



# STRIVE SAN MATEO

GENERAL PLAN 2040 BRIEFING BOOK







# INTRODUCTION

This briefing book offers a snapshot of current land uses in San Mateo, as well as economic and development trends, mobility networks, park and recreation options, and cultural resources. This information highlights community assets, as well as challenges, to help the public and decision-makers understand the City's most pressing issues. The City of San Mateo is embarking on a focused update of the General Plan, and the initial opportunity for community input is to formulate a vision for what San Mateo should feel and look like in 20 years. We invite you to consider the information presented in this briefing book to help define the future of San Mateo.

San Mateo, with its population of more than 104,500 residents, is strategically located in the center of the Peninsula. San Mateo's vibrant Downtown, desirable neighborhoods, diversity of employment options, high quality public services, and recent developments such as Hillside/ Bay Meadows and Station Park Green, make it an ever-popular place to live and work. San Mateans take pride in the community and are dedicated to maintaining and improving the city, and its many distinct and diverse individual neighborhoods.



## SAN MATEO NEIGHBORHOOD & HOMEOWNERS ASSOCIATIONS

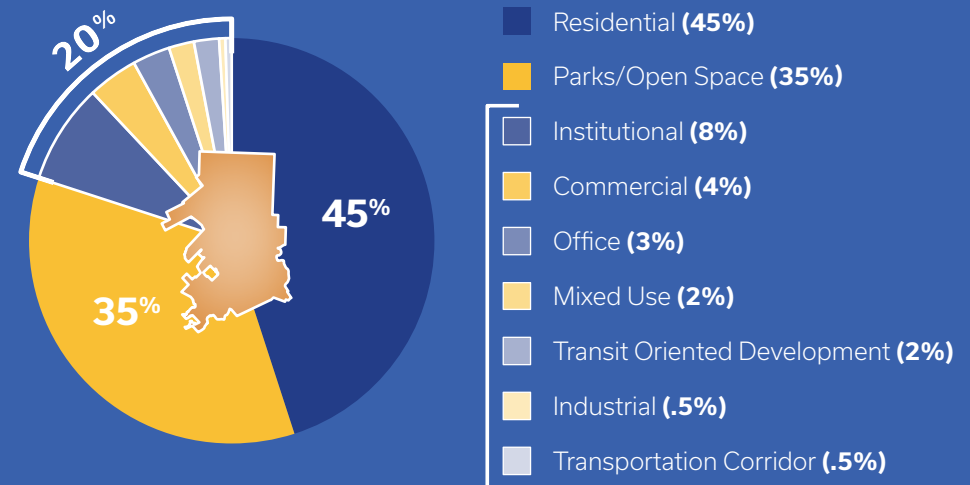


Source: City of San Mateo, 2018; San Mateo County, 2018; Esri, 2018.

# THE ROLE OF THE GENERAL PLAN



## CURRENT GENERAL PLAN LAND USES



Source: City of San Mateo, 2018; Esri, 2018.

The General Plan guides the city's economic and physical development, improvements to the circulation system, and the preservation of parks and open space. The General Plan Update will help San Mateo respond to the critical issues facing the community, such as housing affordability, traffic congestion, and maintaining the City's high quality public services. To help focus the General Plan on the community's most pressing issues, the City is asking community members to identify their top issues. Please visit the General Plan Update website to share your feedback:

[strivesanmateo.org/participate-online](https://strivesanmateo.org/participate-online)

Single-family homes account for the largest amount of land in San Mateo, with significant but smaller acreage devoted to medium and high-density housing. San Mateo also has a wide range of business uses, including offices, shops and restaurants, and high-tech and light manufacturing areas. Parks and open space make up most of the remaining land in the city, along with civic buildings and utilities.

## HOUSING & TRAFFIC



**are two of the  
MAJOR ISSUES**  
raised at past public meetings  
on the General Plan Update





# MAJOR DEVELOPMENT PROJECTS

A variety of new development projects mark the San Mateo landscape. Most of these projects involve formerly underutilized properties. San Mateo is mostly developed and the areas that are undeveloped are protected as open space, parks and waterways. Major new development in San Mateo is concentrated primarily near the three Caltrain stations (in the Downtown, Hayward and Hillsdale areas), and along El Camino Real.

