

APPENDIX G: ECONOMIC DEVELOPMENT CHAPTER ASSESSMENT

STATUS OF POLICIES: ECONOMIC DEVELOPMENT CHAPTER

The following goals, policies and implementation actions address the unique affordable housing needs of North Fair Oaks. Each goal is supported by policies that promote one or more of the identified priority housing needs in North Fair Oaks, and the policies are supported by specific actions that provide more detailed implementation strategies. The following includes a summary of the status of implementation of the North Fair Oaks Community Plan (NFOCP). Information about the status of each policy and implementing action is included. Priority policies/actions are indicated by a diamond symbol (◆) and summarized on pages 78-80 of the North Fair Oaks Community Plan Review.

GOALS, POLICIES, IMPLEMENTING ACTIONS AND STATUS	DESCRIPTION OF CURRENT STATUS
GOAL 8.1: Create new employment opportunities for North Fair Oaks residents.	
Policy 1A: Expand workforce training efforts to help prepare North Fair Oaks residents to compete for quality, living-wage jobs in growing industry sectors	
<p>(◆) Policy 1A.1: Collaborate with employment assistance organizations, local employers, and educational institutions to create a coordinated workforce training program targeted to North Fair Oaks residents.</p> <p>STATUS: ONGOING</p>	<p><u>North Fair Oaks Economic and Employment Center</u> In 2023, San Mateo County partnered with JobTrain and Renaissance Entrepreneurship Center to provide job search and training services as well as services to local small businesses and entrepreneurs at the <u>North Fair Oaks Economic and Employment Center</u>. Services in English and Spanish are targeted to North Fair Oaks residents and are currently provided at two North Fair Oaks locations, the Fair Oaks Community Center and the Sequoia Adult School.</p> <p><u>Sequoia Adults School</u> The Sequoia Adult School has operated in North Fair Oaks since 1989 and serves more than two thousand community members annually. In partnership with <u>Cañada Community College</u> and <u>Upward Scholars</u>, the Adults School provides English as a Second Language classes and preparation classes needed to earn a High School Diploma or a High School Equivalency certificate. The Adult School also provides on-site counselors to help students transition to college or a career pathway.</p> <p><u>Upward Scholars</u> is a nonprofit providing financial, academic, and career development to low-income adults in North Fair Oaks. It was founded in 2009 by Sequoia District Adult School staff and volunteers committed to enabling ESL adult school students to continue</p>

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	<p>their education at community college. In addition to financial and academic support, Upward Scholars provides career development including a job referral program, job training, coaching and mentoring to help support students obtain jobs.</p> <p><u>NOVAworks</u> NOVAworks provides services to the jobseekers of Silicon Valley through its job centers in Sunnyvale and San Mateo. NOVAworks holds some events at the North Fair Oaks Library throughout the year such as the NOVAworks Job Resource Center drop-in hour where NOVAworks representatives are available to share job search resources.</p> <p><u>NFO Library</u> NFO Library offers citizenship classes ESL classes for adults.</p>
<p>Policy 1A.2: Build on efforts by the County Human Services Agency (HSA), the San Mateo County Community College District, and other partners to create a green collar job program tailored specifically to the educational and linguistic needs of North Fair Oaks residents.</p> <p>STATUS: NOT INITIATED</p>	<p>The focus of training provided by JobTrain is in industries such as construction, culinary arts, health care and technology. Currently, JobTrain's website does not reference green collar jobs. No other green collar job programs in partnership with stakeholder organizations were identified.</p>
<p>Policy 1A.3: Prioritize workforce training for local youth, including continuation and expansion of existing youth jobs-training programs. Identify opportunities to create and expand space to house youth job training and workforce development programs and other youth job assistance programs. Ensure that new development does not displace, or provides for replacement or relocation of, space for existing youth workforce training programs.</p> <p>STATUS: ONGOING</p>	<p><u>JobTrain and Sequoia Adults School</u> JobTrain currently offers youth services including career training, paid work experience, and job placement assistance for young adults ages 17 to 24. The Sequoia Adult School provides training classes for students 18 years old and older.</p> <p><u>Youth Leadership Institute (YLI)</u> YLI's Youth Empowerment, Entrepreneurship, and Employment! (YEEE!) initiative is a summer youth workforce development program. The program is San Mateo County's largest youth employment program formed by a county-wide partnership of school districts, community-based organizations, and small businesses. It promotes economic development, civic engagement, career/industry awareness, and academic achievement among socio-economically disadvantaged youth in several geographic locations including North Fair Oaks. In its second year of implementation in 2024, YEEE! provides an 8-week summer program (3-week job training and 5-week career academy/internship) focused on college and career exploration, job training, and work-based learning at an internship (i.e. small business or community-based organization).</p> <p><u>Redwood City Police Activities League (PAL)</u> The Redwood City Police Activities League is a non-profit community-based organization providing intervention, prevention, and alternative programs to at-risk and economically</p>

