

WHAT'S IN THE GENERAL PLAN?

The Millbrae General Plan is organized in nine separate but highly interrelated chapters:

1. General Plan Introduction

Introduces the Plan's purpose and structure as well as State law requirements.

2. General Plan Summary

Provides a "vision" for the City's future and identifies major goals and key policy features.

3. Land Use Element

Defines locations, policies and guidelines for different land uses and identifies public facilities to meet residents' needs.

4. Circulation Element

Defines the relationship between land use and circulation, and recommends the location and general scheduling of transportation improvements.

5. Housing Element

Describes the City's housing stock and demographics, establishes targets for new housing construction, and protects existing housing.

6. Parks, Open Space and Conservation Element

Describes and protects the City's natural environment and recreation features to help ensure a livable and sustainable community.

7. Noise Element

Evaluates noise sources and provides standards to reduce noise impacts.

8. Safety Element

Identifies potential community hazards and provides policies and programs to ensure a safe and healthy community.

9. Implementing Program Priorities

Categorizes and prioritizes the General Plan's implementing programs.

In each chapter, Goals define the ideals that the General Plan is striving for, while Policies establish the basic approach to achieving goals. Policy Maps describe the application of the General Plan's policies, and Implementing Action Programs define specific actions that the City will try to undertake to implement the goals and policies.

The Millbrae General Plan

A Blueprint for Our Future

The General Plan addresses key issues throughout the city

Most of the land in Millbrae is already developed, with a well-established pattern of uses and activities. The purpose of the General Plan is to protect the quality of existing residential areas, while enhancing the overall vitality and livability of our community. Some of the key implementing actions in the General Plan include:

Preserve Millbrae's suburban community character

Millbrae residents take pride in their City and the quality of their residential neighborhoods. The Plan places high priority on protecting residential neighborhoods, preserving views, and ensuring that new development enhances the overall quality and character of the community.

Provide affordable, quality housing for all city residents

Single-family homes are becoming unaffordable to many middle and lower income families who are an integral part of the community and local economy. Their displacement will impact local businesses as well as the regional transportation network, as they have to commute long distances to work. Solutions are needed that will maintain neighborhood integrity and character while ensuring long-term affordability for all residents.

Upgrade older, deteriorating areas

The quality of housing in older neighborhoods has improved in recent years, spurred by the high price of housing in the Bay Area. Some areas are still in need of improvement, however, particularly in the Marino Vista and Bayside Manor neighborhoods, the Richmond Drive area, and the rental housing mixed throughout the commercial areas.

Implement the Millbrae Station Area Specific Plan

The City can take advantage of opportunities around the new BART/CalTrain Station by implementing the Specific Plan and promoting new transit-oriented development.

Minimize traffic and parking impacts

Residents want to ensure that development does not result in negative traffic impacts, particularly in residential areas. Of particular concern are the east-west streets that connect residential areas with the commercial core along Broadway and El Camino Real. Parking is also an issue, particularly on narrow residential streets and in commercial areas along the El Camino Real, in the Downtown, and surrounding the proposed new BART/CalTrain Station.



Broadway Business District



New Senior Housing



Proposed Station Square near the BART/CalTrain Station



Spur Trail



Millbrae Station Area Specific Plan



City Hall



Millbrae Fire Station

Strengthen the city's economic base

Development can contribute to the local economy, providing tax revenues to help pay for City services and local job opportunities. The General Plan encourages the City to explore potential incentives that make desirable developments more feasible, including measures such as the provision of shared parking facilities, expedited application processing, and Redevelopment Agency programs and assistance.

Revitalize the Downtown

Areas along Broadway and El Camino Real should be revitalized to ensure a viable mix of retail services and to make the area more attractive and functional. In particular, the City should address downtown parking issues; pursue opportunities for high-quality mixed use development; and recruit and retain retail businesses.

Improve and protect the Spur Property and trail

The Spur Property and newly developed trail offer unique recreational and open space opportunities. These opportunities should be pursued, within the constraints of existing development, to maximize potential community benefits.

Meet future needs and manage the impacts of new development

The City must respond to the changing needs of residents and local businesses, while addressing the cumulative effects of development. Adequate attention must be given to social and recreational needs, traffic and service capacities, neighborhood concerns, and environmental constraints.

Protect public health and safety

Potential environmental hazards include seismic and geological activity, airport and freeway noise, and flood problems. Environmental resources include natural open space areas that serve recreational, educational, and urban buffer needs. Development must respect these hazards and resources to assure public health and safety.

BULK RATE
U.S. POSTAGE
PAID
PERMIT #190
MILLBRAE, CA

General Plan Summary

KEEP INFORMED!

Millbrae residents are encouraged to review the updated General Plan and participate in the City's ongoing planning activities. To obtain copies of the City's planning documents contact the City's Community Development Department at 259-2341.

