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8 Good

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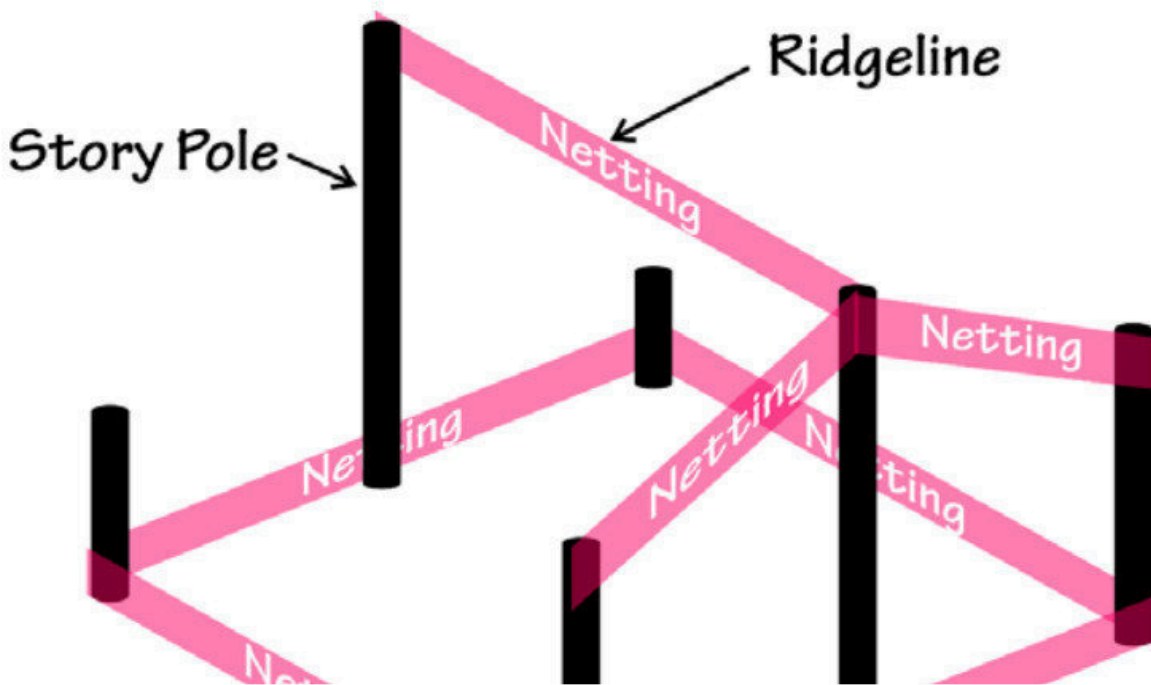
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# Story Poles Requirement: Change to SMC Coastside Demonstration of Project Scale Policy

Started

April 14, 2023

76

Signatures

100

Next Goal

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## Why this petition matters



Started by [David Alumbaugh](#)

San Mateo County updated its [Demonstration of Project Scale Policy](#) in May 2020 for coastside projects. While the policy encourages the construction of story poles to demonstrate project scale, it does not require projects to do so. In lieu of [story poles](#), "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."

This petition recommends that San Mateo County replace its [Demonstration of Project Scale Policy](#) with an urgency ordinance to require coastside projects to construct story poles for all additions that create a new floor above existing homes, all new construction residential projects, and all new commercial projects in the Midcoast. **Please sign if you are a**

**resident of the San Mateo coastside community and agree that an urgency ordinance requiring story poles in specific circumstances should be expedited for coastside projects,** similar to the [City of Berkeley's policy](#).

**Additional Background:**

Story poles provide a critical three-dimensional preview of planned development. They are used to depict the elevations and silhouette of a proposed structure or an addition to an existing building, and they convey the height, bulk, scale, and massing of a project, in context. Story poles are intended to aid neighbors, staff personnel, and members of the decision-making bodies in their evaluation of a project application by providing an idea of how the finished project will affect the project site, adjacent properties, and the neighborhood in general, specifically with regard to possible impacts to views and privacy.

Prior projects that have gone to the Coastside Design Review Committee with just visual demonstrations of scale have often failed to provide adequate representation of the scale of projects and visual impact to neighboring residences and public view corridors. The guidance for utilizing visual methods are not clearly defined, have not been followed, or have not been enforced by the County. This has led to many complaints from coastside residence along with challenges from the Coastside Design Review Committee.