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	<p>challenged youth. They offer a Redwood City Police Cadet Program that provides valuable experience to local teens and young adults as they explore the vocation of law enforcement.</p> <p><u>Redwood City Together</u> Redwood City Together is a non-profit community-based organization governed by ten core organizations and agencies. Redwood City Together manages working groups that work toward advancing equity, wellness, and education in the Redwood City & North Fair Oaks communities and leads Community Initiatives (CIs) are short-term incubation activities, partnership or events that function to support an immediate need in the community or the collaborative efforts of our partners. For example, Redwood City Together leads the Youth Promotores Community Outreach Team, employing active youth Promotores ages 14-18 that share information about social services, participate in professional development trainings, team building activities, and a college and career fair.</p> <p><u>Orgullo y Educación (OYE) Conference</u> The Orgullo y Educación (OYE) Latinx Youth Conference first started in 2010 at the Fair Oaks Community Center organized by volunteers from the community and local community agencies. It has grown over the past 12 years as a youth and adult led initiative and now serves more than 350 youth/young adults and parents in Redwood City, North Fair Oaks and other San Mateo County communities. The objectives of the conference are to introduce educational, cultural, social, and political resources, provide tools to identify strengths and overcome obstacles, motivate youth to find their purpose and passion in life, and to provide parents with tools to support their children.</p> <p><u>NFO Library</u> NFO Library offers after school programming as well as summer learning programs for youth.</p> <p><u>Additional Programs</u> There are also several countywide youth training programs offered including Jobs for Youth, San Mateo County Sherriff Community Activities, Siena Youth Center, the Riekes Center, Friends for Youth, Boys and Girls Club of the Peninsula, and the Community Collaboration for Children’s Success.</p>
<p>Policy 1A.4: Identify opportunities to provide workforce training and re-training for unemployed, underemployed, or retired seniors needing or desiring employment. Identify opportunities to leverage seniors’ work experience by involving senior</p>	<p>Jobtrain, Renaissance and the Sequoia Adult School offer job services and training for a range of age groups but workforce programs targeted specifically to seniors were not identified.</p> <p>Programs and services for seniors in North Fair Oaks are provided by the Peninsula Family Service at the North Fair Oaks Community Center and include brown bag meals, fitness</p>