CITY OFFICERS

Millbrae City Council Millbrae Redevelopment Agency

Doris Morse, Mayor/Chair
259-2334

Daniel F. Quigg, Vice Mayor/Vice Chair
259-2334

Denis E. Richardson
259-2334

Marc Hershman
259-2334

Mark Church
259-2334

City Treasurer

Robert H. Treseler
259-2350

Staff

James R. Erickson, City Administrator
259-2334

Jeffrey W. Killian, Assistant City Administrator
259-2334

Joan Cassman, City Attorney
259-2334

Louis M. Sandrini, Public Works Director
259-2339

Greg Cowart, Police Chief
259-2300

Brian Kelly, Fire Chief
259-2400

Karla McElroy, Parks/Recreation Director
259-2360

Ralph Petty, Community Development Director
259-2341

Cheryl Mitchell Wade, City Clerk
259-2334

Implementing the General Plan

Because the General Plan is such an important policy document, the City Council will take an active leadership role in its implementation. The City will also periodically revise and update the Plan to ensure that it continues to reflect current community goals and policies, and will encourage public review and participation in all aspects of the planning process.

Zoning is a primary instrument for implementing the General Plan, establishing standards such as minimum lot size, building height and setback limits, lot coverage, parking, and other parameters for every parcel in the City. The General Plan also provides direction for other policy documents, such as the City's Community Preservation Ordinance and its capital and service improvement programs.

In the commercial areas of the City, the General Plan's goals and policies are implemented through the activities of the Redevelopment Agency (RDA), through the City's Commercial Revitalization Strategy (1994) and the America Downtown Action Agenda (1996). Also, the General Plan and the Millbrae Station Area Specific Plan will provide direction for development activity in the Millbrae BART/CalTrain Station area—helping to implement key goals and policies related to community design and identity, transportation, and commercial revitalization.

The Millbrae Station Area Specific Plan

Development of the new Millbrae BART/CalTrain Station north of Millbrae Avenue in the rail corridor presents a significant redevelopment and revitalization opportunity for the City. Located on approximately 116 acres in the Millbrae Redevelopment Project Area, the Station Area Specific Plan sets policies that will transform this part of the city into a vital, mixed use transit-oriented center for the community and the region.

The City has developed the Millbrae Station Area Specific Plan concurrently with the city-wide General Plan to provide detailed planning and design direction for projects in the station area. It addresses issues such as development density, infrastructure needs, circulation, design quality, and the provision of community amenities, including a new civic focus at "Station Square" near the BART/CalTrain Station

KEY POLICIES OF THE MILLBRAE STATION AREA SPECIFIC PLAN ARE:

- Intensify development in the area surrounding the new intermodal station with a mix of office, hotel, retail, and residential uses.
- Enhance the station area through creation of a "Station Square" and a westside station entry.
- Improve the El Camino Real corridor as a landscaped urban boulevard.
- Enhance Millbrae Avenue as the principal gateway to the community.
- Improve area roadways to provide proper capacity for station area automobile traffic.
- Improve the City's utilities and infrastructure to support new development, including the City's wastewater treatment facility.
- Provide financing mechanisms to facilitate the phased implementation of capital improvements.

Guiding Millbrae into the New Millennium Updated Millbrae General Plan Adopted by City Council

Updated plan addresses key issues and protects our quality of life

The City of Millbrae recently updated its General Plan—a policy document that will help guide and shape the City in the 21st century. Adopted on November 24, 1998, the updated Plan addresses the City's future development through the year 2015.

While the General Plan is required by State law, it does more than just meet legal requirements. It is a statement of our community's values, and a vision for Millbrae's future. The recent update—the first comprehensive update since 1973—was undertaken to articulate our vision of what Millbrae should be and to translate that vision into specific goals, policies, and implementing action programs.

The revised General Plan builds upon the City's 1973 General Plan and other established policies related to community preservation, enhancement and development. It also considers new trends and conditions that are impacting the City today, or which may affect it in the future—providing a blueprint for responding to these new challenges while retaining our high quality residential character.

Major areas of focus

The update effort focused on three primary policy areas:

■ ADDRESS NEAR-TERM CITY NEEDS

The extension of BART into Millbrae presents opportunities as well as challenges. The General Plan, in conjunction with the Millbrae Station Area Specific Plan, will help ensure that land use and development issues in the station area are properly regulated and coordinated. The General Plan also discusses citywide housing, employment, and fiscal issues.

■ MAINTAIN OUR EXISTING QUALITY OF LIFE

The General Plan protects the integrity and quality of residential neighborhoods and commercial areas by establishing goals, policies, and regulations that assure property maintenance, quality design and infrastructure, and which maintain a balance of residential, commercial and recreational uses.

■ PLAN FOR LONGER-TERM COMMUNITY NEEDS

The updated General Plan will help ensure the long-term maintenance and preservation of community character, pride and identity. It places a high priority on development and maintenance of the City's infrastructure, and on maintaining the high quality, condition and affordability of the City's housing stock. It also considers the need for flexibility in responding to potential changing economic conditions that may affect the City's commercial areas.

WHAT IS A GENERAL PLAN?

A General Plan is a statement of goals, policies and implementing action programs that guide the long-range physical development of a community.

A General Plan determines the size, form and character of the City and its population in both the near and distant future.

It sets forth the community's priorities on land development and planning issues, including open space, housing, transportation, and commercial development. It also identifies needed infrastructure, community facilities, and services such as police, fire, and recreation.

California requires every city and county in the State to have an up-to-date General Plan, providing the foundation for local zoning and building regulations.



Millbrae BART/CalTrain Station



Millbrae Neighborhoods

Massolo Building, Downtown