Recent development activity in San Mateo includes a mix of single-family homes, multi-family dwellings, senior housing, office space, retail areas, hotel, and mixed-use (commercial and residential) projects. Development interest in San Mateo is high with several projects in the pipeline including those in the early planning stages. For the most up-to-date information on major development projects in San Mateo visit:

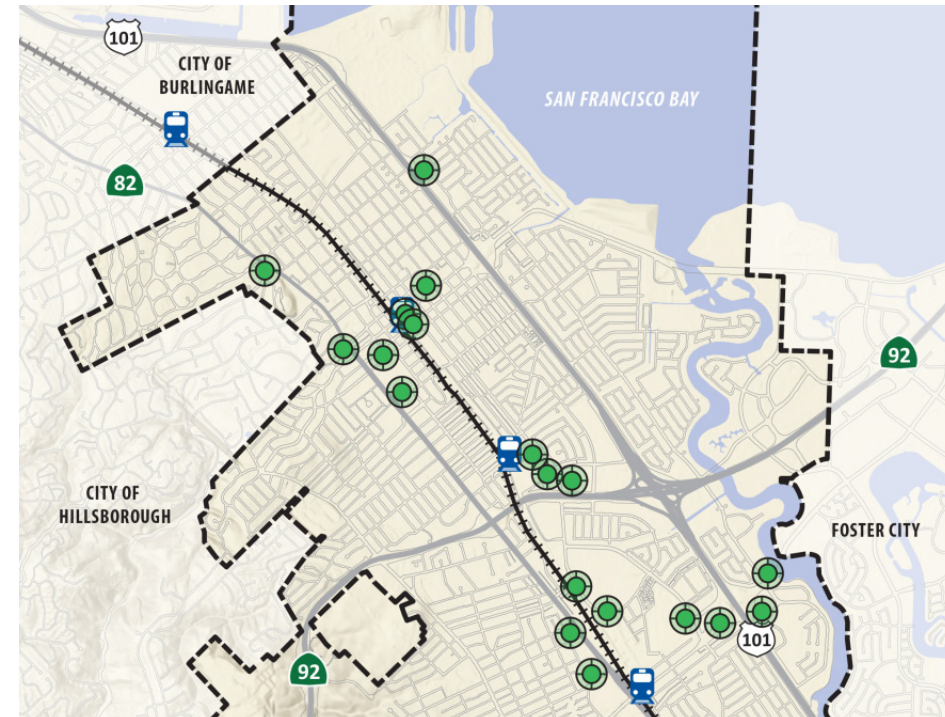
[www.cityofsanmateo.org/whats happening](http://www.cityofsanmateo.org/whats happening)

DEVELOPMENT UNDERWAY	Single-Family (Units)	Multi-Family (Units)	Office (Square Feet)	Retail (Square Feet)	Hotel Rooms
Pre-Application & Pending Application	0	1,109	142,941	34,000	0
Applications Under Review	28	379	428,152	29,330	182
Approved Projects	2	164	6,379	22,207	0
Projects Under Construction	0	1,050	396,507	69,332	0
<b>TOTAL</b>	<b>30</b>	<b>2,702</b>	<b>973,979</b>	<b>154,869</b>	<b>182</b>

Source: <https://www.cityofsanmateo.org/1176/Whats-Happening-in-Development>, as of August 31, 2018.



San Mateo Station Park Green Apartments under construction.



## CURRENT SAN MATEO MAJOR DEVELOPMENT PROJECTS

San Mateo City Limit
 Caltrain Stations
 Major Development Project

# THE SAN MATEO ECONOMY



San Mateo's economy has grown quickly in recent years, in large part due to the strength of Silicon Valley technology companies and the city's strategic geographic location. Current low vacancy rates for retail, office, and industrial space confirm that businesses find San Mateo a desirable location, and new development projects will produce more non-residential space to help meet that demand.



Between 2010 and 2015, the number of jobs in San Mateo increased by 33 percent, and there are now about 52,500 people<sup>1</sup> employed in the city. The "professional and technical services" sector, which includes technology jobs, makes up about 20 percent of local jobs, about the same proportion as in San Francisco and more than in Silicon Valley. Retail, health care, and food services are other primary business sectors in the community.

Many of the major employers in San Mateo are public agencies, such as the County Medical Center, County Environmental Health services, local public schools and college districts, County Behavioral Health, and the City of San Mateo. The largest employers in the private sector include the entertainment and electronics conglomerate Sony, Franklin Templeton Investors, the cloud computing company Net Suite, and the marketing software company Marketo.

