



# General Plan 2040

March 27, 2021



# Today

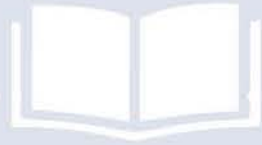
- » **General Plan introduction**
- » **General Plan Update status update**
- » **Participation**
- » **Next steps**



# What is the General Plan?



## GENERAL PLAN



### Elements

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

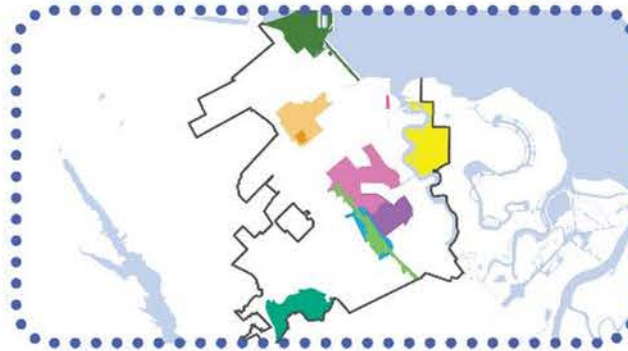
### Values



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.

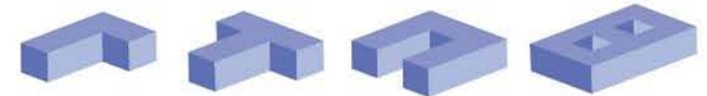
To learn more about the General Plan Update, visit [www.StriveSanMateo.org](http://www.StriveSanMateo.org).

## ZONING CODE

### Building Type



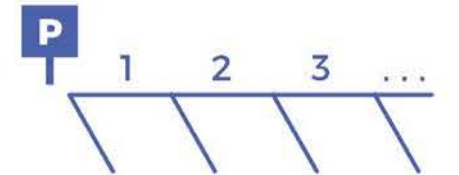
### Building Form



### 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.



# What's Been Done So Far?

- » **Vision 2040 – fall/winter 2018**
- » **Study Areas – spring/summer 2019**
- » **Creating Draft Alternatives – winter 2019**

*Information from past events are posted online.*



# 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:

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**Diversity**

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**Balance**

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**Inclusivity**

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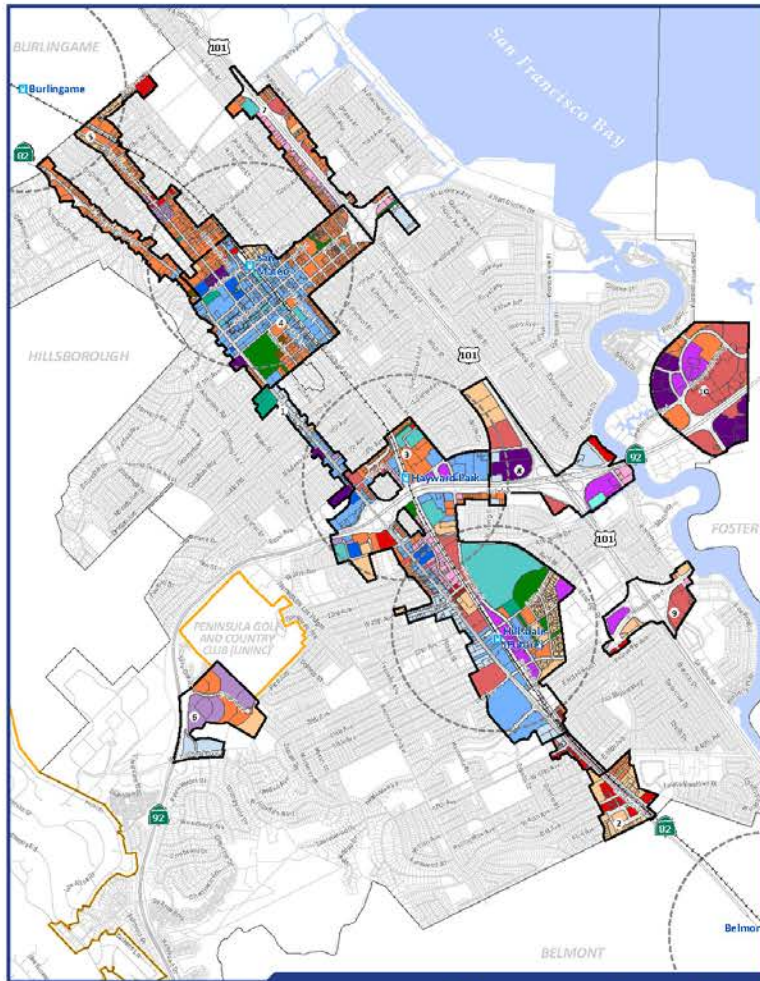
**Prosperity**

