



Draft Alternatives Workshop

April 2021



Agenda

- » **Welcome and Introductions**
- » **Presentation**
- » **Icebreaker Exercise**
- » **Questions & Answers**
- » **Breakout Room Discussion**
- » **Wrap-up & Adjourn** (by 8:30 pm)



Our Goals Today

- » **Provide an inclusive and informed dialogue about potential future changes in San Mateo**
- » **Develop a shared sense of possibility for the future**
- » **Review and comment on the range of draft land use and circulation alternatives**
- » **Understand this is one step, one source of input, into a larger and longer process**

What is the General Plan?

GENERAL PLAN



Elements

Land Use Circulation
Housing Urban Design
Conservation / Open Space / Parks & Rec
Safety Noise

Values



Diversity

Balance



Inclusivity

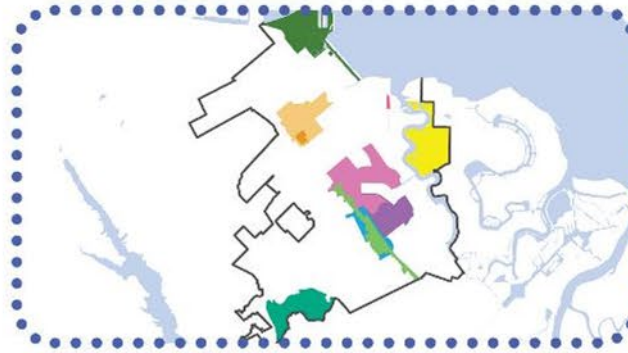
Prosperity

Resiliency

The General Plan guides future growth and development. It includes eight elements as well as a Vision Statement and values that express the community's vision for the future.

SPECIFIC PLANS

Geographic Area



Intensity



Design Guidelines



A Specific Plan is a customized plan that describes policies and regulations for specific geographic areas of the city.

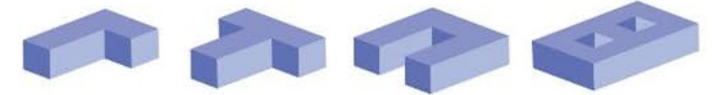
To learn more about the General Plan Update, visit www.StriveSanMateo.org.

ZONING CODE

Building Type



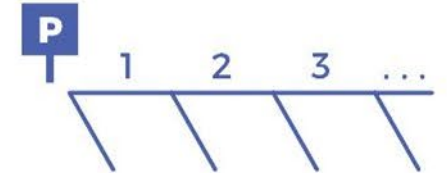
Building Form



Use Type



Parking Requirements



The Zoning Code is the primary tool for implementing the General Plan and the Specific Plans. It regulates development citywide and establishes specific rules.



General Plan: Vision Statement

San Mateo is a vibrant, livable, diverse, and healthy community that respects the quality of its neighborhoods, fosters a flourishing economy, is committed to equity, and is a leader in environmental sustainability.

Our Values:

Diversity

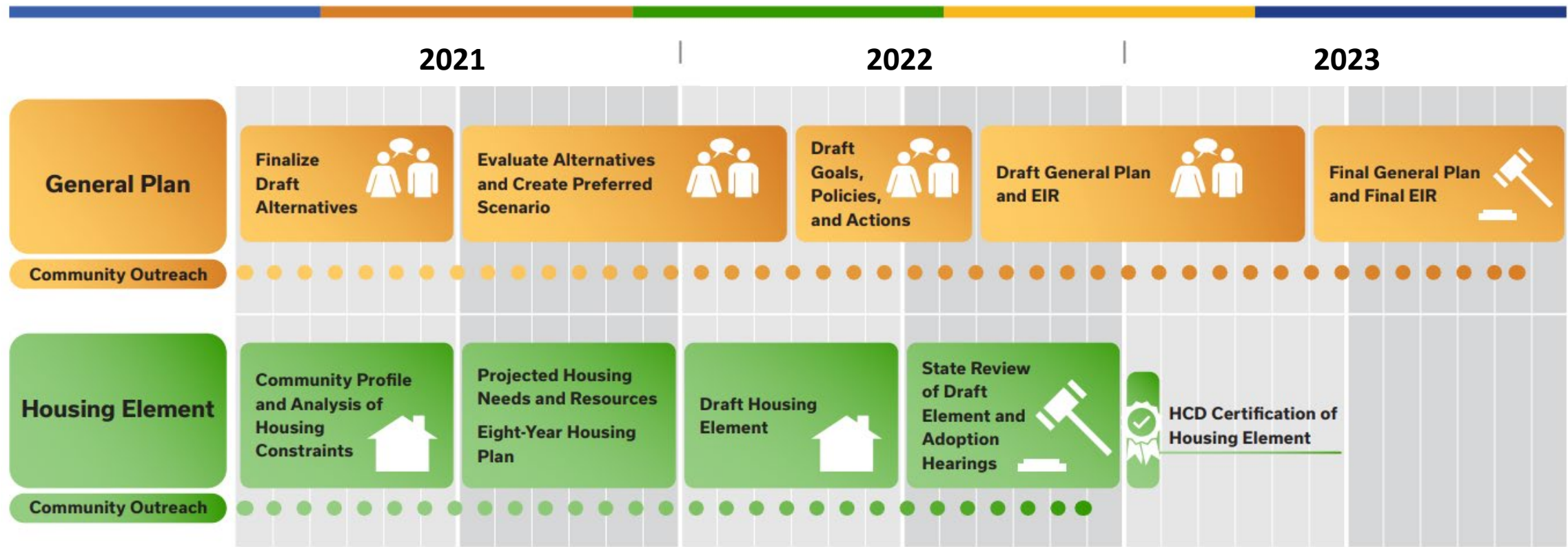
Balance



Inclusivity

Prosperity

Resiliency

Where Are We Now and What's Next?



-  Each **General Plan Meeting Series** will include some combination of community workshops and events, General Plan Subcommittee meetings, Planning Commission study sessions, and City Council direction.
-  **Housing Element Outreach** includes stakeholder meetings, community meetings, Planning Commission hearings, and City Council hearings.

Who Gets to Participate?

The Entire Community

Community is a group of people who share the same things, such as: where they ...

- ✓ live
- ✓ work
- ✓ play.



It is also a place where people solve problems together.

Community Stakeholders

- » **Residents**
- » **Businesses**
- » **Property owners**
- » **Business Patrons/Service Users**
- » **Developers (affordable housing)**
- » **Everyone who lives, works and plays here, and**
- » **Representatives of people who cannot participate –**
residents holding multiple jobs, elderly people, people with disabilities, and others.