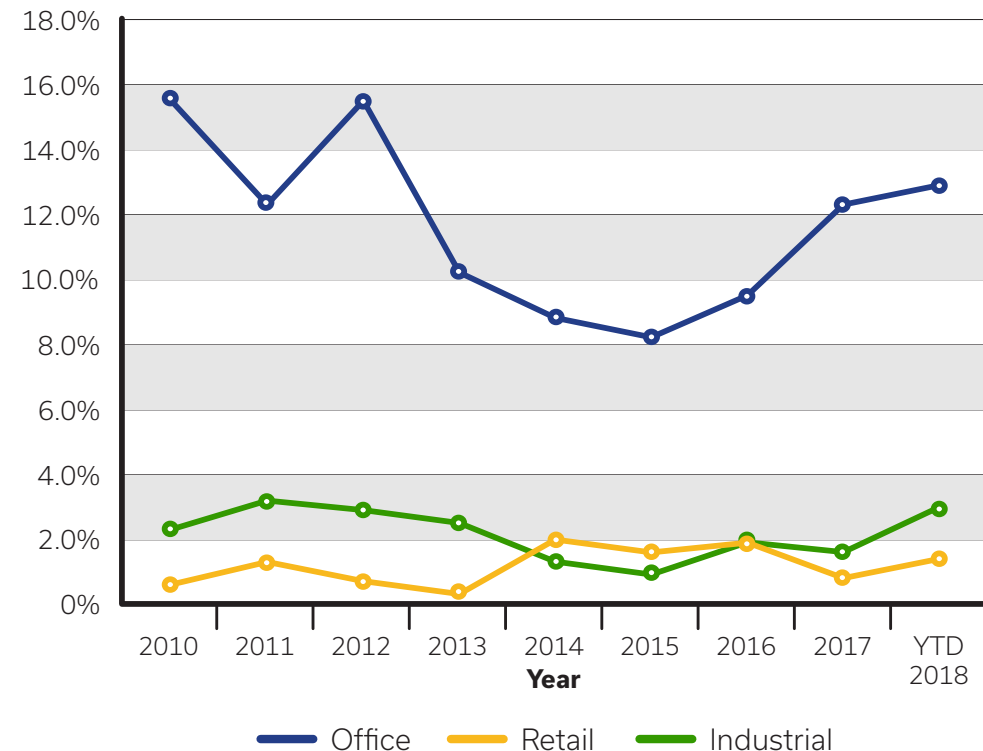
**33% INCREASE**  
IN JOBS IN 5 YEARS



Sony (left) and SurveyMonkey (right) are two large San Mateo employers.

**Vacancy Rate**

## SAN MATEO VACANCY RATES



<sup>1</sup>Sources: California Employment Development Department; Economic & Planning Systems, Inc., 2018.

# HOUSING AFFORDABILITY



Single-Family Homes in San Mateo.

San Mateo has about 41,250 housing units, roughly half are rental units and half are occupied by homeowners, and are also split almost evenly between single-family and multi-family residences. Older homes are common in San Mateo, with almost 50 percent being 60 years or older.

Local housing costs are sky-high, driven by high demand and a lack of production, which is due to a variety of factors including lack of available land and regulatory limits. The average cost for a single-family home in San Mateo is about \$1.7 million, up more than 80 percent in just five years.<sup>2</sup> A typical rental unit costs \$2,900 a month, 31 percent higher than five years ago. With the current median annual income of \$118,000, a four-person household in San Mateo could comfortably afford to purchase a home priced at \$700,000 or less – less than half of the realistic cost.<sup>3</sup>

Even with the high housing costs, the city population has increased by almost 5,000 people between 2013 and 2018, a trend that is expected to continue. By 2040, San Mateo's population is projected to grow by another 28,000 people<sup>4</sup>, which would require about 10,000 new housing units just to meet this population increase.<sup>5</sup>

<sup>2</sup>Source: San Mateo County Association of Realtors, 2018.

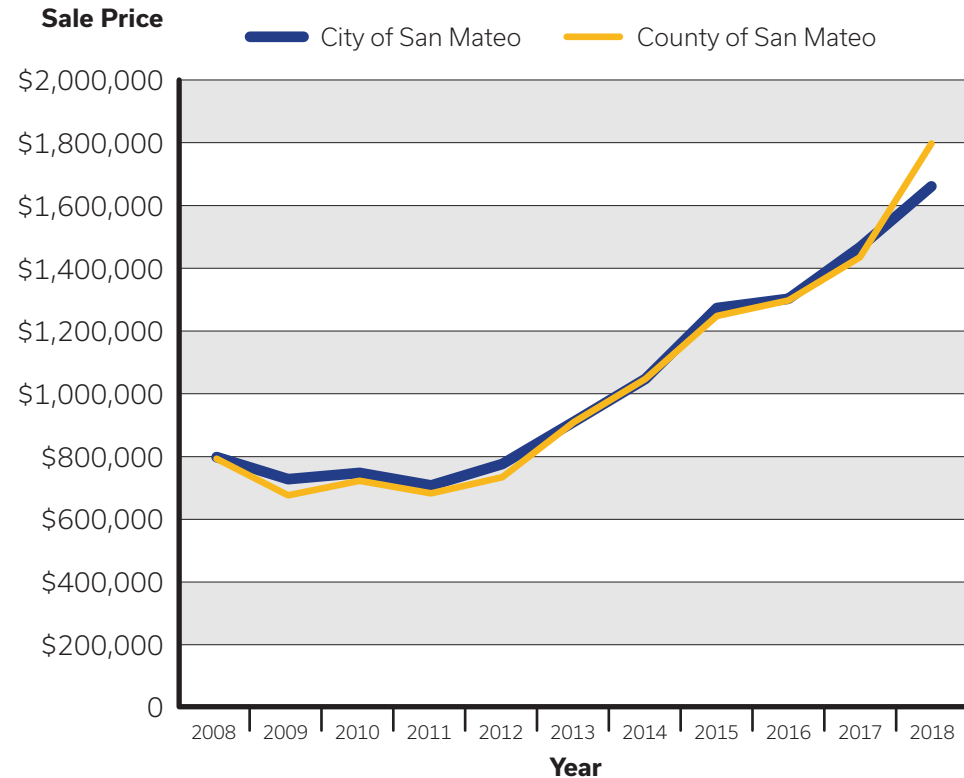
<sup>3</sup>Source: CoStar; Economic & Planning Systems, Inc., 2018.

