requirement.*
- 3.3-I-13 *Ensure that development is “transit-oriented”, with an office or research and development orientation and retail only as a supporting use.*
- 3.3-I-14 *Prepare a focused land assembly and parcelization program that:*
 - *Results in parcels of a size (for example, between two and six acres) that can be readily marketed;*
 - *Relies on Mission Road Extension, South Linden Avenue extension and a new street between Linden and Myrtle avenues as the armatures of parcelization;*



South Maple Avenue near the San Bruno BART station. Older industrial uses will be redeveloped with “transit-oriented” development, with an office or research and development orientation.

- *Provides realignment of the southern part of South Maple Avenue to Noor Avenue, if possible; and*
- *A connected street network, with another potential east-west local street.*

3.3-1-15 Establish development standards that ensure that:

- *New development has a minimum intensity of 1.5 FAR;*
- *Is built with a pedestrian-orientation, with active (non-parking) uses fronting South Linden Avenue, Mission Road, and South Maple Avenue;*
- *Maximum height limit of 80 feet;*
- *Build-to lines, with step-backs for development over 25 feet in height; and*
- *Bulk control.*



Looking south on El Camino Real. The corridor includes a variety of uses, ranging from hotels and high-density housing to fast food restaurants and shopping centers.

3.4 EL CAMINO REAL

El Camino Real (State Route 82), was the first highway and automobile route through the Peninsula. It developed parallel to the former Southern Pacific tracks (owned by Union Pacific) that linked the “railroad suburbs” of San Mateo County to San Francisco. The corridor continues to be an important movement route through the Peninsula. The downtowns of most of the County’s cities—including San Mateo, Burlingame, Redwood City, Belmont, Atherton, San Bruno and Millbrae—are located on or adjacent to either El Camino Real or the Union Pacific tracks.

El Camino Real, almost two miles long through its stretch in the city, is South San Francisco’s most diverse area in terms of land use. Reflecting the regional heritage of the corridor, commercial uses such as hotels, fast-food restaurants, and shopping centers selling home furnishing and comparison goods predominate. Residential uses, offices, and service commercial uses are located in small pockets. El Camino Real is also a major neighborhood commercial center; all but one of the city’s neighborhood shopping centers are located in the corridor. In addition, the area contains the See’s Candies manufacturing plant, the Kaiser Permanente Medical Facility, the County Government Center, and the planned South San Francisco BART station. New housing developments along El Camino Real include the Promenade and Greenridge. (Amended by Resolution 31-2010, Adopted Mrch 24, 2010)

Policies for El Camino Real in the General Plan refer to North El Camino Real and South El Camino Real. The North El Camino Real area refers to portions of El Camino Real north of First Street and includes the following subareas: South San Francisco BART Station Area, Kaiser Hospital Area and Buri Buri Center Area. The South El Camino Real area refers to portions of El Camino Real south of First Street on the western side and up to Chestnut Avenue on the eastern side of El Camino Real, and include the following subareas: South San Francisco High School/Baden Area and See’s Candies/South Spruce. (Amended by Resolution 31-2010, Adopted Mrch 24, 2010)

North El Camino Real Subareas

1. *South San Francisco BART Station Area.* This is the northernmost part of the corridor, and site of the South San Francisco BART station and adjacent

mixed-use transit village. The mixed-use transit village comprises apartments with ground floor retail including a grocery store, café and bank. Also along El Camino Real is Costco Shopping Center and Treasure Island Trailer Court.

2. *El Camino Real/Chestnut Area*. This area is anchored by key public amenities including Orange Memorial Park, the Centennial Way pedestrian and bike trail and the Municipal Services Building. Kaiser Hospital, one of the city's principal employers is also located in this area. (Amended by City Council Resolution 97-2011 and 99-2011, Adopted July 27, 2011)
3. *Kaiser Hospital*. El Camino Real in this area is six travel lanes wide, landscaped median with left turn lanes, and parallel parking on both sides of the street. (Amended by City Council Resolution 97-2011 and 99-2011, Adopted July 27, 2011)
3. *Buri Buri Center*. This area, with the intersection of El Camino/ Chestnut as its focus, has a high concentration of activity along the El Camino Real, and is fronted by non-residential uses throughout this stretch, including office plazas, banks, gas stations, motels, delis, and some fast-food establishments. Buri Buri Shopping Center, containing Pacific Market, as well as the Municipal Services Building, Fairway Plaza, and Chestnut Plaza are also in the area. (Amended by Resolution 31-2010, Adopted March 24, 2010; Resolutions 97-2011 and 99-2011, Adopted July 27, 2011)

South El Camino Real Subareas

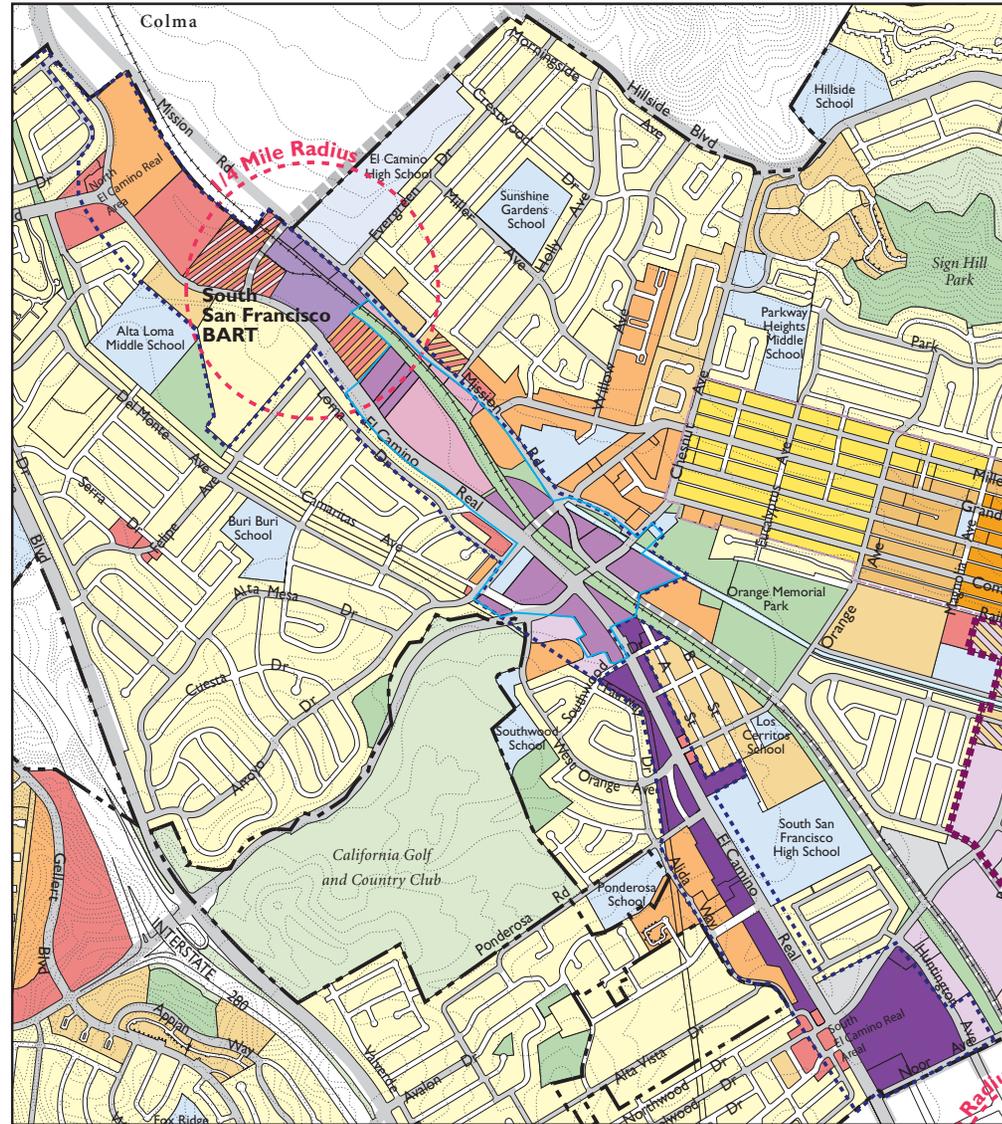
1. *South San Francisco High School/ Baden*. Commercial uses in this area generally fall into three categories – retail/market, fast-food and auto-related uses such as gas stations or auto-repair shops. Also located along this stretch of El Camino Real are a funeral parlor, several motels/hotels and Southwood Center, one of the few examples of a shopping center outside of downtown built to the street edge. Any new development in this area will result from reuse. Non-commercial development along this stretch of El Camino Real includes South San Francisco High School and some of the oldest, bungalow-style houses in the City, part of the Baden neighborhood. (Amended by Resolution 31-2010, Adopted March 24, 2010)



The site of the former Macy's warehouse north of the South San Francisco BART station.

SOUTH SAN FRANCISCO GENERAL PLAN

-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Downtown Low Density Residential
-  Downtown Medium Density Residential
-  Downtown High Density Residential
-  Downtown Commercial
-  Community Commercial
-  Business Commercial
-  Coastal Commercial
-  Office
-  Mixed Industrial
-  Business and Technology Park
-  Transportation Center
-  Public
-  Park and Recreation
-  Open Space
-  Loft Overlay District
-  El Camino Real Mixed Use
-  El Camino Real Mixed Use North, High Intensity
-  El Camino Real Mixed Use North, Medium Intensity
-  Planning Subarea
-  El Camino Real/Chestnut Avenue Area Plan
-  Existing Regional/Arterial/Collector
-  Proposed Street
-  Interchange/Intersection Study Area

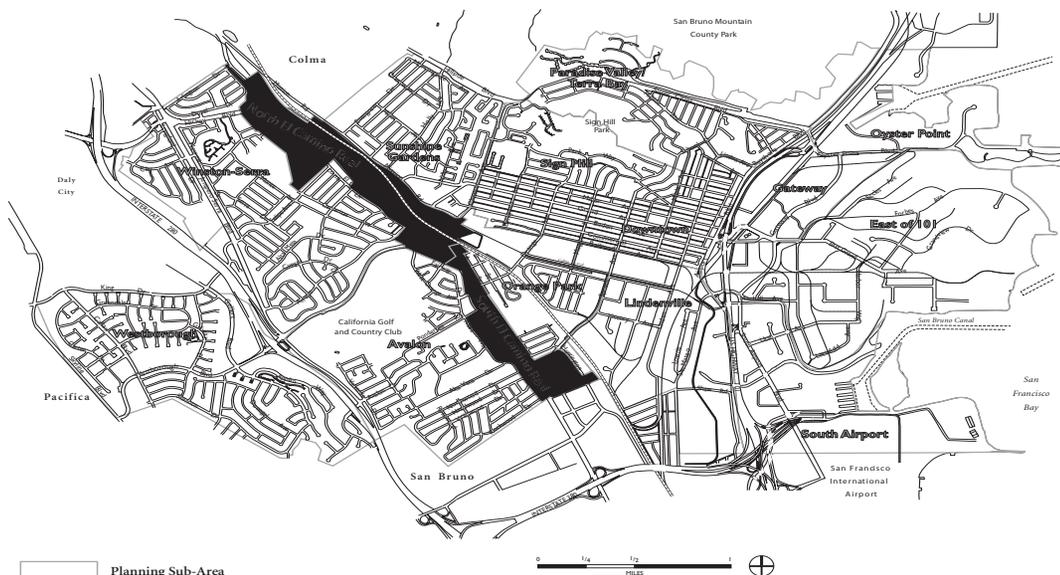


**Table 3.4-1
El Camino Real: Development, Population, and Employment Under the General Plan**

	Approved	Additional	Total	Population/ Employment (Housing Units/Floor Area in Square Feet)
Low Density	180	-	180	530
Medium Density	30	10	40	120
High Density	-	520	520	1,530
El Camino Real Mixed Use	110	730	840	2,410
El Camino Real Mixed Use North (High and	-	1,035	1,035	2,990
Total	320	2,715	3,035	8,760
Medium Intensity)*				
Non-residential				
Business Commercial (Hotels)	-	-	-	-
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	-	134,000	134,000	412
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	160,000	145,000	305,000	610
El Camino Real Mixed Use	-	288,900	288,900	700
El Camino Real Mixed Use North (High and	-	298,400	298,400	600
Total	160,000	866,300	1,026,300	2,325
Medium Intensity)*				

The El Camino Real/Chestnut Area Plan is projected to accommodate 1,455 residential units and 298,400 square feet of non-residential space. The planning horizon for the El Camino Real/Chestnut Area Plan is 2030, which exceeds the planning horizon of the General Plan; therefore Area Plan buildout may or may not occur within the General Plan horizon.

(Amended by Resolution 31-2010, Adopted March 24, 2010; Resolutions 97-2011 and 99-2011, Adopted July 27, 2011)





El Camino Real is one of the city's principal transportation routes and a main line for buses traveling to neighboring cities.