Community Participation – Past Activities

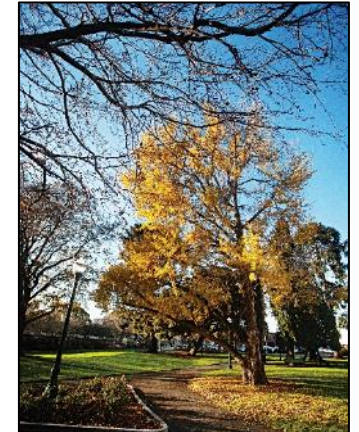
- » Community Workshops
- » Pop-up Events
- » Intercept Surveys
- » Online exercises
- » Outreach to local school districts
- » Outreach to Youths & ESL
- » Outreach to Businesses & Major Property Owners
- » Outreach to Spanish-language communities and others
- » Guest speak at neighborhood meetings, community groups, etc.
- » Citywide mailing
- » Over 3,000 individuals and over 4,000 comments so far



Community Feedback (to date)

» Major Themes:

- Traffic congestion and traffic safety
- Affordable housing
- Transit improvements
- Sidewalk improvements, crosswalks, street lighting
- On-street parking
- Community events, activities, and parks

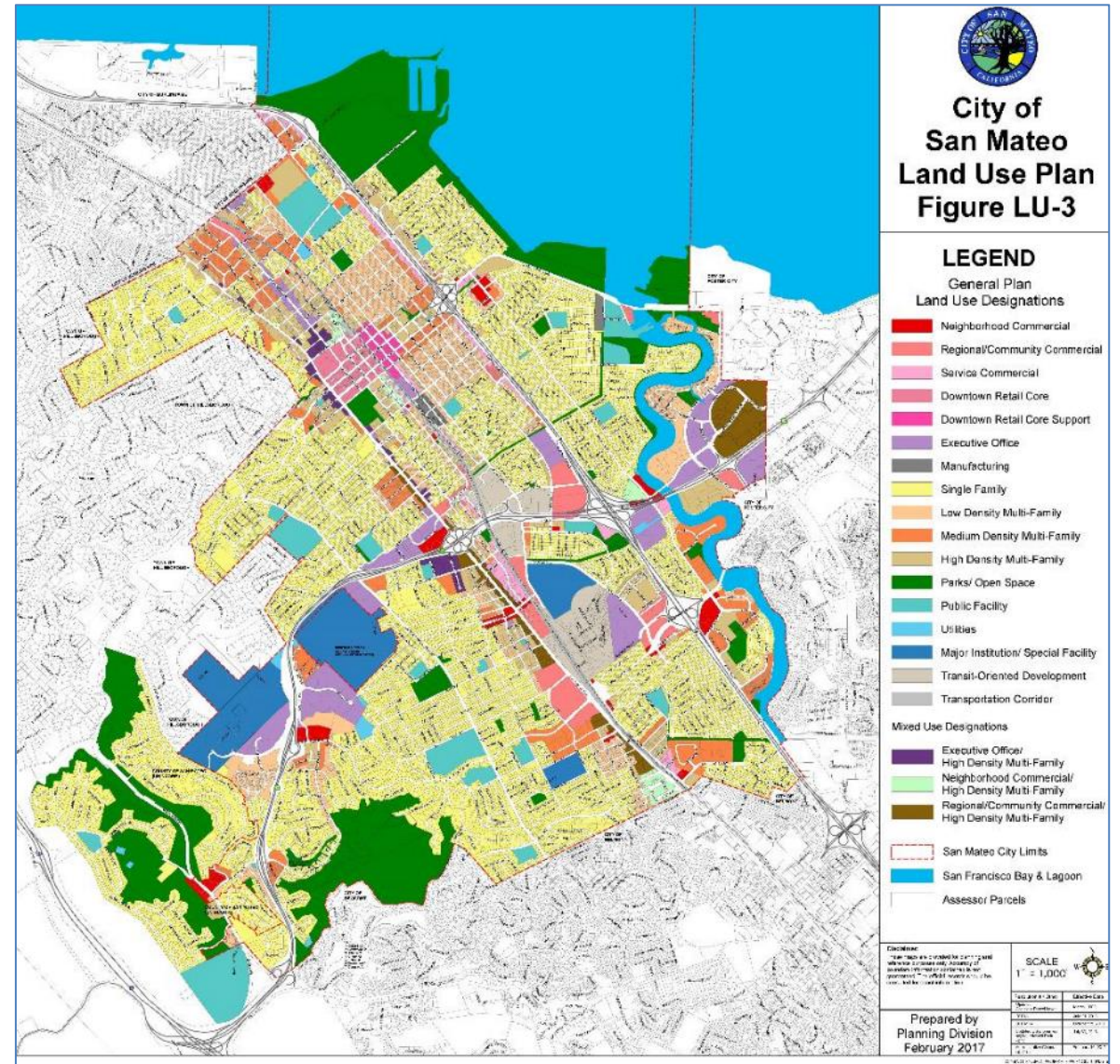


Alternatives Process

General Plan Land Use Map

Map and designations determine:

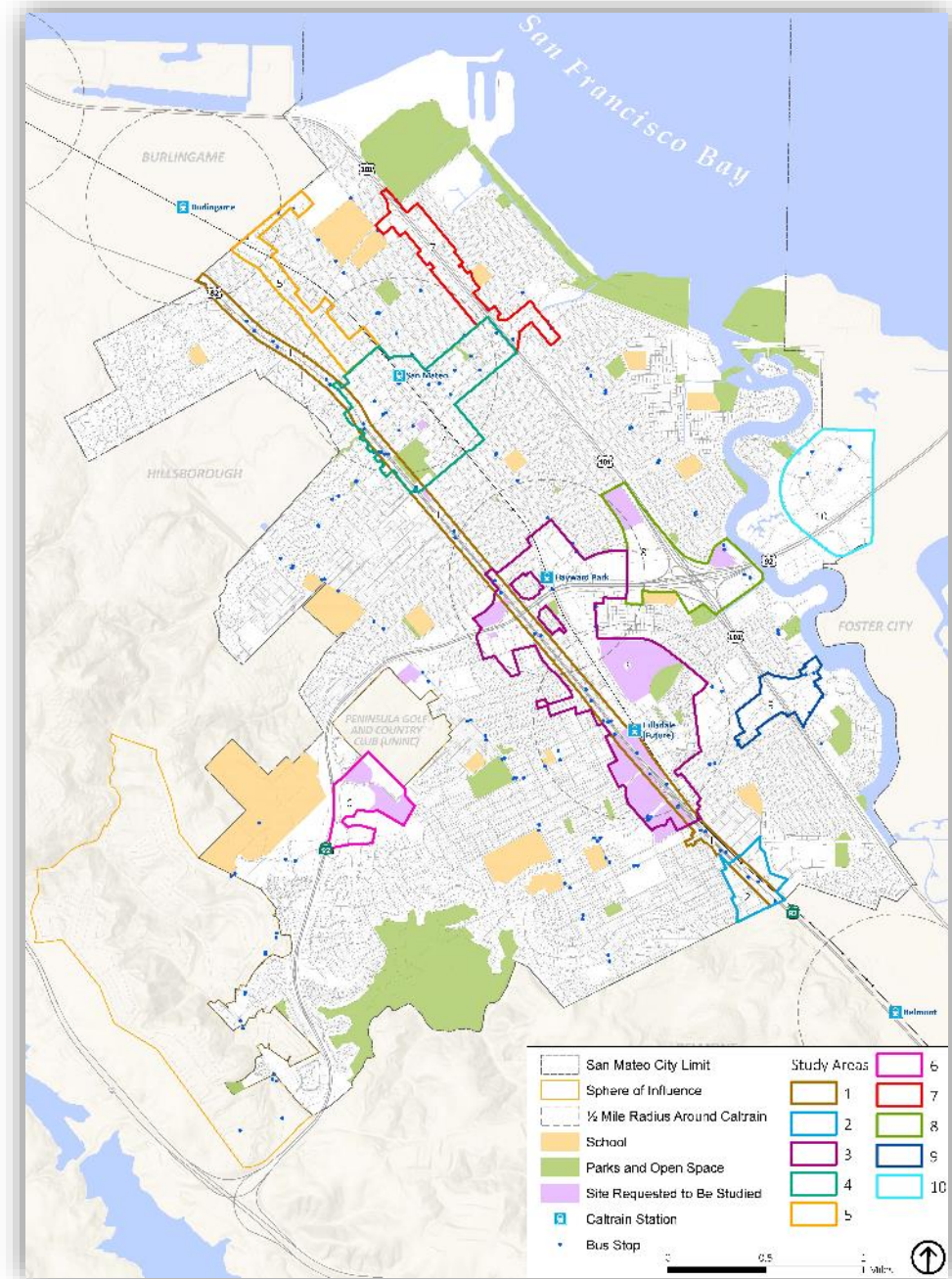
- » What can be built
- » Where
- » At what intensity or density



