



We understand the importance of balancing policy direction with tangible design concepts that bring projects to life. At M-Group, urban design projects are an important component of our practice, including:

- Vision Plans
- Corridor and Streetscape Plans
- Area, Strategic, Master and Specific Plans
- Design Guidelines and Development Standards

We employ advanced urban planning practices that emphasize pedestrian- and transit-oriented development patterns and support the natural environment. We also ensure project objectives harmonize with the economic, social and cultural needs of the community.

Our background in community design standards, mixed use development regulations, and urban infill strategies demonstrate the great benefit for development that empathizes a range of travel modes (e.g., pedestrian, bike, and transit). Our extensive and in-depth knowledge of design guidelines and experience in design review services allow us to create compelling urban design plans and documents. We understand design standards and guidelines need to clarify intent, so we utilize innovative graphic techniques that are descriptive and informative. We apply our urban design skills to the full range of projects we work on, resulting in attention to detail and design that creates quality places.

URBAN DESIGN CLIENTS

CITY OF BELVEDERE
CITY OF BURLINGAME
CITY OF COALINGA
CITY OF FREMONT
CITY OF HALF MOON BAY
CITY OF MILL VALLEY
CITY OF MONTE SERENO
CITY OF NAPA
CITY OF PALO ALTO
CITY OF REDWOOD CITY
CITY OF SANTA CLARA
CITY OF SANTA ROSA
CITY OF SARATOGA

- POLICY PLANNING
- **URBAN DESIGN**
- ENVIRONMENTAL REVIEW
- HISTORIC PRESERVATION
- COMMUNITY ENGAGEMENT
- STAFFING SOLUTIONS



PROJECT EXPERIENCE

CITY OF BURLINGAME, CA | DOWNTOWN BURLINGAME SPECIFIC PLAN

M-Group led a multi-disciplinary consultant team in preparing a new Specific Plan for historic Downtown Burlingame. Downtown Burlingame is an undeniable success, but like all downtowns it is subject to ever-changing lifestyles and consumer preferences. The plan called for a highly involved program for civic engagement informed by thoughtful analysis and evaluation. This allowed the community to develop a vision and ultimately a plan that is realistic and compelling for the future while being uniquely Burlingame. M-Group focused on existing opportunities and constraints in the project area, including an evaluation of:

- Existing land uses
- Urban design features
- Circulation
- Parking
- Transportation
- Economic Climate
- Historical Resources
- Infrastructure, and
- Environmental Issues

An Economic Study was utilized to examine the future locations and potential for retail, residential, office, mixed use and hotels and cinemas, and fiscal return to the City.

CITY OF MILL VALLEY, CA | MULTI-FAMILY RESIDENTIAL AND MIXED-USE DESIGN GUIDELINES AND DEVELOPMENT STANDARDS

M-Group worked with the City of Mill Valley to develop zoning standards and design guidelines for future multi-family and mixed-use developments. In order to address Mill Valley's distinct context and small-town character, the team utilized a comprehensive approach in developing the document. This included conducting an analysis of the of existing development patterns and designs within existing pockets in the City. The analyses led to the delineation of "character areas" based on identified distinctions and zoning designations. This context-based approach led to the development of tailored guidelines and standards that will ensure functional and aesthetic compatibility throughout the community. This project is currently in public review.

CITY OF HALF MOON BAY, CA | SINGLE-FAMILY RESIDENTIAL DESIGN GUIDELINES

M-Group crafted Single-Family Design Guidelines for the City of Half Moon Bay. Half Moon Bay hosts an eclectic mix of architectural styles within its downtown and residential areas. This context led the guidelines to focus on encouraging practices related to neighborhood compatibility, building scale, and streetscape presence. The document also features sustainability guidelines that are tailored to adapt buildings to the cooler coastal climates experienced in Half Moon Bay. The design guidelines are supported by site plan and elevation diagrams, 3D renderings, and photographs.

"I have consistently been impressed with the firm's public outreach skills and ability to work closely with staff and community representatives to develop policies and regulations that meet the unique interests of the City"

—**WILLIAM MEEKER**, *Community Development Director*, City of Burlingame