2. *See's Candies/ / South Spruce.* This area contains both some of the newer commercial uses along El Camino Real and Noor Avenue, as well as one of the oldest business establishments in the city – See's Candies, which is a major employment center. Also located along this section of the corridor are a Safeway, CVS Drug Store, a multiplex movie theater and the Brentwood Shopping Center. The San Bruno BART station is within a walking distance of much of this part of El Camino corridor. (Amended by Resolution 31-2010, Adopted Mrch 24, 2010)

GUIDING POLICIES: EL CAMINO REAL

- 3.4-G-1 *Develop El Camino Real as a boulevard, that accommodates its role as a regional corridor but with streetscape and development that provide identity to the street.*
- 3.4-G-2 *Encourage development of a mix of uses, with pockets of concentrated activity that provide focii and identity to the different parts of El Camino Real.*
- 3.4-G-3 *Develop the South San Francisco BART station area as a vital pedestrian-oriented center, with intensity and mix of uses that complement the area's new role as a regional center.*
- 3.4-G-4 *Develop more east-west crossings El Camino Real that connect the city's neighborhoods, and a continuous parallel street on the eastside to provide alternative travel routes. (Amended by Resolution 31-2010, Adopted Mrch 24, 2010)*
- 3.4-G-5 *Encourage the implementation of the Guiding Principles of the Grand Boulevard Initiative as adopted by the Grand Boulevard Task Force in April of 2007. (Amended by Resolution 31-2010, Adopted March 24, 2010)*
- 3.4-G-6 *Use the El Camino Real/Chestnut Avenue Area Plan as a guide for detailed implementation of General Plan policies for the El Camino Real/Chestnut Area. (Amended by Resolution 97-2011 and 99-2011, Adopted July 27, 2011)*

3.4-G-7 *Develop the South El Camino area as a vibrant corridor with a variety of residential and non-residential uses to foster a walkable and pedestrian-scaled environment. (Amended by Resolution 31-2010, Adopted March 24, 2010)*

IMPLEMENTING POLICIES: EL CAMINO REAL

Corridor Wide Policies

3.4-1-1 *Work with Caltrans and other agencies to implement the El Camino Real Landscape Conceptual Master Plan for the entire stretch of El Camino Real through South San Francisco. (Amended by Resolution 31-2010, Adopted March 24, 2010)*

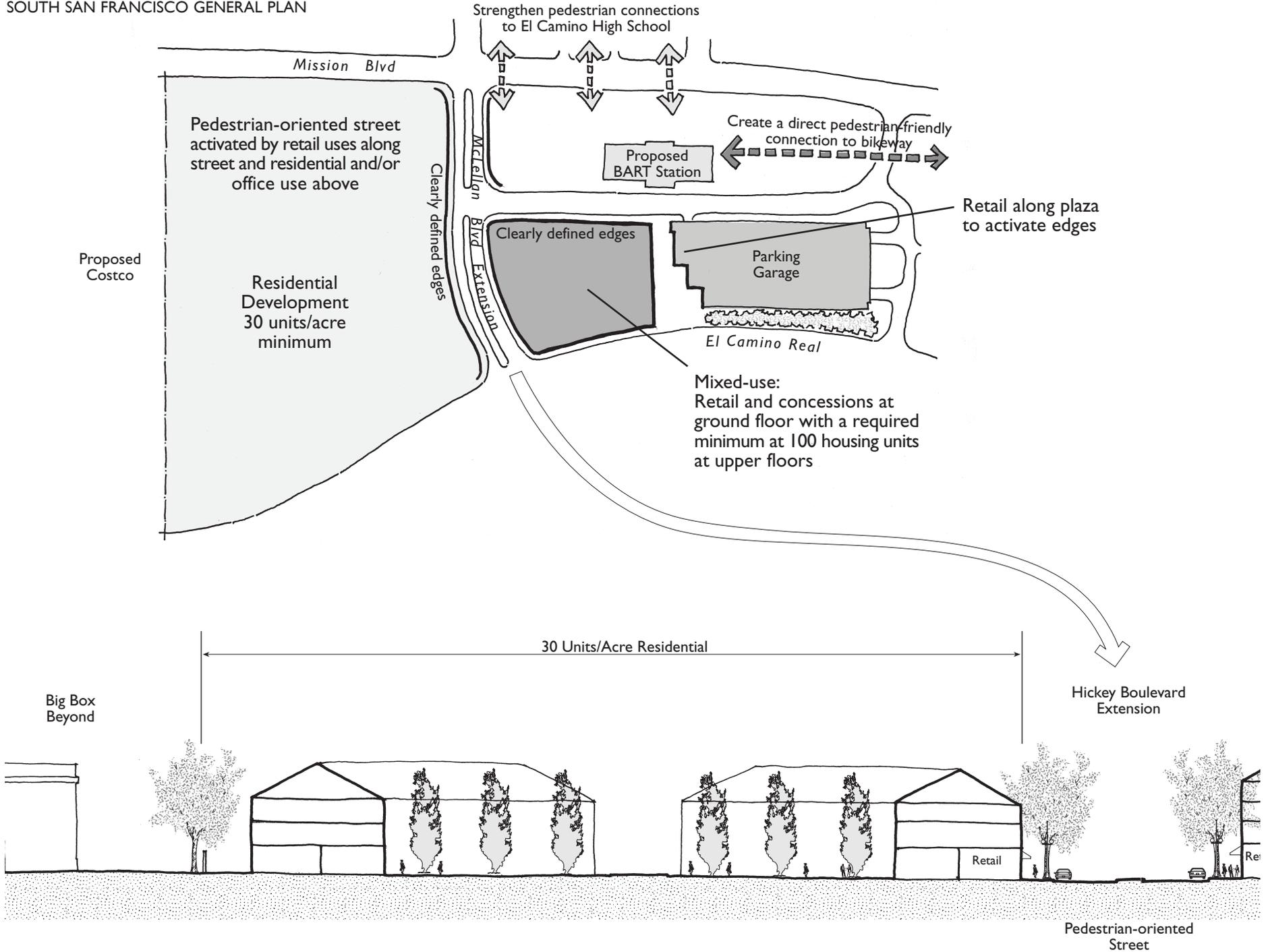
3.4-1-2 *Prepare and implement an El Camino Real overlay district in the City's Zoning Ordinance that provides development standards that further El Camino's development as a mixed-use boulevard, accommodating the need for both auto-oriented uses as well as designated pedestrian-oriented centers. Regulations should include:*

- *Consistent maximum height of 50 feet regardless of the underlying use, with a maximum height of 80 feet in two areas: the BART station area, and the Chestnut/El Camino Real area (see Figure 2-3);*
- *No minimum front setback requirements, provided active uses are located adjacent to streets, and performance-oriented building transparency and other standards specified in the Zoning Ordinance are maintained;*
- *Requirements for awnings, shade, building transparency for designated pedestrian areas; and*
- *Landscape requirements.*



The General Plan calls for streetscape improvements, including pedestrian amenities and trees.

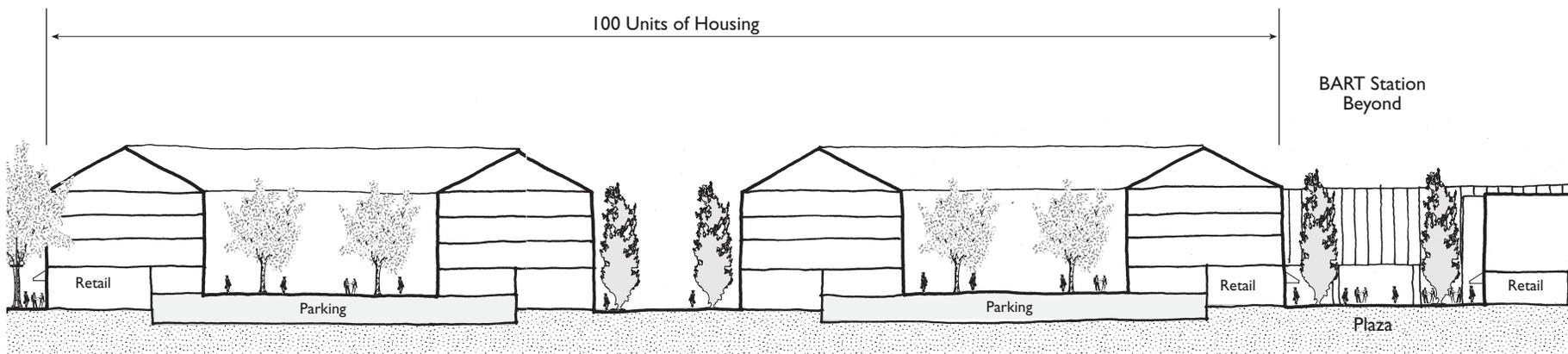
SOUTH SAN FRANCISCO GENERAL PLAN



North El Camino Real Policies

BART Station Area

- 3.4-1-3 *In partnership with property owners, area residents, and BART and other agencies, develop the approximately eight-acre McLellan Boulevard Extension area (north of the BART station between El Camino Real and Mission Boulevard; see Figure 3-4) as a pedestrian-oriented spine fronted by active uses.*
- 3.4-1-4 *Permit big-box or other regional commercial activities north of the pedestrian-oriented center, but not in the center.*
- 3.4-1-5 *Establish transit-supportive development requirements for the approximately eight-acre station area that include:*
- *Designation of the area as a transit-overlay zone, with specific development requirements established in the Zoning Ordinance;*
 - *Transit-oriented design and development standards that address pedestrian scale, comfort and safety, including maximum setbacks or “build-to” lines, and building transparency requirements;*
 - *Inclusion of child care facilities;*



- *Prohibition on auto-oriented and drive-through establishments; and*
- *Minimum density and development intensity requirements.*

3.4-1-6 *Prepare a focused plan for public improvements that includes:*

- *Streets and other infrastructure improvements; and*
- *Sidewalk design and construction within a 1/2-mile of the BART station to integrate the station with the surroundings.*

3.4-1-7 *Work with BART and other agencies to ensure that the proposed plan for station area improvements includes:*

- *Direct pedestrian connections and access to the El Camino High School and direct pedestrian connection at the terminus of Evergreen Drive to the terminal;*

These connections are currently not incorporated in the station-area layout. As currently designed, pedestrian connections will occur through a kiss-and-ride parking lot.

- *Continuation of the two-mile long bikeway (included in Section 4-3: Alternative Transportation Systems and Parking) at the surface of BART tracks directly to the terminal building/bicycle parking area; and*
- *Concessions fronting the entire northern frontage (which faces the plaza) of the parking structure.*

3.4-1-8 *Require any new development/redevelopment within 1/2-mile of the BART station at a density of no less than 30 units per net acre for residential uses, or an FAR of 1.5 for non-residential uses, or an appropriate combination of the two. Maintain higher intensities where specified otherwise in the General Plan.*

3.4-1-9 *Ensure that the development program for the (approximately 2.5 acre) northwest part of the block that includes the BART station includes:*

- *Mix of uses, with retail and other concessions at the ground floor; and a required minimum of 100 housing units at upper floors; and*

- *Active retail uses/concessions along the north, east, and south faces of the property.*
- 3.4-1-10 *Ensure that the development program for the former Macy's warehouse site includes:*
- *Active retail/concession uses along McLellan Boulevard Extension (fronting the northern part of the street);*
 - *Intensive residential and/or office uses at upper floors within 400 feet of McLellan Boulevard; and*
 - *A variety of commercial uses in the portion of the site that extends beyond 400 feet of McLellan Boulevard.*
- 3.4-1-11 *Work with BART on the potential for joint development of the property east of the former Macy's warehouse site, and north of McLellan Boulevard Extension and BART right-of-way adjacent, with transit-oriented uses. Explore the feasibility for joint development other areas.*
- 3.4-1-12 *Encourage redevelopment of the Treasure Island Trailer Park as Medium Density Residential development; permit no more than 50,000 square feet of commercial uses at the site, fronting the intersection of McLellan Boulevard and El Camino Real.*
- El Camino Real / Chestnut Area (Amended by Resolution 97-2011 and 99-2011, Adopted July 27, 2011)
- 3.4-1-13 *Develop the El Camino Real/Chestnut Area in accordance with the vision established for the area by the El Camino Real/Chestnut Avenue Area Plan.*
- 3.4-1-14 *Maintain the El Camino Real/Chestnut Avenue Area Plan as the detailed implementing guide for the area. The El Camino Real/Chestnut Avenue Area Plan provides principles and policies that lay the framework for development within the area. The Area Plan provides an overall vision for the area in terms of land use, urban design and circulation, and emphasizes the creation of a vibrant and viable activity center in South*



The shortage of on-site parking at Kaiser Hospital forces many workers and patients to park on El Camino Real. Safe pedestrian crossings are an issue as well.

San Francisco. The Area Plan also includes Design Standards and Guidelines to guide design review of projects.