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<p>residents in mentoring and job training programs for youth and others. STATUS: INITIATED AND PARTIALLY COMPLETE</p>	<p>classes, ESL classes, computer classes, coaching, as well as health services such as monthly blood pressure screenings. Seniors can also access an information and assistance resource phone line or connect with a case manager to help with access to resources for aging in place, transportation, food, emergency shelter, caregiver support, health and wellness, recreation, housing, and health insurance.</p>
<p>Policy 1B: Increase efforts to diversify the community’s job base to bring a variety of job opportunities to local residents. Key sectors in San Mateo County include high-technology, general local serving manufacturing and distribution, green and clean-technology uses, and professional and trade services.</p>	
<p>Policy 1B.1: Enact land use and zoning policies that provide a sufficient supply of land for production, distribution, and repair uses along Spring Street in the core industrial area. STATUS: COMPLETE</p>	<p>The county has continued and expanded industrial uses in these areas by maintaining industrial and commercial uses at the same scale and introducing live-work residential and mixed-uses. Job generating uses continue to be allowed on Spring Street in the core industrial area, which include warehousing, office, research and development, and light manufacturing and assembly. The rezoning allowed multifamily development only in limited peripheral portions of industrial area, but allowed live-work throughout. Repair uses are allowed with a use permit.</p> <p>Due to State law requiring the identification of zoning capacity for housing, the county has also introduced high density residential/multifamily in this area. Market conditions have allowed industrial uses to continue in the area despite the high demand for residential. SB 6 provisions, in effect as of July 1, 2023, allow residential development on property zoned for commercial use if a project meets a number of criteria and requirements.</p>
<p>Policy 1B.2: Designate a County, nonprofit, or other community-based partner lead agency responsible for business attraction efforts in North Fair Oaks. STATUS: INITIATED AND PARTIALLY COMPLETE</p>	<p>The county has opened the North Fair Oaks Economic Advancement and Employment Center where Renaissance Entrepreneurship Center will help launch and maximize new and existing small businesses by delivering a range of services from training and consulting to business incubation, access to capital, networking and special programming. While not directly responsible for business attraction, Renaissance provides resources for any business that wants to open in North Fair Oaks. San Mateo County does not have dedicated economic development staff to spearhead this initiative.</p>
<p>Policy 1B.3: Identify and market specific sites or underutilized properties that would be suitable for use by emerging clean or green-tech industries. STATUS: NOT INITIATED</p>	<p>The county provides technical assistance to businesses interested in opening or relocating in North Fair Oaks, however, there have been no recent inquiries from clean or green-tech companies. While the county has not proactively identified and marketed specific sites in North Fair Oaks for clean or green-tech industries, the county does have the zoning in place to allow these industries to locate there.</p> <p>The San Mateo County Office of Sustainability certifies and promotes small to medium-sized businesses that operate in an environmentally responsible manner through the San Mateo County Green Business Program. El Concilio of San Mateo County provides case</p>

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	workers that serve as systems navigators that provide assistance with the county’s Green Business Certification.
<p>Policy 1C: Encourage pilot initiatives in commercial urban agriculture on vacant and underutilized sites. (See Chapter 5: Health and Wellness for goals and policies that support urban agriculture and potential locations for those activities.)</p>	
<p>Policy 1C.1: Identify vacant or underutilized sites for community gardens in commercial, mixed-use and residential areas of North Fair Oaks. Seek neighborhood, community, and nonprofit partners for the ongoing operation and maintenance of one or more community gardens and community gathering spaces in North Fair Oaks.</p> <p>STATUS: COMPLETE</p>	<p>There are currently 4 community gardens in North Fair Oaks:</p> <ul style="list-style-type: none"> ▪ The Friendship Park community garden maintained by the San Mateo County Parks and Recreation Department. ▪ Two gardens located next to and maintained by the St. Francis Center. ▪ A garden maintained by the San Mateo County Health Center. <p>The county also supported the Fair Oaks Beautification Association (FOBA) in completing the construction of a pocket park and community gathering space on the Hetch Hetchy right-of-way at the corner of Bay Road and 18th Avenue. Opportunity sites for these types of uses included lots that were smaller than the minimum lot size to build housing.</p> <p>The San Mateo County Food System Alliance (SMFSA), a community-based collaborative, conducted an analysis in 2015 that identified ten vacant parcels located in residential, commercial and light industrial zoning districts in North Fair Oaks suitable for urban agriculture.</p>
<p>Policy 1C.2: Investigate the feasibility of urban farming in North Fair Oaks. Explore the initiation of a small-scale urban agriculture program by formulating a solicitation for a partner organization, which can, in turn, identify ideal sites, organize volunteers, and help to obtain grant funding.</p> <p>STATUS: COMPLETE</p>	<p>The SMFSA, a community-based collaborative, conducted an analysis in 2015 that identified ten vacant parcels located in residential, commercial and light industrial zoning districts in North Fair Oaks suitable for urban agriculture. The study found that all ten properties identified as suitable for urban agriculture could be used for urban agriculture regardless of zoning classification because regulations do not explicitly prohibit community gardens or urban agriculture in any of these zoning districts. The County Planning Department currently approves permits for community gardens or urban agriculture on a case-by-case basis.</p> <p>The SMFSA study recommended local implementation of Assembly Bill (AB) 551 Urban Agriculture Incentive Zones Act, a state bill that empowers California’s cities and counties to pass ordinances to create “Urban Agriculture Incentive Zones,” which allows landowners to receive tax incentives for dedicating land to agriculture uses. San Mateo County has/has not passed a local AB551 implementation ordinance.</p> <p>In 2020, the San Mateo Resource Conservation District published an Urban Agriculture Guide for San Mateo County. The guide provides step by step information on how to build a community garden or urban farm including establishing partnerships and garnering</p>

