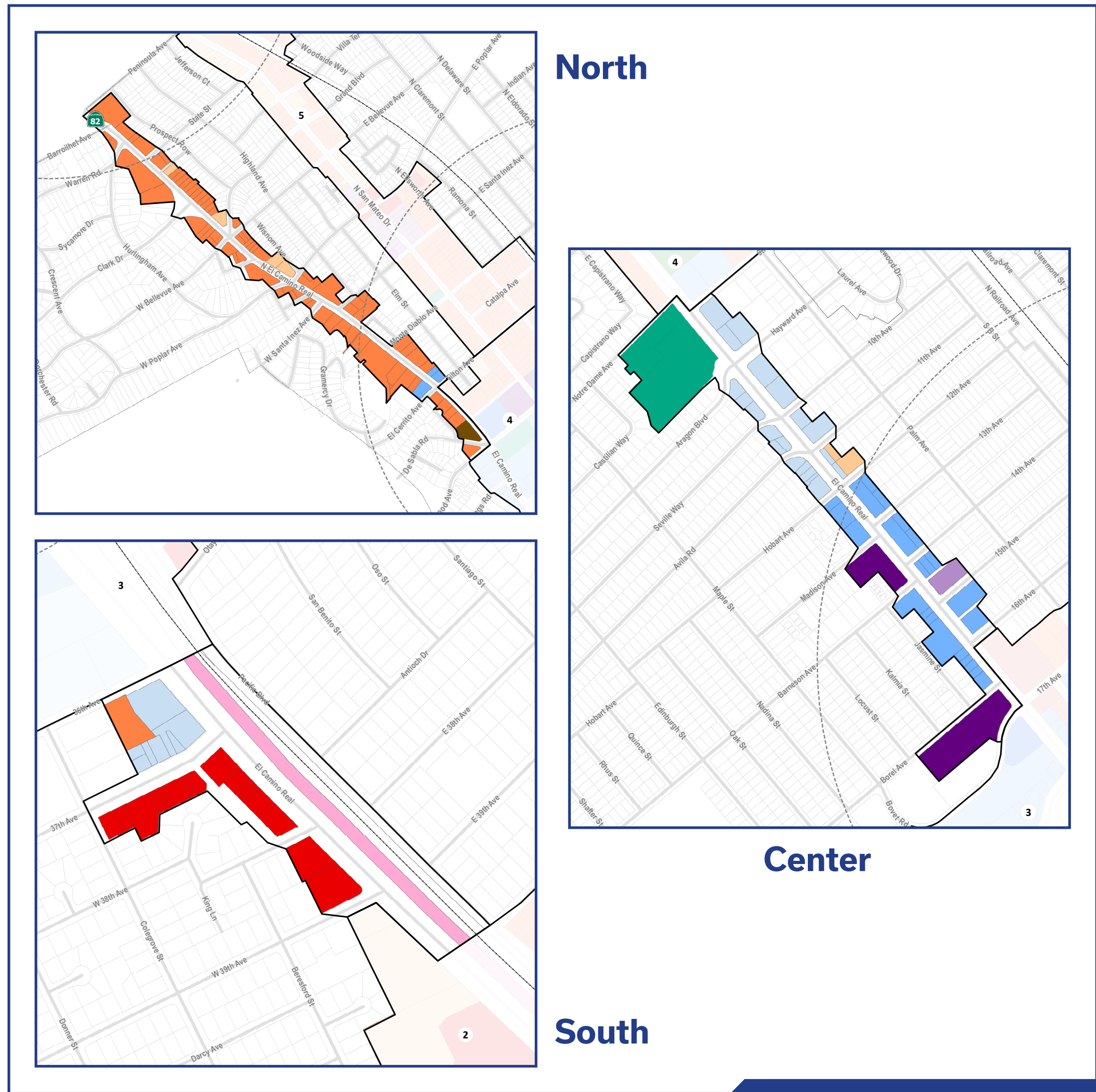




Study Area 1

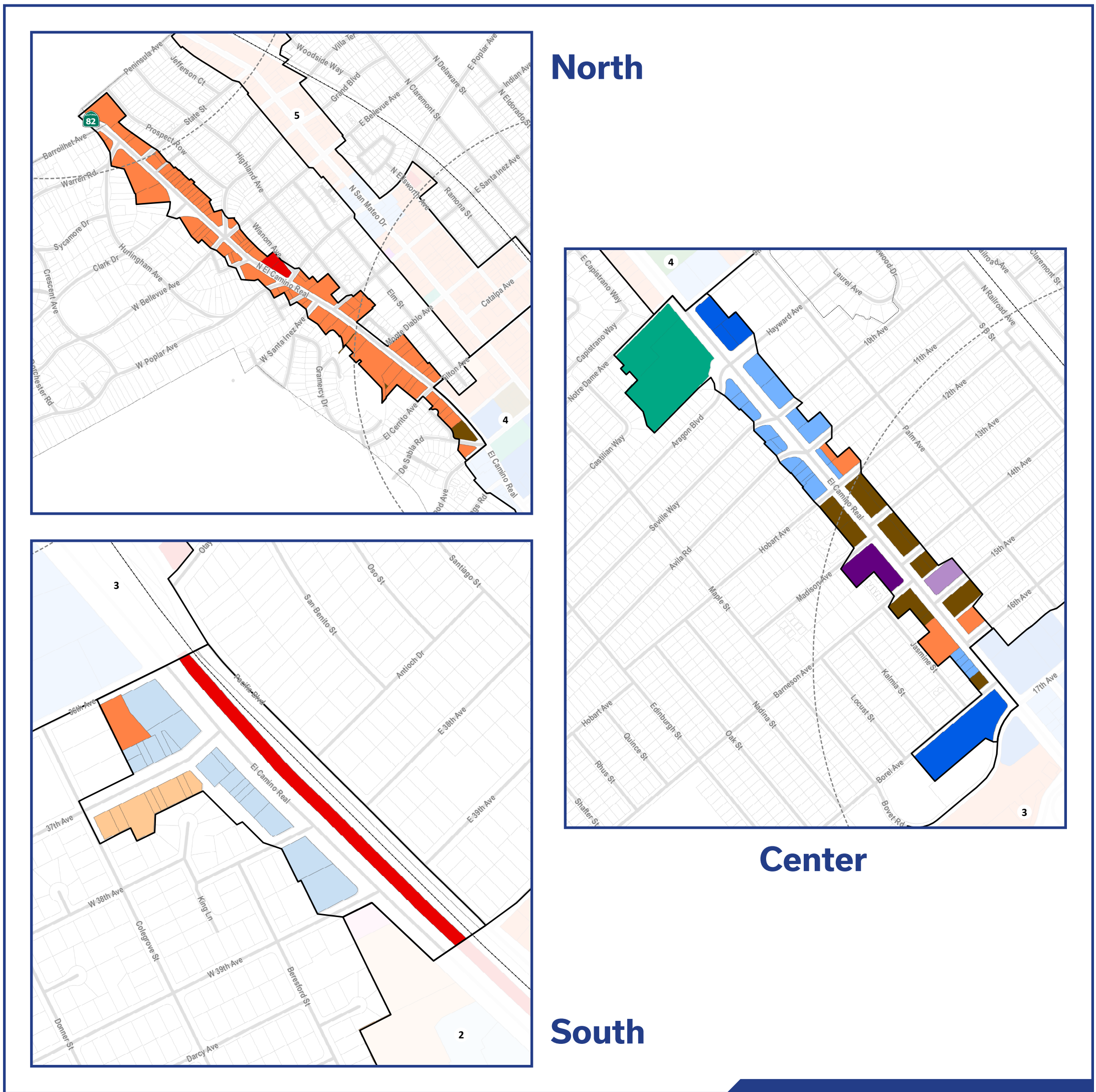


Alternative A

Alternative A Changes

- North:**
- ▶ Mostly Residential Medium
- Center:**
- ▶ Mostly Mixed Use Low and Mixed Use Medium along El Camino Real
- South:**
- ▶ Commercial Service east of El Camino Real
 - ▶ Mostly Mixed Use Low and Commercial Neighborhood on west of El Camino Real

Alternative A	Existing	Net New
Homes	830	+ 650
Population	1,720	+ 2,080
Jobs	1,010	+ 1,220

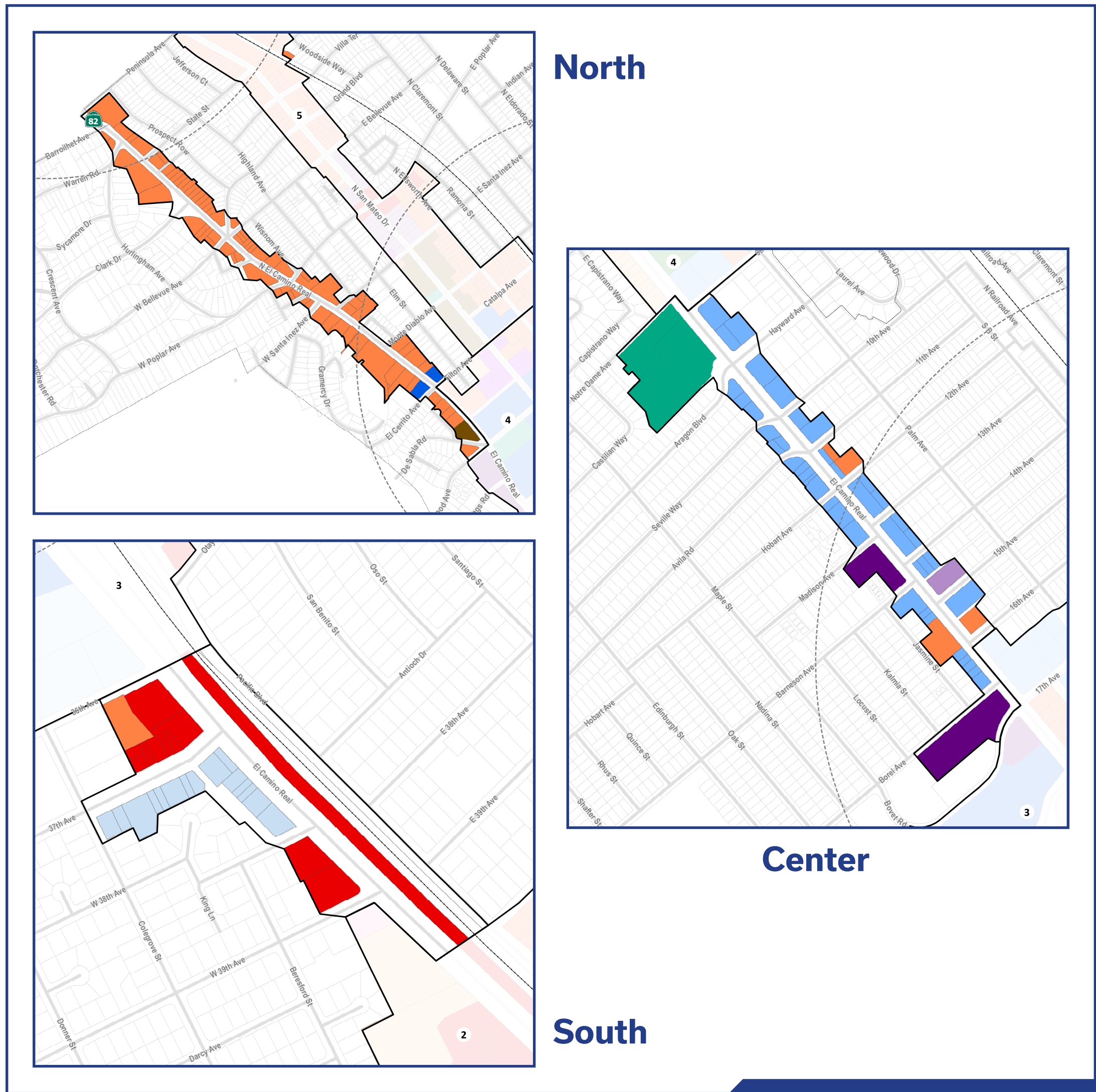


Alternative B

Alternative B Changes

- North:**
- ▶ Mostly Residential Medium
- Center:**
- ▶ Mostly Residential High and Mixed Use Medium along El Camino Real
- South:**
- ▶ Commercial Neighborhood east of El Camino Real
 - ▶ Mixed Use Low fronting west side of El Camino Real

Alternative B	Existing	Net New
Homes	830	+ 1,370
Population	1,720	+ 3,520
Jobs	1,010	+ 320



Alternative C

Alternative C Changes

- North:**
- ▶ Mostly Residential Medium
- Center:**
- ▶ Mostly Mixed Use Medium along El Camino Real
- South:**
- ▶ Commercial Neighborhood east of El Camino Real
 - ▶ Mixed Use Low and Commercial Neighborhood fronting west side of El Camino Real

Alternative C	Existing	Net New
Homes	830	+ 920
Population	1,720	+ 2,640
Jobs	1,010	+ 880

Study Area 1	Existing
Homes	830
Population	1,720
Jobs	1,010

Study Area 1 Landmarks

- ▶ Jack's Car Wash
- ▶ FedEx Office

Caltrain Station

Caltrain

Study Areas

San Mateo City Limit

Sphere of Influence

Historic Districts

½ Mile Radius Around Caltrain

Residential SFR

Residential Low

Residential Medium

Residential High

Commercial Service

Commercial Regional

Commercial Neighborhood

Office Low

Office Medium

Office High

Industrial R&D

Industrial Light Traditional

Mixed-Use Low

Mixed-Use Medium

Mixed-Use High

Parks/ Open Space

Public Facilities

Quasi-Public

Transportation Corridor

Utilities

Privately Owned Public Open Space

Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?

