



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

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

Kathleen Daly, Chair  
George Saman, Vice-Chair  
Everardo Rodriguez  
Juan Carlos Prado  
Niket Sirsi  
Brooks Esser  
Blair Whitney  
Kelly Parisi  
Mariela Peralta

**May 23, 2024**

**7:00 pm**

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 North Fair Oaks Community Council was held in person at the Fair Oaks Community Center (2600 Middlefield Rd, Redwood City) and by teleconference using Zoom:**

**<https://smcgov.zoom.us/j/87650363354>. It began at 7:00 PM and Spanish interpretation was available.**

**1. ROLL CALL**

**Present:** Chair Daly, Vice-chair Saman, Councilmember Juan Carlos Prado, Councilmember Blair Whitney, Councilmember Brooks Esser, Councilmember Ever Rodriguez, and Councilmember Niket Sirsi

**Staff Present:** Timothy Fox, Adam Ely, Community Affairs Office, Kenny Chu, Liset Gutierrez-Barraza, and Bo Unga

**2. Public Comment**

**No public comment**

**AGENDA**

**3. Recommendation to the Board of Supervisors regarding a Request for Certificate of Public Convenience of Necessity related to Loop Neighborhood Market (3201 El Camino Real, Atherton) application for Alcoholic Beverage License.**

<p><b>Presentation by</b> Timothy Fox, from County Attorney's Office</p>	<ul style="list-style-type: none"> <li>• <b>The process:</b> <ul style="list-style-type: none"> <li>○ In order to sell alcoholic beverage in California you need permission from the state – generally called liquor license, which is issued by a state agency called the Division of Alcoholic Beverage Control or ABC. When a person wants to initiate this part of business, they apply for the ABC and that process begins separate from the County decision making when an applicant is applying to sell liquor in area that has been determined by the</li> </ul> </li> </ul>
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	<p>ABC.</p> <ul style="list-style-type: none"> <li>- When an applicant is applying to sell liquor in an area that has been determined by the ABC, to have something is called an over concentration of licenses already issued based on the population, in that particular census tract the ABC refers the application back to a local land use agency in this case would be the County – to ask whether or not the issuance of the license would serve the public convenience or necessity.</li> <li>o You all (Councilmembers) are in a role of making a recommendation to the Board of Supervisors over your knowledge and information about the neighborhood about the community and its needs and to recommend to the BOS whether you believe that the issuance of a liquor license in the area would serve the public convenience.</li> <li>o As of right now, your role is to reflect the concerns of the community, the interest of the community about liquor licenses – whether this area would benefit this or not.</li> <li>o There are 3 allowed liquor licenses based on the calculated population and 12 license existing in the census tract where 2 are ordinarily the same license for stores and restaurants.</li> </ul> <p><b>1) Motion recommendation to approve and move forward – Verbal roll call was taken:</b></p> <p>Yes: Sirsi (1)  No: Rodriguez, Esser, Daly (3)  Abstain: Saman, Prado, Whitney (3)  Absent: Parsi, Peralta (2)</p> <p>Recommendation was not approved.</p> <p><b>2) Motion to hand over to Board of Supervisors - Verbal roll call was taken:</b></p> <p>Yes: Sirsi (1)  No: Prado, Rodriguez, Esser, Daly (4)  Abstain: Saman, Whitney (2)  Absent: Parisi, Peralta (2)</p> <p>Motion was not approved to handover to BOS.</p>
<p><b>Council Members Comments</b></p>	<ul style="list-style-type: none"> <li>• Vice-Chair Saman <ul style="list-style-type: none"> <li>o Is this the same license for stores as it is for restaurant or bars?</li> <li>o The 12 licenses that you mentioned, are they part of a bundle of restaurants, bars, stores, and all?</li> <li>o From what I recall, it was hard alcohol, but it was limited on percentage of the sales and timeless where they would serve.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Are all 12 being utilized?</li> <li>○ Do we have any idea of what type of crimes we will typically see around liquor storefronts in this area that the police department might already be getting? Just curious to see if there's any data for that.</li> <li>● Councilmember Niket Sirsi <ul style="list-style-type: none"> <li>○ The location – is that the corner of fifth and Loop?</li> <li>○ Is there anything that they're specifically offering versus the liquor stores nearby areas?</li> <li>○ I think canned cocktails have been becoming more popular now.</li> <li>○ The license is for the sale of it, not about how it'll be enforced?</li> <li>○ Is this Sheriff's related as well?</li> </ul> </li> <li>● Councilmember Brooks Esser <ul style="list-style-type: none"> <li>○ There's 3 that would be allowed.</li> <li>○ Loop is right across the parking lot from Chavez.</li> <li>○ Two or Three census tracts in NFO – that state guidelines are basically one license for every 2500 residents.</li> </ul> </li> <li>● Councilmember Juan Carlos Prado <ul style="list-style-type: none"> <li>○ Is license being seek only beer and wine or hard alcohol?</li> </ul> </li> <li>● Councilmember Everardo Rodriguez <ul style="list-style-type: none"> <li>○ The license goes to the business and if the business goes out of business, then the license ends there, or can someone take over?</li> <li>○ There way too many alcohols use within the community – I've lived here for almost 30 years. There so many pure liquor stores. I'm always reluctant to</li> </ul> </li> </ul>
<b>Public Comment</b>	<i>Steve Rawling</i> – Representing business owner. Speaking out of having alcohol use in gas station.

