



**North Fair Oaks Community Council**  
*A Municipal Advisory Council to the  
San Mateo County Board of Supervisors*

2600 Middlefield Road,  
Redwood City, CA  
650-363-1800  
www.nfoforward.org

Everardo Rodriguez, Chair  
Beatriz Cerrillo, Vice-Chair  
Rosario Gonzalez  
Linda López  
Rosaura López  
Jennifer Ruiz  
Blair Whitney  
Francis Santos, Youth Member  
Esmeralda Rosales, Alternate  
Youth Member

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**June 27, 2019**

**7:00pm**

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The North Fair Oaks Community Council provides recommendations on the issues of community health, safety, welfare, public works and planning for the North Fair Oaks geographic area. It holds regular monthly meetings to address the needs of the community, act as a forum, and serve as an advisory body to the Board of Supervisors.

**The meeting began at 7:00 PM**

## **1. ROLL CALL**

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**Present:** Chair Everardo Rodriguez, Vice Chair Beatriz Cerrillo, Council Member Rosario Gonzalez, Council Member Linda López, Council Member Rosaura Lopez, Council Member Jennifer Ruiz, Council Member Blair Whitney, and Youth Member Francis Santos.

**Absent:** Esmeralda Rosales

**Staff Present:** Iliana Rodriguez -Deputy County Manager, Office of Community Affairs: Mitzy De La Peña Medina, Raymond Larios, and Sandra Becerra.

## **2. PUBLIC COMMENT**

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### **Speakers**

- **Marsha Cohen**—A resident of North Fair Oaks for nearly 30 years and member of Redwood City Neighbors United, commented regarding Cargill and their luxury home developer DMB Associates' renewed efforts to build a project on the salt ponds in Redwood City. Ms. Cohen opposes the proposed development project and supports Redwood City Mayor Ian Bain's suggestion that Cargill instead donate this land for wetland restoration efforts.
- **Mark Moulton**—Mr. Moulton, Project Manager, introduced The Rieke's Center for Human Enhancement Program's building's renovations which will be further detailed during NFOCC's July meeting. It is the intention of The Rieke's Center that the uses of this building will be unchanged after the renovation.