Study Area 2



Alternative A

Alternative A Changes

- ▶ Residential Low, Residential Medium, Commercial Service, and Commercial Neighborhood east of El Camino Real
- ▶ Retain Commercial Neighborhood at City limits
- ▶ Maintain most Commercial Neighborhood add some new Residential Low west of El Camino Real

Alternative A	Existing	Net New
Homes	290	+ 170
Population	590	+ 550
Jobs	700	- 70



Alternative B

Alternative B Changes

- ▶ Residential Low, Residential Medium, Mixed Use Low, and Commercial Neighborhood east of El Camino Real
- ▶ Mixed Use Low and Residential Low west of El Camino Real

Alternative B	Existing	Net New
Homes	290	+ 310
Population	590	+ 810
Jobs	700	- 200



Alternative C

Alternative C Changes

- ▶ Residential Low, Residential Medium, Mixed Use Medium, and Commercial Neighborhood east of El Camino Real
- ▶ Maintain some Commercial Neighborhood and add new Residential Low west of El Camino Real

Alternative C	Existing	Net New
Homes	290	+ 280
Population	590	+ 810
Jobs	700	- 100

Study Area 2	Existing
Homes	290
Population	590
Jobs	700

Study Area 2 Landmarks

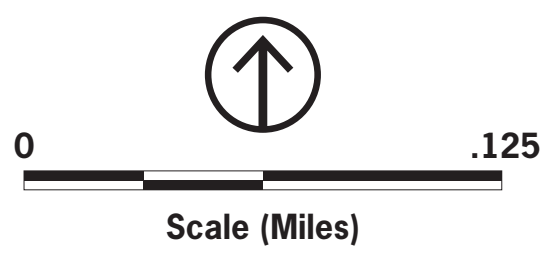
- ▶ Bel Mateo Bowl
- ▶ CVS
- ▶ Mollie Stone's

- Caltrain Station
- Caltrain
- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- 1/2 Mile Radius Around Caltrain

- Residential SFR
- Residential Low
- Residential Medium
- Residential High
- Commercial Service
- Commercial Regional
- Commercial Neighborhood

- Office Low
- Office Medium
- Office High
- Industrial R&D
- Industrial Light Traditional
- Mixed-Use Low
- Mixed-Use Medium

- Mixed-Use High
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Utilities
- Privately Owned Public Open Space



Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

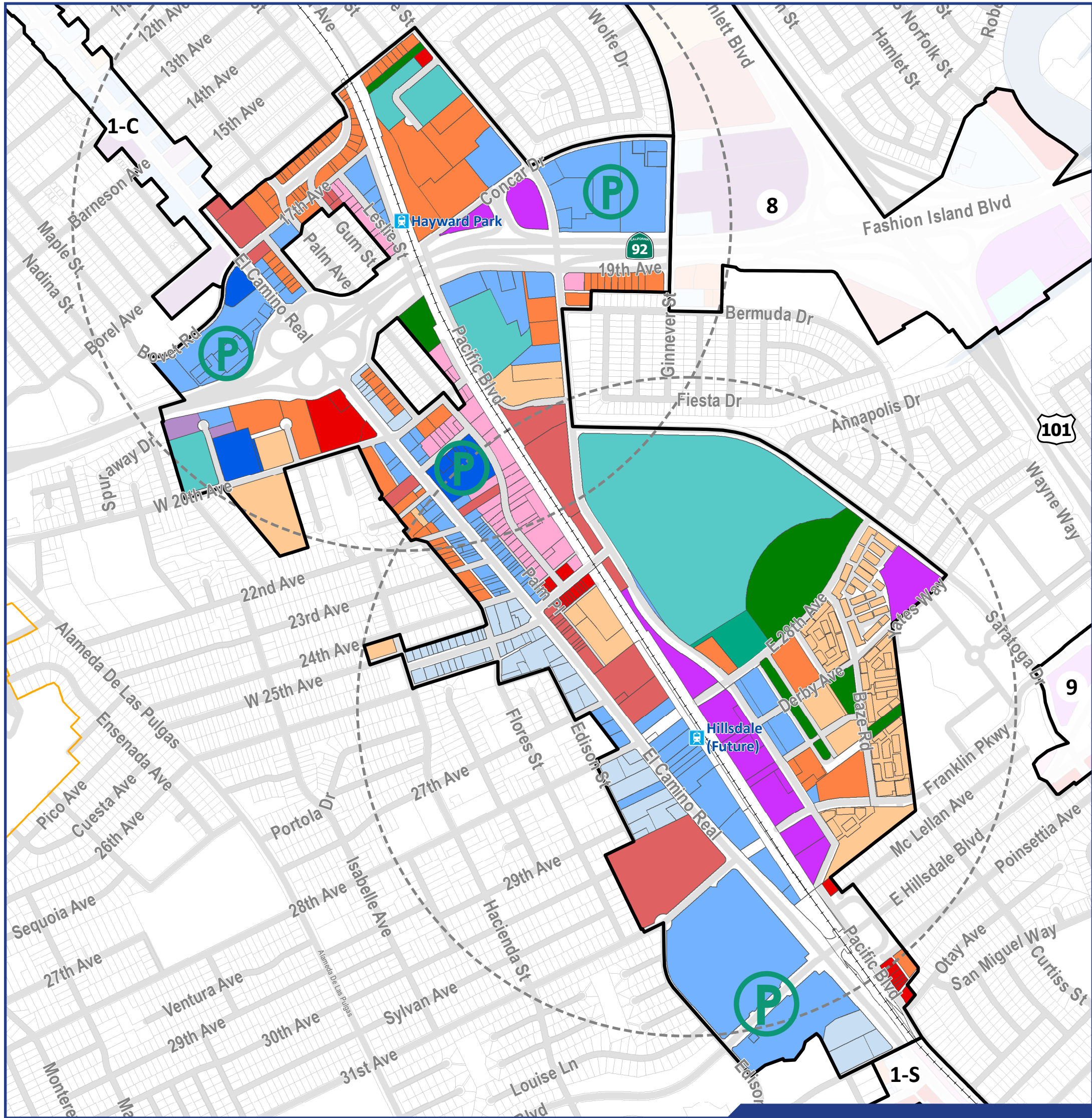
Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?



Study Area 3

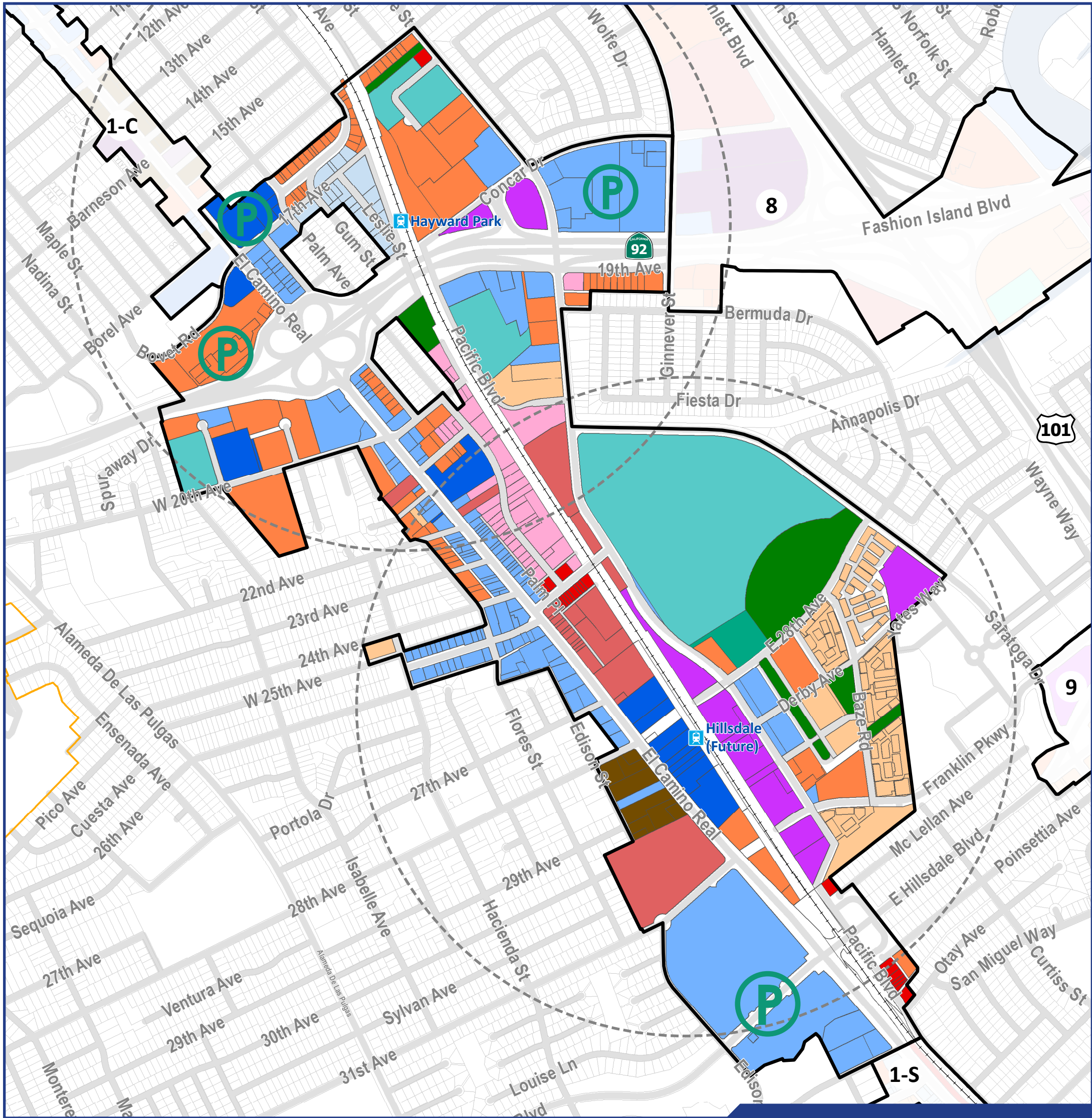


Alternative A

Alternative A Changes

- ▶ Borel Square shopping center is Mixed Use Medium
- ▶ 25th Ave is Mixed Use Low
- ▶ Hillsdale Mall is designated as Commercial Regional and Mixed Use Medium
- ▶ PetSmart and Dunn-Edwards Paints designated as Mixed Use Low

Alternative A	Existing	Net New
Homes	2,090	+ 3,950
Population	4,860	+ 12,580
Jobs	13,440	+ 2,010