**4. Update on Mercy Affordable Housing Project known as Middlefield Junction (2700 Middlefield Road, Redwood City).**

<p><b>Presentation by</b> Elaine Palacios, Project Manager from Mercy Housing California</p>	<ul style="list-style-type: none"> <li>● <b>Middlefield Junction Overview:</b> <ul style="list-style-type: none"> <li>○ <i>179 units of Family Housing:</i> <ul style="list-style-type: none"> <li>- 1-Bedrooms 48 (27%) 2- Bedrooms 81 (45%) 3 – Bedrooms 50 (28%)</li> <li>- Units will be targeted for families making from 15% to 80% of AMI.</li> <li>- 20 units will be reserved for formerly homeless persons.</li> <li>- Consists of 2 buildings. One with 5 stories of housing over a podium parking structure, and one with 4 stories of housing over commercial and community space.</li> </ul> </li> <li>○ <i>Childcare:</i></li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>- 11,200 SF early education center along with an 8,000 SF adjacent enclosed outdoor play area.</li> <li>- Operated by Peninsula Family Service.</li> <li>- Serving approx. 30 infants and toddlers.</li> <li>○ <i>Community Space:</i> <ul style="list-style-type: none"> <li>- 3,000 SF public community space open for rental.</li> <li>- Will function as flexible programmatic space that the community can use for a variety of events and activities. Anticipated uses including health and wellness, education, health center meetings, community gathering, and other flexible community uses.</li> </ul> </li> <li>○ <i>Open Space:</i> <ul style="list-style-type: none"> <li>- Central community plaza area, pedestrian mews with landscape amenity space, play areas on top of podium, community garden beds, dedicated outdoor space for childcare.</li> </ul> </li> <li>○ <i>Parking:</i> <ul style="list-style-type: none"> <li>- 0.75 spaces per unit, plus pickup/drop-off for childcare and parking for community space.</li> </ul> </li> </ul>
<p><b>Council Members Comments</b></p>	<ul style="list-style-type: none"> <li>• Vice-chair Saman <ul style="list-style-type: none"> <li>○ It's a beautiful project – looks like it has everything.</li> </ul> </li> <li>• Council member Blair Whitney <ul style="list-style-type: none"> <li>○ When this came up years ago, the first question that came up was, can we make sure that there is priority given to the people that live and work in North Fair Oaks because we're facing displacement and as gentrification creeps up. I'm going to keep asking again about it. I was looking into Palo Alto – they have a restriction in which you must live or work in Palo Alto to receive the housing.</li> <li>○ The housing authority of San Mateo is a public agency, it's under the Board of Supervisors – they're not always looking out for the best interest in North Fair Oaks, so we must continue to educate them.</li> <li>○ If it comes out to be a big success, can you build another one in the 5 years?</li> </ul> </li> <li>• Council member Ever Rodriguez <ul style="list-style-type: none"> <li>○ It's been a struggle since the beginning that I participated in meetings long ago with Mercy. We started to create a list of residents that would be interested in remaining house in North Fair Oaks to prioritize the members of the community, especially for housing. I agree with Blair – if Palo Alto can have it, then we should as well. They are incorporated and we're unincorporated.</li> <li>○ Do you have a sense that the project is on schedule? Finalized in 2025?</li> <li>○ I know Mercy Housing began this project before the Pandemic – has there been a change in architectural plans or is everything</li> </ul> </li> </ul>