# AGENDA

## 3. Recommendation regarding Ordinance to Restrict the Advertising of Alcoholic Beverages and Cannabis on Billboards

<p>Presentation by Edith Cabuslay, Program Service Manager, BHRS</p> <p>and</p> <p>Lisa Aozasa, Deputy Director of Planning and Building</p>	<ul style="list-style-type: none"><li>• Ms. Cabuslay presented language considerations by the Board of Supervisor related to alcohol and cannabis advertising on San Mateo County (SMC) billboards.</li><li>• Ms. Cabuslay provided statistics and impacts related to alcohol and cannabis use.<ul style="list-style-type: none"><li>• Alcohol and cannabis are the top two most widely used drugs by adolescents in San Mateo County.</li><li>• Alcohol-related ER visits in SMC during 2017-18 made up 76% of all AOD (alcohol and other drugs) related ER visits.</li><li>• Research also shows that exposure to advertising increases the likelihood of a young person’s use of alcohol and cannabis.</li></ul></li><li>• The purpose of a billboard ordinance would be to help reduce the illegal consumption and purchase of alcoholic beverages, cannabis, and cannabis products by children and minors by limiting their exposure to the advertising of alcoholic beverages, cannabis, and cannabis products on billboards near certain youth facilities.</li><li>• Proposed ordinance would only regulate billboards in unincorporated areas of San Mateo County and prohibits billboard ads promoting alcohol or cannabis within 1,000 feet of child care centers, libraries, playgrounds, public parks, or schools.</li><li>• Of the 34 billboards canvassed, 24 are currently located in the North Fair Oaks (NFO) area.</li><li>• Ms. Aozasa’s team assisted BHRS by providing GIS services to do the mapping needed to craft the ordinance.</li><li>• The maps show that almost all the existing billboards in the NFO area are within 1,000 feet of a youth facility (school, child care center, or a playground).</li><li>• If this ordinance goes forward, all but two of the billboards in the NFO area would be regulated by this ordinance.</li></ul>
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	<ul style="list-style-type: none"> <li>• Strategies for accountability and enforcement: <ul style="list-style-type: none"> <li>• Outreach to billboard advertising companies as part of Ordinance review/adoption process.</li> <li>• Monitoring by BHRS &amp; collaboration with owners/advertisers toward voluntary compliance.</li> <li>• Referral to Code Compliance for enforcement for confirmed/ongoing violations.</li> <li>• Also included in the ordinance is a Petition for Review process which allows for future changes in the location of protected land uses.</li> </ul> </li> <li>• Next steps: <ul style="list-style-type: none"> <li>• NFOCC’s review and recommendation to the Board of Supervisors during today’s meeting</li> <li>• Outreach to billboard owners/ advertisers in July 2019</li> <li>• Board of Supervisors will review and adopt the ordinance in August 2019 (tentative).</li> </ul> </li> </ul>
<p>Questions from Council Members</p>	<ul style="list-style-type: none"> <li>• Council Member Linda López asked what type of questions will be asked of the owners and suggested providing these billboard companies with alternatives if they agreed to not publicize alcohol and cannabis. <ul style="list-style-type: none"> <li>○ Ms. Aozasa responded that the exact questions have not been determined, but the goal is to understand the billboard companies’ business model and why they accept the current advertisers. Once these companies understand the County’s concerns, we will see if there is a way that they can voluntarily avoid running these types of ads in these areas.</li> <li>○ Ms. Cabuslay added that it appears that there is a host of opportunities for alternative messaging to go up on billboards given the wait time that must pass before a new billboard comes up. Ms. Cabuslay confirmed that their team will provide the billboard companies with names of organizations or companies that might be interested in advertising as an alternative to the alcohol and cannabis companies.</li> </ul> </li> <li>• Vice Chair Beatriz Cerrillo recommended that the billboard ordinance also include churches in the list of protected areas since many NFO families frequent these sites.</li> </ul>

	<ul style="list-style-type: none"> <li>• Council Member Blair Whitney commented that he does not notice these types of ads in NFO and that children are likely more influenced by their cellphones than these billboards. He asked who generated the potential legislation that is presented to the NFOCC. <ul style="list-style-type: none"> <li>○ Ms. Cabuslay replied that these types of ordinances already exist in other jurisdictions in California and the U.S. and that the idea for implementing this ordinance rose from concerned community members regarding billboards on Middlefield Road in North Fair Oaks.</li> </ul> </li> <li>• Chair Everardo Rodriguez suggested that rather than appealing to the billboard companies' morality, it would be more impactful to primarily present this as a health concern and rely on health and socio-economic statistics that show that underserved minority groups are increasingly affected by substance or alcohol abuse.</li> <li>• Chair Rodriguez also suggested reaching out to companies that are trying to do good in our communities (i.e. the Chan Zuckerberg Initiative or Stanford University) as they may be able to find a reason to advertise in some of those billboards and therefore create a viable alternative which will compensate for the billboard companies' foreseeable economic losses.</li> <li>• Council Member Linda López added that she assumes that the billboard companies' motives are purely economic, so if they are going to receive some sort of profit, the messaging should not matter to them and they will be receptive to the suggestions provided at this meeting.</li> <li>• Chair Everardo Rodriguez asked whether the billboard owners were notified about this first presentation and the NFOCC meeting. <ul style="list-style-type: none"> <li>○ Ms. Cabuslay responded that the Office of Community Affairs did the outreach for this meeting and that BHRS's intent was that once it heard from the community, it will follow up with the billboard operators.</li> </ul> </li> <li>• Council Member Rosaura Lopez asked what the County is doing to address mental health concerns? Are there currently any plans or future programs which will provide more mental health resources?</li> </ul>
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	<ul style="list-style-type: none"> <li>○ Ms. Cabuslay responded that Jefferson Union High School District and Redwood City 2020, community partners in the County’s alcohol and drug prevention programs, are currently in the process of looking at how social determinants of health (i.e. cost of living, housing, stress, and mental health) are impacting people’s decision to use substances. Many factors contribute to someone’s decision to use substances and it is not just about the substances, but also about the environments we live in.</li> </ul>
Public Comment	<ul style="list-style-type: none"> <li>● Ms. Mary Martinez, a lifelong resident of North Fair Oaks, expressed concern over the report findings and is happy to see that this issue is finally coming to the Council’s attention and that actions will be taken to address the alcohol and cannabis billboards. Ms. Martinez added that the County should make sure that the content on these billboards is appropriate given the many safety concerns and negative effects on mental health in the community.</li> <li>● Mr. Brooks Esser, a resident of North Fair Oaks for 35 years, asked whether other communities have implemented similar restrictions on billboards advertising alcohol and cannabis and whether any litigation has resulted from these restrictions? <ul style="list-style-type: none"> <li>○ Ms. Aozasa responded that unfortunately Deputy County Counsel Melissa Andrikopoulos, who assisted in crafting the ordinance, was unable to attend this meeting but an important initial step in creating this ordinance was to look at what other communities had done. There are a handful of other communities who have already adopted this ordinance. It is Ms. Aozasa’s understanding that at least one of these ordinances have survived. This was a very important consideration in drafting the ordinance and an important point which keeps us on firmer legal ground is that we are not prohibiting or regulating all the billboards in the jurisdiction, only the ones near the protected areas.</li> </ul> </li> <li>● Chair Everardo Rodriguez asked whether a rezoning had established that some of these billboards be replaced. <ul style="list-style-type: none"> <li>○ Ms. Aozasa responded that most of the billboards in North Fair Oaks are legal non-conforming. Our current ordinances do not allow for additional billboards to be built. There is a process that the County could follow in its zoning ordinance to phase these billboards out, but it is extremely difficult to do so as it is a freedom of speech issue and would require extensive legal and financial</li> </ul> </li> </ul>