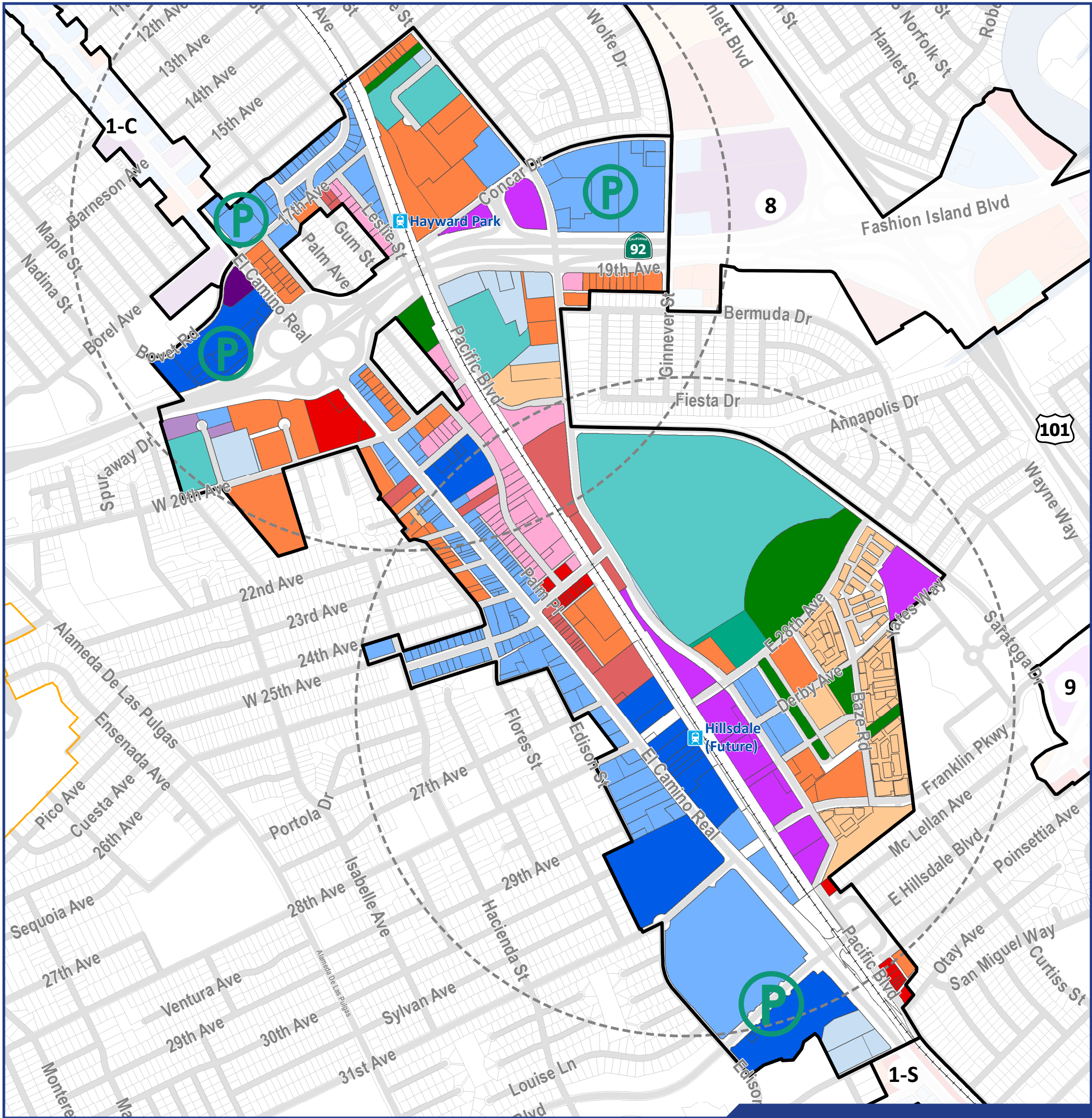


Alternative B

Alternative B Changes

- ▶ Borel Square shopping center is Residential Medium
- ▶ 25th Ave is Mixed Use Medium
- ▶ Hillsdale Mall is Commercial Regional and Mixed Use Medium
- ▶ PetSmart and Dunn-Edwards Paints designated as Mixed Use Medium

Alternative B	Existing	Net New
Homes	2,090	+ 5,160
Population	4,860	+ 13,320
Jobs	13,440	+ 2,460



Alternative C

Alternative C Changes

- ▶ Borel Square shopping center is Mixed Use Medium
- ▶ 25th Ave is Mixed Use High
- ▶ Hillsdale Mall is Mixed Use Medium and Mixed Use High
- ▶ PetSmart and Dunn-Edwards Paints designated as Mixed Use Low

Alternative C	Existing	Net New
Homes	2,090	+ 7,210
Population	4,860	+ 20,660
Jobs	13,440	+ 3,200

Study Area 3	Existing
Homes	2,090
Population	4,860
Jobs	13,440

Study Area 3 Landmarks

- ▶ Hayward Park and Hillsdale Caltrain Stations
- ▶ Hillsdale Mall
- ▶ Borel Shopping Center
- ▶ 25th Ave shopping district
- ▶ Bay Meadows area
- ▶ TJ Maxx and Trader Joe's

Caltrain Station

Caltrain

Study Areas

San Mateo City Limit

Sphere of Influence

Historic Districts

1/2 Mile Radius Around Caltrain

Residential SFR

Residential Low

Residential Medium

Residential High

Commercial Service

Commercial Regional

Commercial Neighborhood

Office Low

Office Medium

Office High

Industrial R&D

Industrial Light Traditional

Mixed-Use Low

Mixed-Use Medium

Mixed-Use High

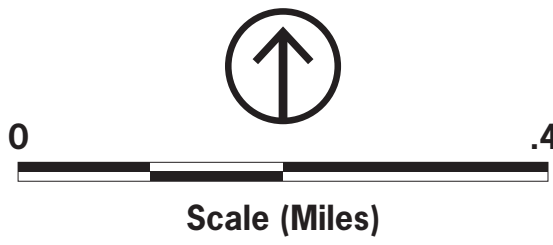
Parks/ Open Space

Public Facilities

Quasi-Public

Utilities

Privately Owned Public Open Space



Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

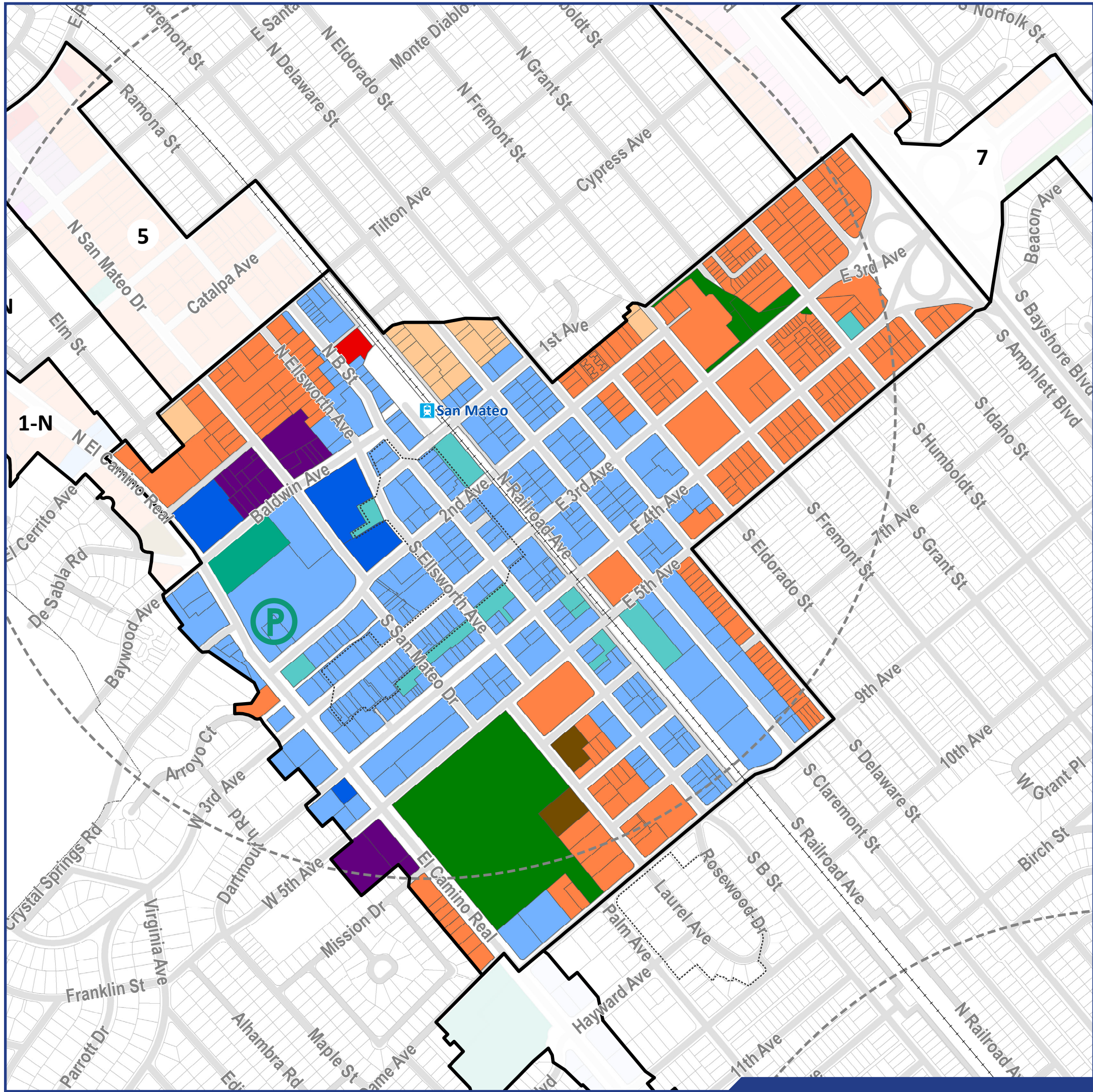
Refer to the Place Types menu for a description of the land use designations.

Map Legend

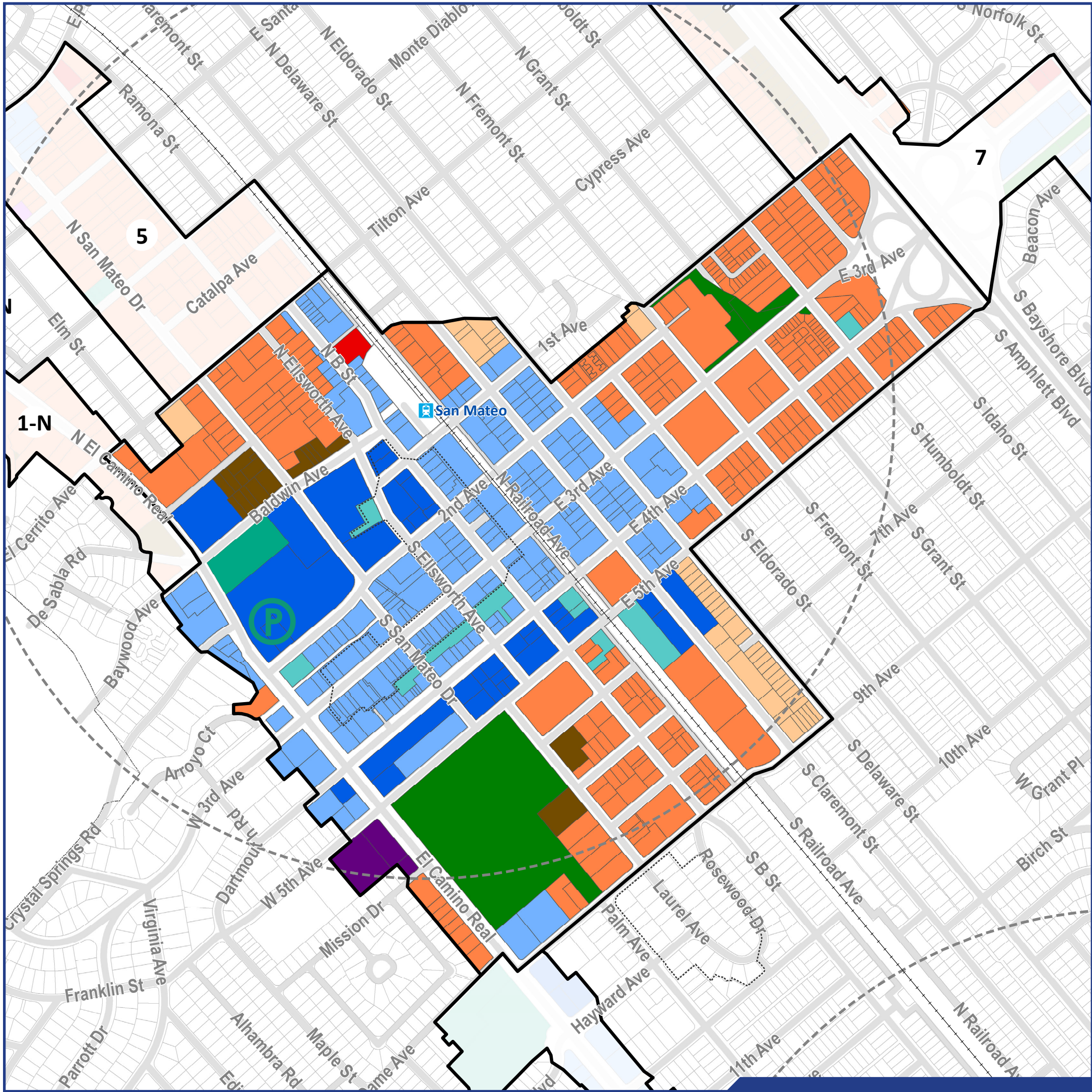
What's Here now?