3.4-1-15 Work with Kaiser Hospital to undertake circulation improvements as described in the El Camino Real/Chestnut Avenue Area Plan. Currently, the only access points to Kaiser Hospital are from El Camino Real. Potential pedestrian/bicycle connections would both improve accessibility to the hospital and from the hospital to Centennial Way.

3.4-1-16 Connect Arroyo Drive to the west of El Camino Real with Oak Avenue to the east.

This will provide a new east-west connection parallel to Chestnut Avenue. In addition to providing traffic relief, this connection will help link Buri Buri and Sunshine Garden neighborhoods.

(3.4-1-13 through 3.4-1-16 Amended by Resolutions 97-2011 and 99-2011, Adopted July 27, 2011)



Intersections in South San Francisco should be improved to provide safe crossings for pedestrians crossing El Camino.

South El Camino Real Policies

Area Wide Policies

3.4-1-17 Require that any redevelopment of the low-intensity commercial uses in this area is in the form of pedestrian-oriented high intensity active use or mixed-use development (with active uses fronting El Camino Real and other Arterial/Collector streets in the corridor at the ground level and a range of compatible uses at upper levels and behind active uses.)

Retail or other active single use developments are allowed, provided they meet minimum FAR requirements.

For parcels on the east side of El Camino Real, between First Street and West Orange Drive, either a mix of uses is permitted or residential use only is permitted.

Active uses include retail shops, restaurants, bars, theaters and the performing arts, commercial recreation and entertainment, personal

and convenience services, hotels, banks, travel agencies, airline ticket agencies, child care services, libraries, museums and galleries fronting El Camino Real at the ground level, and a range of compatible uses such as additional residential, office, and hotels/motels at upper levels and in portions not fronting El Camino Real.

- 3.4-1-18 *Require any development/redevelopment on sites larger than 20,000 square feet at an FAR of no less than 0.6, exclusive of substantially above-grade structured parking, of which a minimum 0.3 FAR shall be devoted to active uses. The requirement for a minimum 0.3 FAR of active uses does not apply to projects where 30% of the units are restricted and affordable to low- or low-moderate-income households.*
- 3.4-1-19 *Allow for a reduction in the minimum 0.6 FAR requirement through the zoning approval process on sites that have verified physical development constraints (such as easements) that result in developable area being 20,000 square feet or less.*
- 3.4-1-20 *Encourage concentrated higher-intensity activity on highly visible locations—such as corner sites around intersections, and adjacent to the Centennial Way Linear Park—to provide foci and identity to the South El Camino Real area as a vibrant walkable and pedestrian-scaled environment.*

Development around intersections and the Linear Park should comprise of buildings that define the public realm and relate to the streets, and not surface parking lots or parking structures.

- 3.4-1-21 *Establish development standards in the Zoning Ordinance for South El Camino Real:*

Require a minimum percentage of the frontage of a site to be devoted to active uses. Ensure that depth and height of the provided space is adequate to accommodate a variety of tenants and provide flexibility for the future.

Allow buildings up to 80 feet by right, and up to 120 feet (along with a higher FAR as specified in Chapter 2) based on discretionary design review and approval by the Planning Commission.

Maintain a consistent building base/streetwall along El Camino Real and side streets.

Maintain build-to lines, with step-backs to minimize bulk.

Require buildings to be finely articulated and visually engaging.

3.4-1-22 *Maintain large lot sizes to accommodate high-intensity mixed-use development.*

3.4-1-23 *Encourage lot consolidation in the area, either through active redevelopment, or through owner participation.*

3.4-1-24 *Promote visually intricate development, using horizontal and vertical building articulation that engages pedestrians; and diversity in color, materials, scale, texture, and building volumes.*

3.4-1-25 *Maintain an open, walkable environment throughout the area by providing space at the ground level for enhanced pedestrian connections, either through open promenades or internal semi-public pathways.*

3.4-1-26 *Limit curb cuts along pedestrian routes, so that pedestrian circulation and safety are not compromised by vehicle access to parking.*

3.4-1-27 *Locate parking so that it is not a dominant visual feature of the pedestrian environment. Encourage underground parking by including all areas of a building substantially above-grade devoted to parking in maximum FAR calculations.*

South San Francisco High School/Baden

3.4-1-28 *Require development be oriented to El Camino Real, with the ground floor of buildings designed so that pedestrians can see shops, restaurants, and activities as they walk along the sidewalk.*

3.4-1-29 *Undertake efforts to slow traffic near the High School, and provide an adequate number of crossings across El Camino Real.*

See's Candies/South Spruce Tanforan

3.4-1-30 *Require development be oriented to El Camino Real, with the ground floor of buildings designed so that pedestrians can see shops, restaurants, and activities as they walk along the sidewalk. The ground floor of buildings along Huntington, Noor, and South Spruce avenues should also be designed to provide visual interest and promote pedestrian comfort.*

3.4-1-31 *Recognize See's Candies as a transitional use; permit it as a conforming use, allowing for expansion or contraction as necessary. Require any redevelopment of the site to be in conformance with the El Camino Real Mixed-Use District, and sensitive to the residential uses to the north.*

(3.4-I-16 through 3.4-I-31 Amended by Resolution 31-2010, Adopted March 24, 2010)

3.5 EAST OF 101

The traditional core of South San Francisco's industry, the East of 101 area was originally developed with meat packing and heavy manufacturing activities. Bethlehem Steel, U.S. Steel, and the Edwards Wire Rope Factory were some of the city's major establishments whose products helped build California's modern transportation and communications infrastructure. In the 1930s, shipping also emerged as a major industry, as South San Francisco became an adjunct facility to the Port of San Francisco. Easy rail access made South San Francisco even more attractive as a shipping terminal, and the city became the central distribution point for the entire Peninsula.



The city's first office/industrial park, Cabot, Cabot & Forbes, was built in 1963 in the East of 101 area.

In the post-war years the City converted previously unused marshlands into areas usable for industrial development, drastically reshaping the shoreline and attracting light industry to the city for the first time. Plans were announced in 1963 for a 600-acre industrial park adjacent to the newly-developed Oyster Point Marina. This industrial park was South San Francisco's first industrial development to incorporate comprehensive planning, integrated design, and performance provisions, and featured a 0.5 FAR, ample parking and consistent landscaping and building design. The park heralded South San Francisco's industrial future.

In some ways a microcosm of American industry, South San Francisco has been making a slow industrial transformation for the past 30 years. Steel production and other heavy industries have largely been replaced by warehousing, research and development and biotechnology, in part spurred by the success of the 72-acre Genentech campus, employing over 3,200 people at its 72-acre headquarters at the bayshore. While the East of 101 area is almost completely built out, redevelopment remains extremely active. Since the city's industrial base has continued to evolve as the context for industry has changed, industry will continue to play an important role in South San Francisco's future.

EAST OF 101 AREA PLAN

The East of 101 Area Plan, adopted in 1994, was prepared to maximize the potential of undeveloped or underused properties in the city's traditional industrial area east of U.S. 101. Upgrading of existing uses and provisions for quality design are important components of the plan. In addition to policies relating to land use dis-

persion, intensities, and transportation, the Plan includes a Design Element to help achieve high-standard development.

LAND USE AND EMPLOYMENT CHANGE

As South San Francisco's employment base, the East of 101 area is expected to accommodate a major share of South San Francisco's new non-residential development. While at General Plan buildout total building floor space is expected to increase by about 50 percent (from 12.0 million s.f. to about 17.4 million s.f.), overall employment levels are expected to double (from 22,200 in 1997 to 42,000 at Plan buildout), as low-intensity industrial, warehousing and distribution uses are replaced by higher-intensity uses. Both the General Plan and the East of 101 Area Plan will help guide the East of 101 area through this transition.

GUIDING POLICIES: EAST OF 101 AREA

- 3.5-G-1 *Provide appropriate settings for a diverse range of non-residential uses.*
- 3.5-G-2 *Direct and actively participate in shaping the design and urban character of the East of 101 area.*
- 3.5-G-3 *Promote campus-style biotechnology, high-technology, and research and development uses.*
- 3.5-G-4 *Use the East of 101 Area Plan as a guide for detailed implementation of General Plan policies.*

IMPLEMENTING POLICIES: EAST OF 101 AREA

- 3.5-I-1 *Maintain the East of 101 Area Plan as the detailed implementing guide for the area; amend it as appropriate for consistency with the General Plan.*

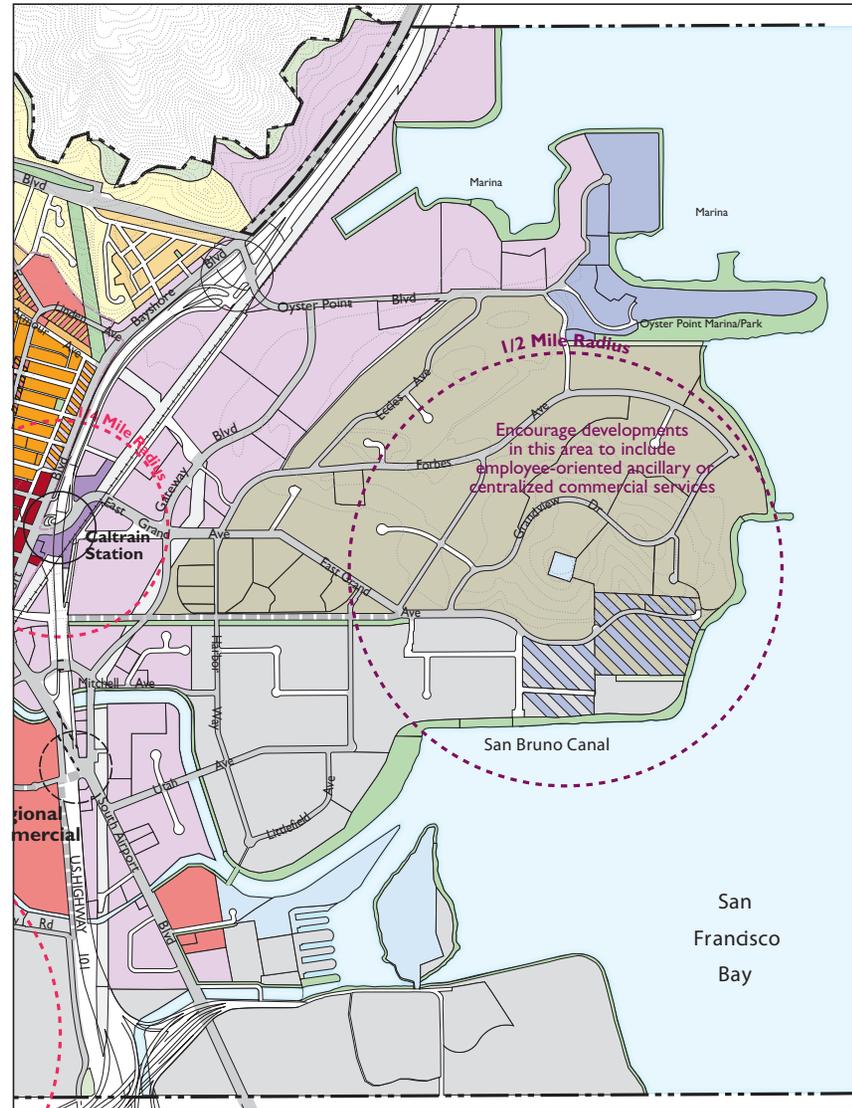
This includes design review of projects in accordance with policies established in the Design Element of the East of 101 Area Plan.

- 3.5-I-2 *Update land use map and classifications of the East of 101 Area Plan to reflect the General Plan policy direction.*

This can be done by making physical changes to the plan document, or by incorporating the General Plan policies and maps by reference.



Littlefield/East Grand. Older low-intensity industrial, warehousing, and distribution uses will be replaced by higher-intensity uses.



**Table 3.5-1
East of 101: Development, Population, and Employment Under the General Plan**

	Approved	Additional	Total	Population/ Employment (Housing Units/Floor Area in Square Feet)	
				Residential	
Low Density	-	-	-	-	-
Medium Density	-	-	-	-	-
High Density	-	-	-	-	-
Total					
Non-residential	-	-	-	-	-
Business Commercial (Hotels)	817,000	59,000	867,000		2,086
Business Commercial (Offices/Commercial)	-	3,867,000	3,867,000	10,312	
Coastal Commercial	-	684,000	684,000		1,680
Downtown Commercial	-	-	-	-	
Office	516,000	-	516,000		1,588
Business & Technology Park	386,000	2,869,000	3,255,000		7,233
Industrial	332,000	(1,822,000)	(1,490,000)		(1,560)
Community Commercial	150,000	105,000	255,000		510
Total	2,201,000	5,762,000	7,963,000		21,849



Amended by City Council Resolution 47-2011, Adopted March 23, 2011

**Table 3.5-2
East of 101: Existing and Projected Building Area and Employment**

<i>Buildout</i>	<i>Existing</i>		<i>Change Contemplated Under General Plan (including approved development)</i>		<i>Total General Plan</i>	
	<i>Estimated floor area (square feet)</i>	<i>Employment</i>	<i>Estimated floor area (square feet)</i>	<i>Employment</i>	<i>Estimated floor area (square feet)</i>	<i>Employment</i>
Commercial/Retail (including Service Commercial)	795,600	2,340	1,091,100	3,100	1,886,600	5,440
Hotels/Visitor Services	689,600	1,660	1,124,000	2,250	1,813,100	3,910
Office and R&D	3,064,100	10,390	7,332,000	24,440	10,396,100	34,830



Gateway Redevelopment Area. Although airport-related height limits constrain development in East of 101, buildings may be as tall as 12-14 stories even in the most constrained areas.