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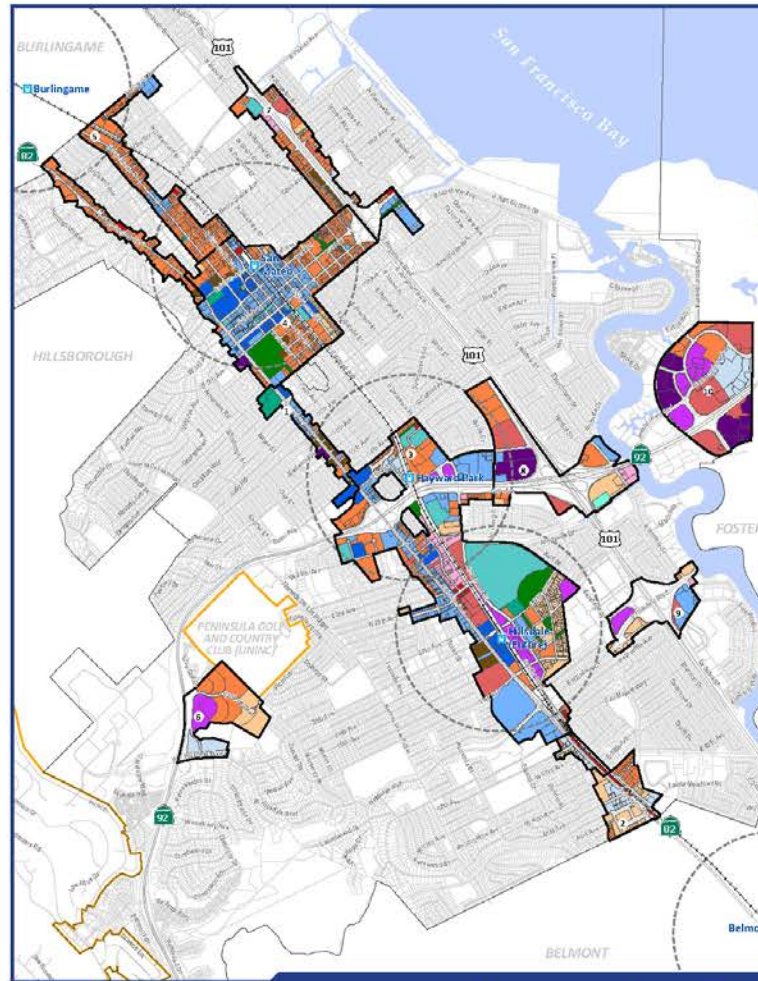
**Resiliency**



