



North Fair Oaks Community Council
San Mateo County Coordinated
Departmental Response



Date: June 24, 2013
NFOCC Meeting Date: June 27, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Members, North Fair Oaks Community Council

From: Jim Eggemeyer, Community Development Director

Subject: North Fair Oaks Community Plan-Related Measure A Funding Request

RECOMMENDATION:

That the Community Council recommend that the Board of Supervisors authorize Measure A funding to support

- 1) Redesign and safety improvements to Middlefield Road
- 2) Construction of North Fair Oaks entry signage at four locations: Middlefield Road at the crossing of MacArthur Avenue, 5th Avenue just south of Spring Street; Middlefield Road near Encina Avenue, and 5th Avenue at El Camino Real
- 3) Installation of eight anti-dumping/illegal dumping reporting signs along the Dumbarton /Southern Pacific rail corridor
- 4) Funding for communications materials and event costs for three years to ensure community input
- 5) Funding for site preparation for a bike-share pod at Fair Oaks Community Center/North Fair Oaks Library

BACKGROUND:

The Board of Supervisors adopted the North Fair Oaks Community Plan in 2011. The Plan establishes goals and policies to improve land use, transportation, health and wellness, and other conditions in the North Fair Oaks Community. The adopted Plan is now in the implementation stage, and the Planning and Building Department, in conjunction with Public Works, Housing, Health, and other partners, is working on measures to achieve the goals of the Plan.

The most significant short- to medium-term implementation measures include the following:

Zoning Amendments. Zoning amendments are the single most important immediate implementation component of the Community Plan. The amendments are required to directly implement a number of the policies in the Plan, and also to facilitate subsequent implementation efforts. Zoning amendments require significant time, effort, and community process. The Planning Department is currently working on the zoning amendments, in conjunction with a Zoning Work Group made up of community members and local stakeholders.

Parking Study and Parking Strategies. The Planning and Building Department is working with a consultant team on a study of parking issues in North Fair Oaks, and identification of appropriate new strategies to address the area's existing and anticipated parking problems. The study will be completed in July 2013, at which point the Planning Department will begin the process of reviewing the recommendations of the study with the community, identifying which policies are appropriate and feasible, determining appropriate methods to implement them, and moving forward with Planning Commission and Board of Supervisors review of the recommended strategies.

Parks Analysis, Creation, and Maintenance. The Trust for Public Land (TPL), a locally-based national non-profit with significant expertise and demonstrated success in creating public urban parks, has committed to work with the North Fair Oaks community for at least 6 months, and possibly for a longer term, to help advance ongoing park creation efforts, identify additional park and recreation space, help identify and obtain funding for park creation and maintenance, and provide technical assistance in all aspects of park development.

Longer-term implementation efforts that will require additional time and resources, and have no immediate deadline, include:

- Community-wide greening and low-impact development improvements.
- Community-wide bicycle and pedestrian improvements.
- Large-scale improvements to storm water systems in North Fair Oaks.

DISCUSSION:

Projects Proposed for Measure A Funding

The projects proposed for Measure A funding in Fiscal Year 2013-14 and Fiscal Year 2014-15 will advance the implementation of the North Fair Oaks Community Plan, adopted by the Board of Supervisors in 2011. The Community Plan includes a number of policies and programs intended to achieve the goals incorporated in the Plan, including policies focused on comprehensive bicycle, pedestrian, and circulation improvements, community cohesiveness and identity, neighborhood cleanup, and community outreach and participation.

1) Middlefield Road Redesign and Improvements Fund

This Measure A proposal is for creation of a Middlefield Road fund, to be funded over several years, to support analysis, design, public outreach, and ultimate installation of the selected improvements, as well as funding immediately needed safety improvements to the entrance to the new South County Health Clinic. The fund would support the following components:

- Middlefield Road Comprehensive Improvements: analysis, design, and public outreach.
- South County Health Clinic Entrance and Intersection Improvements.
- Installation of Comprehensive Improvements to Middlefield Road.

2) North Fair Oaks Entry Signage, Four Locations

Four signs, each stating “Welcome to the North Fair Oaks Community,” would be located at: Middlefield Road at the crossing of MacArthur Avenue; 5th Avenue, just south of Spring Street; Middlefield Road near Encina Avenue, and; 5th Avenue at El Camino Real.

3) Installation of Anti-Illegal Dumping Signage on Dumbarton Spur Line

Eight signs are proposed, on the intersection of the Dumbarton Rail line and the following streets: Stanford, Warrington, Oakside, 2nd (two signs, one on each side of the crossing), 7th, 8th, and 9th.

4) Communications

Measure A will provide funding for contract communications services and outreach around the North Fair Oaks Plan. Funding will also include communication materials (e.g. flyers, mailers, web presence, database maintenance, meeting materials, and other costs).

5) Preparation for Bike-Share Pod at Fair Oaks Community Center/North Fair Oaks Library

As part of the broader Bay Area Air Quality Management District’s Bay Area Bike-Share program, Alta Bike Share, the project contractor, has proposed potential locations for bike-share “pods,” which are locations for shared bicycle storage and rental. In unincorporated County territory, the North Fair Oaks Community Center/North Fair Oaks Library/HSA Building site on Middlefield Road is a potential pod location if additional Air Quality Management District funding becomes available.

FISCAL IMPACT:

The Planning and Building Department and Public Works Department will determine estimated costs of these items prior to the Board of Supervisors hearing on the items in July. If the Board of Supervisors direct that Measure A funding be used to fund the projects described in this document, the County Manager will subsequently bring back a construction and financing schedule for the projects to the Board for consideration during the FY 2013-14 and FY 2014-15 Recommended Budget Hearings, at which point detailed information on fiscal impact will be available.