<sup>4</sup>Source: Association of Bay Area Governments, 2013.

<sup>5</sup>Based on average of 2.6 persons per household.



## SINGLE-FAMILY HOME SALES PRICES



**\$1.7 MILLION**

**IS THE MEDIAN COST**

**OF A SINGLE-FAMILY HOME IN SAN MATEO**

**THE AVERAGE RENTAL UNIT**

**COSTS OVER \$2,900/month**










# CIRCULATION



Looking southwest down 3rd Avenue.

San Mateans have viable options for traveling locally and regionally. The city's three Caltrain stations, extensive bicycle and pedestrian network, SamTrans bus system, and well-maintained local roadways lead efficiently to destinations in the city, on the Peninsula, and beyond. San Mateo has done a lot of work to build an equitable transportation system for drivers, pedestrians, bicyclists, and transit riders, but there's more work to do.

Public transit use has risen from 6 percent of San Mateo commuters in 2000 to 10 percent in 2016, but driving alone remains the way most people (70 percent) in San Mateo travel to work. Other travel modes, including carpooling, walking, biking, and telecommuting, have all remained steady. New transportation systems like ride hailing and bike sharing (including dockless and electric models) are providing even more alternatives to driving alone. Additionally, emerging transit technologies such as Caltrain electrification and changes in user behavior and transit preferences are influencing how communities address traffic and identify ways to reduce greenhouse gas emissions.

HOW SAN MATEANS GET TO WORK		2000	2016
	<b>Drive Alone</b>	75%	70%
	<b>Carpool</b>	11%	10%
	<b>Public Transportation</b>	6%	10%
	<b>Walk</b>	3%	3%
	<b>Bicycle</b>	1%	1%
	<b>Other means</b>	1%	1%
	<b>Work from Home</b>	4%	5%

Source: US Census Bureau 2016 (2011-2015 American Community Survey, 5-year average), 2010, 2000 (Percentages may not total 100% due to rounding).



# CONGESTION

Traffic congestion is bad on regional roadways and it's spilling over onto local streets. It not only makes people late and slows down deliveries; it also increases pollution and the risk of accidents, including collisions involving pedestrians and bicyclists.

Given San Mateo's central location on the peninsula, the city functions as a crossroads for regional travel routes, and it's no surprise that most employed residents (87 percent) travel to other communities to work, and most local employees commute into the city.<sup>6</sup> The in- and out-flow of commuters has exacerbated congestion on US 101 and Highway 92 to the point that regional through-traffic spills over onto local streets, often made easier by smartphone navigation apps.<sup>7</sup> The City has jurisdiction over addressing congestion on local streets, but it has no authority over State highways and must work with Caltrans to mitigate regional traffic.

While the city is not the lead agency for State highways/routes, Caltrain or bus systems, the city is participating and providing input on options to enhance and improve circulation. At the local level, the City is implementing infrastructure improvement projects (for traffic and transportation improvements, see the City's website at <https://bit.ly/2px5df>). To create the list of traffic/transportation improvements, the City worked closely with the community to identify problem areas and issues. Implementation of these projects will occur as funding becomes available.