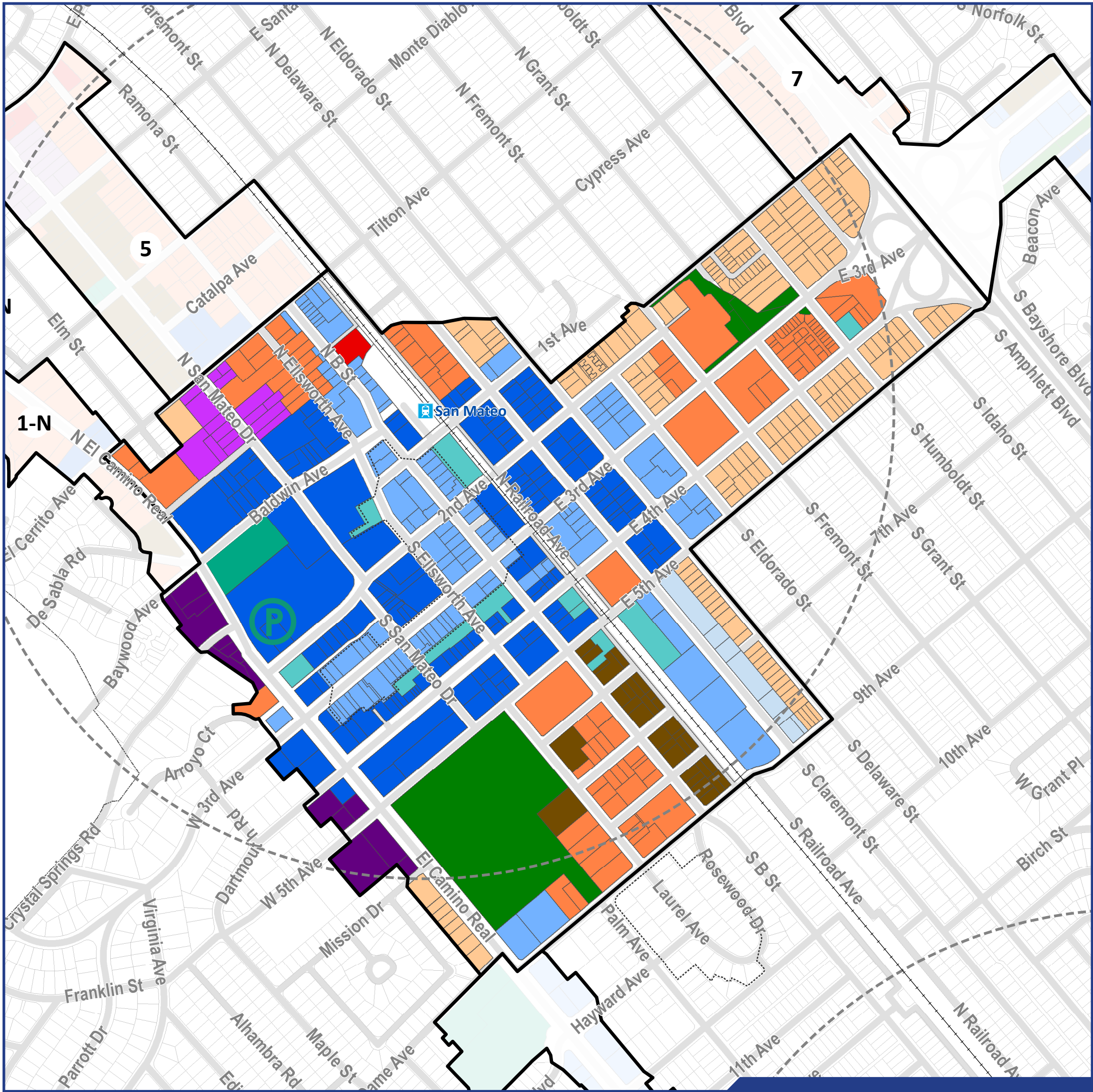
Study Area 4



Alternative A



Alternative B



Alternative C

Alternative A Changes

- ▶ Mixed Use Medium in Downtown Core
- ▶ Residential Medium east of El Dorado Street
- ▶ Mixed Use Medium and Residential Medium along El Camino Real

Alternative A	Existing	Net New
Homes	3,560	+ 2,510
Population	4,780	+ 8,000
Jobs	8,440	+ 820

Alternative B Changes

- ▶ Mixed Use High and Mixed Use Medium in most of Downtown Core
- ▶ Residential Medium east of El Dorado Street
- ▶ Mixed Use Medium, Mixed Use High, and Residential Medium along El Camino Real

Alternative B	Existing	Net New
Homes	3,560	+ 3,410
Population	4,780	+ 8,810
Jobs	8,440	+ 370

Alternative C Changes

- ▶ Mixed Use High and Mixed Use Medium in most of Downtown Core
- ▶ Residential Low and Residential Medium east of El Dorado Street
- ▶ Residential Low, Residential Medium, Mixed Use Medium, and Mixed Use High along El Camino Real

Alternative C	Existing	Net New
Homes	3,560	+ 5,150
Population	4,780	+ 14,770
Jobs	8,440	+ 1,530

Study Area 4	Existing
Homes	3,560
Population	4,780
Jobs	8,440

Study Area 4 Landmarks

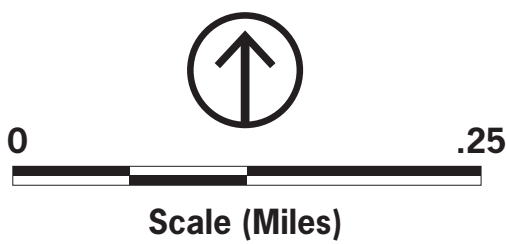
- ▶ San Mateo Caltrain Station
- ▶ Central Park
- ▶ Mills Medical Arts Office Building

- Caltrain Station
- Caltrain
- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- 1/2 Mile Radius Around Caltrain

- Residential SFR
- Residential Low
- Residential Medium
- Residential High
- Commercial Service
- Commercial Regional
- Commercial Neighborhood

- Office Low
- Office Medium
- Office High
- Industrial R&D
- Industrial Light Traditional
- Mixed-Use Low
- Mixed-Use Medium

- Mixed-Use High
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Utilities
- Privately Owned Public Open Space



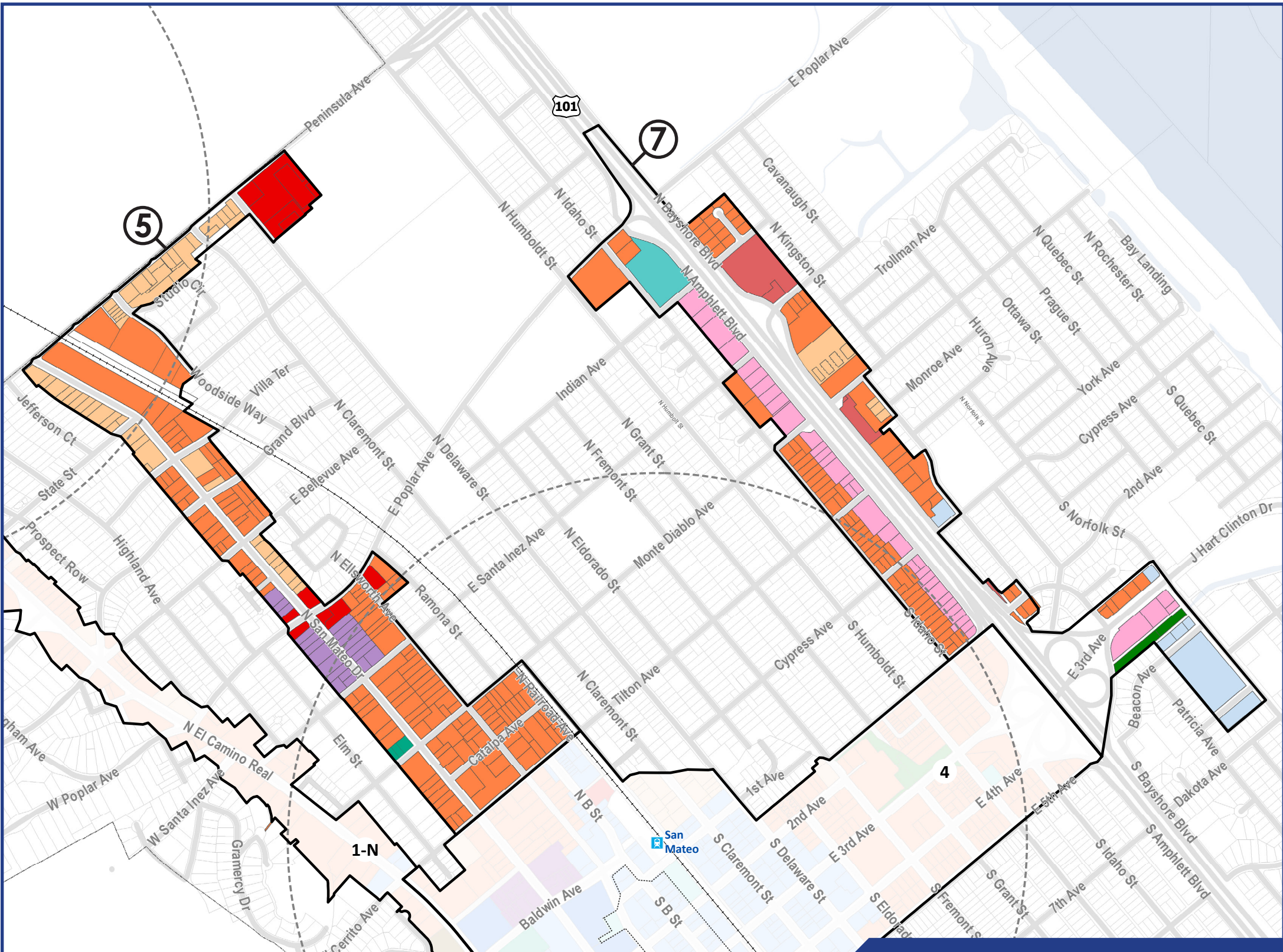
Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?

Study Areas 5 and 7



Alternative A

Area 5 Alternative A Changes

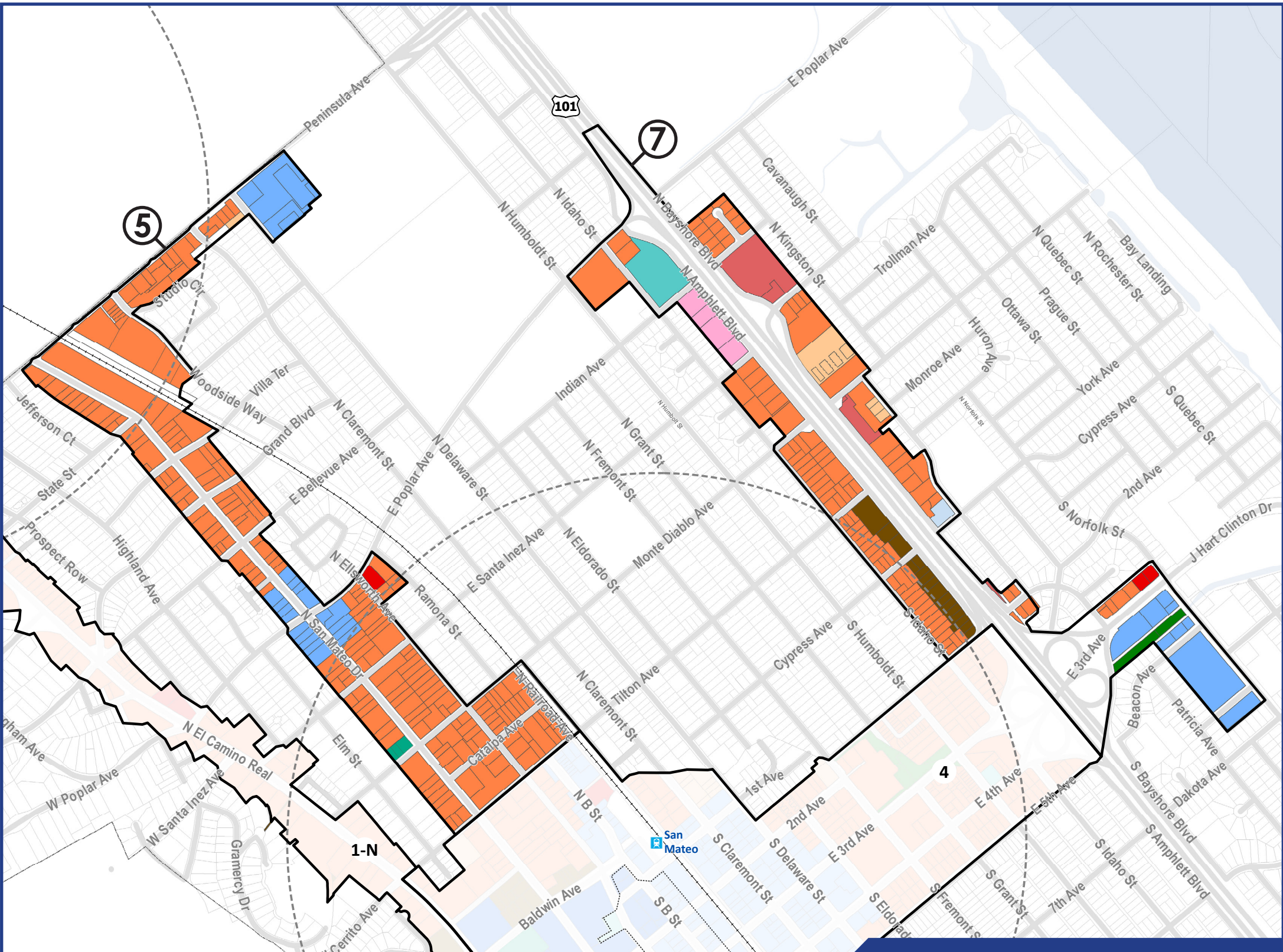
- ▶ Commercial Neighborhood, Residential Low, and Residential Medium along Peninsula Avenue
- ▶ Commercial Neighborhood, Office Low, and Residential Medium in Poplar Avenue area
- ▶ Residential Medium and Office Medium in the areas closest to transit