	<p>resources to do so. This ordinance is a small thing we can do to improve the community character and the environment our youth are in and controlling the messaging in those areas.</p> <ul style="list-style-type: none"> <li>• Council Member Linda López added that the ordinance promotes community wellness and that is the message the public and billboard vendors need to hear.</li> <li>• Chair Everardo Rodriguez asked whether there is a correlation between the number of billboards and the number of liquor licenses being dispensed in the North Fair Oaks area. <ul style="list-style-type: none"> <li>○ Ms. Aozasa responded that she believes the two are separate. The Alcohol Beverage Control Board, which issues liquor licenses, considers the concentration of existing bars, restaurants, and other stores that are already have licenses. There is a process in which the Council can weigh in if there is a new application for a liquor license. It is a slightly different process in terms of how it is regulated, but Chair Rodriguez may be right, and a correlation may exist.</li> </ul> </li> </ul>
Council Action	<ul style="list-style-type: none"> <li>• Council Member Linda López made a motion to have the Council recommend the ordinance to restrict the advertising of alcoholic beverages and cannabis on billboards.</li> <li>• Vice Chair Beatriz Cerrillo seconded the motion.</li> <li>• <b><u>Roll Call Vote:</u></b>  <b>Yes: 8:</b> Rodriguez, Cerrillo, Gonzalez, L. López, R. Lopez, Whitney, Ruiz, Santos.  <b>No: 0.</b>  <b>Abstained: 0.</b></li> <li>• The motion carries unanimously.</li> </ul>

**4. Recommendation regarding an Off-Street Parking Exception to provide 3 covered parking spaces where 4 parking spaces are required on an existing R-3 zoned parcel located at 264 4th Avenue**