	<p>the same?</p> <ul style="list-style-type: none"> <li>○ If people subscribe by filling out a contact form and joining your mail listing – they will be notified when the opportunity comes up to apply to the community members?</li> <li>● Council member Juan Carlos Prado <ul style="list-style-type: none"> <li>○ What efforts will be made by your management company to use local businesses and contractors to keep up the facilities?</li> <li>○ Going along the lines – it’s such a large project, I am interested local businesses in different trades and long-term maintenance.</li> </ul> </li> </ul>
<b>Public Comment</b>	<b>No public comment</b>

**6. Motion to Approve the North Fair Oaks Community Council Priorities and Workplan.**

<p><b>Led by</b> Chair Kathleen Daly</p>	<ul style="list-style-type: none"> <li>● <b>3 Priorities for NFO Council:</b> <ul style="list-style-type: none"> <li>○ <i>Addressing parking</i></li> <li>○ <i>Developing a North Fair Oaks Small Business Association</i></li> <li>○ <i>Opportunities for green space and trees</i></li> </ul> </li> <li>● <b>Parking Presentation</b> (Vice-Chair Saman) <ul style="list-style-type: none"> <li>○ Parking is a wide known issue in North Fair Oaks.</li> <li>○ Some solutions are: <ul style="list-style-type: none"> <li>- Finding smaller interim lots that County can either lease or purchase what maybe we can negotiate with current owners.</li> <li>- Work with the Sherriff’s Office to collect data some main parking complaints where the locations, the actions they are currently taking, the hours at these parking issues are happening and potential solutions and that they want to work with.</li> <li>- As working with community – chat with businesses as to where their issue is with parking.</li> <li>- Looking at the potential paring program that we’ve already reviewed in the past. Maybe we can takeaway from this.</li> <li>- Lots of this requires financial resources which we don’t have now. I want to take all this data and try to find a solution.</li> </ul> </li> </ul> </li> <li>● <b>Green Space and Trees Presentation</b> (Councilmember Niket Sirsi) <ul style="list-style-type: none"> <li>○ <i>Goal</i> – Promote the growth and preservation of the Tree Canopy and Green Spaces in NFO region.</li> <li>○ <i>Objectives:</i> <ul style="list-style-type: none"> <li>- Review and provide input on the SMC Tree Plan Ordinance.</li> <li>- Promote awareness of the importance of the Tree Canopy.</li> <li>- Reduce the number of requests for Tree Removal.</li> <li>- Ensure the tree removal permit process is accurate and enforced.</li> </ul> </li> </ul> </li> </ul>
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- *Metrics* – Number events we can attend and how many tree removals there are.
- **Small Business Association Presentation** (Chair Daly)
  - *Building Trust:*
    - Goal is to build trust.
    - Not looking for numbers.
    - Not easy for small business owner to share information on their business so designed questions to really understand issues, not the individual day to day business.
  - An Association is designed to bring small business owners together to form a powerful voice for the community surrounding North Fair Oaks and Middlefield Road.
  - *Questions & Conversation:*
    - Building trust by engagement and questionnaire –
    - Door to Door conversations with 1-2 council members & D4 Rep.
      1. Collect General Business Information
        - Type of business, history, challenges, and customer base)
      2. Determine Interest on Storefront Beautification Project
        - Already beautiful, just a paint touch-up
      3. Understand Middlefield Rd Parking Challenges
        - Have changes impacted business
      4. Review and Collect Any Additional Needs
        - Thoughts, concerns, other needs, and assistance
      5. Gaining contact information, street facing building facelift.
  - *Next Steps:*
    - Small Business Association
      - June-September
      - 1<sup>st</sup> Association Meeting – July
    - Middlefield Rd Parking
      - June – August 2024
      - Ongoing investigation of options
    - Community Engagement
      - Chair’s commitment to keep this on the list
      - More door-to-door communication
- **Workplan 2024: May – December 2024** (Chair Daly)
  - *Goals & Work Plan:*
    - Launch Small Business Association
    - Address Parking Challenges on Middlefield Road and Other Areas
    - Trees, Parks, and Green Space