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	<p>support, finding and securing land, building a garden or farm, natural resource considerations and food safety considerations.</p> <p>Since adoption of the NFOCP, four community gardens were built in North Fair Oaks:</p> <ul style="list-style-type: none"> ▪ The Friendship Park community garden maintained by the San Mateo County Parks and Recreation Department. ▪ Two gardens located next to and maintained by the St. Francis Center. ▪ A garden maintained by the San Mateo County Health Center.
Policy 1D: Promote local hiring by local businesses.	
<p>(♦) Policy 1D.1: Expand County outreach efforts to educate local employers on the benefits of local hiring, publicize opportunities for local hiring, and encourage companies to hire local residents. STATUS: ONGOING</p>	<p>Local hiring is encouraged and promoted by job training/assistance partnerships organizations such as JobTrain and Renaissance that offer employment and job training services in North Fair Oaks.</p>
Policy 1E: Support day laborers and day labor programs.	
<p>Policy 1E.1: Continue to provide space for day labor programs in County facilities, and support to organizations that serve day laborers. STATUS: ONGOING</p>	<p>County Human Services Agency supports the Multicultural Institute – Day Workers and Housekeepers program with a location North Fair Oaks on 533 Warrington Avenue.</p> <p>Multicultural Institute assists economically disadvantaged adults in acquiring vocational, social, and educational skills to build self-sufficiency and offers job placement assistance and job contact cultivation, educational and training opportunities, legal services, health screenings and other health services, day laborer organizing and other basic assistance.</p>
<p>Policy 1E.2: Work with day labor organizations to identify day laborer needs, and to ensure that infrastructure changes, physical development and redevelopment, and other changes contemplated by the Community Plan consider day laborer needs and potential impacts on day laborers. STATUS: ONGOING</p>	<p>Representatives from the County Board of Supervisors, the Human Services Agency, the Sheriff’s Office, and the Dept. of Public Works regularly meet with the Multicultural Institute to assess the needs of the day laborer program.</p>
GOAL 8.2: Support small and mid-sized businesses	
Policy 2A: Retain and grow existing retail and service businesses by providing strategic support in marketing, building rehabilitation, and related expansion efforts.	
<p>Policy 2A.1: Designate a dedicated small business liaison for North Fair Oaks responsible for ongoing communication with existing businesses. This could be through the County or nonprofit partners.</p>	<p>The San Mateo Office of Community Affairs was designated liaison responsible for ongoing communication with existing businesses in North Fair Oaks. OCA publishes a monthly, bilingual newsletter that is mailed to approximately 7,000 addresses, and is also the point of contact for small business updates and provides a phone line: 650-363-1800 and email</p>