Presentation by Bryan Albini, Planner, Planning and Building	<ul style="list-style-type: none"> <li>• Mr. Albini, Planner, presented the Planning and Building’s findings and recommendation to the NFOCC regarding a consideration of an off-street parking exception to provide three covered parking spaces, when four spaces are required, along with four uncovered spaces in the front setback.</li> </ul>
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	<ul style="list-style-type: none"> <li>• The current proposal is to relocate the garage to allow access to a new two-car garage and 1186 sq. ft. residence on a R-3/S-5 zoned parcel.</li> <li>• Four-spaces are required for the new construction and remodel of the existing garage. Four uncovered spaces are also available in the front yard setback.</li> <li>• The Planning and Building Department’s finding is that the establishment, maintenance and/or conducting of the off-street parking facilities as proposed are as nearly in compliance with the requirements set forth in the County Zoning Regulations (Parking), Section 6119.</li> </ul>
Questions from Council Members	<ul style="list-style-type: none"> <li>• Council Member Linda López asked for clarification of the fence boundaries and whether any of the trees were subject to heritage protections. <ul style="list-style-type: none"> <li>○ Mr. Albini confirmed that none of the trees extended into the neighbor’s property and that the other trees on site will require tree protection measures prior to construction.</li> </ul> </li> <li>• Chair Everardo Rodriguez asked whether the residents in the perimeter notified of these changes. <ul style="list-style-type: none"> <li>○ Mr. Albini affirmed that neighbors within 300 feet of this location were notified on Monday, June 24, 2019.</li> </ul> </li> <li>• Council Member Blair Whitney asked whether this addition would be an Accessory Dwelling Unit (ADU). <ul style="list-style-type: none"> <li>○ Mr. Albini replied that this is not an ADU, but because this is an R-3 zone, the property owner can have three separate residential units if they can meet the minimum dwelling size standards.</li> </ul> </li> <li>• Vice Chair Beatriz Cerrillo asked whether the current owner is the original property owner. <ul style="list-style-type: none"> <li>○ Mr. Albini replied that he is unaware of the ownership history as it was not part of the application submission.</li> </ul> </li> </ul>
Public Comment	No public comment made.
Council Action	<ul style="list-style-type: none"> <li>• Council Member Blair Whitney made a motion to approve the recommendation regarding an Off-Street Parking Exception to provide 3 covered parking spaces where 4 parking spaces are required on an existing R-3 zoned parcel located at 264 4th Avenue.</li> </ul>

	<ul style="list-style-type: none"> <li>• Council Member Rosario Gonzalez seconded the motion.</li> <li>• <b><u>Roll Call Vote:</u></b>  <b>Yes: 8:</b> Rodriguez, Cerrillo, Gonzalez, L. López, R. Lopez, Whitney, Ruiz, Santos.  <b>No: 0.</b>  <b>Abstained: 0.</b></li> </ul> <p>The motion carries unanimously.</p>
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## 5. Presentation regarding Redwood City Livable Streets Project.