**Motion to approve the 2024 Workplan:**

	<ul style="list-style-type: none"> <li>• Council member Brooks Esser <b>made the motion to approve.</b></li> <li>• Vice-Chair Saman <b>second the motion.</b></li> <li>• All members say aye such as: Chair Daly, Rodriguez, Prado, Sirsi, and Whitney.</li> <li>• Absent: Councilmembers Parisi and Peralta</li> </ul>
<b>Council Members Comments</b>	<b>No comments</b>
<b>Public Comment</b>	<b>No public comment</b>

7. Report Out

**County Executive’s Report- Emma Gonzalez**

- The County is working with the small business community not exclusive to the Maldonado’s but to small businesses to discuss parking and the bus stops.
- Deputy County Executive, Justin Mates and Deputy director Krystoff from the Department of Public Works will be going in person to speak with many small business’s community.

**Supervisors Report, presented by Connie Franco, Legislative Aide**

- Many of the departments of the county, along with the Sheriff’s Office will be going out to do education and outreach to food vendors on Middlefield Road to inform about inspection and how to sell their food with the permit. And how to address that.
- Some Measure K approvals:
  - Sonrisas Dental to help with dental screenings for kids in school settings and for olde adults.
  - Also funded a budsman which is a long-term care facility.
  - Funded Planned Parenthood –
  - Collaborated with D5 for the com veteran’s village shuttle that will help access some of our veterans that have mobility issues.
  - The Board of Supervisors have passed and had the second reading of the Equity ordinance that’ll promote racial and social equity inclusion.
- Saturday, June 15<sup>th</sup> is the NFO Clean-up Day.
- Fire Works Buyback event on Saturday, June 29<sup>th</sup>.
- Disaster Preparedness Pillowcase project at the NFO Library – on June 22<sup>nd</sup>.
- Sherriff oversight committee is moving along – the BOS meeting will approve things for that commission.
- Sign up to the newsletter to stay updated on events, news, etc.
- The County is helping with the issue of the Maldonado’s – hopefully to find a solution and an agreement.

### **Council Member's Report, presented by North Fair Oaks Community Council**

- Council member Blair Whitney
  - I just wanted to point out in the newspaper that the daily marijuana use out spaces daily drinking in the U.S. in the newspaper so we got 15 or 12 liquor licenses but no dispensaries.
- Council member Juan Carlos Prado
  - Casa Circulo, which is our big non-profit and organization is having a big fundraiser at the Hiller Aviation Museum in San Carlos on Thursday, June 6<sup>th</sup> – at 6pm... a dinner and fundraiser. Come out if you're available.
- Council member Everardo Rodriguez
  - El Consilio, which is an organization that's been ongoing for about 40 years, and they have an office in NFO. They're going to have an open house on Thursday, June 13<sup>th</sup> from 5pm to 7pm. Everyone is welcomed.
- Council member Niket Sirsi
  - No report out.
- Chair Kathleen Daly
  - Come out on June 15<sup>th</sup> – we need all hands-on deck for the clean-up day. Also, hand out flyers for the event as well.
  - If anyone has a pickup truck or rent a UHAUKL truck to help for the clean-up day.
- Vice-Chair George Saman
  - No report out.
- Council member Brooks Esser
  - No report out.

The meeting adjourned at 9:01 p.m.

Next Council Meeting:  
Thursday June 27, 2024; 7 p.m. to 9 p.m.

For more information on future meetings, agendas, minutes, and presentations/presentation materials, please visit: <https://www.smcgov.org/ceo/north-fair-oaks-community-council>