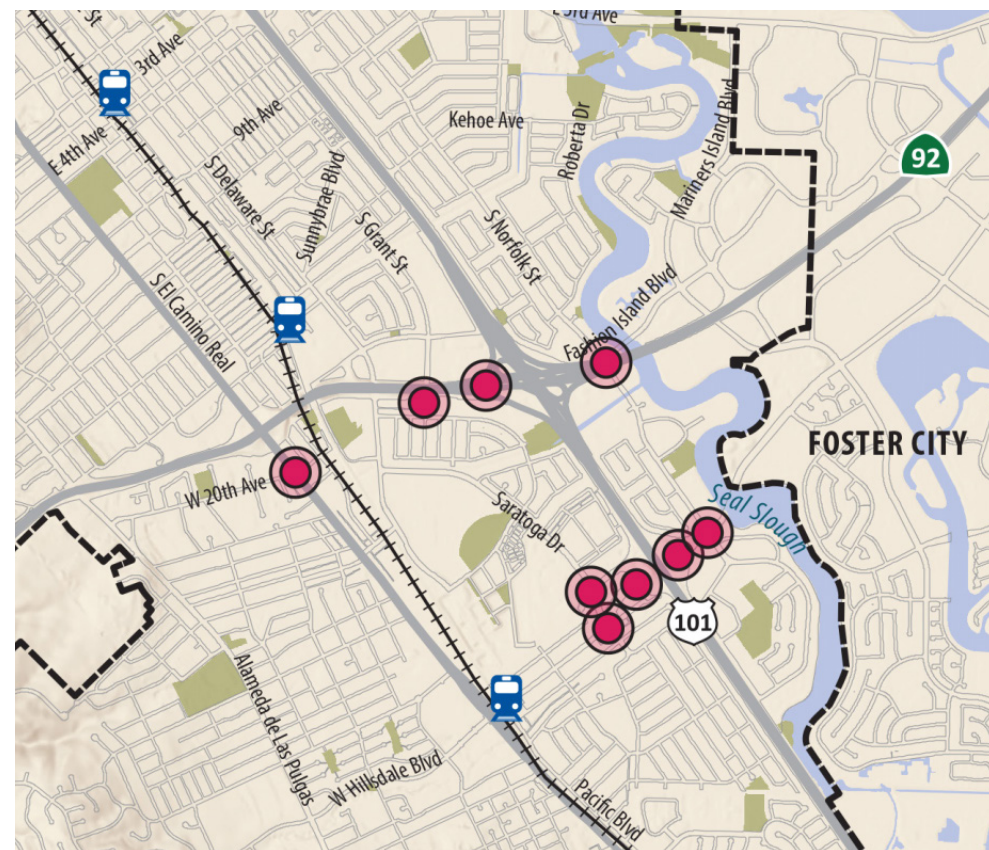
Another strategy is requiring new developments to incorporate project specific Transportation Demand Management (TDM) strategies to reduce vehicle trips by 25 percent for new development along the rail corridor and around Caltrain stations.<sup>8</sup> Achieving this goal requires developers to create programs or incorporate project changes that shift what would otherwise be automobile trips to other modes like biking, walking, and transit.

<sup>8</sup>Source: Census I QDES OnTheMap, 2015

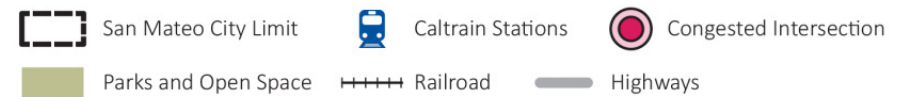
<sup>6</sup>Source: Census LODES OnTheMap, 2015.

<sup>7</sup>Source: Hexagon Transportation Consultants, Inc., 2018.

<sup>8</sup>Source: City of San Mateo, 2017 Rail Corridor TMA Annual Report.

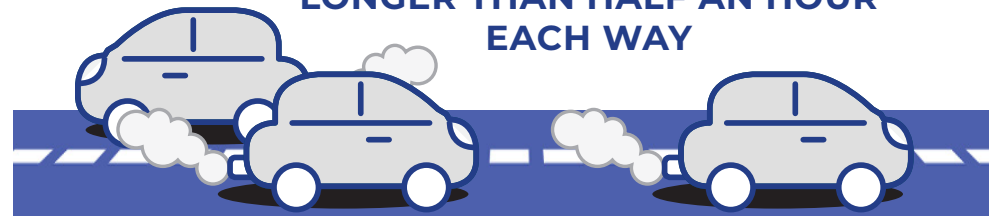


## MOST-CONGESTED INTERSECTIONS IN SAN MATEO



Source: Hexagon Transportation Consultants, 2018.