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STATUS: COMPLETE	communications to the small business community Monday-Friday 8am-5pm. In addition, through the North Fair Oaks Economic and Employment Advancement Center, Renaissance provides targeted assistance to small businesses in North Fair Oaks. The county also maintains an online North Fair Oaks Business Directory .
Policy 2A.2: Explore the creation of a commercial beautification and façade enhancement program, for new and existing businesses, to enhance storefronts and make them more welcoming, enhance overall appearance of commercial areas, and increase business attractiveness. STATUS: NOT INITIATED	This program was not pursued due to lack of funding and the State of California prevailing wage laws associated with contractor labor. Small business grants were provided in North Fair Oaks to revitalize commercial areas in the form of working capital grants (see Program 2A.3).
(◆) Policy 2A.3: Conduct a feasibility study regarding the creation of a commercial corridor revitalization program for the primary commercial areas along Middlefield Road and 5th Avenue. Such a program would provide a comprehensive suite of technical assistance services in marketing, merchandising, and tenant improvement funding for local retail and professional service firms. STATUS: INITIATED AND PARTIALLY COMPLETED	While not designated as a commercial corridor revitalization program, San Mateo County Small business grants were provided in North Fair Oaks to help revitalize businesses because of the impacts of the COVID-19 Pandemic (San Mateo County Recovery Initiative delivered \$1.26 million to North Fair Oaks businesses). In addition, businesses struggling financially due to the impacts of the Middlefield Road Improvement Project received \$1 million in grant funds. North Fair Oaks retail, professional services firms, and other local businesses are also eligible for technical assistance through services provided by Renaissance and the North Fair Oaks Economic and Employment Center.
Policy 2A.4: Investigate the feasibility of establishing a Business Improvement District (BID) in North Fair Oaks to support commercial revitalization and business assistance activities. STATUS: NOT INITIATED	The county has explored the possibility of hiring an economic development manager to spearhead this initiative but there is a lack of funding to fulfill this role on a full-time basis, but this initiative could potentially be pursued by the North Fair Oaks Economic and Employment Center (Renaissance).
Policy 2B: Increase efforts to provide technical and financial support to local entrepreneurs seeking to start businesses in North Fair Oaks.	
Policy 2B.1: Partner with appropriate agencies and organizations to create a focused entrepreneurship program for North Fair Oaks. STATUS: COMPLETE	San Mateo County partners with Renaissance Entrepreneurship Center to provide a focused entrepreneurship program for North Fair Oaks at the North Fair Oaks Economic and Employment Center . Services in English and Spanish are targeted to North Fair Oaks residents and businesses and are currently provided at two North Fair Oaks locations, the Fair Oaks Community Center and the Sequoia Adult School.
Policy 2B.2: Partner with the Small Business Administration and local financial institutions to publicize the availability of federal, State and private resources for microenterprise seed funding. STATUS: COMPLETE	Completed through the San Mateo SBDC Northern California Region, Renaissance and the San Mateo County Economic Development Association (SAMCEDA). Outreach to businesses is provided in English and Spanish.
Policy 2B.3: Create a technical advisory service for small entrepreneurs in North Fair Oaks to provide information and	San Mateo County partners with Renaissance Entrepreneurship Center to provide technical advisory service for small entrepreneurs at the North Fair Oaks Economic and Employment Center . Services in English and Spanish are targeted to North Fair Oaks

