



COUNTY_{OF} **SAN MATEO**



**Middlefield Road Redesign
Construction Mitigation Plan
November 9, 2016**



Purpose

Mitigate construction's adverse impacts on local businesses.

Anticipated impacts include:

- Increased vehicular congestion
- Interruptions to customer access
- Utility disruptions due to undergrounding
- Noise pollution
- Staging of equipment
- Reduction in storefront parking
- Dust and dirt
- Commercial delivery and shipment constraints

Project Liaison

- Point of contact for businesses, landlords, and residents prior to, and during construction
- Available at all times, including nights and weekends
- Bilingual to accommodate Spanish speakers
- Capable of resolving or triaging concerns and complaints

Construction Mitigation Plan

Part 1: Pre-Construction Strategies

Part 2: Mitigating Measures During Construction

Part 3: Mid to Long-Term Strategies to Support Businesses

Part 1: Pre-Construction Strategies

- Communication with business owners and landlords
- Distribution of a Construction Support Kit
- Middlefield Road Commercial District Survey
- Middlefield Road Patron Survey
- Engagement with the North Fair Oaks Community Council
- County-hosted workshops for business owners
- Partnering with Facebook to assist businesses in creating a Business Facebook Page
- Creation of a Middlefield Road Commercial District Map
- Identify alternative employee and patron parking strategies

Part 1: Pre-Construction Strategies

Construction Support Kit

- Information regarding the details, goals, and features of the Redesign project
- A tentative construction schedule
- Anticipated adverse impacts associated with construction
- Contact information for the Project Liaison
- Informational flyers that can be distributed to patrons explaining project details and location of public parking opportunities
- Dates of proposed County-hosted workshops for businesses
- Employee parking permits for 2700 Middlefield Road

Part 1: Pre-Construction Strategies

Surveys

Business Survey

- Develop a more detailed business profile
- Better understand the challenges Middlefield Road businesses are facing
- Understand the ways in which the County can better support local businesses

Patron Survey

- What is needed to encourage patrons to continue to shop on Middlefield Road during construction?
- Marketing strategies that will provide effective support to businesses during construction

Part 1: Pre-Construction Strategies

County-Hosted Workshops

Workshop 1: Enhancing Business Operations

Workshop 2: Marketing to the Local Economy

Workshop 3: The Value of a Strong Lease

Part 1: Pre-Construction Strategies

Partnering with Facebook

County and Facebook will assist each business in creating a business profile page

- Access to new customers
- New tool for communicating and marketing
- Improve online presence for businesses
- Free to create and maintain
- Ability to receive updates from the County



Part 1: Pre-Construction Strategies

Business District Map

Map of Middlefield Road with each business sector identified by a different color

- Shows where like sector businesses are clustered
- Can be converted to a marketing tool to be posted online and distributed

Corresponding Registry

- Business' name, Owner, Contact Information
- Sector
- Address
- Hours and Days of operations
- Number of employees
- Exclusive parking rights



Example: Redwood City

Part 1: Pre-Construction Strategies

Parking

- Parking strategies are designed to increase storefront and adjacent parking opportunities for customers
- Recently acquired properties located at 3060, 3070, and 3080 Middlefield Road
- 2700 Middlefield Road for employee, owner and auto shop parking
- Proposed lots include:
 - Everest High School
 - Dumbarton and Middlefield Road
 - Fair Oaks Health Clinic
 - Huntington and Berkshire

Part 2: Mitigating Measures During Construction

- Phase construction in a manner that supports vehicular through traffic and access
- Temporary pedestrian sidewalks to maintain customer access
- Develop and implement a Middlefield Road Commercial District Marketing Strategy
- Promote pre-identified patron, delivery truck, and employee parking opportunities
- Release weekly/bi-weekly project update notices





Part 2: Mitigating Measures During Construction

Marketing Strategy

- Strategic signage notifying patrons and residents that businesses are still open
 - A-Frame signs
 - Electronic Message Boards
 - “Open During Construction” Banners
- Conversion of the Business District Map to a Marketing Brochure to be posted online and distributed locally
- Social Media marketing campaign
- Strategies identified as effective through the Patron Survey

Part 3: Mid to Long-Term Strategies to Support Businesses

- Host a North Fair Oaks Farmer's Market
- Creation of a Middlefield Road Façade Improvement Program
- Any additional strategies deemed feasible and supportive by the Middlefield Road Commercial District Survey and Patron Survey

Part 3: Mid to Long-Term Strategies to Support Businesses

Façade Improvement Program

- Beautifying storefronts can greatly enhance the local economy
- Façade Improvement Programs have proven to attract and retain businesses, improve business identity and enhance patron experience
- Improvements would have to be preapproved
 - Removing security gates
 - Painting
 - Rehabilitation of historic or cultural façades
 - Replacement of doors and windows
- At least 5 years must be remaining on the lease or a new lease would be required

Part 3: Mid to Long-Term Strategies to Support Businesses

Façade Improvement Program



Additional Strategies to Consider

- Middlefield Road Redesign Website
- Creation of a Middlefield Road Redesign logo
- Monthly or Quarterly meetings with businesses
- Marketing through local Newspapers
- Strategies identified as helpful through the Middlefield Road Business Survey and Patron Survey

Conclusion

- The Construction Mitigation Plan is a living document that will be amended based on feedback from the North Fair Oaks Community Council, businesses, community, and contractors
- The Construction Mitigation Plan will be implemented approximately six months prior to commencement of construction

Nicholas Calderón

ncalderon@smcgov.org

650-363-4047

Jenifer Logia, NFO Forward

jlogia@smcgov.org

650-363-1938

For more information, please visit:

www.nfoforward.org

COUNTY_{OF} **SAN MATEO**

