

MEMORANDUM

DATE June 21, 2019
TO General Plan Subcommittee
FROM Julia Klein, Principal Planner, and Joanna Jansen, Principal (PlaceWorks)
RE General Plan Subcommittee Meeting #6 – Wednesday, June 26, 2019

Packet Materials

The meeting materials for the General Plan Subcommittee (GPS) meeting of Wednesday, June 26, 2019 include the following, which are attached to this memorandum:

- Attachment 1 – Memorandum (this document)
- Attachment 2 – Final Vision Statement
- Attachment 3 – Workshop Basemap and Color Legend, General Plan Land Use Map and Aerial Map
- Attachment 4: Compiled Study Areas Map (from community workshops)
- Attachment 5: Draft Presentation

I. **Vision Statement Update**

The City Council reviewed and gave final direction on the Vision Statement at their April 1, 2019 meeting. The final Vision Statement is posted on the General Plan Update website at: http://strivesanmateo.org/wp-content/uploads/2019/04/VisionStatement_4-2-2019.pdf. The Vision Statement will guide future discussions on study areas, land use alternatives, and goals, policies, and programs to achieve the outcomes and values articulated by the community.

II. **Overview of Land Use Alternatives Process**

Following the finalization of the Vision Statement, the General Plan Update is entering its next phase. We're beginning the "how" phase by identifying study areas as part of the development and selection of land use and transportation alternatives. The land use alternatives will explore different possible futures for the physical development and conservation of the City. The City is proactively planning now to meet the requirements of State housing law, identify solutions to traffic and housing affordability issues, and be prepared for the projected population and job growth in the region and locally. This work will be guided by the General Plan Vision and Values established at the outset of the project.

The process to create the land use alternatives and to ultimately select a preferred land use scenario will take approximately two years and will be guided by the community every step of the way. In general, each step of the alternatives process will include a similar series of meetings: first, Community Workshop(s), then General Plan

Subcommittee Meeting(s), followed by Planning Commission Meeting(s), and culminating in City Council direction.

The City currently anticipates holding the following public meetings for the land use alternatives phase of the General Plan:

- Up to 8 Community Workshops
- Up to 5 General Plan Subcommittee meetings
- Up to 4 Planning Commission meetings,
- Up to 4 Council meetings;
- Multiple pop-up events and online engagement opportunities.

A summary of the steps to create the land use alternatives and ultimately a preferred land use scenario is below.

1. **Choose study areas.** During this step, the San Mateo community will be asked to provide input at workshops, meetings, and online to help identify areas of the City to study for potential growth or preservation over the next 20 years. Two community workshops (on June 8th and June 10th) and the Online Study Area Tool (open from June 14th to July 15th, 2019) provide flexibility for community members to provide input. At the June 26th meeting, the GPS will be asked to provide input on areas to study for potential growth or preservation. Following the GPS meeting, City staff and consultants will consider all input provided, including via the Online Study Area Tool, and provide a recommendation of Draft Study Area Boundaries to the Planning Commission. The Planning Commission will be asked to consider all the information and provide their recommendation to the City Council. The City Council will provide final direction on the Study Area Boundaries.
2. **Create a range of alternatives for each study area.** Next, the community will have the opportunity to share their ideas on the different type and range of development that should occur in each study area. Using public feedback, GPS, Planning Commission, and City Council input on the range of alternatives, the City and project consultants will prepare three land use and transportation alternatives that consider different numbers of housing units and jobs, as well as different locations and intensities of development that could occur over the next 20 years for each identified study area.
3. **Evaluate and compare alternatives.** When the land use alternatives have been vetted and finalized, City staff and consultants will compare the differing outcomes of these alternative scenarios against a set of metrics. The evaluation will consider things like:
 - Amount of development that would be allowed;
 - Overall character;
 - Traffic impacts;

- Impacts on utilities and public services;
 - Public health;
 - Environmental sustainability;
 - City's fiscal health;
 - Potential community benefits;
 - Development feasibility; and
 - Applicable state laws/regulations.
4. **Select a preferred alternative for further study.** The City will present the results of the alternatives evaluation to the community and decision makers to choose a preferred alternative for each study area after considering the relative benefits, trade-offs, and potential impacts of each alternative. The preferred alternative will likely be created by mixing and matching different combinations of housing and commercial development in each study area.
 5. **Refine the preferred alternative to become the updated General Plan Land Use map.** The preferred land use scenario will be the combination of the individual preferred alternatives for each study area and become the basis for the land use and circulation maps in the Draft General Plan and will undergo additional analysis in the Draft Environmental Impact Report.

III. Study Areas Community Input

As discussed above, the first step in the land use alternatives process is the identification of study areas. Study areas are those areas that have the potential to experience land use changes over the next 20 years. Examples of potential study areas include areas near transit, areas where current buildings are aging, vacant, or not maintained, or areas where people have expressed interest in considering redevelopment of the property through the General Plan Update process. Future discussion of land use alternatives in San Mateo will focus on these areas.

To kick-off the study areas task, the City held two community workshops on Saturday, June 8th and Monday, June 10th. In total, 75 community members attended the workshops. Both workshops began with an overview of the regional and local context of existing and projected population, housing, and job growth. Participants learned about the steps to create land use alternatives and how choosing study areas was the first step in an extensive process to decide upon a preferred land use and transportation scenario.