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<p>training on resources available to new and emerging microenterprises. STATUS: COMPLETE</p>	<p>residents and include information and training on resources available to new and emerging microenterprises and businesses. Services are currently provided at two North Fair Oaks locations, the Fair Oaks Community Center and the Sequoia Adult School. In addition, the County has provided grants for micro enterprises countywide. The county supported microenterprise grant programs as a part of the San Mateo County Recovery Initiative which responded to the impacts of the COVID-19 Pandemic. In 2022 alone, the county distributed \$37,500 in Microenterprise Home Kitchen grants and \$500,000 in Microfood Business grants.</p>
<p>(◆) Policy 2B.4: Provide interested parties with comprehensive information in a single, easily digestible format on requirements and opportunities for starting businesses in North Fair Oaks, including information on regulatory requirements, procedures and fees, local sources of support, available resources, potential business locations, and other information. STATUS: COMPLETE</p>	<p>San Mateo County partners with Renaissance Entrepreneurship Center to comprehensive information in a single, easily digestible format on requirements and opportunities for starting businesses in North Fair Oaks at the North Fair Oaks Economic and Employment Center. Services in English and Spanish are targeted to North Fair Oaks residents and include information on regulatory requirements, procedures and fees, local sources of support, available resources, potential business locations. Services are currently provided at two North Fair Oaks locations, the Fair Oaks Community Center and the Sequoia Adult School.</p>
<p>GOAL 8.3: Support business expansion efforts and promote retention of existing businesses.</p>	
<p>Policy 3A: Identify expansion needs and provide support for existing businesses to expand without relocation out of North Fair Oaks.</p>	
<p>Policy 3A.1: Identify infrastructure, space, and other expansion needs for existing business to expand while remaining in current locations. STATUS: NOT INITIATED</p>	<p>The county provides technical assistance related to relocation and expansion of North Fair Oaks businesses through coordination via county staff in the County Executive's Office, Office of Community Affairs and Planning and Building Department. San Mateo County does not have dedicated economic development staff to spearhead this initiative.</p>
<p>Policy 3A.2: If expansion in place is infeasible, help businesses identify potential appropriate expansion sites at other locations within North Fair Oaks. STATUS: NOT INITIATED</p>	<p>The county provides technical assistance related to relocation and expansion of North Fair Oaks businesses through coordination via county staff in the County Executive's Office, Office of Community Affairs and Planning and Building Department. The county has explored the possibility of hiring an economic development manager to spearhead this initiative but there is a lack of funding to fulfill this role on a full-time basis.</p>
<p>Policy 3A.3: Support creation of new childcare locations in North Fair Oaks, including childcare space as part of new large-scale developments, and smaller-scale childcare in appropriate locations throughout North Fair Oaks, in order to support local workers in need of easily accessible childcare. STATUS: COMPLETE</p>	<p>Construction is now under way on a 179-unit 100% affordable housing project known as Middlefield Junction in North Fair Oaks located at 2700 Middlefield Road on a County-owned vacant parcel behind the County's Fair Oaks Health Center. The project consists of new apartments from one to three bedrooms, a childcare center and community open space.</p>