3.5-I-3 Do not permit any residential uses in the East of 101 area.

This has been a long-standing City policy. Although virtually the entire East of 101 area lies outside the projected Year 2006 65CNEL airport noise contour, the area is nonetheless sensitive both from noise and safety perspectives. The 1991 Agreement for Aircraft Noise Mitigation between the City and the San Francisco International Airport (SFO) stipulates that if South San Francisco approves policies or new development allowing noise sensitive uses to be established east of U.S. 101, despite any stated objections on the part of SFO, the City will reimburse all noise mitigation funding to SFO. However, with the Agreement set to lapse in August 2001, South San Francisco could permit noise-sensitive uses to locate in the East of 101 area after this time without forfeiting the monies provided the airport for noise retrofitting in the city. However, residential uses are incompatible with the existing and emerging uses in the area.

3.5-I-4 Unless otherwise stipulated in a specific plan, allow building heights in the East of 101 area to the maximum limits permissible under Federal Aviation Regulations Part 77.

Airport-related height limits in South San Francisco are shown in Figure 2-2. The most stringent limit in the City is 161 feet (above mean sea level) over much of East of 101 south of Forbes Boulevard and Lindenville. Outside of those areas, height limits increase to 361 feet at a slope of 20:1. Some of the western parts of South San Francisco are within the airport approach zone, where height limits increase at a rate of 40:1 above the 361-foot limit, and where other safety guidelines apply.

Height regulations have not posed any major constraint to development in the past. The limits have the greatest potential impact in the East of 101 area; however, even the most stringent requirements in the southeastern portion of the Planning Area still allow for development of buildings of up to 12 to 14 stories.

3.5-I-5 Do not vary permitted maximum development intensities based on lot-size.

Policy LU-5c of the East of 101 Area Plan will need to be amended for consistency with this General Plan policy.



The Genentech Campus. Landscaping and lighting near business parks improves the character and safety of these areas.



Oyster Point's restaurants and bed and breakfast will be complemented with additional coastal commercial uses. The recently approved Hilton Hotel will be built in the foreground.

- 3.5-I-6 *Prepare a focused study to examine General Plan land use designations, permitted uses, mixes and intensities, and transportation improvements upon approval of 4.5 million square feet of additional development following adoption of the General Plan.*

The need for such a study is at least five to six years, if not longer, away. The intent is to establish a threshold to trigger a study if the pace of development is more rapid than anticipated.

The General Plan contemplates 6.8 million square feet of additional building area (existing approvals and new development) in the East of 101 area; since much of this will result from redevelopment of existing low-intensity uses, the net space change is expected to be about 5.3 million square feet. With existing approvals for about 2.2 million square feet, this policy will permit remaining capacity of about 1.0 million square feet to allow for continued approvals while the study is completed.

- 3.5-I-7 *Prepare signage and streetscape plan for the areas designated as Business Commercial and Business and Technology Park on the General Plan Diagram, treating the entire area as one large campus, with unified signage and orchestrated streetscapes that make wayfinding easy and pleasant.*

The initial location of biotechnology businesses in South San Francisco was due to the city's location as well as a combination of fortuitous circumstances. The East of 101 area is under multiple ownership, with parcels ranging in size from 10 acres to several hundred acres. The need to treat the area as one large campus for signage purposes has become apparent as many new high-technology and business park uses have moved into the area as a result of incremental redevelopment. With General Plan estimates suggesting that employment in the area could double over the course of the Plan, the need to implement a signage and landscaping plan is even more critical. It may also be necessary if South San Francisco is to remain competitive against emerging campus-style biotechnology parks, such as at the Mission Bay in San Francisco. Policies DE-7 through DE-12 of the East of 101 Area Plan also include guidance on specific landscape treatments, and should be consulted as part of the streetscape plan.

3.5-I-8 Encourage the development of employee-serving amenities with restaurants, cafes, support commercial establishments such as dry-cleaners, to meet the needs of the employees in the East of 101 area. Such uses could be located in independent centers or integrated into office parks or technology campuses.

3.5-I-9 Examine the feasibility of developing a shoreline park at the terminus of East Grand Avenue.

This park will be funded through the standard of 0.5 acre of parkland per 1,000 employees established in the Parks, Public Facilities and Services Element. Consideration should be given to meeting both active and passive lunch-time recreation needs of employees.

3.5-I-10 Prepare a new Concept Plan for the Oyster Point area. Work with the Bay Conservation and Development Commission (BCDC) to reconcile the differing designations for the area in the City's General plan and BCDC's park priority use in the San Francisco Bay Plan.

BCDC carries out its regulatory process in accordance with the Bay Plan policies and maps, which guide the protection of the Bay and its marshes, managed wetlands, salt ponds, and shoreline. The Bay Plan was last updated in 1998, and retains a park priority designation for the site, reflecting a land use designation in South San Francisco's General Plan that was changed many years ago. The General Plan calls for the Oyster Point Marina area to be a combination of Coastal Commercial and park uses. Although BCDC's jurisdiction and permitting authority embrace only a 100-foot shoreline band, the City should work with BCDC to achieve consistent designations in the Bay Plan and the General Plan.



Warehousing and freight forwarding will be limited to the areas south of the East Grand Avenue.

3.5-I-11 Do not permit any new warehousing and distribution north of East Grand Avenue or in areas designated Business Commercial.

While warehousing and freight forwarding are important components of the local and regional economy, they tend to have high service costs and low revenue and employment generation. The location of freight forwarding has been an issue in South San Francisco throughout the 1990s. Inclusion of freight forwarding in the East of 101 Area Plan Planned Industrial (PI) land use classification was debated extensively during preparation of the East of 101 Area Plan, and freight forwarding was ultimately included as a permitted use. Recently the City has experienced an surge in applications for new freight forwarding uses, with a 55 percent increase in freight forwarding firms in the East of 101 area between 1993 and 1997. About half of the freight forwarding operations are located in the PI area north of East Grand Avenue, limiting the availability of this land for expansion of the R&D and office uses for which the district was created, and potentially making the area less attractive to such firms. After proposing an amendment to the East of 101 Area Plan that would limit expansion of such operations, the City reached a compromise with freight forwarding operators whereby warehousing uses may not expand or convert to a freight forwarding use after 2000. This policy would make this interim understanding a permanent one.

3.5-I-12 Explore mechanisms to help warehousing and distribution establishments, located in Business Commercial or Business and Technology Park districts, that are unable to convert to conforming uses due to parking requirements, to attain conformity.

Many warehousing buildings in these districts are fairly new, and many would convert to conforming uses if parking standards were not an impediment. Options to facilitate this that should be explored as part of the implementation process include reduced parking standards for such uses, or in lieu fee contributions to a City-established parking program to provide off-site parking at select locations.

3.5-I-13 Facilitate waterfront enhancement and accessibility by:

- Establishment of uses that would bring people to the waterfront (see policies 3.5-I-8 and 3.5-I-9);



Industrial uses will be allowed to continue south of East Grand Avenue in the East of 101 area. A Materials Recovery/Transfer Facility will be built on the vacant lot bordering the Bay on the left.

- Establishment of a bayshore design review area as part of the Zoning Ordinance; and

The integration of water access and waterfront enhancement into new bayshore development is a major issue. Specific design criteria for the bayshore area should be established, either as part of the East of the 101 Area Plan or elsewhere, and design review for the area should be conducted as part of design review for other aspects of the development, as per the process laid out in the East of 101 Area Plan.

- Ensuring that the Park Recreation and Open Space Master Plan include specific improvements for shoreline enhancement and accessibility, as spelled out in the East of 101 Area Plan.

See policy RE-3 in the plan.

3.6 AVALON

This 492-acre area consists of the Avalon, Southwood and Brentwood single-family subdivisions developed in the 1940s and 1950s, as well as approximately 800 multiple-family units. With the exception of these acres of commercial development, the remaining land is occupied by residential, public, and open space uses. The area includes the unincorporated Contry Club Park area and the California Golf and Country Club. Two schools serve this neighborhood, and Rotary Plaza—a nonprofit-managed senior housing apartment project—is located here. No land is vacant within City limits, and reuse or intensification is not expected.

GUIDING POLICY: AVALON

3.6-G-1 Maintain the existing character and uses of the Avalon area.

IMPLEMENTING POLICIES: AVALON

3.6-I-1 Do not annex any part of the Country Club Park area unless the entire area is annexed.

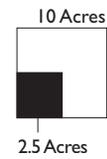
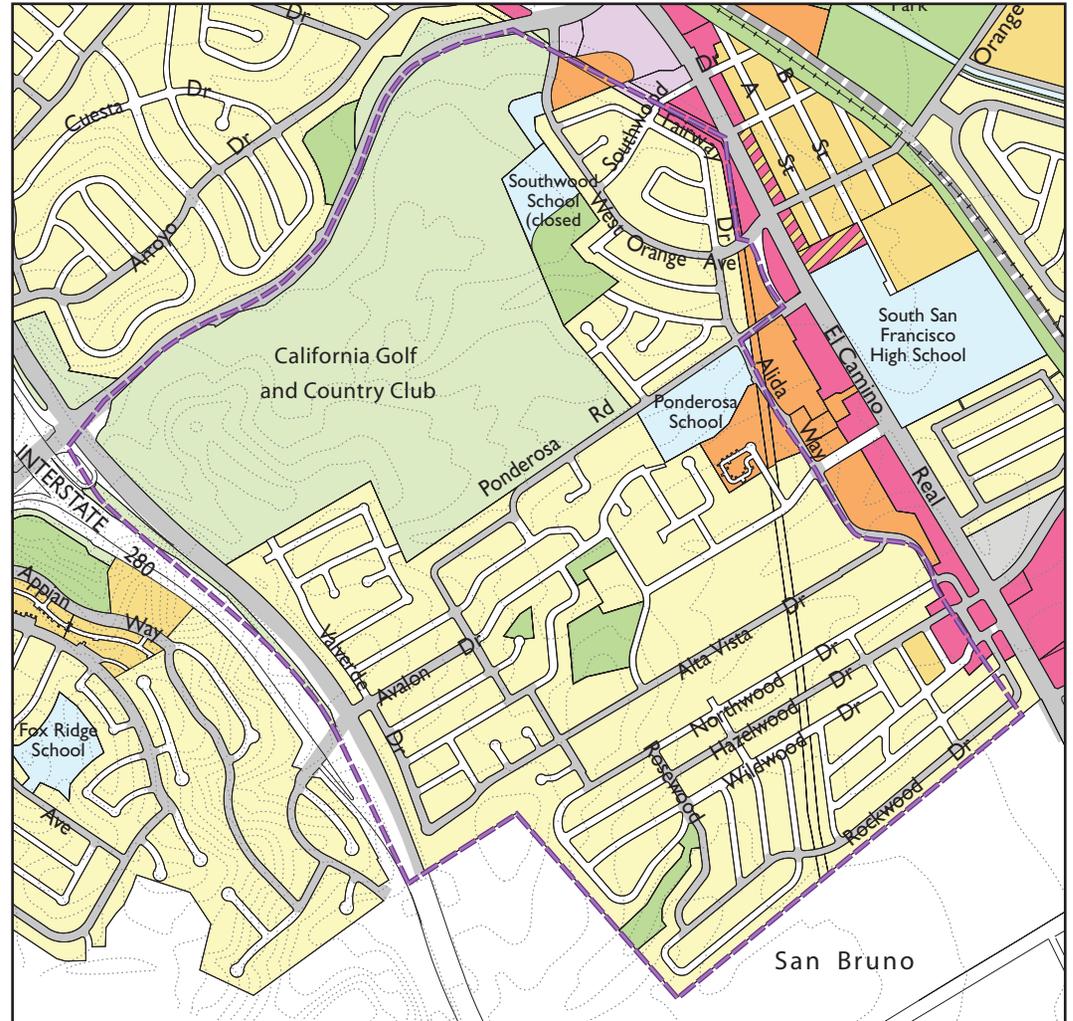
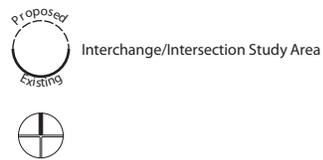
3.6-I-2 Retain the rural character of the Country Club Park, with minimum lot sizes being three-quarters (3/4) of an acre per housing unit.