<p>Presentation by Erik Zhen, Community Development, Assistant Engineer, City of Redwood City</p>	<ul style="list-style-type: none"> <li>• The Stanford University in Redwood City Precise Plan resulted from a development agreement with the City of Redwood City. It identified Redwood Village, Friendly Acres, and North Fair Oaks as areas that would be impacted by this development. Stanford agreed to contribute \$1.5 million for a Neighborhood Streets Enhancement Program (NSEP), which will be made in two installments of \$750,000 (Phase 1 and 2).</li> <li>• The City of Redwood City hired a consultant to develop the implementation plan and community outreach efforts involved neighborhood meetings in February and April 2017 and a Joint Community Meeting in August 2017.</li> <li>• The implementation plan was approved by the Redwood City Council in February 2018 and by the San Mateo County Board of Supervisors in March 2018.</li> <li>• A Design Consultant was hired by the City in November 2018. City and County Staff worked with this consultant and designed 14 locations based on the community’s priority ranking, cost, and opportunity to leverage grant funding and distribution within the three neighborhoods.</li> <li>• 9 out of the 14 locations were selected for construction. Of these, 5 intersect with North Fair Oaks or share jurisdiction with the City of Redwood City. The County will implement Public Art in North Fair Oaks.</li> <li>• The City of Redwood City and the Grade Tech, Inc. Contractor will provide construction notifications to the affected residents.</li> <li>• Construction will start in late-July to early-August and will last 90 days.</li> <li>• The second installment of \$750,000 from Stanford for Phase 2 will be due when the City issues a certificate of occupancy for the</li> </ul>
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	<p>building which takes the total new development to over 1 million square feet.</p> <ul style="list-style-type: none"> <li>• This installment will be used to implement the next group of projects from the implementation plan.</li> </ul>
<p>Questions from Council Members.</p>	<ul style="list-style-type: none"> <li>• Council Member Linda López asked Mr. Zhen for clarification regarding the Public Art efforts for the five hot spots in North Fair Oaks identified with the San Mateo County Sherriff’s Office. <ul style="list-style-type: none"> <li>○ Mr. Zhen explained that the City and County reached an agreement and will implement the Public Art efforts as a result of the community outreach in North Fair Oaks. The City and County have a list of the potential public art that will be implemented in North Fair Oaks.</li> </ul> </li> <li>• Council Member Linda López asked the County what is the total amount that is going to be targeted for the three North Fair Oaks projects in Phase 1? <ul style="list-style-type: none"> <li>○ Deputy County Manager Iliana Rodriguez replied that the total amount regarding the three projects would need to come from Mr. Zhen, but in terms of the Public Art question, approximately \$240,000 were set aside for art in the region designated in the contract. This money will come to the County for distribution and it will be prioritized in that area. The rest of the money is managed by the City of Redwood City.</li> </ul> </li> <li>• Chair Everardo Rodriguez asked whether the Redwood City Community Development team planning on meeting with the NFOCC for a study session or meeting to discuss the particular issues of Phase 2? <ul style="list-style-type: none"> <li>○ Mr. Zhen confirmed that they will meet with NFOCC during Phase 2.</li> </ul> </li> </ul>
<p>Public Comment</p>	<p>No public comment made.</p>

## 6. Presentation regarding Green Infrastructure for a Sustainable San Mateo County

<p>Presentation by Breann Liebermann, Resource Conservation Specialist, Office of Sustainability</p>	<ul style="list-style-type: none"> <li>• Ms. Liebermann, Resource Conversation Specialist, presented regarding the improvements the Office of Sustainability will be making in the coming years to community spaces, common areas, and roads in North Fair Oaks that will improve water quality in the Bay.</li> <li>• Green infrastructure uses plants and special soil to slow water down, allowing it to settle into the ground and making water cleaner. It also keeps trash out of the bay better than traditional gray infrastructure.</li> <li>• The County is developing a plan for putting in Green Infrastructure in Fall 2019. Construction will be from 2019 through 2040.</li> <li>• Large, new private developments like apartment complexes, shopping centers, and parking lots are already required to build green infrastructure.</li> <li>• Through the County’s ordinances, the Office of Sustainability is looking at expanding the types of projects that would be required to install green infrastructure.</li> <li>• Construction will be starting soon for a rain garden project and pedestrian improvements at the streets around Fair Oaks Elementary School (Fair Oaks Ave and Oakside). It is expected that construction will end prior to the end of summer.</li> <li>• There will be 14 different green infrastructure areas on Middlefield Road, and construction will occur in 2020.</li> </ul>
<p>Questions from Council Members</p>	<ul style="list-style-type: none"> <li>• Vice Chair Beatriz Cerrillo asked whether the City of Redwood City also has a similar ordinance regarding the installation of green infrastructure? <ul style="list-style-type: none"> <li>○ Ms. Liebermann replied that this work is being done in part as a requirement from the Regional Water Quality Control Board and the requirement applies to all the cities in the County. Redwood City will be conducting a similar effort.</li> </ul> </li> <li>• Chair Everardo Rodriguez asked whether trees will be included in the upcoming site at Fair Oaks School. The North Fair Oaks does not have many trees and it would be important to have more both for beautification and cooling down temperatures.</li> </ul>