Land Use Alternatives Process

1. Choose study areas ✓
2. Explore a range of alternatives ✓
3. Finalize up to three alternatives
4. Evaluate and compare alternatives
5. Mix and match to create a “preferred scenario”
6. Refine the preferred scenario to become the updated Land Use map and transportation network

Paused here



Process to Identify Study Areas and Create Alternatives

- » **Community input**
 - Workshops and Open House
 - Pop up events
 - Online comments
 - Written comments
- » **General Plan Subcommittee input**
- » **Planning Commission input**
- » **City Council review and direction**



Land Use Alternatives Evaluation

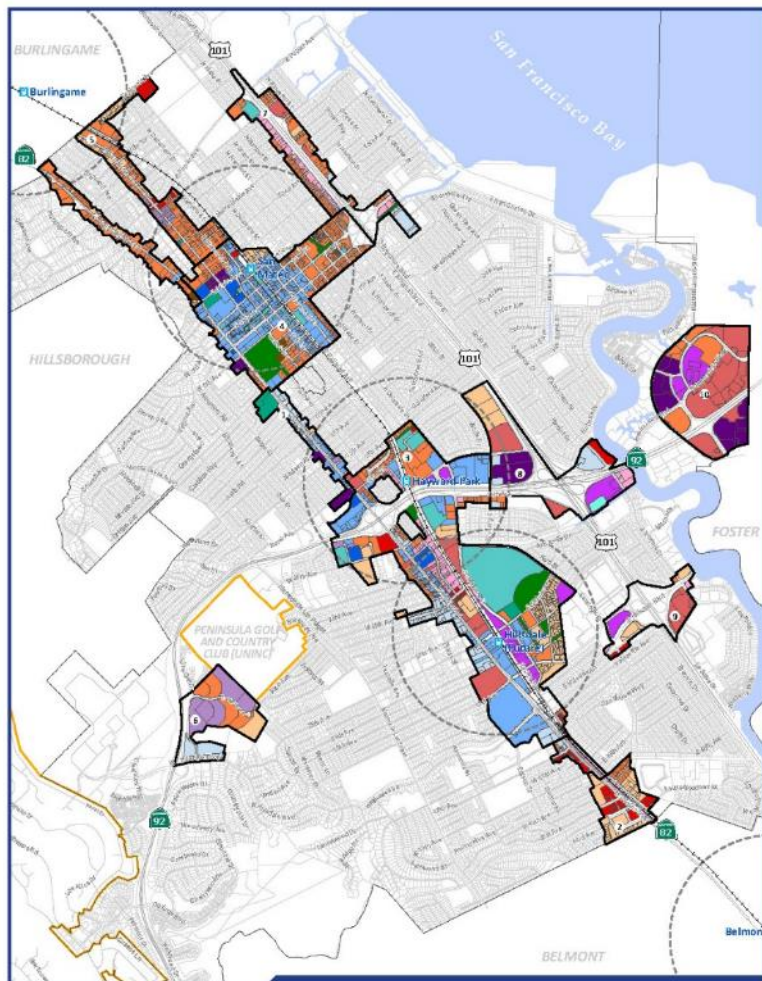
» Alternatives evaluation will consider:

- Amount of development that would be allowed
- Overall character
- Traffic impacts
- Public health and equity
- Potential displacement
- Impacts on utilities and public services
- Environmental sustainability
- City's fiscal health
- Potential community benefits
- Development feasibility
- Applicable State laws/regulations

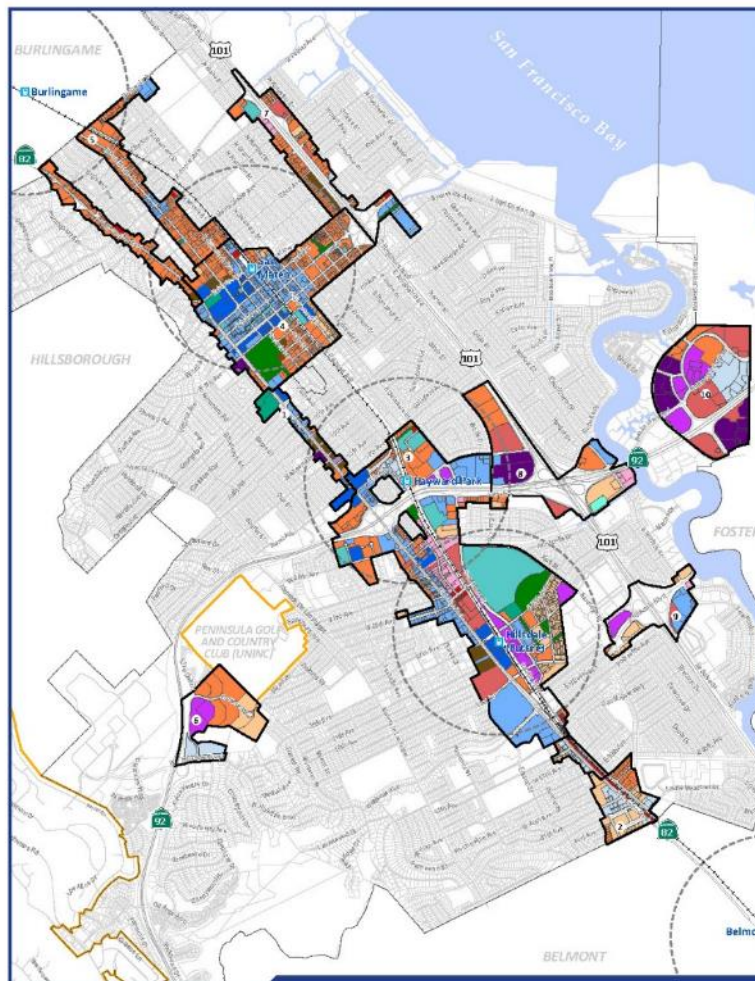
» No decisions on a preferred land use scenario will be made until evaluation is complete and shared with community