3.6-I-3 Do not permit any additional religious institutions in the Country Club Park neighborhood or in the immediately adjoining area.

3.6-I-4 Annex the unincorporated islands in the area only after improvements to deficient utility and roadway systems are made or otherwise guaranteed by the San Mateo County Board of Supervisors and/or by the affected property owners.

3.6-I-5 In the event that the Country Club area is annexed, allow existing conforming animal uses to continue. This can be accomplished by creating and applying a zone to the area by other appropriate means.

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Downtown Low Density Residential
- Downtown Medium Density Residential
- Downtown High Density Residential
- Downtown Commercial
- Community Commercial
- Business Commercial
- Coastal Commercial
- Office
- Mixed Industrial
- Business and Technology Park
- Transportation Center
- Public
- Park and Recreation
- Open Space
- Loft Overlay District
- Existing Regional/Arterial/Collector
- Proposed Street
- Planning Subarea



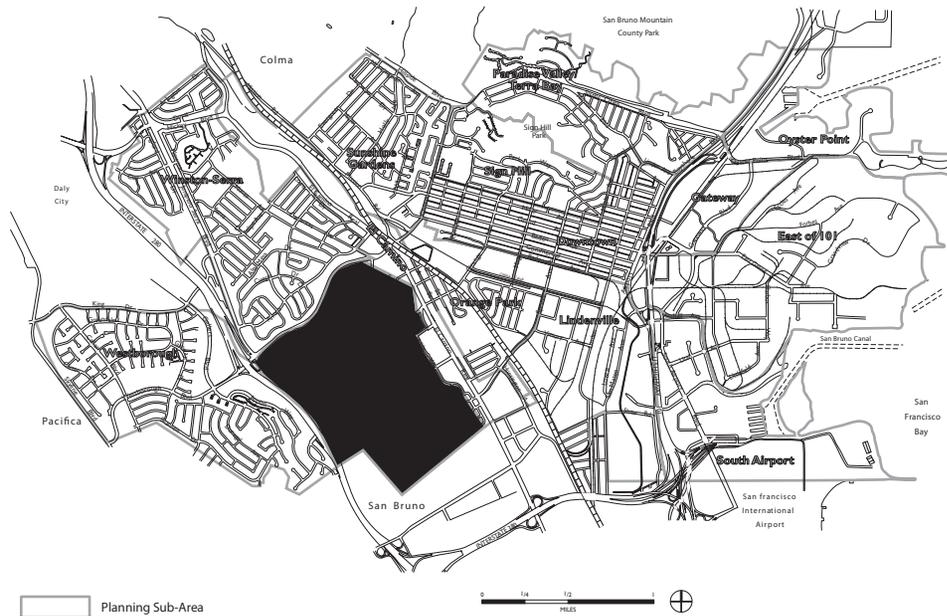
SOUTH SAN FRANCISCO GENERAL PLAN



The existing character and uses of Avalon will remain.



The rural character of the unincorporated residential areas is continued in the General Plan land use designations.



3.7 ORANGE PARK

Located at the center of South San Francisco, Orange Park has some of the City's main public services including Orange Memorial Park, the City's Corporation Yard, and South San Francisco High School. Other uses are primarily single family residential, including the Town of Baden, Mayfair Village and Francisco Terrace neighborhoods. The Town of Baden is a unique subdivision, developed at the turn of the century, even before the City's incorporation, with a dense single-family residential pattern, now in need of extensive upgrading. Mayfair Village and Francisco Terrace developments were completed in the 1940s and 50s. Park Place, a single-family residential development is currently under construction on an 18-acre parcel adjoining Orange Park.

GUIDING POLICY: ORANGE PARK

3.7-G-1 Maintain the location and distribution of uses in the Orange Park neighborhood while undertaking specific programs to improve smaller deteriorated areas.

IMPLEMENTING POLICIES: ORANGE PARK

3.7-I-1 Extend Orange Avenue Memorial Park to Chestnut Avenue and develop additional play fields and open space areas.

3.7-I-2 Explore the feasibility of undertaking redevelopment for the "Town of Baden" subdivision to encourage new infill development, concentrated rehabilitation, and code enforcement.

3.7-I-3 Do not permit the industrial uses located on the south side of Railroad Avenue to expand or substantially change in use unless these properties are upgraded with additional parking, landscaping, improved sign programs, and exterior building remodeling.

Policies for Lindenville are included in Section 3.3.



Over 150 single-family homes are currently under construction near Orange Park at Parc Place.



Small older homes abound in the area - many are in need of upgrading.



The Southwest face of San Bruno Mountain is the site of future commercial development at Terrabay.



Phase I of the Terrabay residential development was recently completed and the units have sold successfully.

3.8 PARADISE VALLEY/TERRABAY

This area includes the subdivisions north of Sign Hill and the new Terrabay project on the south slope of San Bruno Mountain. It also includes Peck’s Subdivision located north of Linden Avenue and east of the PG&E utility corridor which is an older development with narrow streets, insufficient parking, and homes showing signs of dilapidation and deferred maintenance. The area includes two schools; however there are no large grocery stores in the neighborhood.

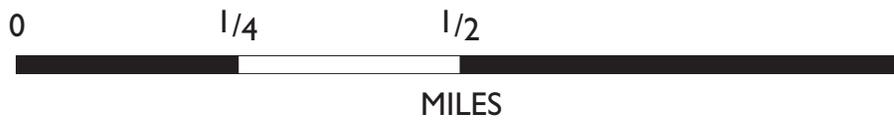
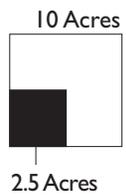
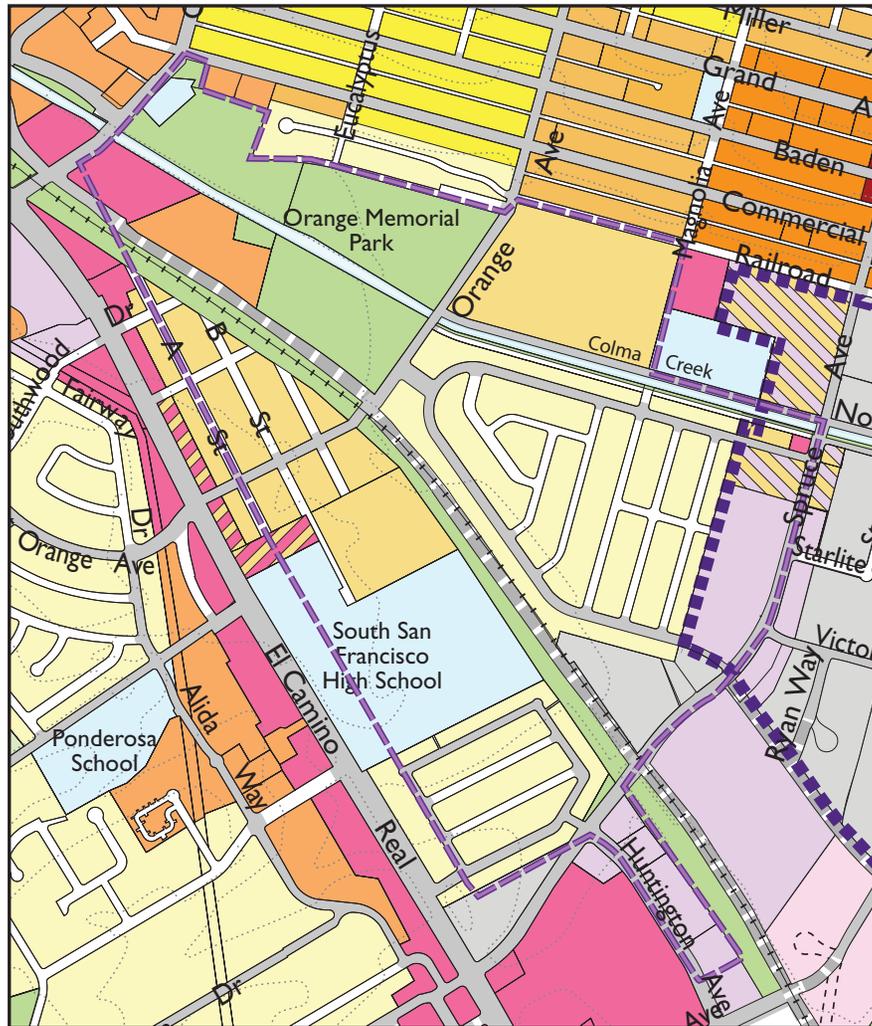
The Terrabay Specific Plan (see extent in Figure 2-6) was originally prepared in 1982 to address development of one of the last remaining unbuilt areas in South San Francisco – the lower south slopes of San Bruno Mountain. Development in this area was extremely controversial, and the plan eventually led to the preparation of a Habitat Conservation Plan (HCP) for protection of endangered butterflies and other species on San Bruno Mountain. The Specific Plan is currently being amended, but may include 745 housing units (including 125 single-family homes), a hotel, high tech space, offices, restaurants, and a health club. 132 acres of open space, including an archaeological site, are to be dedicated to the San Bruno Mountain HCP area. Phase I was recently completed and includes 293 single-family homes and townhouses.

GUIDING POLICIES: PARADISE VALLEY/TERRABAY

- 3.8-G-1 *Allow limited new development that is in keeping with the character of the Paradise Valley/Terrabay area and its natural setting.*
- 3.8-G-1 *Undertake selective improvements to upgrade older neighborhoods.*
- 3.8-G-2 *Improve accessibility to neighborhood shopping opportunities.*

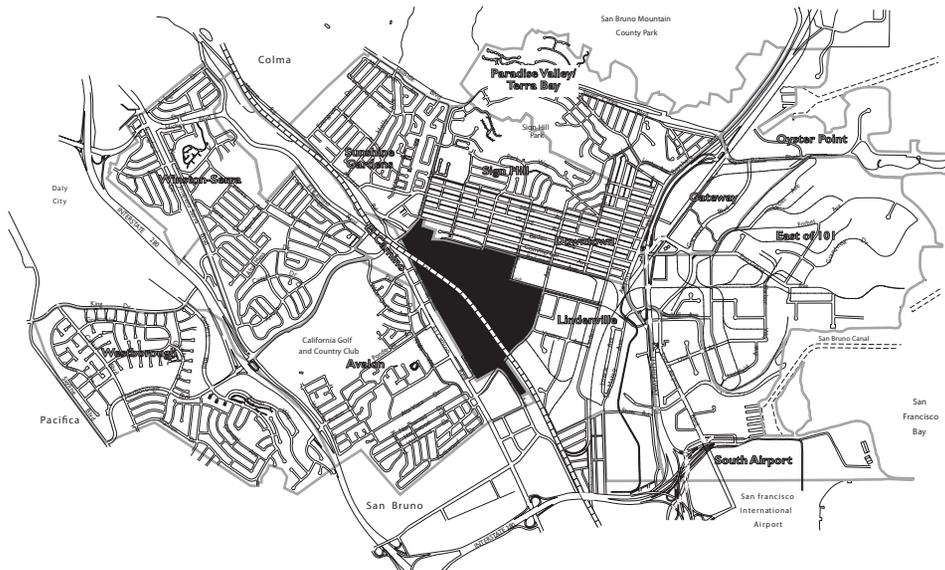
IMPLEMENTING POLICIES: PARADISE VALLEY/TERRABAY