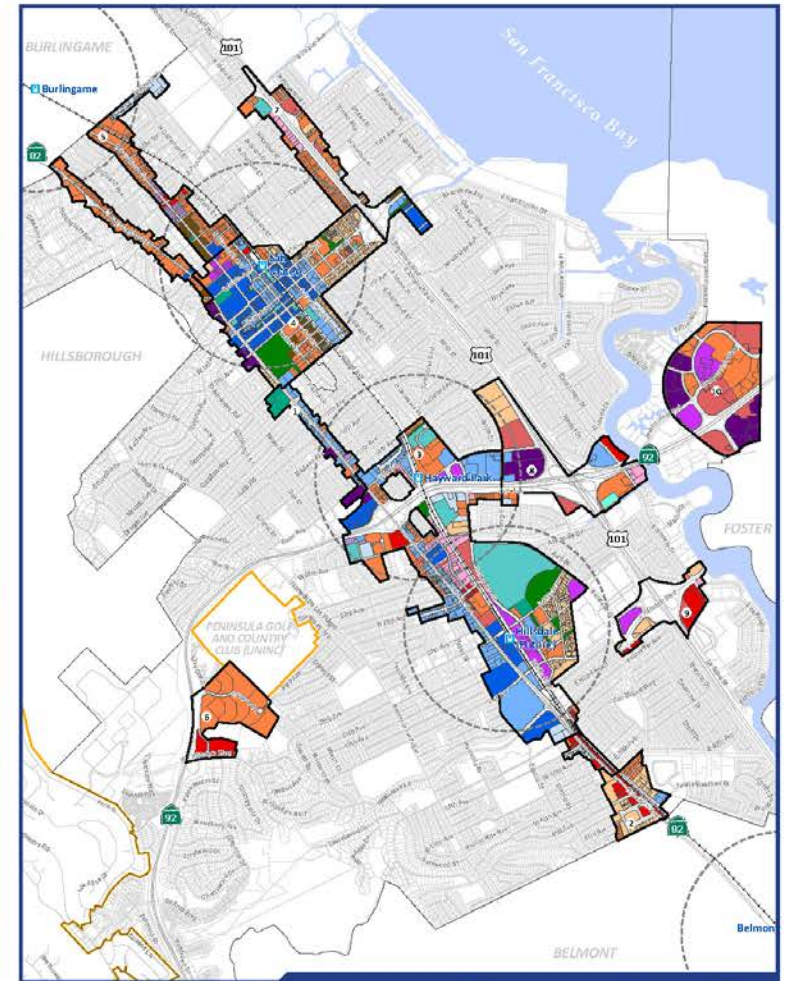
# Draft Land Use Alternatives



**Alternative A**



**Alternative B**



**Alternative C**

# Draft Land Use Alternatives

	<b>Existing (2018)</b>	<b>Alternative A (Net New)</b>	<b>Alternative B (Net New)</b>	<b>Alternative C (Net New)</b>
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



# General Plan: 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.



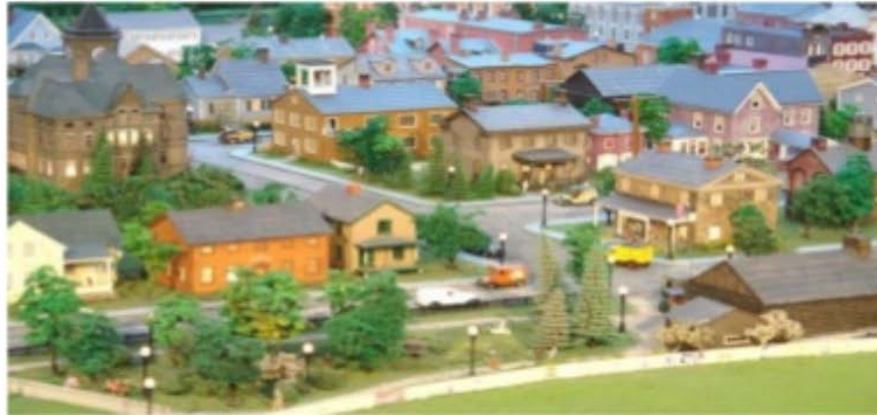
**Housing Element Outreach** includes stakeholder meetings, community meetings, Planning Commission hearings, and City Council hearings.

# 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, ADA groups,  
and others.



# Community Participation – Past Activities

- » **Community Workshops**
- » **Public meetings (GPS/PC/CC)**
- » **Pop-up Events**
- » **Intercept Surveys**
- » **Online exercises**
- » **Letters by Individuals**
- » **Letters by Representative Groups**
- » **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.**

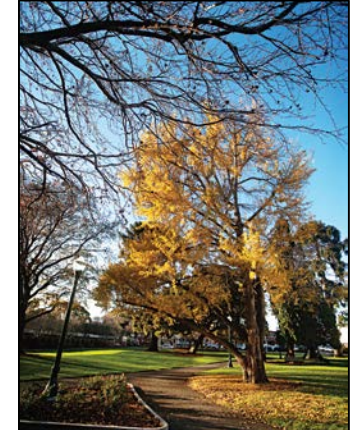




# Community Feedback (to date)

## » Major Themes:

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





# Community Workshops:

## » Upcoming virtual workshops in March & April:

- *Intro to General Plan & Recap*
- *Intro to Housing Element Update*
- *Imagining Scenarios for San Mateo's Future (Draft Alternatives)*

## » Online exercises - (coming soon)

## » Tell a friend & bring them to the virtual events!

## » Contact: [generalplan@cityofsanmateo.org](mailto:generalplan@cityofsanmateo.org)



## Help Shape the Future of Our City!

### Virtual Community Workshops on General Plan and Housing Element



We're returning to the community for feedback on our [General Plan Update](#) and starting the important process of updating plans for how to prepare for new housing for all income levels.