**41%** of San Mateo Residents  
**COMMUTE FOR**  
**LONGER THAN HALF AN HOUR**  
**EACH WAY**

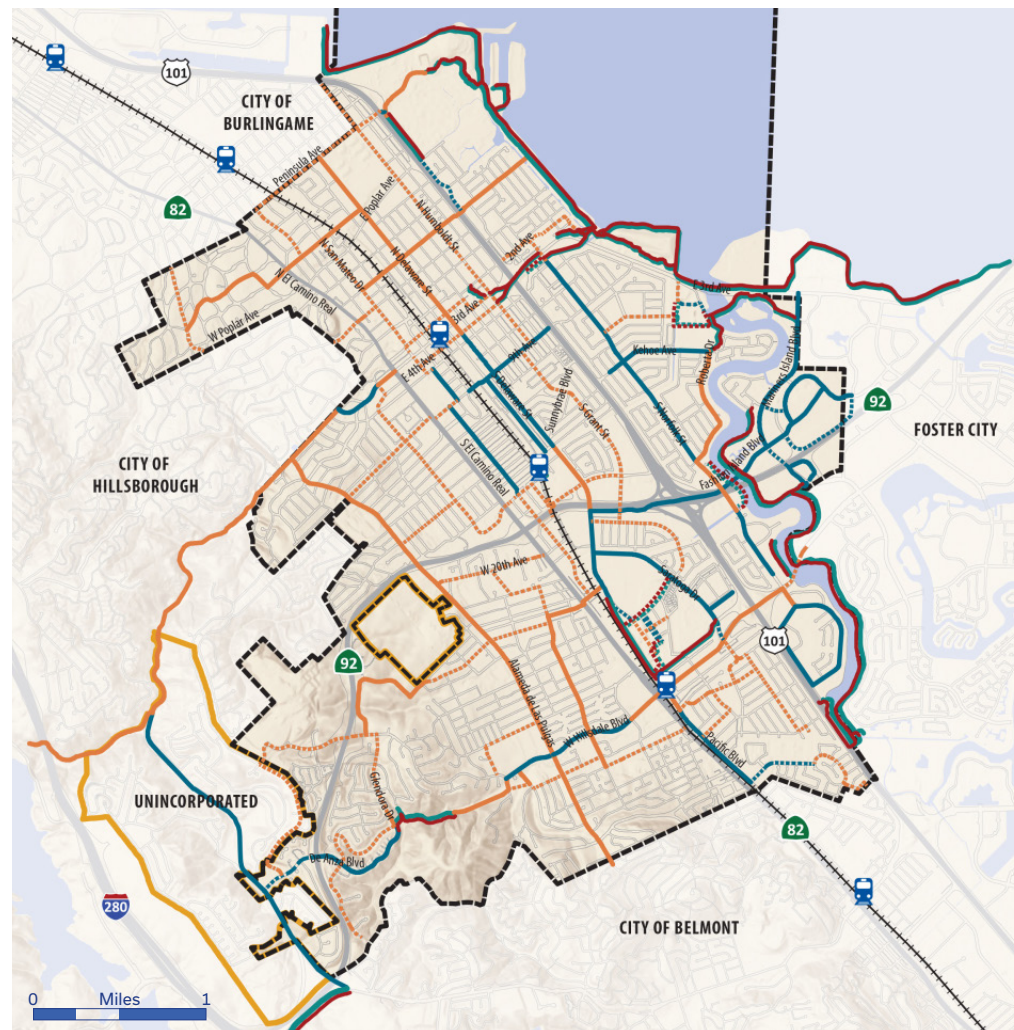


# PEDESTRIAN & BICYCLE NETWORK

Most trips begin and end with walking, even if it's only from a building to a car. There are 380 miles of sidewalks in San Mateo, which require regular maintenance to stay in good condition. A variety of locations in San Mateo need sidewalk repair or have incomplete sections, and the City has been addressing this problem through a comprehensive Sidewalk Repair Plan. The San Mateo Pedestrian Master Plan also includes improvements to the community's sidewalks to make pedestrians safer and more comfortable.

Biking is popular in San Mateo, and a good bike network supports sustainability, active living, and public health. San Mateo's existing bike system connects residential neighborhoods and major roadways. It also links up to bike networks in nearby cities, enabling regional bicycle commuting. Major bike corridors exist along 3rd Avenue, the San Francisco Bay shoreline, and Hillsdale Boulevard, among other places. Despite these bike routes, cars and bikes frequently conflict at a few key locations, including near the Downtown Caltrain station and along El Camino Real. The City is currently updating the Bicycle Master Plan which will include strategies to expand the bike network, including installing new bike lanes and signs, to help reduce collisions.

There are three types of bike lanes in San Mateo. Class I routes are fully separated from the roadway. Class II lanes have a painted bike lane on the roadway. Class III means that bikes and cars share the roadway in the same lanes.



## CITYWIDE PEDESTRIAN & BICYCLE NETWORK

### PEDESTRIAN FACILITIES

- Existing Separated Pedestrian Path
- - - - - Proposed Separated Pedestrian Path
- San Mateo City Limit
- Sphere of Influence
- Highways
- + + + + + Railroad
- Caltrain Stations

### BICYCLE FACILITIES

- Existing Class I
- - - - - Proposed Class I
- Existing Class II
- - - - - Proposed Class II
- Existing Class III
- - - - - Proposed Class III

Source: SWITRS, City of San Mateo, 2018.