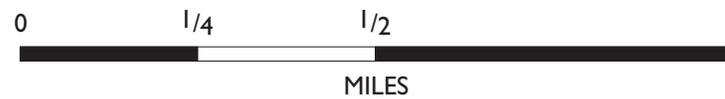
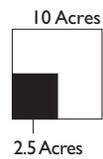
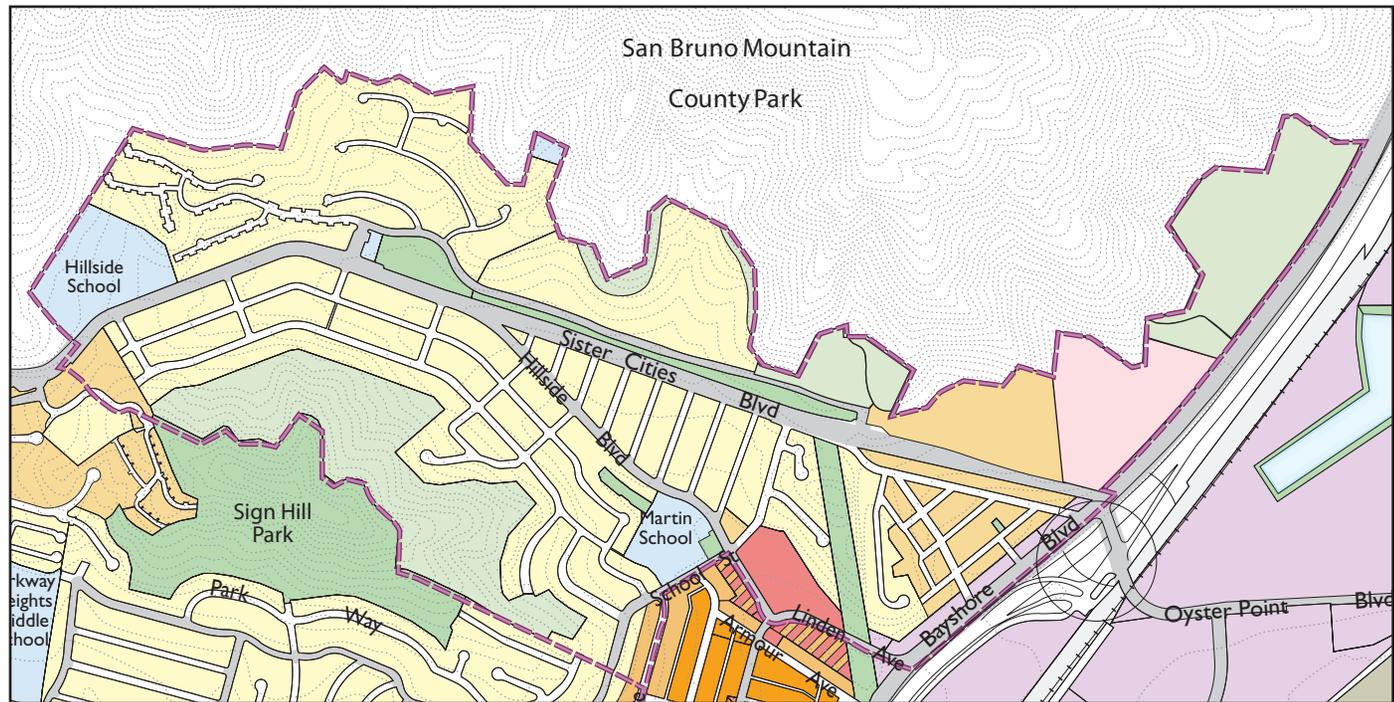
- 3.8-I-1 *In consultation with neighborhood residents, undertake a program to upgrade Peck’s Subdivision, with an emphasis on housing rehabilitation, street improvements, increased off-street parking, and improved street lighting.*
- 3.8-I-2 *A substantial portion of the north side of Sign Hill should be preserved as public or private open space.*



**Table 3.7-1
Orange Park: Development, Population, and Employment Under the General Plan**

	Approved (Housing Units/Floor Area in Square Feet)	Additional	Total	Population/ Employment
Residential				
Low Density	153	-	-	440
Medium Density	-	50	-	150
High Density	2	79	-	230
Total	155	129	-	820
Non-residential				
Business Commercial (Hotels)	-	64,000	64,000	152
Business Commercial (Offices/Commercial)	-	230,000	230,000	605
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	1,000	-	1,000	3
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	-	31,000	31,000	62
Total	600	325,000	326,000	82





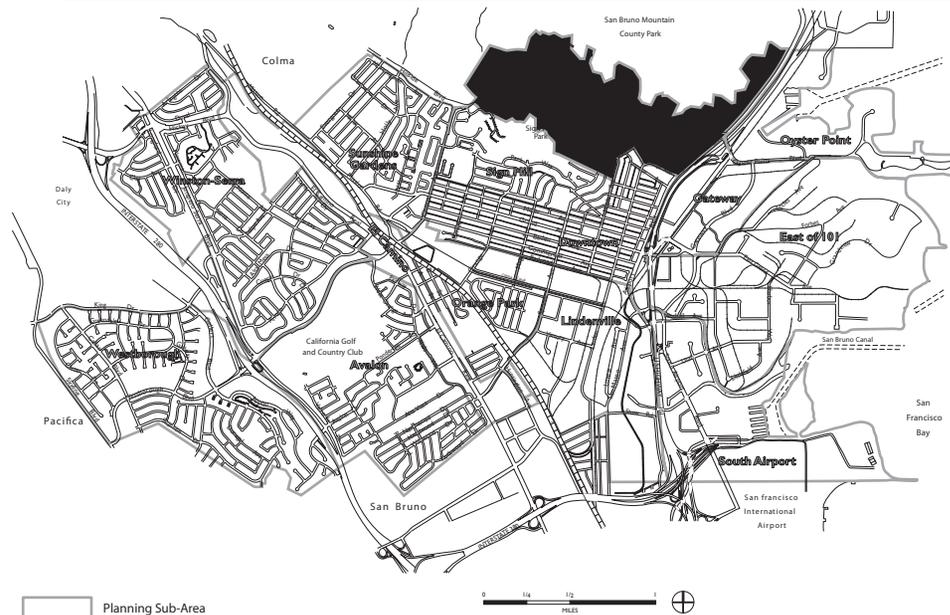
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Downtown Low Density Residential
- Downtown Medium Density Residential
- Downtown High Density Residential
- Downtown Commercial
- Community Commercial
- Business Commercial

- Coastal Commercial
- Office
- Mixed Industrial
- Business and Technology Park
- Transportation Center
- Public
- Park and Recreation
- Open Space
- Loft Overlay District

- Existing Regional/Arterial/Collector
- Proposed Street
- Planning Subarea
- Proposed Interchange/Intersection Study Area
- Existing Interchange/Intersection Study Area
- North Arrow

**Table 3.8-1
Paradise Valley/Terrabay: Development, Population, and Employment Under the General Plan**

	Approved (Housing Units/Floor Area in Square Feet)	Additional	Total	Population/ Employment
Residential				
Low Density	575	4	579	1,760
Medium Density	-	-	-	-
High Density	-	-	-	-
Total	-	-	-	-
Non-residential				
Business Commercial (Hotels)	300,000	-	300,000	714
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	397,000	-	397,000	1,222
Business & Technology Park	286,000	-	286,000	636
Industrial	-	-	-	-
Community Commercial	18,000	-	18,000	36
Total	1,001,000	-	1,001,000	2,608



While the Paradise Valley/Terrabay contains small markets such as this one and other commercial services, the growing population of this area is underserved by these services.

3.8-I-3 *The amount of development allowed on the north side of Sign Hill should be limited (discretionary at 1 unit per acre maximum). Excessive grading of this portion of the hill or clustering of development should not be permitted in the future.*

The north side of Sign Hill contains more than sixty acres of steep sloping land. A recent study indicates that the endangered Mission Blue Butterfly may exist there. The south side of Sign Hill is being improved as a city park with trails, picnic areas and landscaping.

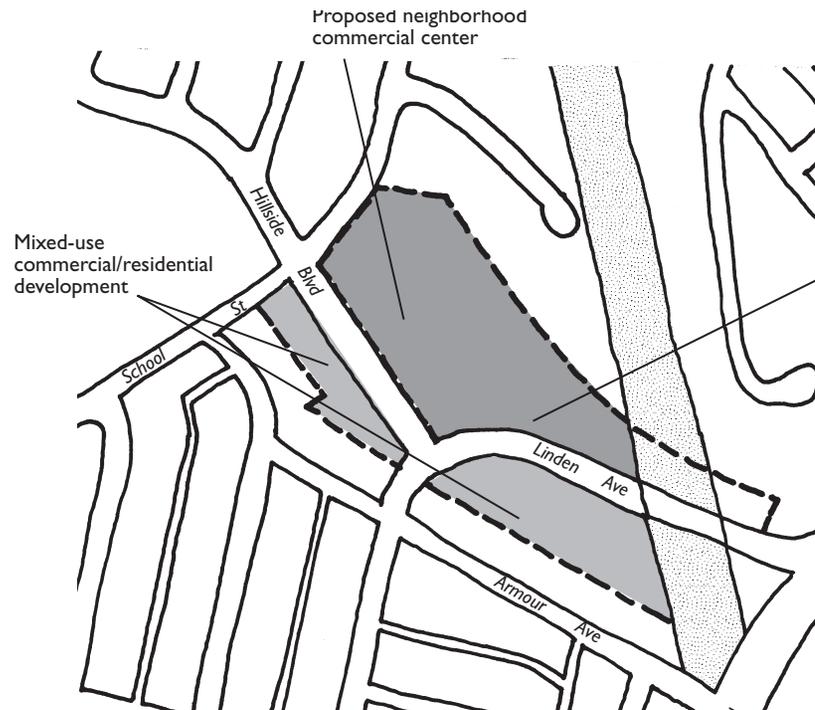
3.8-I-4 *Ensure that any redevelopment of the site on the north of Hillside Boulevard at the terminus of Linden Avenue includes a supermarket, or a grocery store at least 10,000 square feet in area. Require any new development on the site to be built to the edge of the property along Hillside Boulevard, with transparent storefronts and awnings for pedestrian comfort.*

This site is large enough to support a full-size supermarket, which is sorely needed in the area.

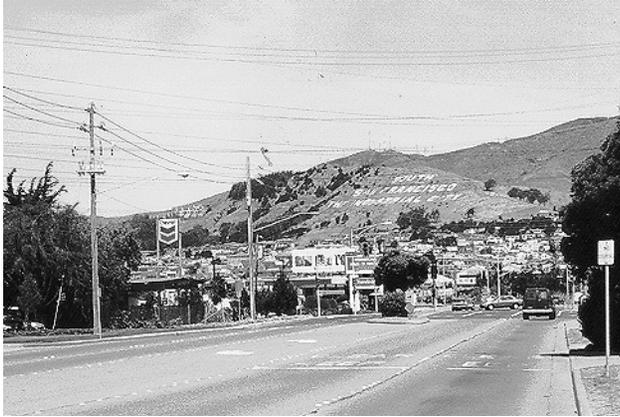
3.8-I-5 *Recognize Gimbal's Fine Candies as a transition use. Allow continuation and expansion of existing food preparation operations, but require any redevelopment to be Consistent with the Commuunity Commercial designation. (Amended by Resolution 119-2011, Adopted September 28, 2011)*



Recent residential development at Terrabay has spread to the base of San Bruno Mountain. Any future development on the city's hillsides, including Sign Hill, shall be clustered at the foot of the hill.



Supermarket to be built to property line along Hillside Blvd. with transparent storefronts and awnings for pedestrian comfort



Sign Hill is a prominent historic landmark visible from many areas in the city. The south face will remain a park.

3.9 SIGN HILL

This area contains the Sign Hill Park and the residential areas north of Downtown, as well as the multifamily Stonegate development. The new Heather Heights single-family homes are located in this area on the western flank of Sign Hill. The oldest development in this area is Parkway Terrace subdivision, built in the 1920s.

GUIDING POLICY: SIGN HILL

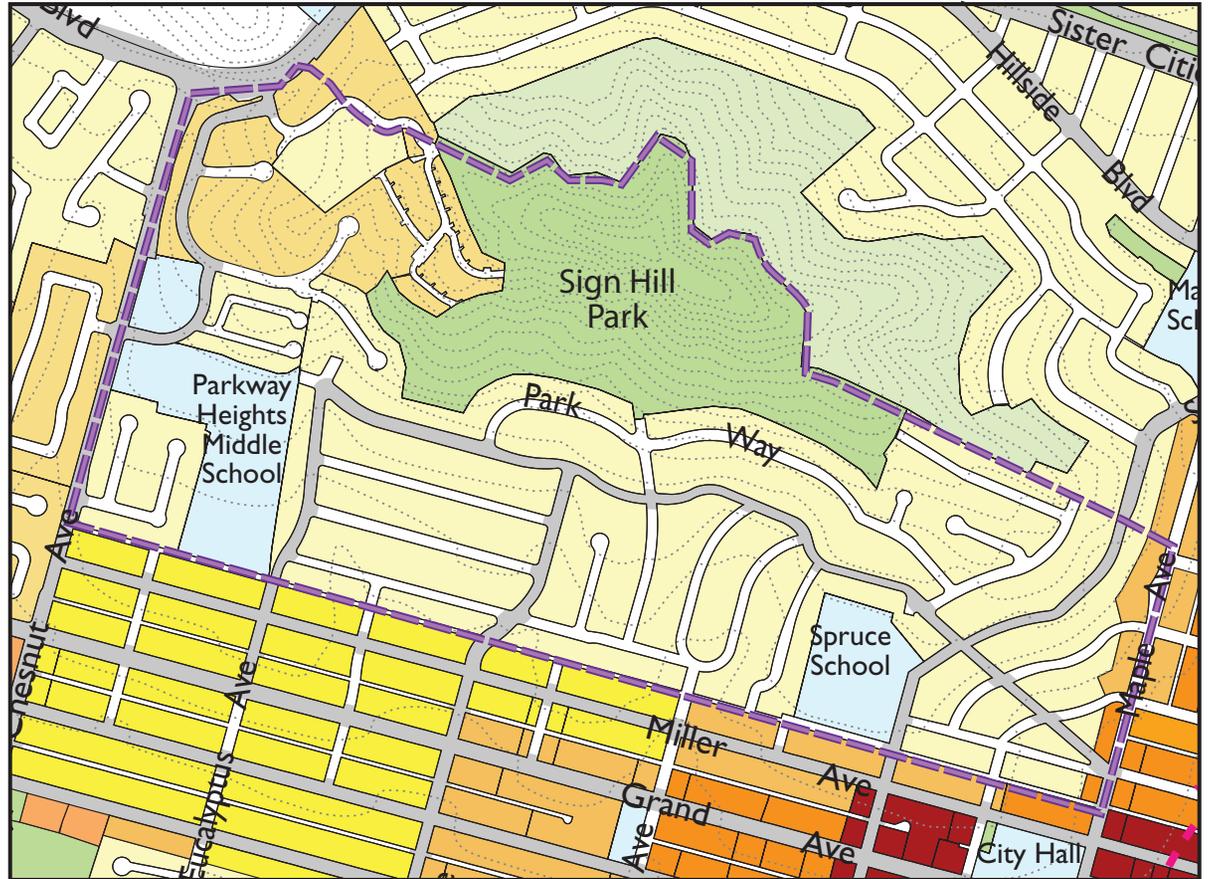
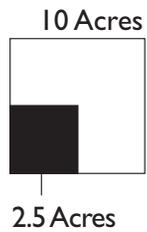
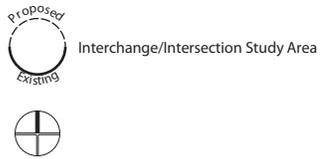
3.9-G-1 Maintain the current land use pattern and character of Sign Hill.