Area 7 Alternative A Changes

- ▶ Maintain Commercial Service along west side of Highway 101
- ▶ Shoreview Shopping Center is Mixed Use Low

Alternative A	Existing	Net New Area 5
Homes	1,130	+ 640
Population	2,550	+ 2,030
Jobs	850	+ 40

Alternative A	Existing	Net New Area 7
Homes	610	+ 400
Population	2,030	+ 1,290
Jobs	1,410	- 190



Alternative B

Area 5 Alternative B Changes

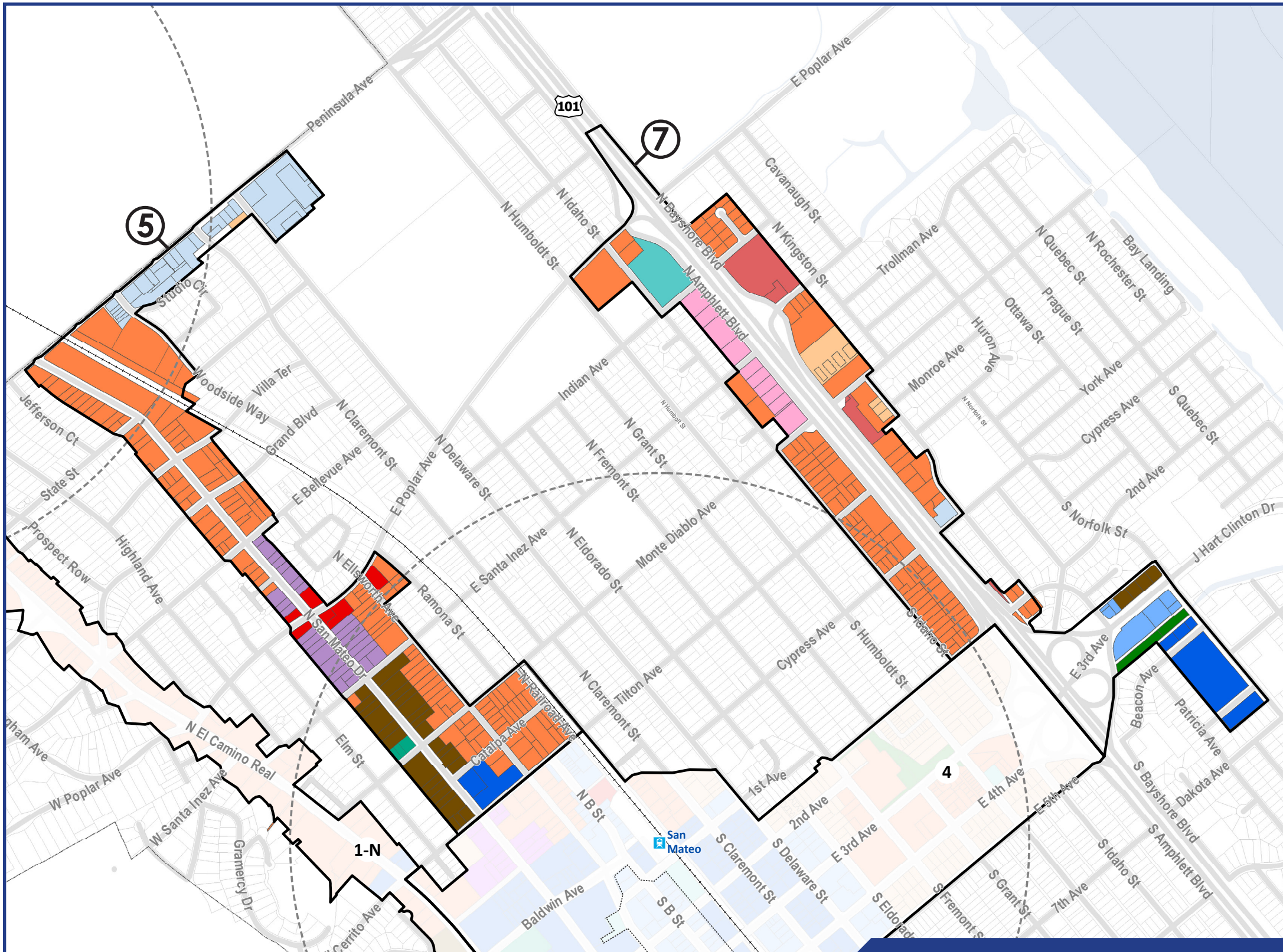
- ▶ Mixed Use Medium and Residential Medium along Peninsula Avenue
- ▶ Mostly Mixed Use Medium and Residential Medium in Poplar Avenue area
- ▶ Residential Medium and Mixed Use Medium in the areas closest to transit

Area 7 Alternative B Changes

- ▶ Redesignate most Commercial Service west of Highway 101 to Residential Medium and Residential High
- ▶ Shoreview Shopping Center is Mixed Use Medium

Alternative B	Existing	Net New Area 5
Homes	1,130	+ 820
Population	2,550	+ 2,110
Jobs	850	+ 90

Alternative B	Existing	Net New Area 7
Homes	610	+ 870
Population	2,030	+ 2,240
Jobs	1,410	- 270



Alternative C

Area 5 Alternative C Changes

- ▶ Mixed Use Low, Residential Medium, and Residential Low along Peninsula Avenue
- ▶ Commercial Neighborhood, Office Low, and Residential Medium in Poplar Avenue area
- ▶ Residential Medium, Residential High, Mixed Use High, and Office Low in the areas closest to transit

Area 7 Alternative C Changes

- ▶ Maintain some Commercial Service west of Highway 101, but designate parcels south of Monte Diablo Avenue to Residential Medium
- ▶ Shoreview Shopping Center is Mixed Use High

Alternative C	Existing	Net New Area 5
Homes	1,130	+ 1,540
Population	2,550	+ 4,410
Jobs	850	+ 40

Alternative C	Existing	Net New Area 7
Homes	610	+ 1,140
Population	2,030	+ 3,280
Jobs	1,410	- 230

	Existing Study Area 5	Existing Study Area 7
Homes	1,130	610
Population	2,550	2,030
Jobs	850	1,410

Study Area 5 Landmarks

- ▶ Dental and medical offices

Study Area 7 Landmarks

- ▶ DMV
- ▶ Holiday Inn

Caltrain Station

Caltrain

Study Areas

San Mateo City Limit

Sphere of Influence

Historic Districts

1/2 Mile Radius Around Caltrain

Residential SFR

Residential Low

Residential Medium

Residential High

Commercial Service

Commercial Regional

Commercial Neighborhood

Office Low

Office Medium

Office High

Industrial R&D

Industrial Light Traditional

Mixed-Use Low

Mixed-Use Medium

Mixed-Use High

Parks/ Open Space

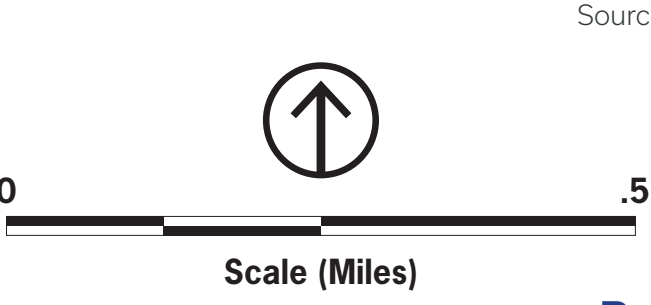
Public Facilities

Quasi-Public

Transportation Corridor

Utilities

Privately Owned Public Open Space



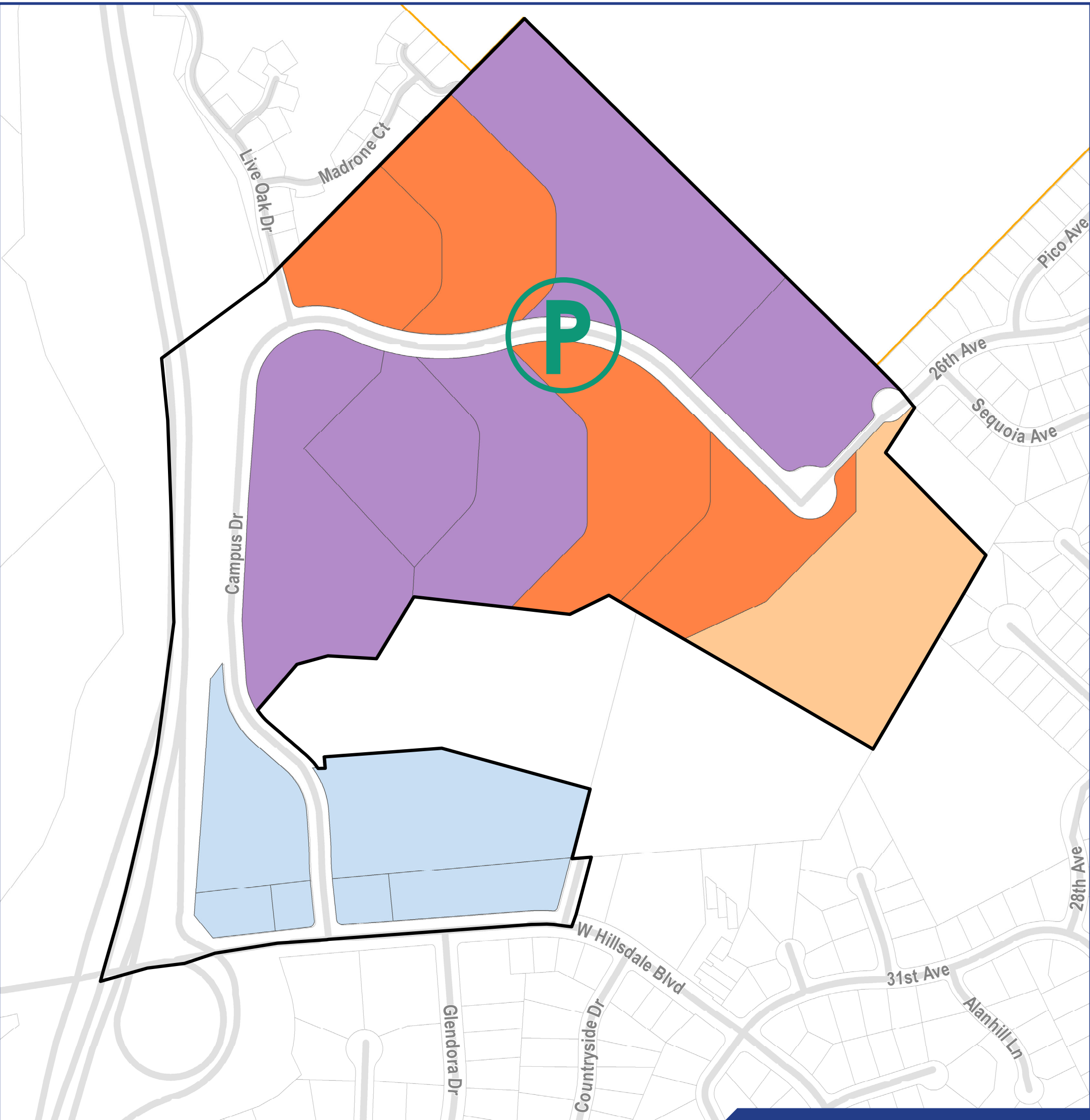
Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?

