



COUNTY OF SAN MATEO PLANNING AND BUILDING

455 County Center, 2nd Floor | Mail Drop PLN 122
Redwood City, CA 94063
(650) 363-4161
planning.smcgov.org

DEMONSTRATION OF SCALE POLICY: FOR PROJECTS SUBJECT TO COASTSIDE DESIGN REVIEW COMMITTEE (CDRC) REVIEW

Revised: July 11, 2024

The following applies to projects submitted for consideration by the CDRC, in all areas zoned “Design Review” (DR) within the urban Midcoast communities of El Granada, Miramar, Moss Beach, Montara, and Princeton:

Demonstration of Project Scale Prior to Decision

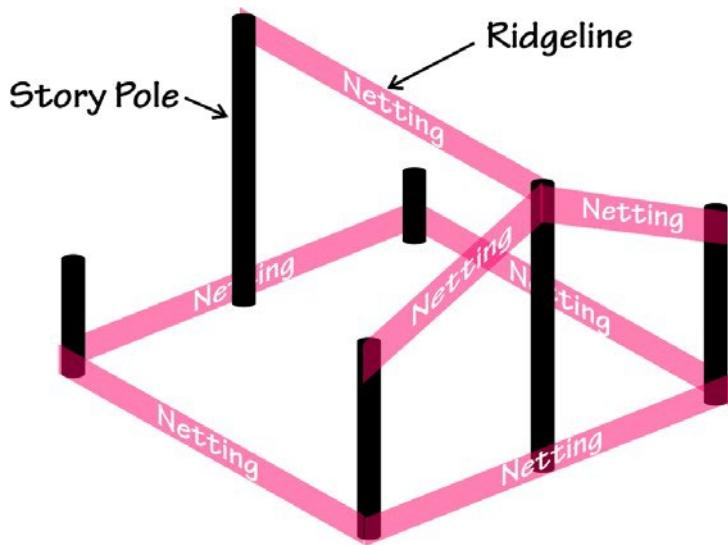
Failure to demonstrate that the proposed project meets the design standards set forth in the Zoning Regulations, including project scale, may result in project continuance, denial, or recommendation for denial of a project, at the discretion of the CDRC.

An applicant may choose their preferred method to demonstrate that the standards are satisfied. The County and community prefer the use of story poles as they would demonstrate scale and height in a 3-dimensional manner in the subject location, where neighbors can experience the proposed mass from their respective properties. For smaller scale projects, such as small homes or ground-floor additions, or less visible projects, alternative methods to demonstrate scale, as discussed in this policy, may be used.

Standards for Story Poles:

- Applicants should complete the installation of story poles at least 10 days prior to the scheduled hearing date.
- Story poles should be placed at all outside building corners and along the highest roof ridgeline. The lowest finished floor and highest ridge should be visibly marked on the pole. In order to identify the building envelope and the ridgeline, netting should be extended on grade, from one corner pole to the other and atop one pole to another along the direction of the ridgeline, respectively. The netting used should be orange snow fencing material, or anything comparable, measuring at least twenty-four (24) inches in width.

- The story pole material should be constructed of 2"x4" lumber or other sturdy material and should be properly braced and supported to protect the health, safety, and general welfare of the public. Story poles should be independently supported. When the poles are supported by jointly-owned fences or off-site improvements, owner permission is encouraged.
- Story poles do not have to be modified to reflect changes to the design of the project made as a result of the CDRC public hearings.
- For a project requiring a CDRC decision, the story poles should remain in place until expiration of the appeal period, with removal to be completed within one week thereafter. For projects requiring a CDRC recommendation, story poles may be removed after a recommendation has been made.



Standards for Other Demonstrations of Scale:

If story poles are not constructed, other visual methods may be used to demonstrate project scale, such as the use of digital imaging simulations, computer modeling, and/or other visual techniques. In using these other methods, the following standards apply:

- A minimum of 15 days prior to the hearing date, applicants are highly encouraged to provide a poster image to the respective project planner for compliance review with these standards. Please note that planner's feedback is only informational, as the CDRC is the formal review authority for determining adequate compliance with the subject policy.
- Images should be displayed "to scale" in poster format at the project site, at least 10 days prior to the scheduled hearing date. Perspective drawings are not drawn to scale. For corner lots and double-frontage lots, images shall be posted on all property sides which abut a roadway.

- The poster shall be durable (wind- and weather-proofed as necessary), securely posted at the site, and legible from the right-of-way. Recommend poster size is 12" X 18" or larger.
 - Images should include elevations of all sides (including the rear side) of the project along with elevations of immediately adjacent structures. Color images are not required.
 - Images posted at the site do not have to be modified to reflect changes to the design of the project that are required by the CDRC for continued review of the project.
 - Images posted at the site shall remain in place until expiration of the appeal period, with removal to be completed within one week thereafter. For projects requiring a CDRC recommendation, images posted may be removed after a recommendation has been made.