IMPLEMENTING POLICY: SIGN HILL

See also policies for Sign Hill Park in Chapter 5: Parks, Public Facilities, and Services.

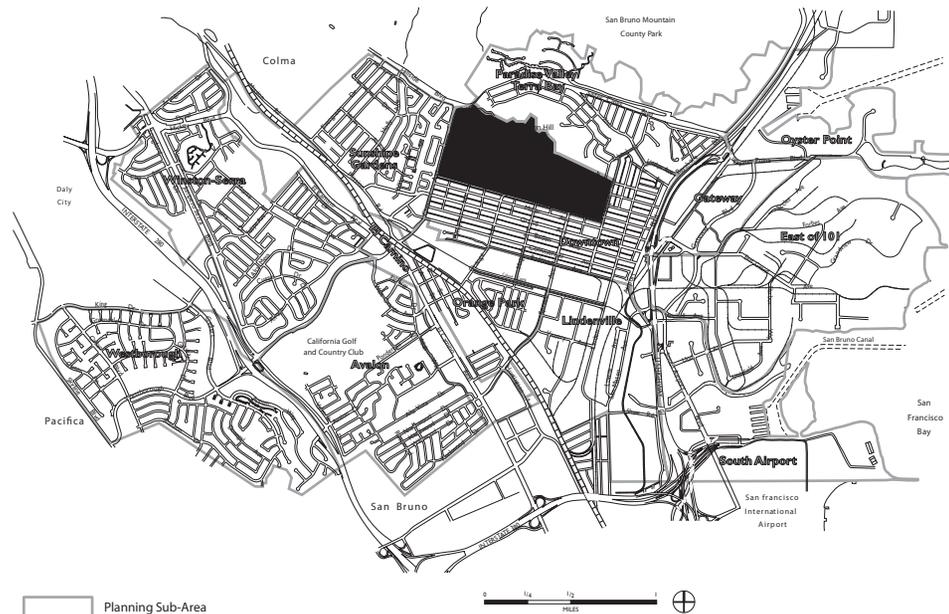
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Downtown Low Density Residential
-  Downtown Medium Density Residential
-  Downtown High Density Residential
-  Downtown Commercial
-  Community Commercial
-  Business Commercial
-  Coastal Commercial
-  Office
-  Mixed Industrial
-  Business and Technology Park
-  Transportation Center
-  Public
-  Park and Recreation
-  Open Space
-  Loft Overlay District

-  Existing Regional/Arterial/Collector
-  Proposed Street
-  Planning Subarea



**Table 3.9-1
Sign Hill: Development, Population, and Employment Under the General Plan**

	Approved (Housing Units/Floor Area in Square Feet)	Additional	Total	Population/ Employment
Residential				
Low Density	-	30	30	90
Medium Density	-	-	-	-
High Density	-	-	-	-
Total		-	-	-
Non-residential				
Business Commercial (Hotels)	-	-	-	-
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	-	-	-	-
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	-	-	-	-
Total	-	-	-	-



3.10 SUNSHINE GARDENS

This largely single-use area contains the Sunshine Gardens subdivision developed in the 1930s and 1940s. Multifamily housing is concentrated in the triangle between Chestnut Avenue and Willow Avenue. The area is well served by two schools and is the site of some new single-family residential development at Chestnut Estates and Heather Heights. Development opportunities are limited to a vacant site between Mission Road and El Camino Real. A rehabilitation program has been approved for the Willow Gardens apartment complex, which may also be included in the El Camino Redevelopment Area.

GUIDING POLICY: SUNSHINE GARDENS

3.10-G-1 Maintain the character of the Sunshine Gardens neighborhood and promote new development in remaining vacant sites at intensities suitable to proximity to transit and employment centers.

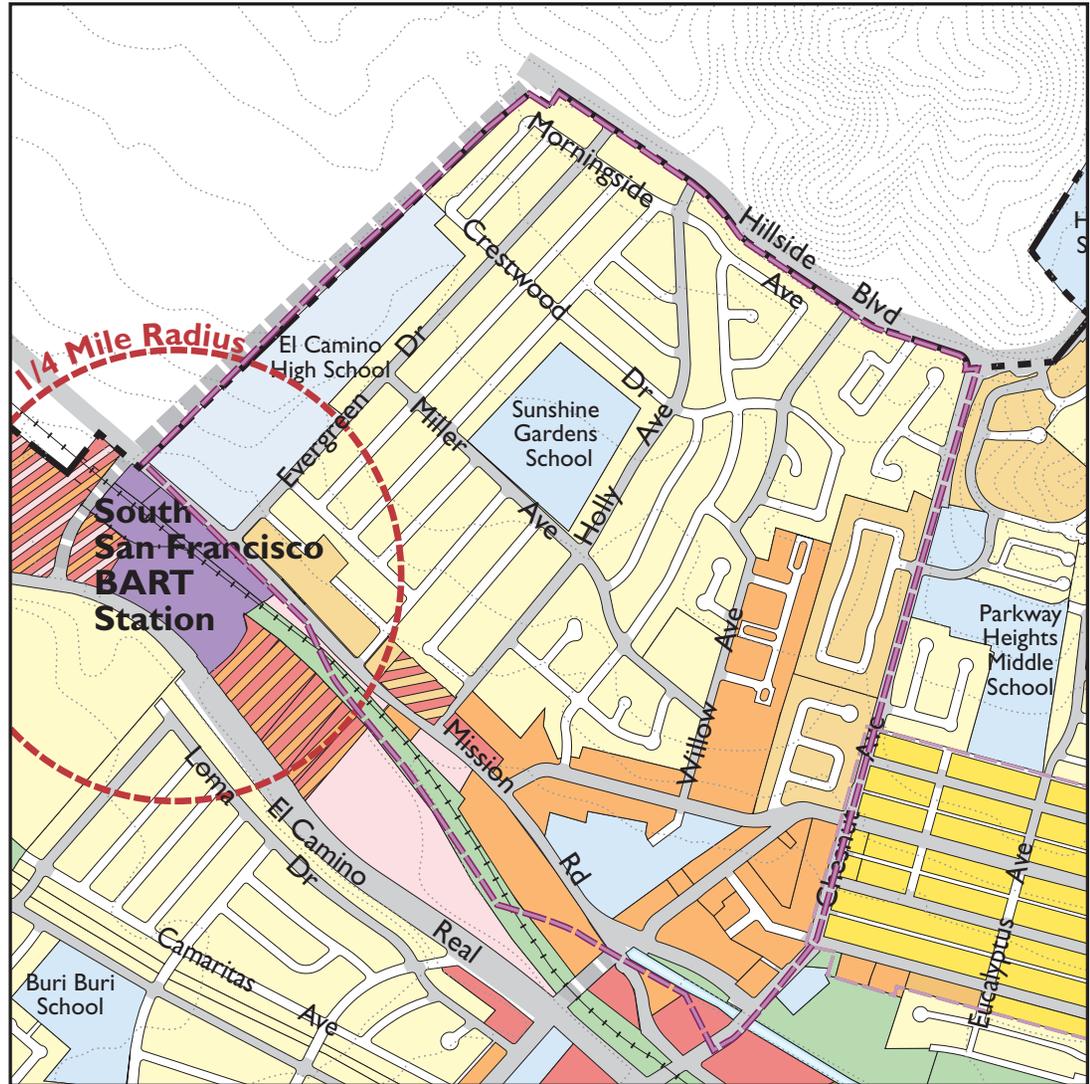
IMPLEMENTING POLICY: SUNSHINE GARDENS

3.10-I-1 Require development of the vacant site between Mission Road and the future linear park on the BART right-of-way to:

- *Be at a density no less than 20 units per net acre (maximum density shall be in accordance with the land use classification in Chapter 2).*
- *Maximize access from individual units to the linear park and trails on the BART tracks.*
- *Not include any perimeter walls (including sound walls).*

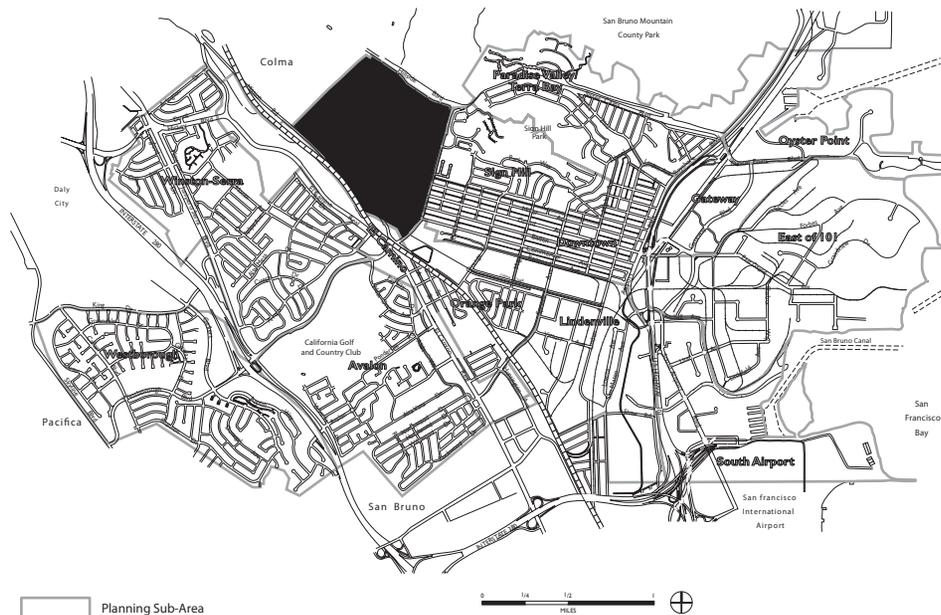
SOUTH SAN FRANCISCO GENERAL PLAN

-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Downtown Low Density Residential
-  Downtown Medium Density Residential
-  Downtown High Density Residential
-  Downtown Commercial
-  Community Commercial
-  Business Commercial
-  Coastal Commercial
-  Office
-  Mixed Industrial
-  Business and Technology Park
-  Transportation Center
-  Public
-  Park and Recreation
-  Open Space
-  Loft Overlay District
-  Existing Regional/Arterial/Collector
-  Proposed Street
-  Planning Subarea
-  Interchange/Intersection Study Area
- 



**Table 3.10-1
Sunshine Gardens: Development, Population, and Employment Under the General Plan**

	<i>Approved</i>	<i>Additional</i>	<i>Total</i>	<i>Population/ Employment (Housing Units/Floor Area in Square Feet)</i>
				Residential
Low Density	-	20	20	60
Medium Density	-	-	-	-
High Density	-	380	380	1,120
Total	-	400	400	1,180
Non-residential				
Business Commercial (Hotels)	-	-	-	-
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	-	-	-	-
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	-	8,000	8,000	16
Total	-	8,000	8,000	16