Study Area 6

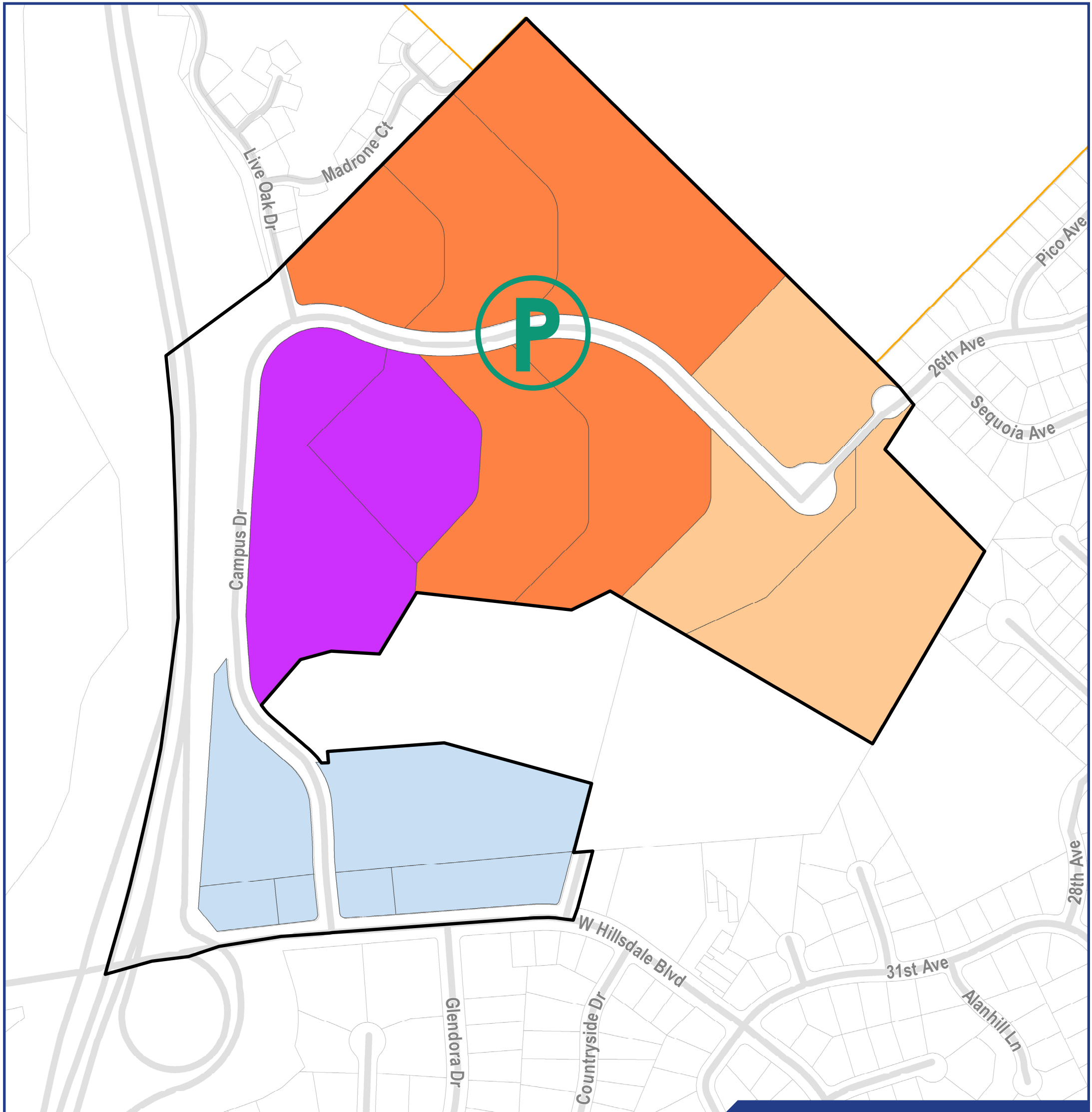


Alternative A

Alternative A Changes

- ▶ Office Low, Residential Medium, and Residential Low along Campus Drive
- ▶ Laurelwood Shopping Center is Mixed Use Low

Alternative A	Existing	Net New
Homes	130	+ 720
Population	250	+ 2,290
Jobs	610	+ 880

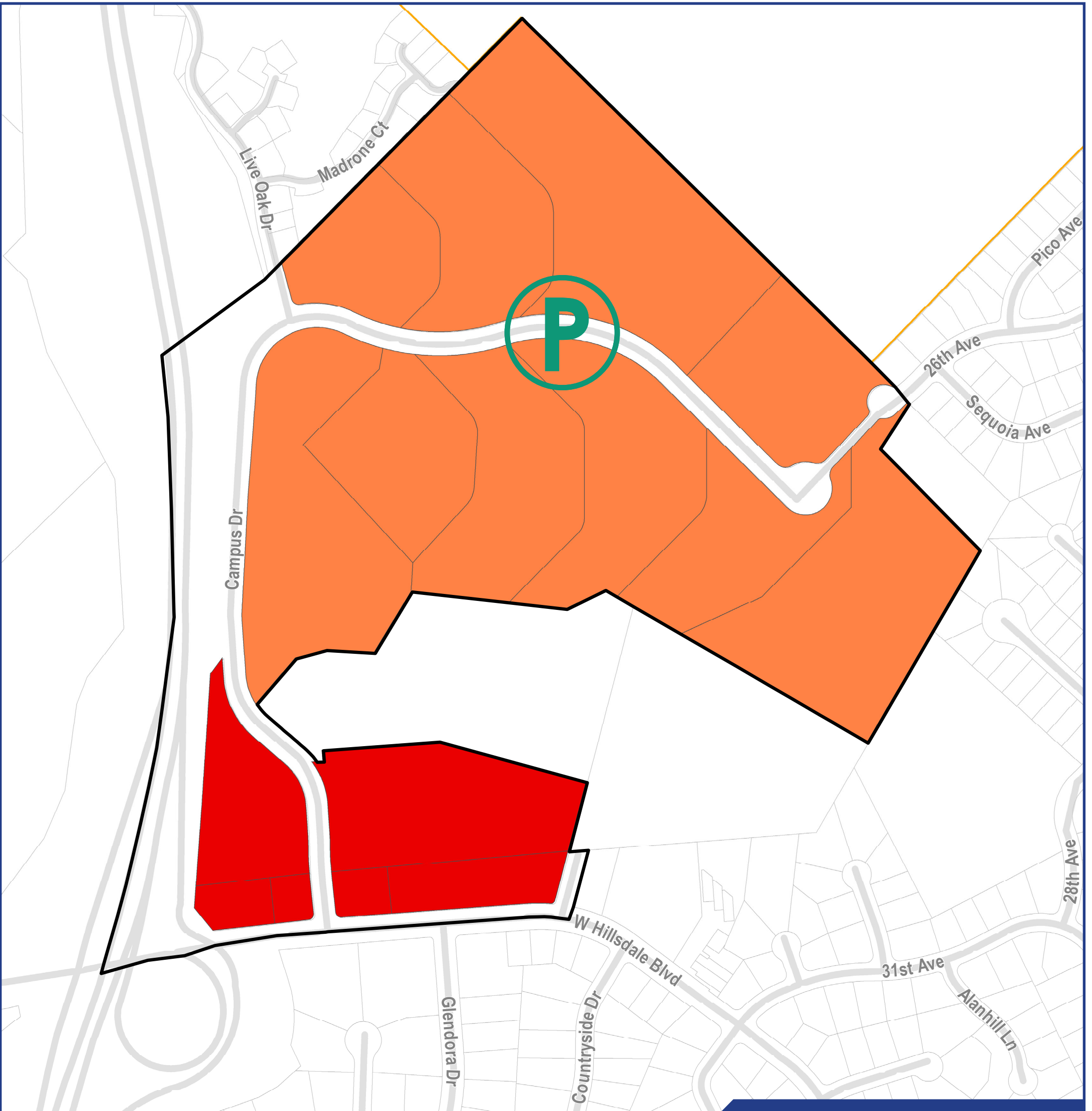


Alternative B

Alternative B Changes

- ▶ Office Medium, Residential Medium, and Residential Low along Campus Drive
- ▶ Laurelwood Shopping Center is Mixed Use Low

Alternative B	Existing	Net New
Homes	130	+ 1,010
Population	250	+ 2,600
Jobs	610	+ 1,240



Alternative C

Alternative C Changes

- ▶ Residential Medium along Campus Drive
- ▶ Laurelwood Shopping Center is Commercial Neighborhood

Alternative C	Existing	Net New
Homes	130	+ 1,670
Population	250	+ 4,780
Jobs	610	0

Study Area 6	Existing
Homes	130
Population	250
Jobs	610

Study Area 6 Landmarks

- ▶ Laurelwood Shopping Center

Caltrain Station
 Caltrain
 Study Areas
 San Mateo City Limit
 Sphere of Influence
 Historic Districts
 1/2 Mile Radius Around Caltrain

Residential SFR
 Residential Low
 Residential Medium
 Residential High
 Commercial Service
 Commercial Regional
 Commercial Neighborhood

Office Low
 Office Medium
 Office High
 Industrial R&D
 Industrial Light Traditional
 Mixed-Use Low
 Mixed-Use Medium

Mixed-Use High
 Parks/ Open Space
 Public Facilities
 Quasi-Public
 Utilities
 Transportation Corridor
 Privately Owned Public Open Space

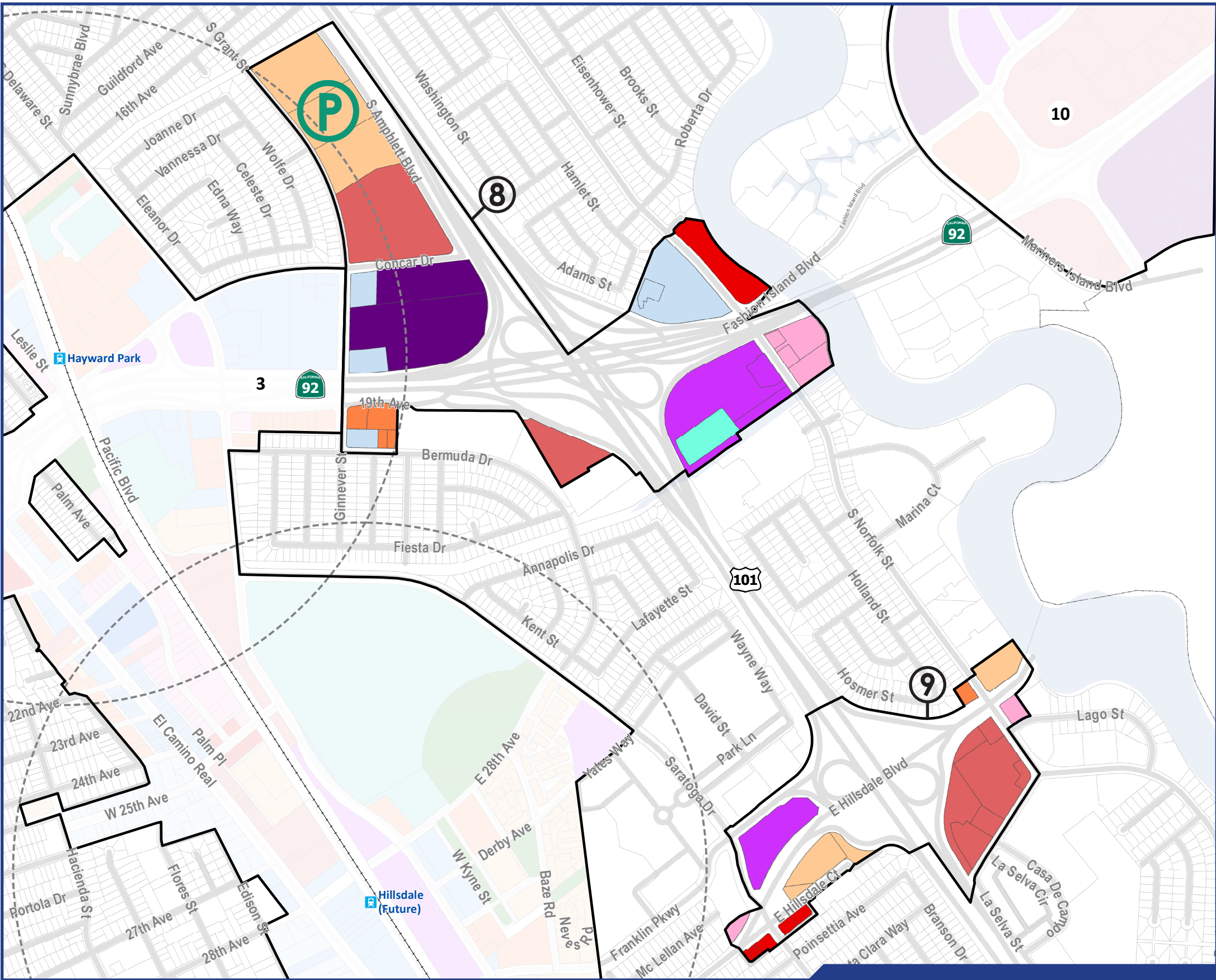
Scale (Miles)

Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.
 Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?