Following the presentation, participants worked together in small groups to identify study areas and areas that should remain the same. Groups were offered the options of expressing strong interest in a study area (meaning there was substantial agreement among group members) or medium interest (meaning not all group members agreed a given area should be studied). Groups could also identify areas that should be preserved as is. Between the two workshops, a total of 15 small groups provided marked-up maps.

In addition to recording study area and preservation area ideas on the maps, each small group had a notetaker who recorded the discussion outcomes. Common themes amongst the small group table notes, in order of frequency, include:

- Redevelop El Camino Real.
- Focus on affordable housing.
- Support for transit-oriented development.
- Enhance pedestrian and bike safety through infrastructure improvements.
- Redevelop aging office parks and shopping centers.
- Preserve the City's historic fabric and Downtown area.
- Create more accessible transit routes.
- Preserve existing open space and add new pocket parks.
- Preserve neighborhood-serving commercial uses.

At the conclusion of the workshop, the table facilitator summarized the outcomes of the small group discussion to the large group. The workshop materials and copies of the completed maps, table notes, and other comments can be found at:

<https://strivesanmateo.org/workshops-pop-up-events/>.

In addition, the City launched an online version of the study sites mapping exercise on June 14, 2019. As of June 21, 2019, there had been 381 visits to the site, and 31 respondents identified 79 study areas. The exercise and the responses received to date are accessible via the StriveSanMateo.org website and at this link:

<https://app.maptionnaire.com/en/6488/>

IV. Study Areas GPS Discussion

At GPS Meeting #6, the City will ask the GPS to review the community input on the study areas and help identify the areas and boundaries the City should consider as a potential study area. At this point, our goal is to identify areas to study for potential growth or preservation – the “where”. We will have a separate meeting series to identify what type of change should occur – housing, shopping, jobs, and other uses.

We will provide the GPS with a map that shows a compilation of all the study area shapes drawn by the 15 groups at the June 8th and June 10th workshops. Because the Online Study Area Tool is ongoing (through July 15, 2019), this map does not reflect the input received online. However, the online tool itself displays compiled results as the final screen of the exercise, so the compilation of study area shapes submitted via the online tool is viewable at any time.

The Compiled Study Area map (Attachment 4) includes the following features:

- Level of Interest in Areas to Study: This shows the degree of community interest in a given area of San Mateo with darker colors indicating a stronger interest among groups at the two workshops to study that area.

- Level of Interest in Areas to Preserve: As part of the workshops, community members helped to identify areas for preservation. These are shown as outlines, rather than filled shapes, because in many cases they overlap with areas that other groups were interested in studying for change. The darker outline color indicates stronger interest among the groups as an area for preservation. While most groups identified study areas for change, some groups chose study areas because they wanted these areas analyzed for traffic impacts or to assess historic resources.
- Downtown Area Plan boundary: The Downtown Area Plan will guide future development projects and improvements within this boundary. This plan will be updated in parallel with the General Plan Update. The creation of land use alternatives will consider different land use scenarios for the Downtown Area Plan and will ultimately lead to a preferred land use scenario for the Downtown.
- Parks and Open Spaces: These are shown in green.
- Caltrain stations: The downtown San Mateo and Hayward Park stations, as well as the nearby stations in Burlingame and Belmont, are shown in their existing locations. The Hillsdale station is shown in its approximate future location between 28th Ave and 31st Avenue.

The GPS will be provided with both a large-format Compiled Study Area map, as well as the same Workshop Basemap that was provided to the small groups at the two community workshops earlier this month. The GPS can use either map as the basis for discussion. At the June 26th GPS meeting, large versions of the two maps will be on the wall in the Oak Room for GPS members to gather around. Based on GPS comments, GPS members and/or a facilitator will mark up the map to indicate GPS input on potential study areas.

As GPS members consider the potential study areas and the compiled workshop input, some factors to consider include:

- Transit-oriented development in San Mateo has been successful in reducing the proportion of new single-occupant vehicle trips.
- Public school properties, such as the College of San Mateo, are under the jurisdiction of the State. While the City does not have authority to determine development on school property, the City can convey community input to school staff.
- The City currently has an adopted standard of 6 acres of Community/ Neighborhood parks per 1,000 people. The current ratio of City-owned park acres per 1,000 people is 4.05. If there is any loss of city-owned park or open space land, the adopted standard would need to be considered as it could make it difficult to meet this goal.
- New residential uses east of Highway 101 would need to be designed to reflect that this area is the part of the City that is most subject to sea level rise and seasonal flooding.

V. Study Areas Next Steps

Following the June 26th GPS Meeting, the next steps to finalize the study areas include:

- Formulate initial draft study area boundaries based on public and GPS input.
- Present a summary of the public input on the study areas and the initial draft study area boundaries to the Planning Commission on Tuesday, **July 23, 2019**.
- Present Planning Commission recommendation for draft study area boundaries and summary of public input to the City Council on Monday, **August 19, 2019**.
- Finalize study areas per Council direction.

After Council provides final direction on the study area boundaries, the City will hold the next meeting series on the range of alternatives in fall 2019.

Questions or Additional Information

For questions or additional information about this packet, please contact Julia Klein at (650) 522-7216 or email generalplan@cityofsanmateo.org.