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	<p>In addition, San Mateo County has provided technical support and grant funds to support childcare businesses. Through the San Mateo County Recovery Initiative, the county provided grants to 368 childcare providers. County grants included \$4 million in 2020 (Childcare Relief Fund included grants of up to \$55,000), \$870,000 in 2022 (Family Childcare Grants), and \$4.1 million in 2022-2023 (Childcare Grant Fund). Eighty percent (80%) of childcare programs that received grants were in high priority zip codes representing the lowest income communities in San Mateo County.</p>
<p>GOAL 8.4: Plan to accommodate new industrial, office and mixed-use development.</p>	
<p>Policy 4A: Plan for and appropriately modify regulations to support the expansion of industrial, flex and research and development (R&D) uses in the Industrial Mixed-Use areas of North Fair Oaks.</p>	
<p>Policy 4A: Plan for and appropriately modify regulations to support the expansion of industrial, flex and research and development (R&D) uses in the Industrial Mixed-Use areas of North Fair Oaks. STATUS: COMPLETE</p>	<p>The county has continued to encourage industrial uses in certain areas by maintaining industrial and commercial uses at the same scale and introducing live-work residential and mixed-uses. While some areas of NFO were preserved for industrial, flex and research and development (R&D) uses, the rezoning program modified some existing industrial districts to allow multifamily and mixed use. Due to State law requiring the identification of zoning capacity for housing, the county has also introduced high density residential/multifamily in some limited industrial areas. Market conditions have allowed industrial uses to continue in the area despite the high demand for residential. Commercial, residential, institutional, and community facilities are allowed in the new mixed-use districts. Light industrial and R&D are allowed in the mixed-use districts by Conditional Use Permit (CUP) only. Flex and research and development (R&D) uses are allowed uses in industrial zones.</p>
<p>Policy 4B: Provide opportunities for mixed-use development in the Industrial Mixed-use areas to provide flexible space for a range of commercial, institutional and residential (by conditional use permit) activities and revitalization of underutilized land.</p>	
<p>Policy 4B.1: Allow live-work and related mixed use product types in the Industrial Mixed-Use areas with a conditional use permit. STATUS: COMPLETE</p>	<p>Adopted zoning that allows mixed-use development, includes live-work residential uses in existing industrial areas along Edison Way by Conditional Use Permit (CUP).</p>
<p>Policy 4B.2: Permit recreational and community facilities uses in the Industrial Mixed-Use areas with a conditional use permit provided that such uses are compatible with nearby production, distribution and repair activities. STATUS: COMPLETE</p>	<p>Adopted zoning that allows recreational and community facility uses in industrial mixed-use areas Conditional Use Permit (CUP).</p>
<p>Policy 4C: Encourage intensive commercial and mixed-use development at key nodes such as the potential multi-modal transit hub on Middlefield Road at the Dumbarton railroad crossing and along El Camino Real at 5th Avenue.</p>	

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<p>Policy 4C.1: Identify opportunity sites (sites that are vacant or underutilized, and/or appropriate for significantly greater intensities of development) near planned transit facilities, in order to support transit usage and leverage increasing long-term demand for office, retail and residential development located near transit hubs. Promote and assist in redevelopment of appropriate identified sites.</p> <p>STATUS: COMPLETE</p>	<p>Accomplished as a part of the development of the 2023-2031 Housing Element. SMC staff worked with developers and the community to identify all sites in North Fair Oaks with the potential to accommodate additional housing. See Housing Element sites inventory: https://www.smcgov.org/planning/draft-housing-element-adequate-sites-inventory.</p> <p>The North Fair Oaks Rezoning Project adopted zoning allows for significantly greater residential densities and mixed-use within defined priority development areas in proximity to transit corridors. The rezoning program established a higher density mixed-use district that allows high intensity uses (50-70 feet) and 60-120 du/acre depending on location. These zoning changes would allow greater height, more housing, and commercial ground floor uses in these priority development areas. The NMU and NMU-ECR zoning districts require ground floor commercial, while the bulk of the CMU districts now allow 100% residential (largely in response to changes to state law which made this required).</p>
<p>Policy 4C.2: Promote multifamily residential development and the development of new housing product types on key sites and in mixed-use areas as described in Chapter 6: Housing and Chapter 7: Design Standards and Guidelines.</p> <p>STATUS: ONGOING</p>	<p>All phases of NFO Rezoning and General Plan Amendment Project have been completed. Amended zoning classifications along Middlefield Road, El Camino Real, and 5th Avenue, ensure that the zoning regulations are implementing the goals of the NFOCP, are consistent with recent changes to State law, and improve clarity and usability of the regulations. The new districts allow a mix of residential and commercial uses, with commercial uses on the ground floor, and residential above, allow heights of approximately 4 to 6 stories, and allow from 60 to 120 housing units per acre. In addition, the county will continue to implement this policy through implementation of the County’s 2023-2031 Housing Element. Many of the implementing policies included in the Housing Element will encourage housing production and transit-oriented development by implementing state housing laws making it easier to build multifamily housing.</p>
<p>Policy 4C.3: Identify remediation needs for potential opportunity sites that may require clean-up, as described in Chapter 5: Health and Wellness, and identify responsible parties and potential sources for remediation assistance.</p> <p>STATUS: NOT INITIATED</p>	<p>Lack of funding to implement this initiative. The county has not identified opportunity sites in North Fair Oaks that require clean-up.</p>
<p>Goal 8.5: Expand retail services in North Fair Oaks.</p>	
<p>Policy 5A: Concentrate new retail development at key nodes and along Middlefield Road, 5th Avenue, and El Camino Real that already have existing concentrations of local serving retailers.</p>	
<p>Policy 5A.1: Provide regulatory and financial incentives for the commercial redevelopment of vacant and underutilized parcels along El Camino Real and Middlefield Road to build on the</p>	<p>Lack of funding to implement this initiative.</p>