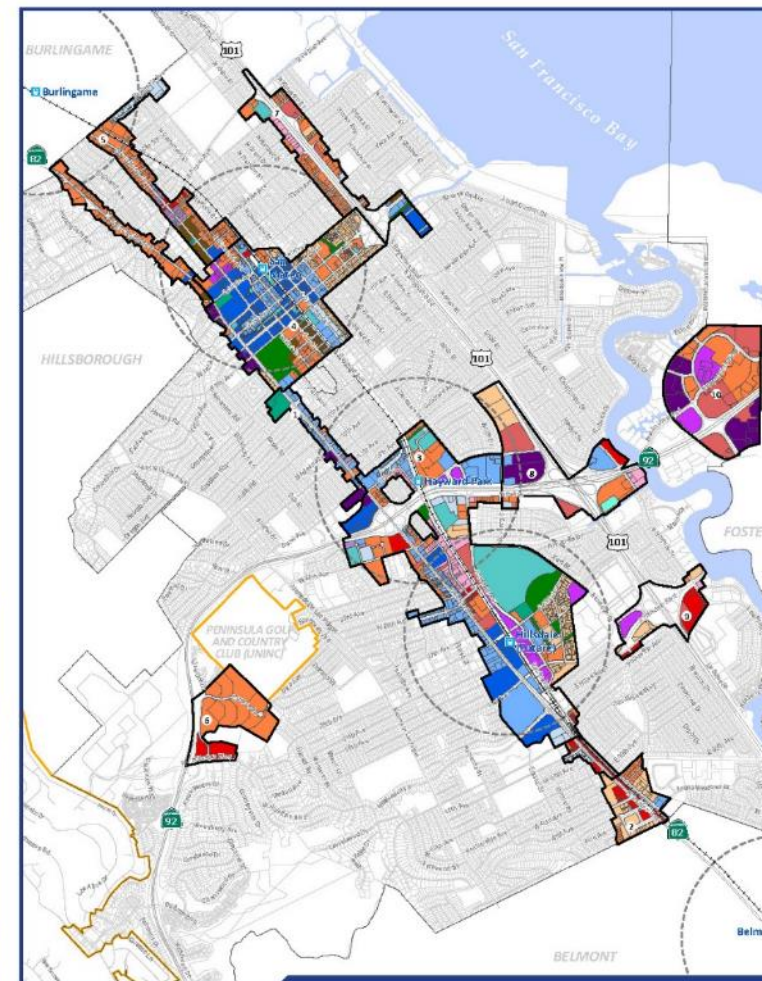
Draft Land Use Alternatives



Alternative A



Alternative B



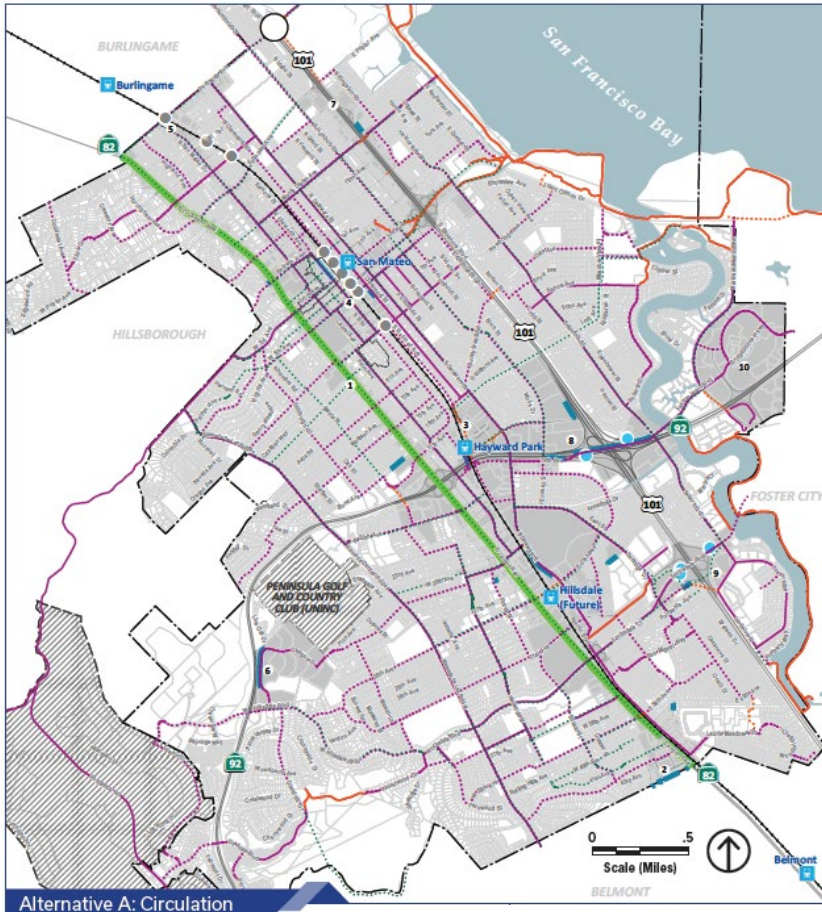
Alternative C

Draft Land Use Alternatives

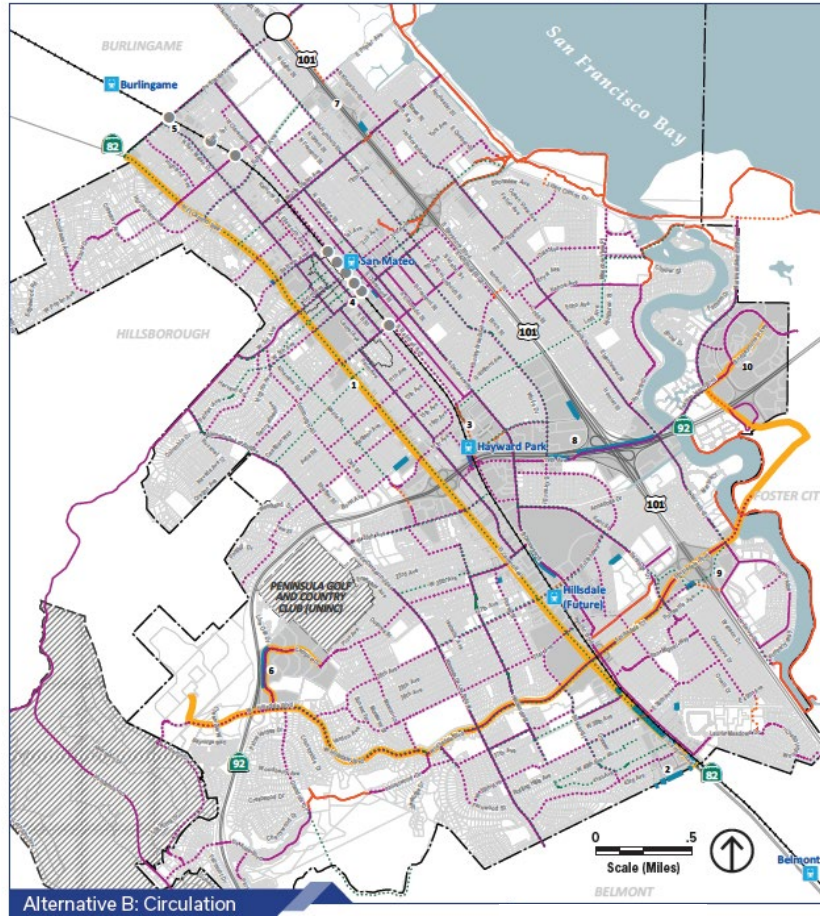
	Existing (2018)	Alternative A (Net New)	Alternative B (Net New)	Alternative C (Net New)
Homes	39,200	+10,910	+15,820	+20,830
Population	104,500	+33,050	+39,235	+58,320
Jobs	52,800	+15,430	+15,430	+14,990