This issue came up a few years ago when the County acknowledged that story poles, which had always been treated as a requirement, were not required since the County has a policy rather than an ordinance regarding demonstration of scale. The County expedited the effort to correct the legal verbiage in the Policy that created the misunderstanding about the story poles being required, but has not been able to prioritize the full public outreach effort and workplan in long range planning efforts for the foreseeable future.



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\$20	Other	

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English (United States) 

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# Story Poles Requirement: Change to SMC Coastside Demonstration of Project Scale Policy

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- Declare Victory

## You earned a free promotion

You've earned 625 free views for your petition - that's worth \$25. We will advertise your petition onsite and on emails - it may take up to 24 hours for your promotion to begin.

Promote my petition

## Petition Overview



Only **24 more** supporters to the next goal!

- 1,409 petition views
- 24 petition shares
- 8 promoters

## Petition Strength ⓘ



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## Grow Petition

### Share petition online

The most successful petition starters share their petition regularly.

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Share your petition on different platforms.

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### Promote petition

You and your supporters can chip in to help your petition reach people outside your network.

We will show it to users likely to sign on Change.org and via email.

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### Engage Supporters

#### Recent supporters ⓘ



**David Alumbaugh** signed 1 year ago

#### Export full list

Signatures ▼ [Get list](#)

#### Update your supporters

Your message will be emailed to people who signed your petition and added to your petition page.

[Post an update](#)

#### Example updates

- Ask supporters to share petition
- Ask supporters to contact decision maker
- Share petition news and milestones

### Petition Insights

#### Promotion history ⓘ

- 8 promoters
- \$91 contributed
- 1,141 purchased views
- 19 signatures

#### Recent promotions

<p><b>Completed</b></p> <p> <b>Mary lisa</b> \$11 • 10 months ago</p> <p><b>138</b>    <b>2</b> Views    Signatures</p>	<p><b>Completed</b></p> <p> <b>Anonymous</b> \$20 • 10 months ago</p> <p><b>250</b>    <b>4</b> Views    Signatures</p>	<p><b>Completed</b></p> <p> <b>Valentina Leonor</b> \$7 • 10 months ago</p> <p><b>90</b>    <b>1</b> Views    Signature</p>	<p><b>Completed</b></p> <p> <b>Mark Dinh</b> \$15 • 11 months ago</p> <p><b>190</b>    <b>1</b> Views    Signature</p>	<p><b>Completed</b></p> <p> <b>Cc</b> \$15 • 11 months ago</p> <p><b>91</b> Views</p>
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English (United States)

Name	City	State	Postal C	Coun	Commented Date	Comment
Sharon Reese-Hedge	Moss Beach	CA	94038	US	6/5/2023	"Story Poles are the best way for neighbors to actually see the impact of new construction or additions to their view and privacy."
rebecca simmons	Moss Beach	CA	94038	US	6/6/2023	"verbal descriptions are NOT as clear as to what is actual. And, MOST other communities use them." "Pictures or digital documents can be misleading or intentionally inaccurate. Story poles show the reality for all neighbors of the impact for new construction."
Daniel Kennedy	Redwood City	CA	94063	US	6/8/2023	