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<p>synergy of these well-established retail corridors. STATUS: NOT INITIATED</p>	
<p>Policy 5B: Attract new retail businesses that will complement the existing mix of local businesses and fill gaps in local retail services.</p>	
<p>Policy 5B.1: Actively recruit a new full-service pharmacy to capture retail sales that are currently leaking from North Fair Oaks in this category. Identify one or more potential sites for a new pharmacy or for a mixed-use development with ground floor pharmacy use. Potentially partner with an experienced commercial brokerage or nonprofit economic development agency to develop a targeted outreach effort for a new pharmacy. STATUS: NOT INITIATED</p>	<p>Lack of funding to implement this initiative. There has been no interest from the private sector in developing a new retail pharmacy in North Fair Oaks since the NFO CP was adopted. There are several pharmacies close to North Fair Oaks and the Fair Oaks Health Center, which opened in 2014, has a pharmacy on-site.</p>
<p>Policy 5C: Remove barriers to new retail development, including parking constraints and barriers to mixed-use development, by exploring innovative parking strategies described in the Chapter 3: Circulation and Parking and amending land use regulations to allow for higher densities and zoning to encourage retail and a mix of uses in designated areas within North Fair Oaks.</p>	
<p>Policy 5C.1: Conduct and implement a commercial parking utilization study and parking program for North Fair Oaks commercial areas based on the policies in Chapter 3: Circulation and Parking. STATUS: INITIATED AND PARTIALLY COMPLETE</p>	<p><u>Commercial Parking Study</u> County completed a comprehensive parking study (North Fair Oaks Parking Study and Strategy) in 2013. The study evaluated parking, including quantity, location, availability, and design in North Fair Oaks and included a working group that advised the project on parking issues in the community. The parking study identified several issues, including that there is no parking or traffic division in the county as well as limited parking enforcement in the county. The Sherriff’s Office provides some parking enforcement on call but has limited resources to provide proactive enforcement of parking rules. The study also identified that commercial vehicles impact some residential areas. Several potential solutions were studied including a parking permit program, additional centralized parking facilities, a parking improvement district, and more robust enforcement of existing parking.</p> <p><u>Parking Facilities</u> Since the adoption of the NFOCP, the county purchased four parcels between Middlefield Road and 2nd Ave and developed it into public parking lot and also identified and maintains a small parking lot at the corner of Berkshire Avenue and Huntington Avenue.</p> <p><u>North Fair Oaks Rezoning Project</u> The North Fair Oaks Rezoning Project included amendments to provide clarification, correction, and/or streamlining of various standards and processes, to make the regulations more readily understandable, easier, and more effective in implementation,</p>

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	<p>and to incorporate recent changes in State law. Parking requirements were standardized and across zoning districts, and electric vehicle charging requirements superseded by State law were eliminated. Adopted zoning reduces barriers to development including reduced parking requirements</p> <p><u>Assembly Bill 2097</u> Under AB 2097 a project that includes a minimum of 20% affordable units cannot be subject to local parking minimum requirements when the project is located within a half-mile radius of a major transit stop. Projects subject to SMC’s Inclusionary Housing Ordinance located in the AB 2097 radius will not have parking minimums.</p>

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