Draft Circulation Alternatives

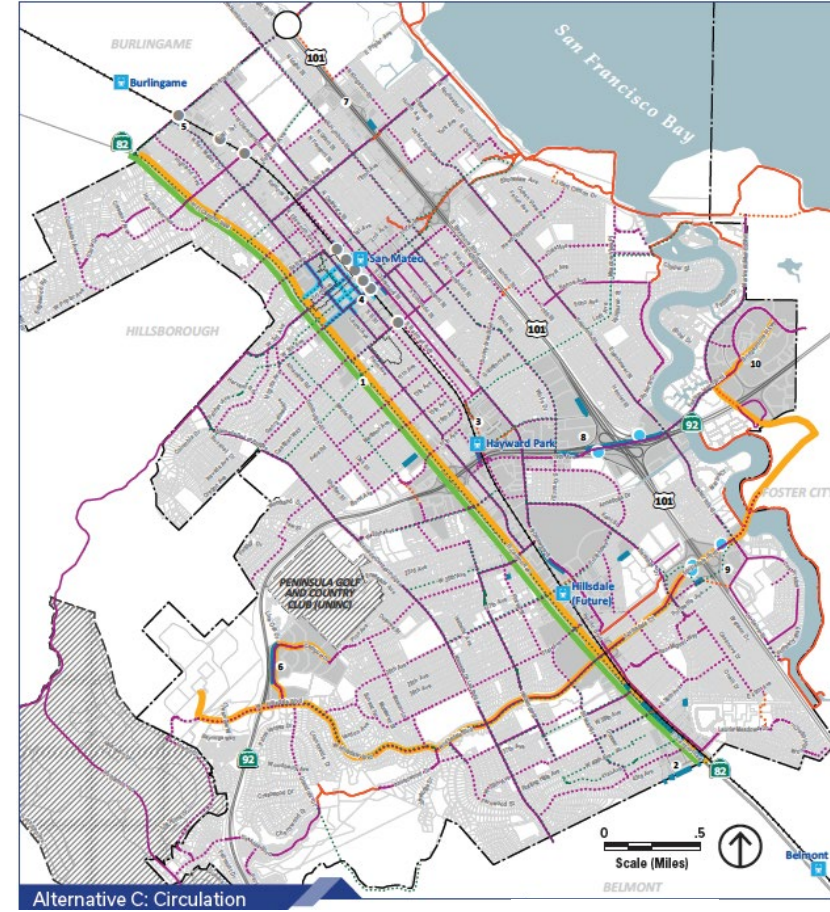
Alternative A: Prioritizing a Walkable City



Alternative B: Prioritizing Regional Connections

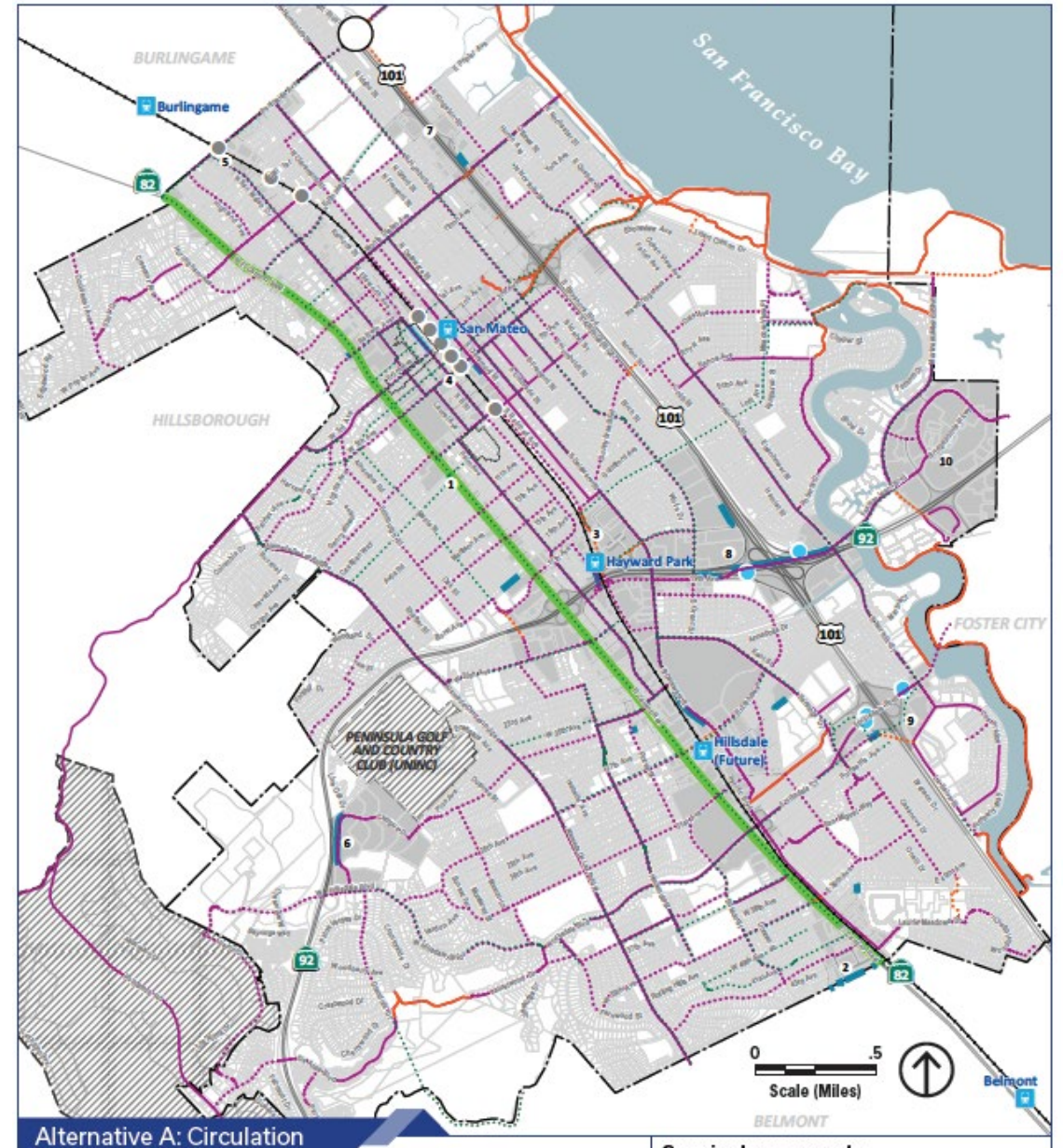


Alternative C: Supporting Walking, Regional Connections and Emerging Mobility Solutions