3.11 WESTBOROUGH

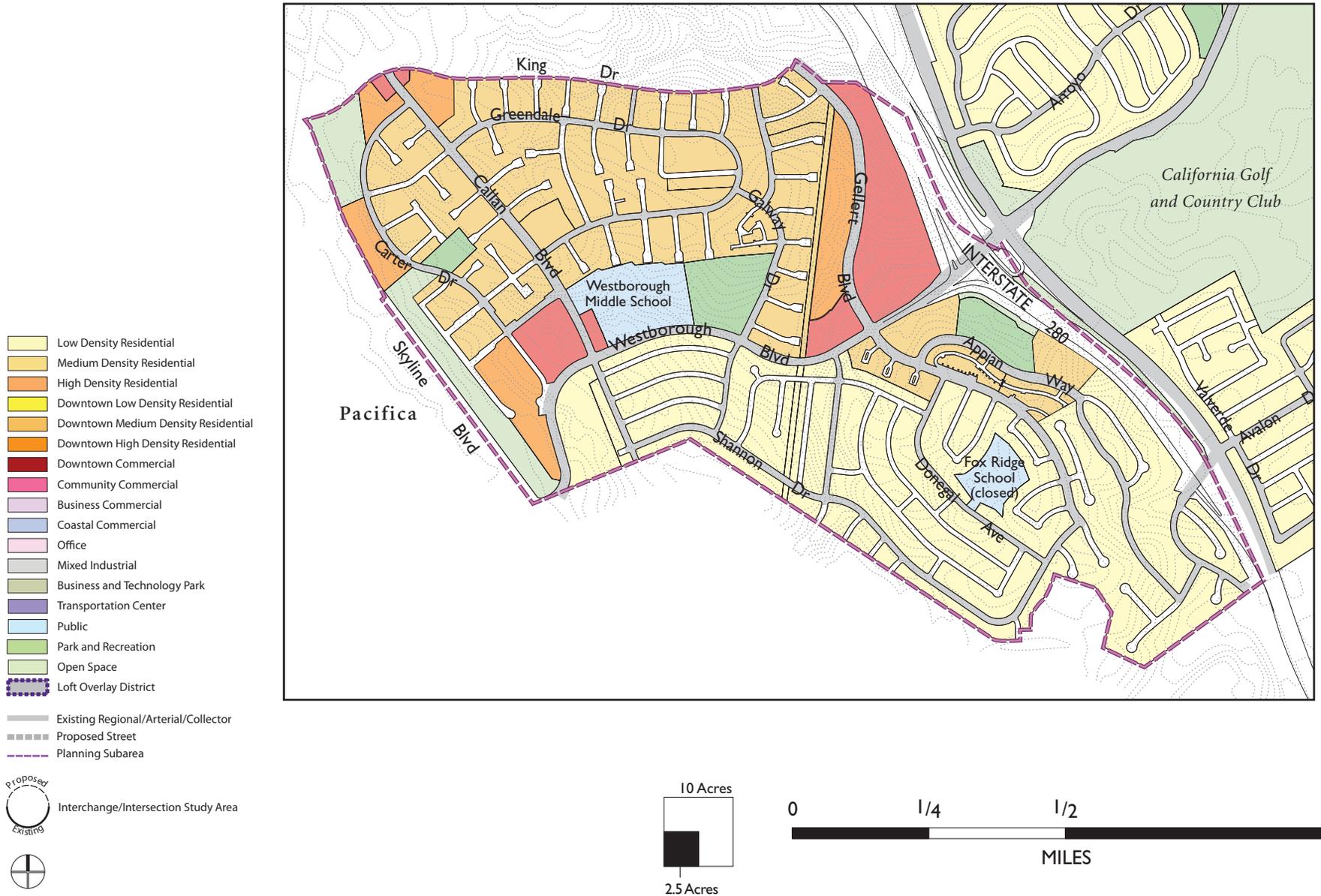
Developed after Interstate 280 was built in the 1970s, Westborough contains a large concentration of townhomes. It also contains one of the city’s main concentrations of local-serving commercial uses, with some establishments particularly oriented toward the Asian community. Although there is some vacant land in the area, steep slopes and the nearby San Andreas fault are obstacles to development.

GUIDING POLICY: WESTBOROUGH

- 3.11-G-1 Maintain the established land use pattern of Westborough, and encourage new development to meet specified urban design and steep slope conservation criteria.(Amended by City Council Resolution 132-2001 Adopted December 12, 2001)*
- 3.11-G-2 Designate Westborough Boulevard near Skyline Boulevard as a City “Gateway” area into the city and encourage development the type of development that would enhance a gateway image.*

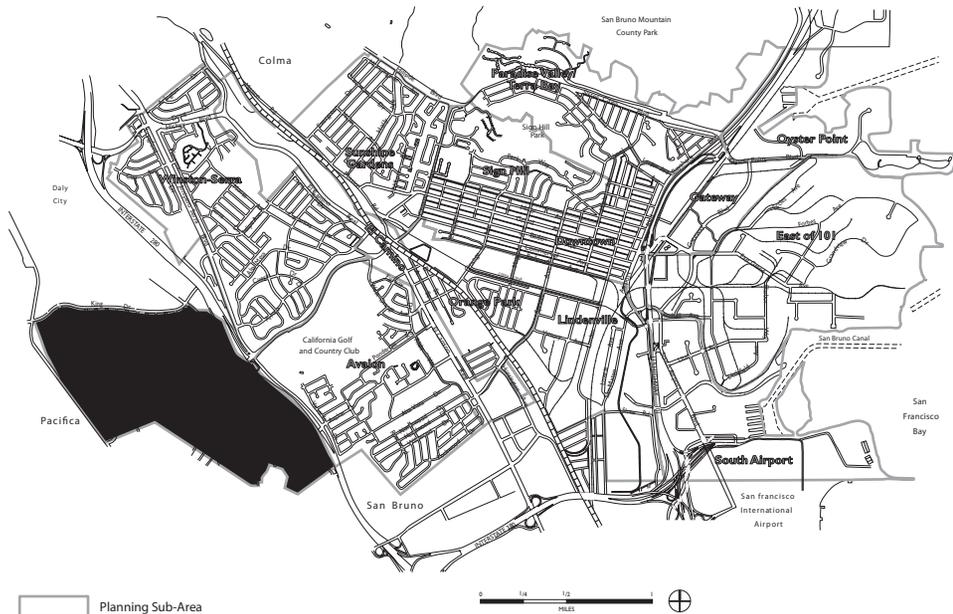
IMPLEMENTING POLICIES: WESTBOROUGH

- 3.11-I-1 Require development of the vacant Oakmont-Westborough, and require new development of the vacant property to be Low Density Residential—either single-family detached or cluster development—and designated to be compatible with adjacent single-family dwellings. Do not permit direct vehicular access from the site to Westborough Boulevard.*
- 3.11-I-2 Encourage all new development and any rehabilitation of the existing developments along the Gellert Boulevard north of Westborough/ Gellert to substantially comply with the Urban Design Plan dated October 23, 1991. Undertake a design review of any proposal in the area for consistency with the recommendations and guidelines contained in the plan. (Amended by City Council Resolution 132-2001 Adopted December 12, 2001)*
- 3.11-I-3 A Specific Plan, or similar comprehensive plan which encompasses the remaining vacant properties, adopted by the City Council, shall be required for the development of the property on the west side of Gellert*



**Table 3.11-1
Westborough: Development, Population, and Employment Under the General Plan**

	Approved (Housing Units/Floor Area in Square Feet)	Additional	Total	Population/ Employment
Residential				
Low Density	-	-	-	-
Medium Density	130	40	170	500
High Density	-	-	-	-
Total	-	-	-	-
Non-residential				
Business Commercial (Hotels)	-	-	-	-
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	-	-	-	-
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	-	71,000	-	142
Total	-	71,000	-	142



Boulevard. Exceptions may be made to exempt minor projects from this requirement if such proposals do not conflict with the overall goals of the Urban Design Plan and are found to further specific goals of the City's General Plan, subject to the approval of the City Council.

3.11-I-4 Do not permit any driveway openings from Westborough Boulevard to commercial properties on west side of Gellert Boulevard.

3.11-I-5 Do not permit any new drive-through establishments.



Single-family homes and townhomes dominate the residential neighborhoods in Westborough.



The primary use in the Winston-Serra area is single-family homes.

3.12 WINSTON-SERRA

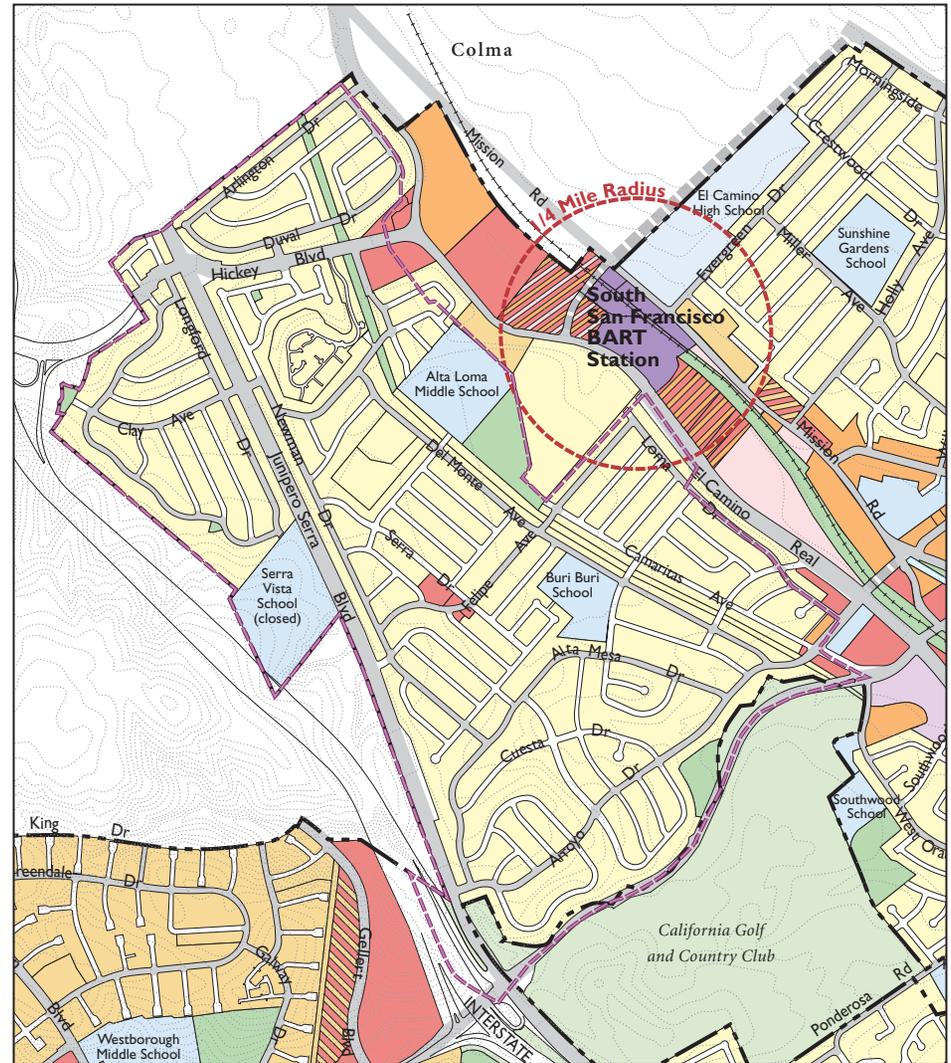
South San Francisco's largest residential neighborhood is almost entirely developed with single-family homes, mainly the Winston-Serra and Buri Buri subdivisions. Developed between 1946 and 1955, the area is also well served by several neighborhood shopping centers along El Camino Real, small stores at Serra Drive/Felipe Avenue, public facilities, and schools.

GUIDING POLICY: WINSTON-SERRA

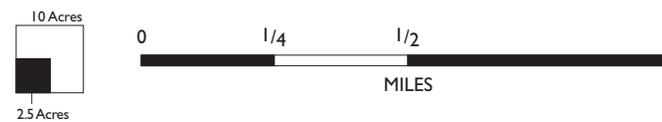
3.12-G-1 Maintain the residential character of Winston-Serra.

IMPLEMENTING POLICY: WINSTON-SERRA

3.12-I-1 Maintain in Open Space designation the County of San Mateo's "Button Property;" located on the northeast corner of Westborough Boulevard and Junipero Serra Boulevard.



- Low Density Residential
- Medium Density Residential
- High Density Residential
- Downtown Low Density Residential
- Downtown Medium Density Residential
- Downtown High Density Residential
- Downtown Commercial
- Community Commercial
- Business Commercial
- Coastal Commercial
- Office
- Mixed Industrial
- Business and Technology Park
- Transportation Center
- Public
- Park and Recreation
- Open Space
- Loft Overlay District
- Existing Regional/Arterial/Collector
- Proposed Street
- Planning Subarea



**Table 3.12-1
Winston-Serra: Development, Population, and Employment Under the General Plan**

	Approved (Housing Units/Floor Area in Square Feet)	Additional	Total	Population/ Employment
Residential				
Low Density	60	140	200	590
Medium Density	-	-	-	-
High Density	-	-	-	-
Total	-	-	-	-
Non-residential				
Business Commercial (Hotels)	-	-	-	-
Business Commercial (Offices/Commercial)	-	-	-	-
Coastal Commercial	-	-	-	-
Downtown Commercial	-	-	-	-
Office	-	-	-	-
Business & Technology Park	-	-	-	-
Industrial	-	-	-	-
Community Commercial	-	-	-	-
Total	-	-	-	-