Name	City	State	Postal Cod	Country	Signed On
1 Mark and David DinhBaugh				US	4/14/2023
2 Janine Stegmaier	Montara	CA	94037	US	6/1/2023
3 Angela Burnett	Half Moon Bay	CA	94019	US	6/2/2023
4 Sam Dickson	Half Moon Bay	CA	94019	US	6/2/2023
5 Sandra Barocio	Moss Beach	CA	94038	US	6/5/2023
6 Sharon Reese-Hedge	Moss Beach	CA	94038	US	6/5/2023
7 Carol Keller	Moss beach	CA	94038	US	6/5/2023
8 Anita Bicboy	Brooklyn		11203	US	6/5/2023
9 Jason Deen	Flushing		11428	US	6/5/2023
10 Roberta Bergerson	Moss Beach	CA	94038	US	6/6/2023
11 rebecca simmons	Moss Beach	CA	94038	US	6/6/2023
12 Redgi Pierre	Philadelphia		19134	US	6/6/2023
13 R.A. Rojas	Berkeley		94702	US	6/6/2023
14 quinn cypher	Bainbridge Island		98110	US	6/6/2023
15 Eric Avent	Brooklyn		11238	US	6/6/2023
16 Scott Clemens	Moss Beach	CA	94038	US	6/6/2023
17 Andrew Floyd				US	6/6/2023
18 Daniel Kennedy	Moss Beach	CA	94038	US	6/8/2023
19 Robin Lesley	Moss Beach	CA	94038	US	6/8/2023
20 Joshua Stewart	Washington		56972	US	6/8/2023
21 Rohan Koshe	Sunnyvale		94085	US	6/8/2023
22 Rathish Mohan	Mt Juliet		37122	US	6/8/2023
23 Spence Partelow	Fairview Heights		62208	US	6/8/2023
24 Michelina Gauthier	Moss Beach	CA	94038	US	6/8/2023
25 Bernice Chu	Moss Beach	CA	94038	US	6/9/2023
26 Mark Dinh	Moss Beach	CA	94038	US	6/9/2023
27 prins adedayo	Upper Marlboro		20774	US	6/9/2023
28 Kathy Catalano	Half Moon Bay	CA	94019	US	6/28/2023
29 Lisa Maulhardt	Half Moon Bay	CA	94019	US	6/28/2023
30 Emily Berk	Half Moon Bay	CA	94019	US	6/28/2023
31 Birgitta BOWER	El Granada	CA	94018	US	6/28/2023
32 Valentina Leonor	Half Moon Bay	CA	94019	US	6/28/2023
33 Nayeli Hurtado	Lawrenceville		30043	US	6/28/2023
34 Michael Uniacke	Montara	CA	94037	US	6/28/2023
35 Ellen Pettersen	Moss Beach	CA	94038	US	6/28/2023
36 Terri Lenerz	Moss Beach	CA	94038	US	6/29/2023
37 Susie Rose Tempesta	Hoffman Estates	IL	60192	US	6/29/2023
38 Patricia Payne	Alamo	CA	94507	US	6/29/2023
39 karen eppes	Half Moon Bay	CA	94019	US	6/29/2023
40 Robert McCombie	Moss Beach	CA	94038	US	6/29/2023
41 William Sorfleet	Moss Beach	CA	94038	US	6/29/2023
42 jill klein	Moss Beach	CA	94038	US	6/29/2023
43 T Chan	Bayside		11361	US	6/29/2023
44 Hope lbeling	Redgranite		54970	US	6/29/2023
45 Nyobe Cataquet				US	6/29/2023
46 Joshua Curphey	Peterborough		PE7	US	6/29/2023



47 Dave Furtado	Half Moon Bay	CA	94019 US	6/29/2023
48 Brian E Thornton	Half Moon Bay	CA	94019 US	6/29/2023
49 Amy Roeder	Moss Beach	CA	94038 US	6/29/2023
50 Deb MacKimmie	Moss Beach	CA	94038 US	6/29/2023
51 BRUCE MACKIMMIE	Moss Beach	CA	94038 US	6/29/2023
52 Janet Didur	Half Moon Bay	CA	94019 US	6/29/2023
53 Lothar Tuppan	Moss Beach	CA	94038 US	6/29/2023
54 Leni Liakos	Half Moon Bay	CA	94019 US	6/29/2023
55 Inez Bomar	Montara	CA	94037 US	6/29/2023
56 marina klein	Half Moon Bay	CA	94019 US	6/29/2023
57 Thanh Vo	San Mateo	CA	94401 US	6/29/2023
58 Patricia Chambers	Half Moon Bay	CA	94019 US	6/29/2023
59 Seth Serxner	Half Moon Bay	CA	94019 US	6/29/2023
60 Mary-Anne Giglio	El Granada	CA	94018 US	6/29/2023
61 Matthew Walker	Montara	CA	94037 US	6/29/2023
62 Alisa Askanas	Montara	CA	94019 US	6/29/2023
63 Shelly Smith	Montara	CA	94037 US	6/30/2023
64 Colleen Amour	Half Moon Bay	CA	94019 US	6/30/2023
65 Sue Hawley	Half Moon Bay	CA	94019 US	6/30/2023
66 Diana Purucker	Half Moon Bay	CA	94019 US	6/30/2023
67 Susan Odriscoll	El Granada	CA	94018 US	6/30/2023
68 lisa fox	San Mateo	CA	94402 US	6/30/2023
69 Mia Martinez	San Antonio		78216 US	6/30/2023
70 Cardi Mosley	Westchester		60154-443 US	6/30/2023
71 Barbra Mathewson	Half Moon Bay	CA	94019 US	6/30/2023
72 John Corallo	San Mateo	CA	94403 US	7/1/2023
73 Theresa Macnaughton	Honolulu	HI	96808 US	7/1/2023
74 Jon DeLong	Half Moon Bay	CA	94019 US	7/1/2023
75 John Dye	El Granada	CA	94018 US	7/8/2023
76 beverly garrity	Half Moon Bay	CA	94019 US	7/16/2023