# PUBLIC TRANSIT

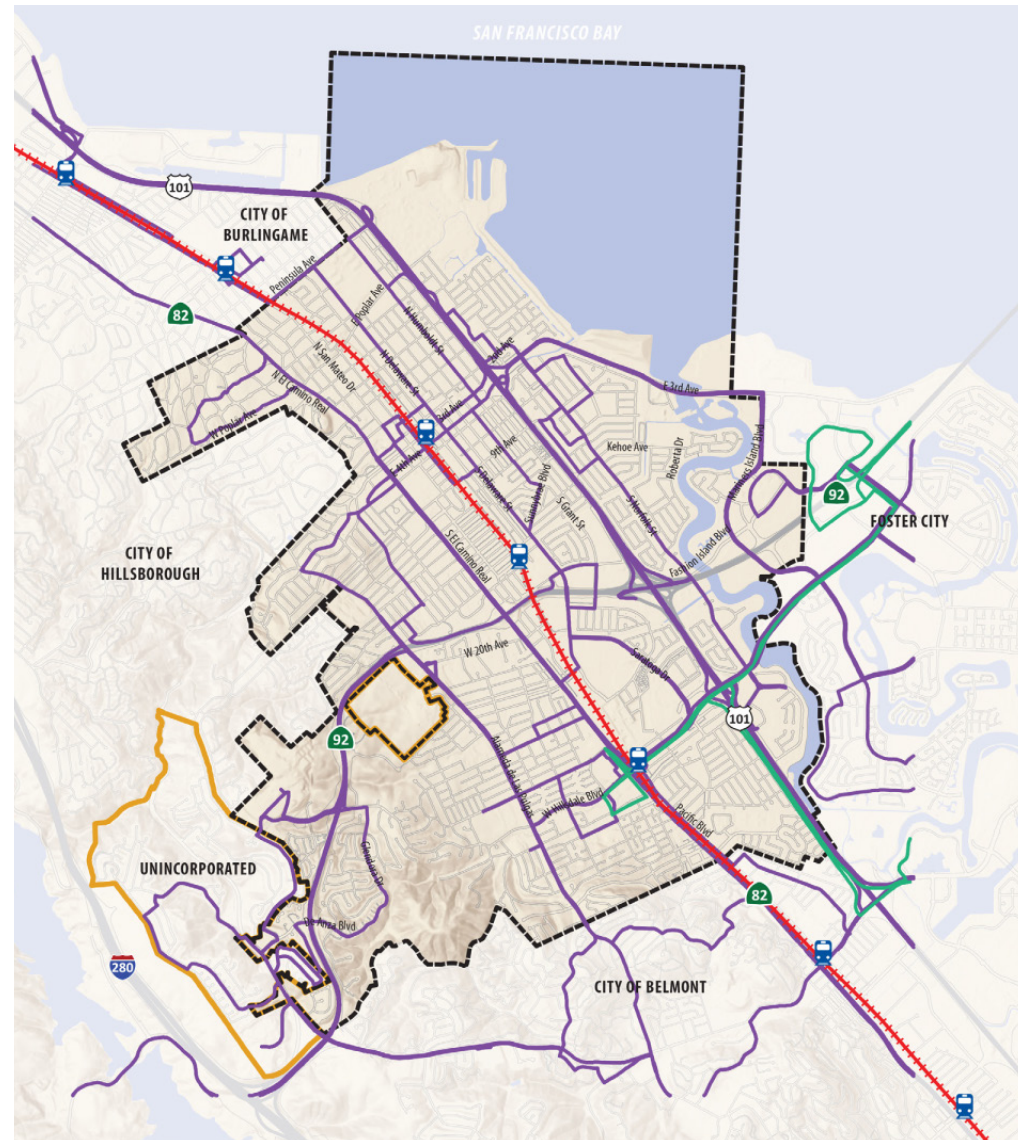


Transit service in San Mateo.

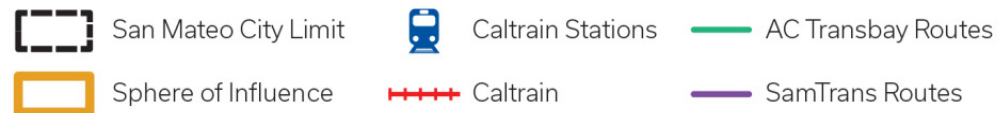
Public transit is an important alternative to the car, and it's often the only real choice for people who can't afford to or are unable to drive, including senior citizens, children, and people who can't afford a car.

SamTrans provides bus service in and through San Mateo as far as San Francisco, Palo Alto, and across the Dumbarton Bridge. SamTrans buses serve major employment areas, schools, residential neighborhoods, and other key hubs. Buses come every 15 minutes to every hour, depending on the route and time of day. Caltrain provides rail service through the city from San Francisco to Gilroy, with connections to other regional systems such as BART and Amtrak. Alameda-Contra Costa Transit District (AC Transit) also provides bus service from Hillsdale to Hayward across the San Mateo Bridge.

The regional transit agencies are working on ways to improve service and increase ridership. The Caltrain electrification project now underway is expected to reduce travel time, as well as improve air quality. SamTrans is considering options for rapid bus service along El Camino Real between Daly City and Palo Alto, including through San Mateo.



## EXISTING TRANSIT INFRASTRUCTURE



Source: City of San Mateo, Metropolitan Transportation Commission, 2018.



