

GENERAL PLAN POLICIES

The site at 405 Industrial Road has a General Plan land use designation of General Commercial/Industrial. The proposed life science/research and development project is consistent with the following General Plan Policies

- LU-5.2: Implement the City's adopted Economic Development Plan, which is updated annually as it relates to supporting the local economy.
- LU-5.3: Support and encourage businesses and land uses that contribute to the City's financial viability.
- LU-5.7: Support high-wage industries that provide quality jobs for workers at all education levels.
- LU-5.9: Encourage new commercial development on parcels fronting Highway 101 to expand the City's tax base and to be of high-quality design.
- LU-5.13: Consider use of multiple level parking facilities to provide increased space where available land is limited.
- LU-5.15: Promote economic revitalization on underutilized parcels designated for higher intensity land uses.
- LU-6.1: Support commercial/industrial activity and businesses on the East Side.
- LU-6.2: Prohibit the conversion of property designated for industrial/commercial land on the East Side to non-industrial/commercial uses. ·Ensure proposed new uses in the East Side do not introduce land use conflicts that would adversely impact industrial/commercial activities.
- LU-6.3: Support the expansion of key growth industries while maintaining the overall diversity of land uses within East Side employment areas.
- LU-6.4: Encourage the development of the Landmark sites at the intersection of Industrial Road and Holly Street.
- LU-6.6: Encourage new development on the East Side to feature high quality architecture that reinforces the character of the area.
- LU-8.1: Require all development to feature high quality design that enhances the visual character of San Carlos.
- LU-8.3: Encourage design features and amenities in new development and redevelopment, including, but not limited to:
 - Visual buffers.
 - Facilitation of pedestrian activity.
 - Distinctiveness and variety in architectural design
- LU-8.4: Promote pedestrian-scaled design through site planning, building design, finish details and landscaping for all types of development by requiring height and locational transitions between buildings of varied levels that are sensitive to the interrelationships of surrounding uses and structures, especially residential.
- LU-8.5: Optimize architectural quality by encouraging the use of quality materials, particularly as accents and authentic detailing, such as balconies and window trims.
- LU-8.8: Encourage design of convenient pedestrian walkways with shade and minimal tripping hazards, preferably with landscape buffers.
- LU-8.10: On all sides of buildings, require the incorporation of quality architectural design elements for all building façades and stepping back upper floors in order to reduce bulk and mass and to break up monotonous wall lines.
- LU-8.18: Encourage "green building" practices in new development and redevelopment, such as those that make a building more energy efficient and reduces its effect on

human health and the environment through better siting, design, construction, maintenance and operation.

- LU-11.1: Require high quality design for buildings at visually significant locations in gateway areas.
- LU-11.2: Encourage design features, such as landscaping, art and displays in gateway areas that are welcoming, attractive and contribute to a unique sense of place.
- LU-11.3: Encourage distinctive architectural features, such as tower elements or a plaza at building entry, for buildings located at visually significant locations within gateway areas.
- LU-11.5: Limit the visibility of surface parking within gateway areas through landscaping and architectural treatments such as low decorative walls or trellises.
- LU-11.6: Discourage the use of sound walls within gateway areas. If sound walls cannot be avoided, ensure that soundwalls are designed to be attractive and well landscaped.
- LU-11.9: Ensure that new development on the Landmark sites at the northeast and southeast corners of Holly Street and Industrial Road function as the primary gateway features for the Holly Street Gateway area. Site planning, building treatments, pedestrian improvements and landscape features shall exhibit exceptional design and respect integrity of adjacent uses including nearby residential properties.
- LU-11.11: Ensure that new development or redevelopment on the northwest and southwest corners of Holly Street and Industrial Road complies with the policies set forth in Land Use Goal 5.
- LU-11.12: Develop welcoming gateway areas that emphasize the unique qualities of San Carlos.
- CSH-3.1: Strive to reduce base-line and development-related traffic by 20 percent through public-private partnership efforts.
- CSH-3.2: Support city-wide efforts to reduce vehicular trips within and through the community.
- CSH-3.3 Support the incorporation of Transportation Demand Measures in new development to reduce traffic impacts.
- CSH-3.11: New developments and businesses shall be required to provide adequate loading, unloading and delivery areas, and/or shall be required to conduct such activities during nonbusiness/ peak hours
- EM-11.9 Coordinate with major employers, neighboring municipalities, transit agencies and providers to enhance regional transit and shuttle service.