Study Areas 8 and 9



Alternative A

Area 8 Alternative A Changes

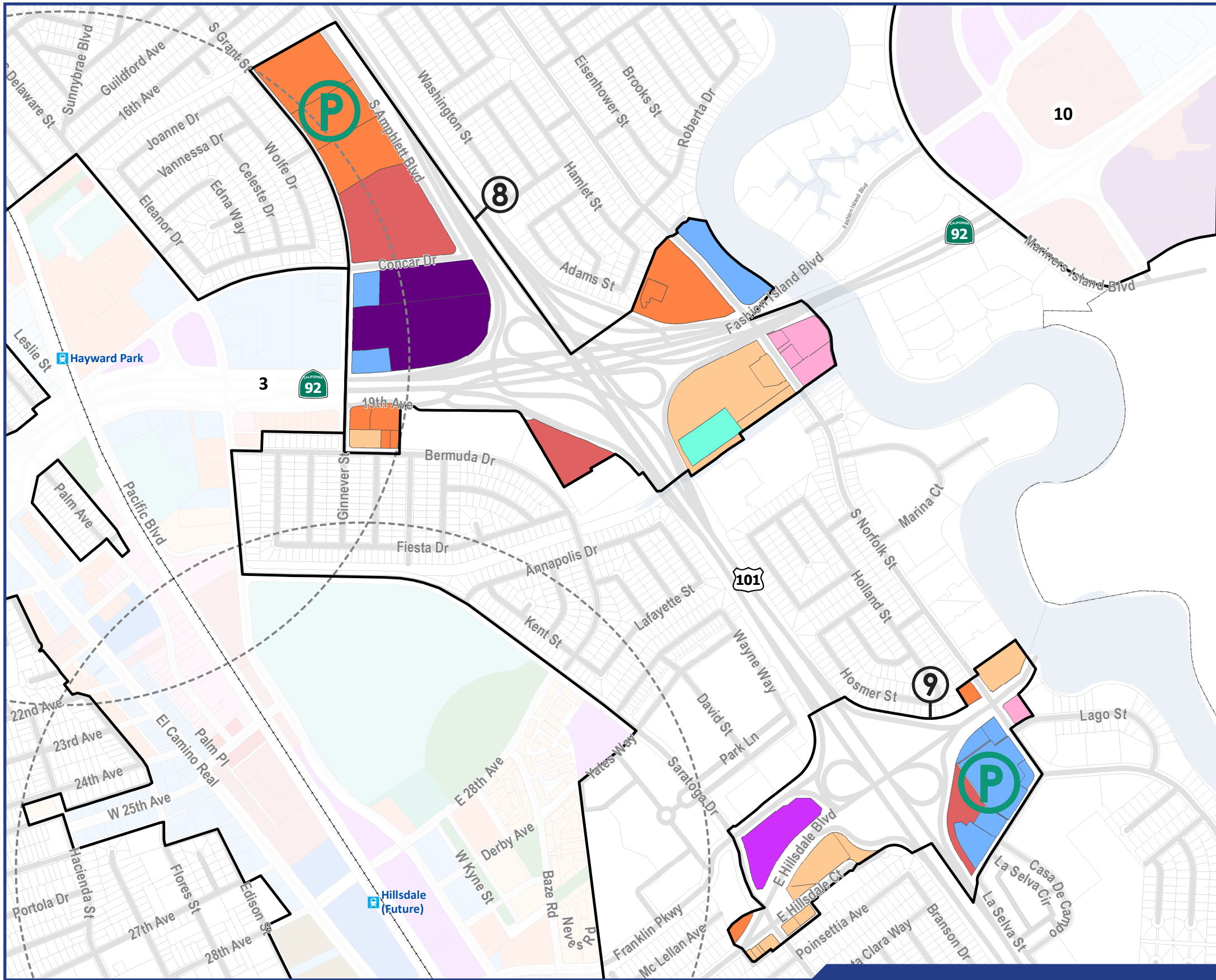
- ▶ Bayshore Corporate Common is Residential Low
- ▶ Parkside Plaza is Mixed Use Low
- ▶ Pacific Workplaces is Office Medium

Area 9 Alternative A Changes

- ▶ Kaiser site is Office Medium
- ▶ Marina Plaza Shopping Center is Commercial Regional

Alternative A	Existing	Net New Area 8
Homes	20	+ 390
Population	60	+ 1,230
Jobs	5,300	+ 3,250

Alternative A	Existing	Net New Area 9
Homes	170	+ 100
Population	470	+ 290
Jobs	740	+ 600



Alternative B

Area 8 Alternative B Changes

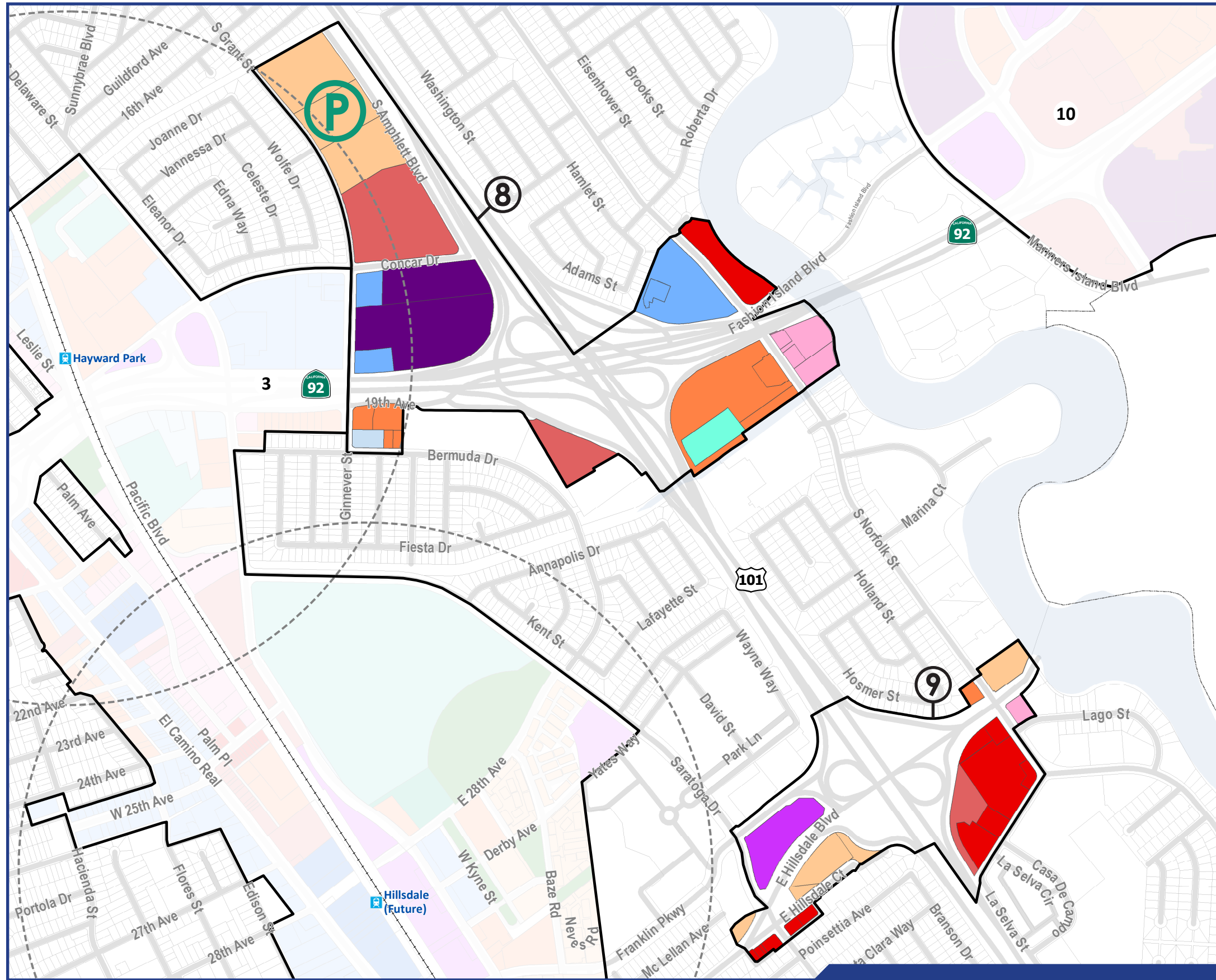
- ▶ Bayshore Corporate Common is Residential Medium
- ▶ Parkside Plaza is Residential Medium
- ▶ Pacific Workplaces is Residential Low

Area 9 Alternative B Changes

- ▶ Kaiser site is Office Medium
- ▶ Marina Plaza Shopping Center is Mixed Use Medium

Alternative B	Existing	Net New Area 8
Homes	20	+ 970
Population	60	+ 2,510
Jobs	5,300	+ 2,330

Alternative B	Existing	Net New Area 9
Homes	170	+ 290
Population	470	+520
Jobs	740	+ 590



Alternative C

Area 8 Alternative C Changes

- ▶ Bayshore Corporate Common is Residential Low
- ▶ Parkside Plaza is Mixed Use Medium
- ▶ Pacific Workplaces is Residential Medium

Area 9 Alternative C Changes

- ▶ Kaiser site is Office Medium
- ▶ Marina Plaza Shopping Center is Commercial Neighborhood

Alternative C	Existing	Net New Area 8
Homes	20	+ 940
Population	60	+ 2,680
Jobs	5,300	+ 2,310

Alternative C	Existing	Net New Area 9
Homes	170	+ 40
Population	470	+ 110
Jobs	740	+ 520

	Existing Study Area 8	Existing Study Area 9
Homes	20	170
Population	60	470
Jobs	5,300	740

Study Area 8 Landmarks

- ▶ Bay Area Self Storage
- ▶ Marriott
- ▶ Smart & Final

Study Area 9 Landmarks

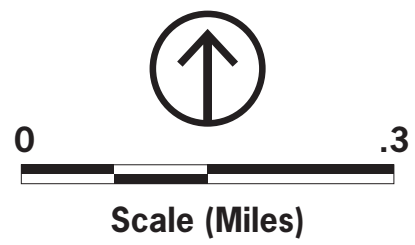
- ▶ Hillsdale Inn
- ▶ Kaiser Permanente
- ▶ Whole Foods Market

- Caltrain Station
- Caltrain
- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- 1/2 Mile Radius Around Caltrain

- Residential SFR
- Residential Low
- Residential Medium
- Residential High
- Commercial Service
- Commercial Regional
- Commercial Neighborhood
- Office Low
- Office Medium
- Office High
- Industrial R&D
- Industrial Light Traditional
- Mixed-Use Low
- Mixed-Use Medium

- Mixed-Use High
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Transportation Corridor
- Utilities
- Privately Owned Public Open Space

Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

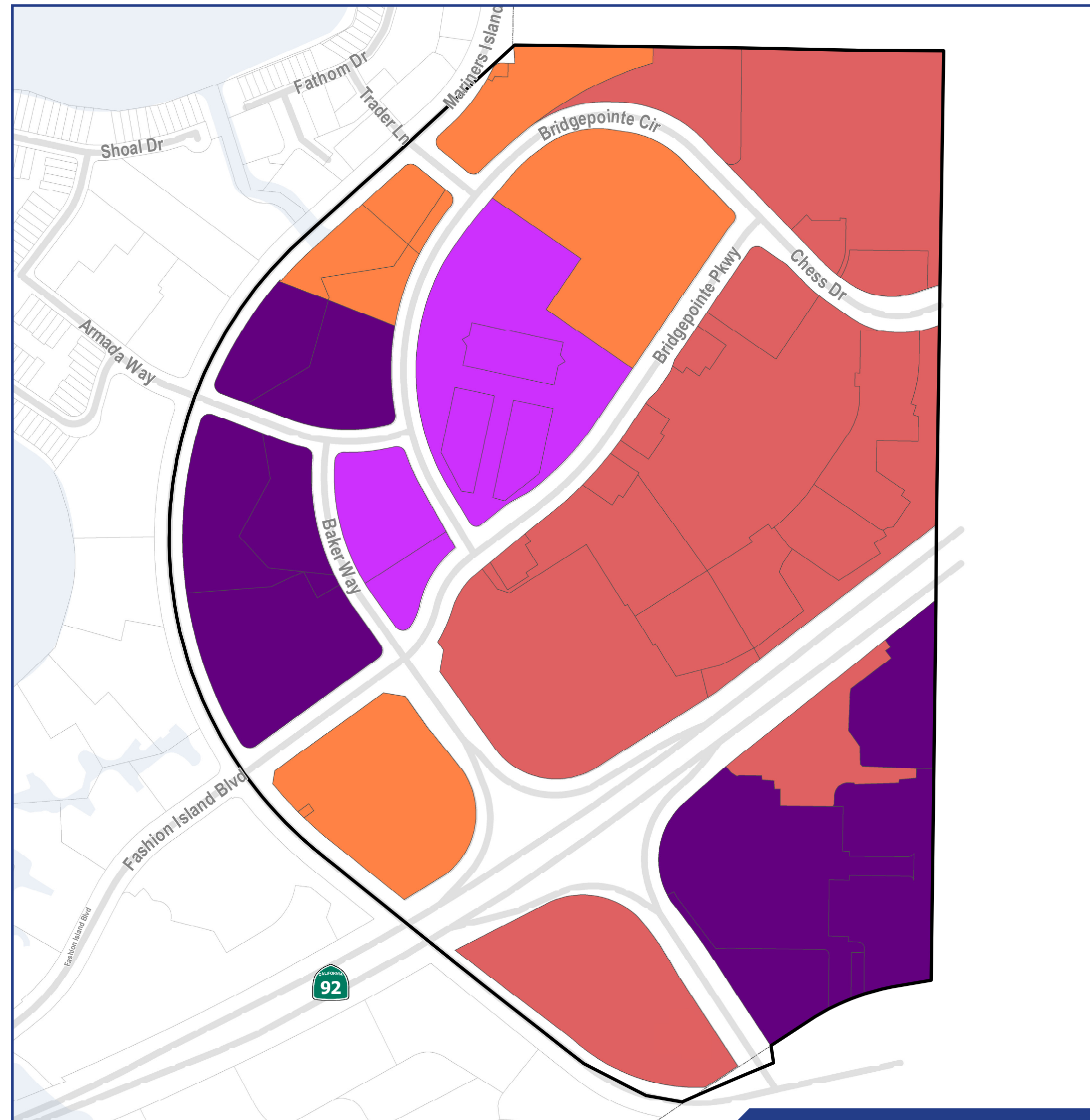


Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?

Study Area 10

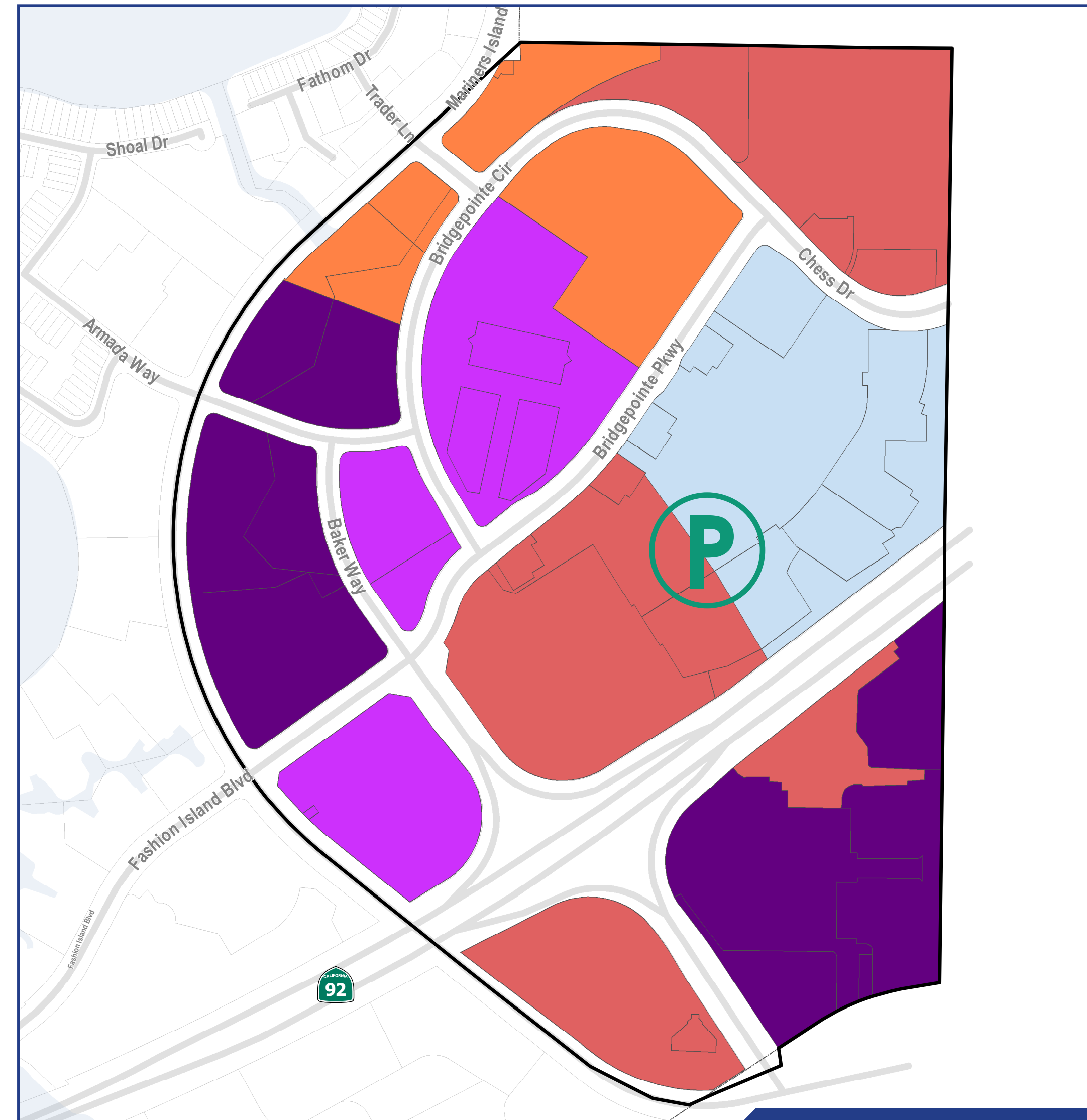


Alternative A

Alternative A Changes

- Home Depot, Hilton Garden Inn, and Residence Inn sites remain Commercial Regional
- Bridgepointe Shopping Center remains Commercial Regional

Alternative A	Existing	Net New
Homes	440	+ 380
Population	890	+ 1,210
Jobs	7,210	+ 6,870

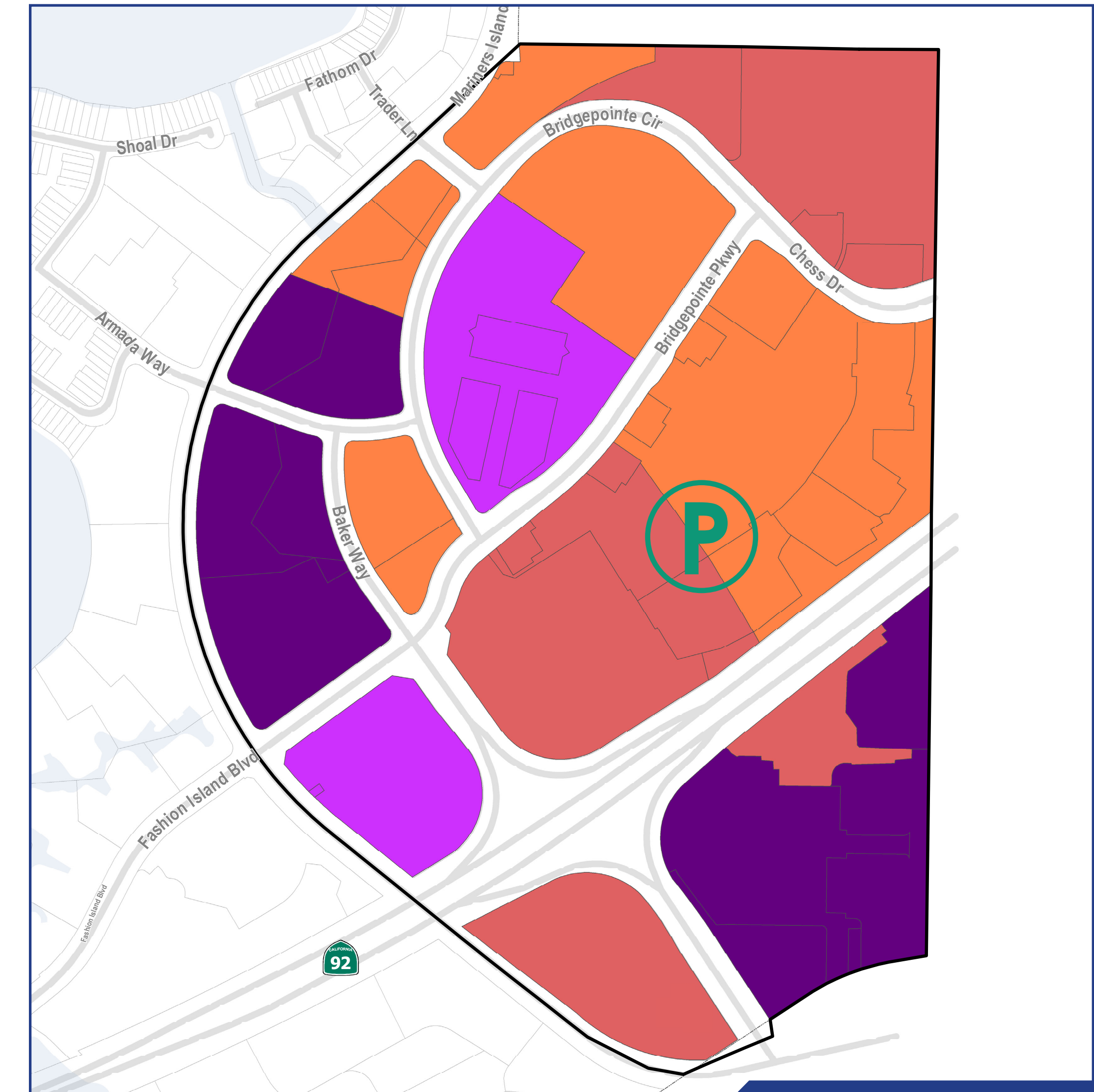


Alternative B

Alternative B Changes

- Home Depot, Hilton Garden Inn, and Residence Inn sites remain Commercial Regional
- Portion of Bridgepointe Shopping Center is Mixed Use Low

Alternative B	Existing	Net New
Homes	440	+ 360
Population	890	+ 920
Jobs	7,210	+ 8,500



Alternative C

Alternative C Changes

- Home Depot, Hilton Garden Inn, and Residence Inn sites remain Commercial Regional
- Portion of Bridgepointe Shopping Center is Residential Medium

Alternative C	Existing	Net New
Homes	440	+ 940
Population	890	+ 2,680
Jobs	7,210	+ 6,840

Study Area 10	Existing
Homes	440
Population	890
Jobs	7,210

Study Area 10 Landmarks

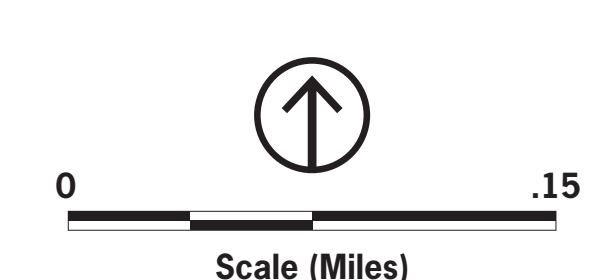
- Extended Stay America
- Nazareth Ice Oasis
- Home Depot
- Sony Interactive Entertainment

Target

- Caltrain Station
- Caltrain
- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- ½ Mile Radius Around Caltrain

- Residential SFR
- Residential Low
- Residential Medium
- Residential High
- Commercial Service
- Commercial Regional
- Commercial Neighborhood
- Office Low
- Office Medium
- Office High
- Industrial R&D
- Industrial Light Traditional
- Mixed-Use Low
- Mixed-Use Medium

- Mixed-Use High
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Utilities
- Privately Owned Public Open Space



Source data: City of San Mateo, 2019; San Mateo County, 2018; Esri, 2019; PlaceWorks, 2019.

Refer to the Place Types menu for a description of the land use designations.

Map Legend

What's Here now?