	<ul style="list-style-type: none"> <li>○ Ms. Liebermann replied that this area will not have trees as it will be a bioretention area but there is the potential for trees in other sites. Trees are not the best to use in rain gardens. The addition of trees will be prioritized in future projects.</li> <li>● Chair Everardo Rodriguez requested clarification on whether the Middlefield Road renovation plan would be affected? <ul style="list-style-type: none"> <li>○ Ms. Liebermann replied that Middlefield Road includes several different green infrastructure areas that are presently in the designs.</li> </ul> </li> <li>● Vice Chair Beatriz Cerrillo asked whether the Office of Sustainability had approached businesses to have them incorporate some of these green spaces in the front or sides of their business? <ul style="list-style-type: none"> <li>○ Ms. Liebermann replied that the County is in the initial stages of formalizing plans to do that through policy. The County would like to partner with the North Fair Oaks businesses and cost-share these initiatives to improve the street frontage.</li> </ul> </li> <li>● Council Member Linda López asked whether the Middlefield Road redesign included the plan in place regarding the addition of trees in the 14 areas. <ul style="list-style-type: none"> <li>○ Ms. Liebermann replied that she believes the 14 green infrastructure areas will be a combination of rain gardens and tree wells, but she will double check.</li> </ul> </li> <li>● Council Member Blair Whitney commented that he appreciated the new rain garden located at the Middlefield Road parking lot and that he is glad that more of these projects will be taking place. He asked whether there are plans to include pervious pavement in any of these projects? <ul style="list-style-type: none"> <li>○ Ms. Liebermann does not believe that pervious pavement will be used in the Middlefield Road improvements or at Fair Oaks Elementary School but because these projects will be implemented in the next 20 years, the County would like to use permeable pavement in future projects.</li> </ul> </li> <li>● Chair Everardo Rodriguez asked whether the pervious pavement would be used only on sidewalks or pedestrian areas or also for vehicular traffic?</li> </ul>
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	<ul style="list-style-type: none"> <li>Ms. Liebermann replied that pervious pavement is primarily used for sidewalks, parking spaces, or parking lots. It is not typically used for vehicular traffic.</li> </ul>
Public Comment	No public comment made.

## 7. Reports to the Council.

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### A. Supervisor’s Report

Iliana Rodriguez, Deputy County Manager	<ul style="list-style-type: none"> <li>No Supervisor’s Report for this meeting.</li> </ul>
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### B. County Manager’s Report

Iliana Rodriguez, Deputy County Manager	<ul style="list-style-type: none"> <li>The Sheriff’s Office is working in collaboration with the Menlo Park Fire Department as we approach the 4<sup>th</sup> of July celebrations to conduct outreach regarding enforcement actions that will be taken for illegal discharge of firearms and fireworks over the holidays.</li> <li>The Department of Public Works has completed irrigation in the middle of 5<sup>th</sup> Street under the underpass and they have also replanted the middle section of 5<sup>th</sup> Ave. They have added two-man crews to do vegetation management and clean up in the area.</li> <li>Graffiti abatement efforts continue given that the increased activity during the summer as kids are out of school.</li> </ul>
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### C. Council Member Reports

Vice Chair Beatrice Cerrillo	<ul style="list-style-type: none"> <li>Vice Chair Beatrice Cerrillo and Council Member Blair Whitney participated in the “Be Seen Keepin’ It Clean” event on Saturday, June 1<sup>st</sup>. There was a good turnout for the event with many volunteers. However, this is the 2<sup>nd</sup> year that this clean up happens after a street sweeping week and so participants noticed that the areas they had identified as hotspots did not need as much cleaning.</li> <li>Moving forward, the NFOCC should strategize and choose a different month and see if there are other areas that need more work.</li> </ul>
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	<ul style="list-style-type: none"><li>• Vice Chair Cerrillo also attended a CARON-sponsored event on June 10 regarding human trafficking awareness. It provided great information regarding this ongoing problem and how to spot the signs of this happening in the community.</li><li>• Council Member Blair Whitney updated the Council regarding the newsletter he offered to draft; he will bring his draft to the NFOCC's next study session so that it can be reviewed as a team.</li></ul>
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## **D. ADJOURNMENT**

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The meeting adjourned at 8:30 PM

**Next Council Meeting:**

Thursday, July 25  
7 p.m. to 9 p.m.