# PARKS & CULTURAL RESOURCES

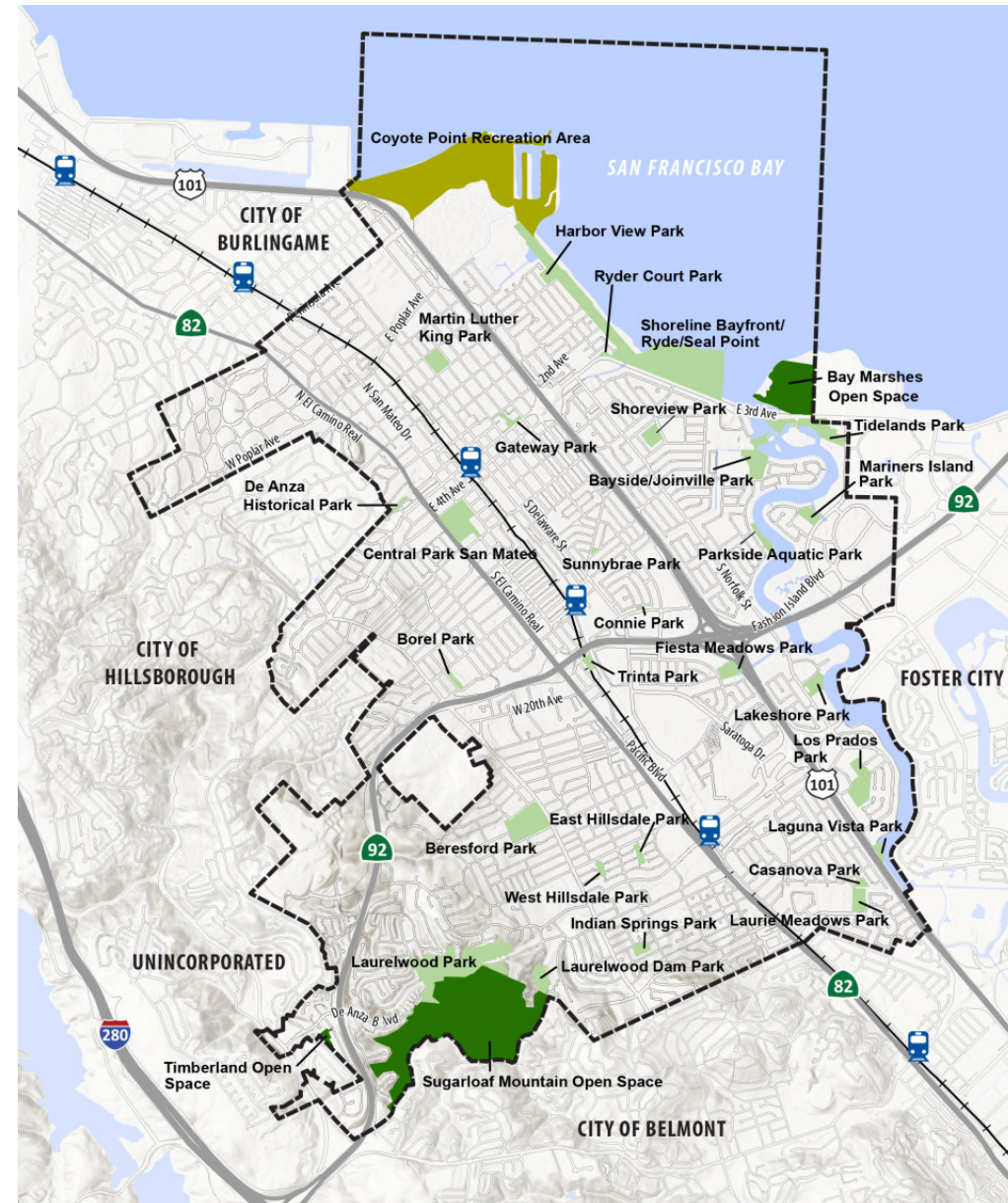
Park land contributes significantly to quality of life in San Mateo. The City oversees more than 420 acres of parks and open space, from neighborhood mini parks to regional destinations like Seal Point. San Mateans also have access to several recreation centers, a boating lagoon, two public swimming pools, and an 18-hole golf course.

Just like police and fire stations and schools, it's important for cities to provide sufficient green space for residents. San Mateo has a goal of 6 acres of park land for every 1,000 residents. Including County-owned Coyote Point, San Mateo has 5.35 acres per 1,000 residents, which will rise slightly with the Borel Park expansion and fire station relocation.

Preserving cultural resources is also key to community building and local pride. In addition to its rich settlement history by the Costanoan Ohlone people, San Mateo has about 200 buildings or sites from the past two centuries that are historically significant. Resources included on or eligible for the National Register of Historic Places include the Ernest Coxhead House, the De Sabla Teahouse and Garden, the Hotel Saint Matthew, the San Mateo Main Post Office, and the National Bank of San Mateo.



Laurelwood Park.



## PARK AND RECREATIONAL FACILITIES



City Limit



City Park



County Park



Open Space/Preserve



NORTH

0 Miles 1

Source: City of San Mateo, 2018; San Mateo County, 2018; Esri, 2018.