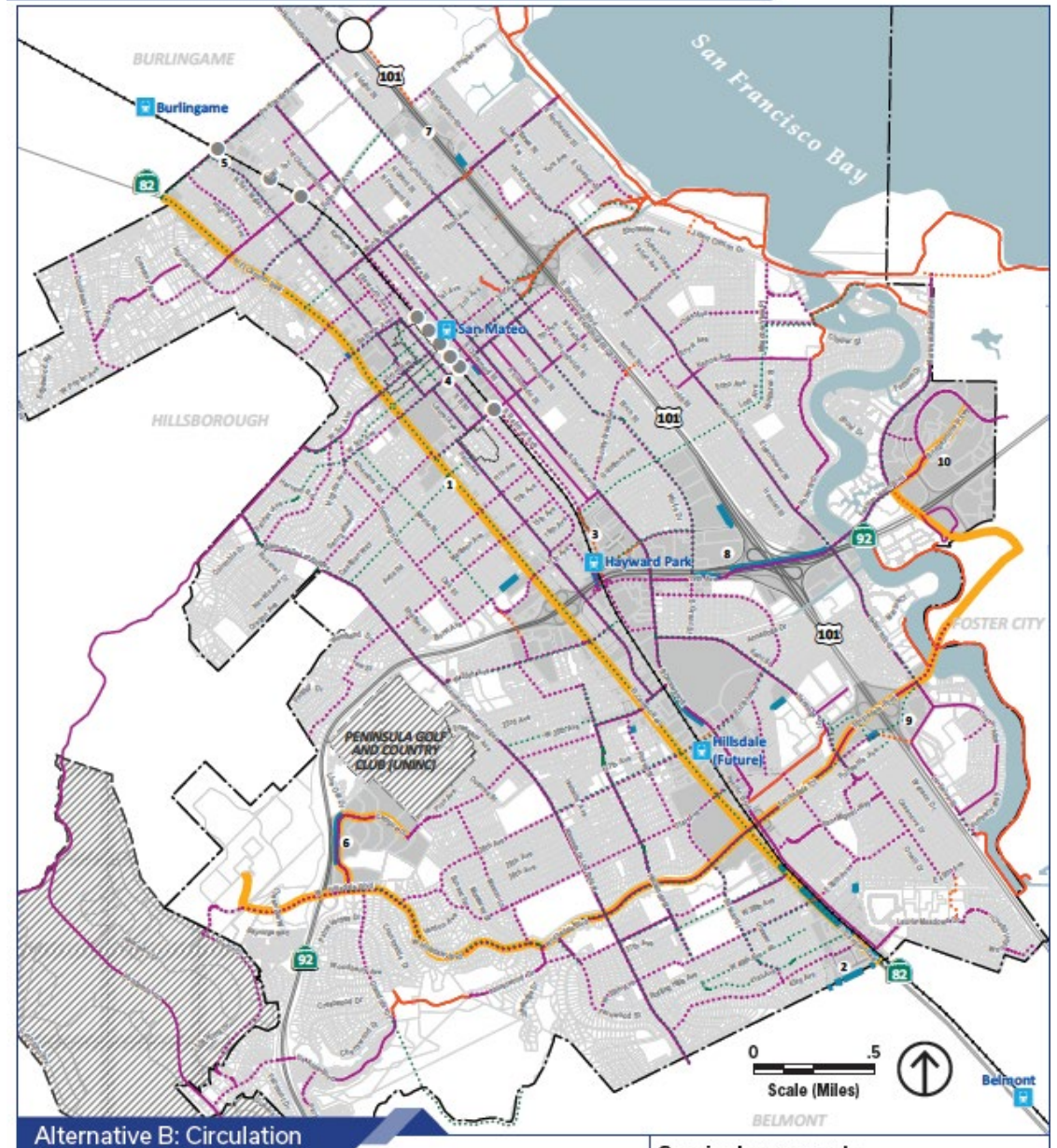
Circulation Alternative A

Alternative A: Prioritizing a Walkable City



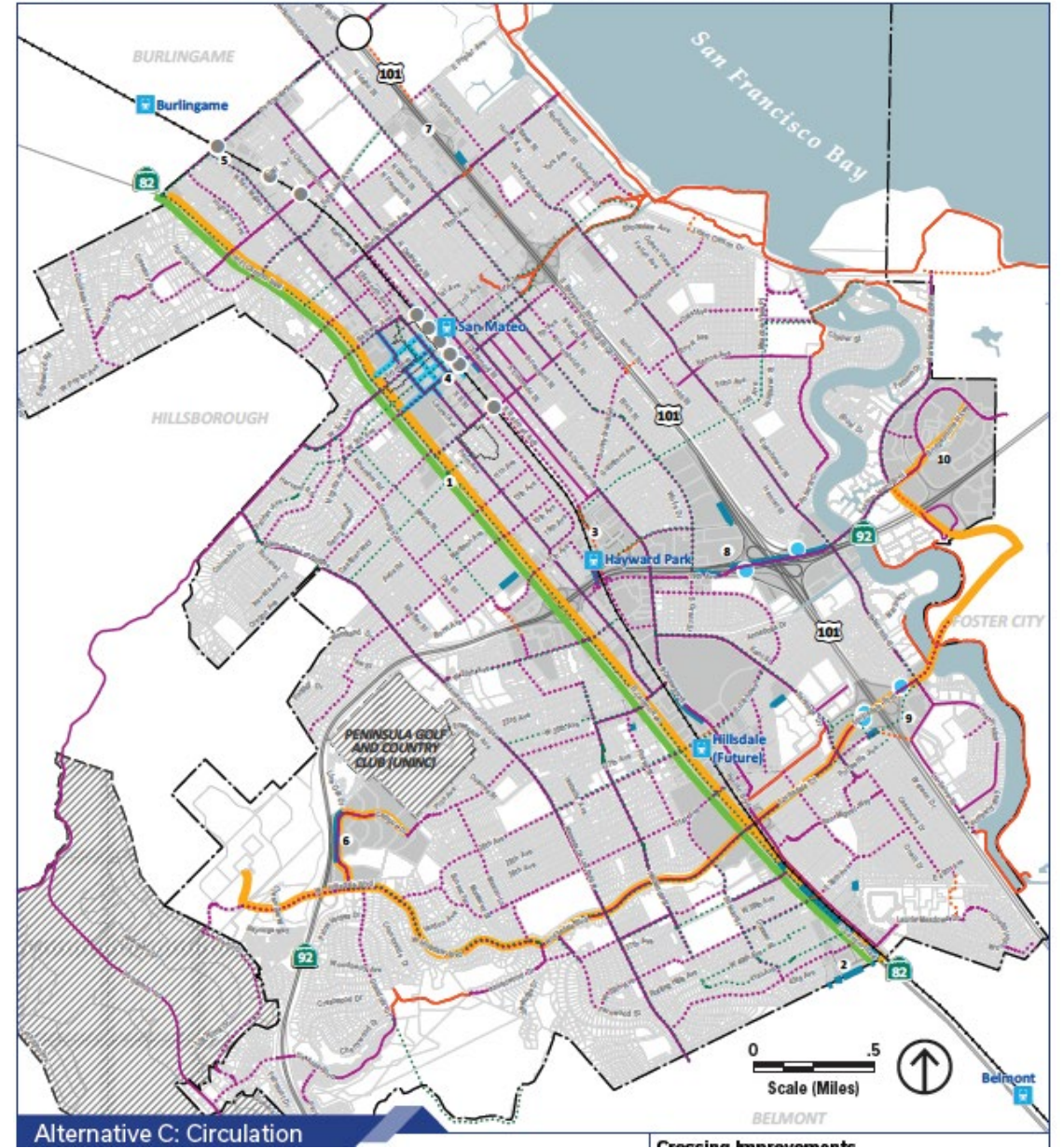
Circulation Alternative B

Alternative B: Prioritizing Regional Connections



Circulation Alternative C

Alternative C: Supporting Walking, Regional Connections and Emerging Mobility Solutions



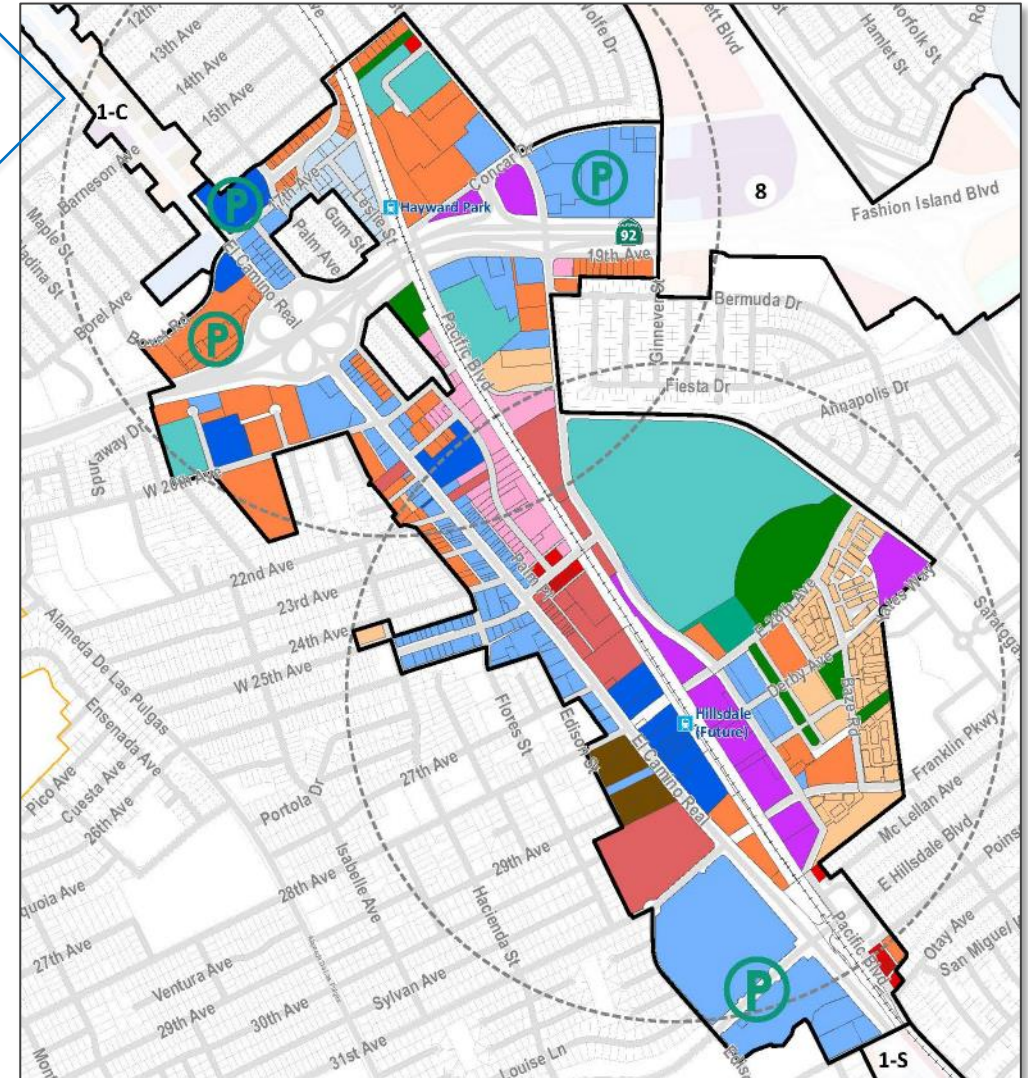
Breakout Room Discussions

Breakout Rooms Schedule

Room	10:20 to 10:46 (26 min)	10:46 to 11:09 (23 min)	11:09 to 11:32 (23 min)	11:32 to 11:55 (23 min)
A	1, 3, 8	Circulation	2, 6, 9, 10	1, 4, 5, 7
B	1, 4, 5, 7	1, 3, 8	Circulation	2, 6, 9, 10
C	2, 6, 9, 10	1, 4, 5, 7	1, 3, 8	Circulation
D	Circulation	2, 6, 9, 10	1, 4, 5, 7	1, 3, 8
E	Español: Areas de studio 1 de 10 y Alternativas de Circulación			






Breakout Room Discussion Materials

- » **Land Use Alternatives Maps**
- » **Circulation Alternatives Maps**
- » **Place Type Menu**
- » **Existing General Plan
Land Use Map for reference**
- » **Virtual Note Taking Sheet**











Breakout Room Discussion Materials

- » Land Use Alternatives Maps
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REF	CATEGORY	PHOTO/ILLUSTRATION	
MIXED USE			
	Mixed-Use Low – 1-3 story buildings with a mix of commercial, office, and/or residential integrated within the same site or the same building. – 9 to 39 units per acre – 0.25 FAR retail – 1.0 FAR office		
	Mixed-Use Medium – 4-7 story buildings with a mix of commercial, office, and/or residential integrated within the same site or the same building. – 40 to 99 units per acre – 0.25 FAR retail – 3.0 FAR office		







Residential Categories

- » Yellow to brown
- » Darker = greater intensity
- » Low 1-3 stories
- » Medium 4-7 stories
- » High 8+ stories

RESIDENTIAL		
	Single Family – 1-2 story, detached homes including “in law” units (also known as ADU’s) – Up to 9 units per acre	
	Residential Low – 1-3 story, attached homes including townhomes, duplexes, triplexes, and fourplexes – 9 to 39 units per acre	
	Residential Medium – 4-7 story buildings including condominiums and apartments – 40 to 99 units per acre	
	Residential High – 8+ story buildings including multi-story condominiums and apartments. – 100 to 200 units per acre	

