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Sent: Thursday, December 20, 2018 11:19 AM

To: Julia Klein <jklein@cityofsanmateo.org>

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Subject: Suggested Edits to the Draft General Plan Vision Statement

Julia,

Attached, please find my suggested edits to the Draft General Plan Vision Statement which was discussed at the December 17, 2018 General Plan Subcommittee Meeting #3. The edits retain all 12 of the itemized points in the original draft presented to the GPS and the public. Some are verbatim, others expanded upon or reworded for greater clarification, but the core ideas remain unchanged. They are *italicized* for your convenience and easy reference. Other suggested edits:

Eliminate the categories

Several subcommittee members noted correctly that every item in the vision is connected to the others. They are all interrelated and all work together. Categorizing the vision statement has the effect of separating and segregating what should be an integrated and cohesive vision.

Use bullets rather than numbering

Numbering the items lends a higher degree of priority to the items and categories at the top in relation to those at the bottom, even if unintended. Using bullets instead of numbers mitigates this bias.

Introduction

Lastly, I think an introductory paragraph is necessary to establish the context and set the tone and trajectory of what follows.

Please include my suggested edits in the meeting materials for the Planning Commission review and in the project record.

Thank you,
Keith Weber

CC:
General Plan Subcommittee
Planning Commission
City Council
Ron Munekawa
Placeworks

DRAFT GENERAL PLAN VISION STATEMENT

(Suggested edits, Keith Weber, 12/20/18)

San Mateo's vision for 2040 continues to value our neighborhoods, parks, and history, while acknowledging the challenging housing, infrastructure and environmental realities we now face. It strives to balance the need for sustainable growth with enhanced quality of life for current and future generations. Civic pride is reflected in San Mateo's diverse population, plentiful housing choices, traditional downtown, great neighborhoods and schools, gardens, parks, and trees.

In 2040, San Mateo:

- Growth serves the needs of the community. Infrastructure, housing and job growth are in balance. People of all ages live, work and play in safe, accessible, well designed human-scale residential and commercial areas. *Higher density development is directed into transit nodes and along transit corridors.*
- New high density housing development has *a range of housing types for all ages and abilities*, providing a variety of unit sizes and affordability levels for a diverse mix of families, couples, and singles. *Housing is affordable at all income levels*, reflecting a close "fit" with the income of local workers. Existing single and multi-family housing that is affordable to those with lower incomes is retained and preserved for on-going affordability.
- *A diverse economic base includes a variety of retail, service, restaurant, entertainment, office, educational, and industrial enterprises. Local businesses pay living wages to people with all types of educational and vocational abilities. Locally owned and operated business are encouraged and supported.*
- Historic resources are identified and protected, creating a harmonious blend of new and historic buildings. Citywide, new infill development of *high quality design* compliments *San Mateo's historic character and sense of place.*
- *Safe and efficient modes of public and private transit are accessible to everyone, including the mobility impaired and those with special needs.* Alternatives to automobile travel include frequent bus service, commuter rail, *walking, bicycling, personal vehicles, and other emergent transportation technologies and services.* Ferries and water taxis shuttle commuters and sightseers to the East Bay and San Francisco.
- Measures of sustainability are incorporated into all policy and land use decisions. *San Mateo strives to mitigate and adapt to the effects of sea level rise, earthquakes and climate change. It is a leader in public safety, emergency preparedness, water and energy conservation, and per capita green-house gas emission reduction.*
- *Recreational and social opportunities are provided equitably throughout the city to meet the needs of all community members. The city supports and recognizes the value of a variety of programs that include social services, child care, cultural arts and other programs that foster community health and add to the city's vibrancy.* Parks and open spaces frame the city on the east and west. City and neighborhood parks show the high value placed on natural resources and community gathering places.