Mixed Use Categories

- » Light to dark blue
- » Darker = greater intensity
- » Low 1-3 stories
- » Medium 4-7 stories
- » High 8+ stories

MIXED USE			
	Mixed-Use Low – 1-3 story buildings with a mix of commercial, office, and/or residential integrated within the same site or the same building. – 9 to 39 units per acre – 0.25 FAR retail – 1.0 FAR office		
	Mixed-Use Medium – 4-7 story buildings with a mix of commercial, office, and/or residential integrated within the same site or the same building. – 40 to 99 units per acre – 0.25 FAR retail – 3.0 FAR office		
	Mixed-Use High – 8+ story buildings with a mix of commercial, office, and/or residential integrated within the same site or the same building. – 100 to 200 units per acre – 0.25 FAR retail – 5.0 FAR office		







Commercial Categories

- » Red and pink
- » Neighborhood: restaurants, salons, gyms
- » Service: automotive, vets, self-storage
- » Regional: large shopping centers

COMMERCIAL		
<div></div>	<p>Commercial Neighborhood – 1-2 story buildings with small shops, restaurants, salons, gyms, or shopping centers that serve the immediate neighborhood.</p> <p>– 1.0 FAR</p>	 
<div></div>	<p>Commercial Service – 1-3 story buildings with businesses such as automotive repair, pet hospitals, or self-storage.</p> <p>– 1.0 FAR</p>	 
<div></div>	<p>Commercial Regional – 3+ story buildings with large shopping centers such as Hillsdale Mall and Bridgepointe Shopping Center.</p> <p>– 1.0 to 2.5 FAR</p>	 

Office Categories

- » Violet to purple
- » Darker = greater intensity
- » Low 1-3 stories
- » Medium 4-7 stories
- » High 8+ stories

OFFICE		
	Office Low – 1-3 story buildings with medical or professional offices. – 1.0 FAR	
	Office Medium – 4-7 story buildings with medical or professional offices. – 3.0 FAR	
	Office High – 8+ story buildings with medical or professional offices. – 5.0 FAR	

Industrial Categories

» Dark gray

- traditional light industrial, warehouses
- 1 to 2 stories

» Light gray = R&D

- Offices, laboratories, maker spaces
- 3+ stories

INDUSTRIAL			
	Traditional Light Industrial <ul style="list-style-type: none">– 1-2 story buildings with light manufacturing, warehousing, and distribution facilities.– 1.0 FAR		
	Research and Development <ul style="list-style-type: none">– 3+ story buildings with professional office uses and manufacturing, laboratories, makers' spaces, and assembly processes to support the development of new products.– 1.0 to 2.0 FAR		









Park and Open Space Categories

» Solid green

- Park, parklet, civic space

» P in a circle:

- Publicly-accessible, privately maintained
- Courtyards, lawns, plazas

PARKS AND OPEN SPACE		
	Parklet – small park or gathering space.	
	Community Park – a larger park of 1 to several acres that includes recreational or community amenities	
	Privately-Owned Public Open Space – publicly accessible but privately maintained plazas and courtyards integrated within private development.	
	Civic Gathering Space – a plaza, amphitheater, or town square that can accommodate community events	

Breakout Room Discussion Materials

■ **Imagining Scenarios for San Mateo's Future Virtual Workshop #1**

Date/Time: 6:00 pm – 8:30 pm, April 15, 2021

Location: Online

We listened to the community to create three Draft Alternatives for San Mateo's future. Learn about the Draft Alternatives and help us improve them. Please [register](#) and the meeting link will be emailed out in advance of the workshop. The City will be holding the same workshop twice. You will need to register separately for each workshop you want to attend to receive the workshop's unique meeting link.

Meeting Materials

[Workshop Agenda](#)

[Draft Alternatives Overview Handout](#)

[Place Types Menu](#)

[Draft Circulation Alternatives](#)

[Frequently Asked Questions](#)

Materiales en Español

[La Agenda del Taller](#)

[Borrador del Folleto de Descripción General de Alternativas](#)

[El Menú Tipos de Lugares](#)

[Borrador de Alternativas de Circulación](#)

[https://strivesanmateo.org/
workshops-pop-up-events/](https://strivesanmateo.org/workshops-pop-up-events/)

What Feedback are we looking for?

» Examples of useful feedback:

- Suggest specific changes: “That big parcel is residential in two of the alternatives, I think one should change to mixed use.”
- Suggest a land use category that isn’t currently in one of the alternatives: “I’d like to see one alternative that considers R&D in this area.”

» Feedback to save for the next round, after the evaluation:

- Voting or ranking: “I like Alternative C best.”
- Pre-judging what will or won’t work: “That’s not a good place for a shopping center.”

» PLEASE CHAT TO THE CHAT MANAGER: “CHAT TO ME”

Online Alternatives Survey



Conversation Guidelines

- » **Speak from your own experience**
 - » **Listen to understand each other**
 - » **Respect differences; be curious**
 - » **Let everyone participate**
 - » **Your questions are valuable**
-
- » **Do the exercise online! www.StriveSanmateo.org**



Questions?

Use the Chat Function

» Send Questions to “Project Questions – Carey.”

The screenshot shows a Zoom meeting window with a dark background. At the top, it says "Zoom Meeting ID:". On the right side, there is a "Participants (22)" list with a search bar "Find a participant". The list includes: Janet Chang (Me), Tammy Seale (Host), Grant R, Sloan Campi, and Mark Teague (Co-host). Below the participants list is the "Zoom Group Chat" section. The chat area has a "To:" dropdown menu set to "Everyone" and a text input field "Type message here...".

Access the chat window
Chat with meeting Chat Hosts to ask questions

Choose “Project questions? Ask me!” or “Zoom questions? Ask me!” in drop-down menu

Type Message Here

The bottom toolbar of the Zoom window includes icons for Unmute, Stop Video, Invite, Participants (22), Share Screen, Chat, Record, Reactions, and a red "Leave Meeting" button.

Breakout Room Discussions

Wrap Up

Next Steps

- » **Online survey up through May 2:** www.StriveSanmateo.org
- » **Questions and comments:** generalplan@cityofsanmateo.org
- » **Upcoming Meetings**
 - Saturday, April 17, 9:30 AM – Imagining Future Scenarios Workshop #2
 - Thursday, April 22, 6:00 PM – Let's Talk Housing: All About RHNA
 - Tuesday, May 4, 6:00 PM - Introduction to the Housing Element #3
 - Monday, May 17 – City Council: General Plan Status Update
 - Tuesday, May 18 – General Plan Subcommittee Meeting
 - June 2021 – Planning Commission
 - July 2021 – City Council

Workshop Feedback Survey

» Let us know your thoughts about the workshop:

<https://survey.alchemer.com/s3/6276053/Imagining-Scenarios-for-San-Mateo-s-Future-Workshop-Feedback-Survey>





www.StriveSanMateo.org