We're hosting several virtual community meetings in late March and April to recap where we are in our General Plan update and kick off our Housing Element update. These two long-range planning documents will help guide decisions about housing, transportation, the environment, public safety, economic development and much more.

We need your input! Visit [www.StriveSanMateo.org](http://www.StriveSanMateo.org) to sign up and receive meeting links for one of the upcoming virtual workshops. The same information will be provided at each pair of virtual workshops below.

Virtual Workshop	Description		
<b>Introduction to the General Plan</b>	New to the General Plan Update? Learn how this plan affects San Mateo, where we are in the process, and what is happening next.	<b>Wednesday, March 24, 2021</b> 6:00 pm to 7:30 pm	<b>Saturday, March 27, 2021</b> 10:00 am to 11:30 am
<b>Introduction to the Housing Element</b>	Learn more about how the City must plan ahead for housing for all income levels.	<b>Tuesday, March 30, 2021</b> 6:00 pm to 7:30 pm	<b>Saturday, April 3, 2021</b> 10:00 am to 11:30 am
<b>Imagining Scenarios for San Mateo's Future</b>	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.	<b>Thursday, April 15, 2021</b> 6:00 pm to 8:30 pm	<b>Saturday, April 17, 2021</b> 9:30 am to 12:00 pm

#### Can't Make Any of the Events?

Check out the meeting materials (available online within a week after the event) and share your thoughts 24/7 on:  
[www.StriveSanMateo.org](http://www.StriveSanMateo.org) | [www.cityofsanmateo.org/HousingElement2023](http://www.cityofsanmateo.org/HousingElement2023)

**We Want to Hear From You!** Tell your friends and family about these opportunities to share your ideas and have a voice in the future of San Mateo.

¿Preguntas? Para información en español, haga el favor de llamar al (650) 513-0330, ext. 313.  
有任何問題嗎? 如需索取更進一步的中文資訊, 請致電 (650) 522-7225.



## ¡Ayude a formar el futuro de nuestra ciudad!

### Talleres Comunitarios Virtuales sobre el Elemento Vivienda y el Plan General



Regresamos a la comunidad para recibir sus comentarios sobre la [Actualización del Plan General](#) y comenzar el importante proceso de actualizar los planes sobre cómo prepararse para nuevas viviendas para todas las categorías de ingresos.

Estamos organizando varios talleres virtuales a fines de marzo y abril para informar dónde nos encontramos en la actualización del Plan General y comenzar nuestra actualización del Elemento de Vivienda. Estos dos documentos de planificación ayudarán a orientar las decisiones sobre vivienda, transporte, medio ambiente, seguridad pública, desarrollo económico y mucho más.

¡Necesitamos su opinión! Visite [www.StriveSanMateo.org](http://www.StriveSanMateo.org) para registrarse y recibir enlaces para uno de los próximos talleres virtuales. Se proporcionará la misma información en cada par de talleres virtuales que se describen a continuación.

Taller virtual	Descripción		
<b>Introducción al Plan General</b>	¿Nuevo en la actualización del Plan General? Conozca cómo este plan afecta a San Mateo, dónde nos encontramos en el proceso y qué sucederá a continuación.	<b>Miércoles, marzo 24, 2021</b> 6:00 pm to 7:30 pm	<b>Sábado, marzo 27, 2021</b> 10:00 am to 11:30 am
<b>Introducción al Elemento de Vivienda</b>	Obtenga más información sobre cómo la ciudad planifica con anticipación la vivienda para todas las categorías de ingresos.	<b>Martes, marzo 30, 2021</b> 6:00 pm to 7:30 pm	<b>Sábado, abril 3, 2021</b> 10:00 am to 11:30 am
<b>Escenarios de imágenes para el futuro de San Mateo</b>	Escuchamos a la comunidad para crear tres borradores de alternativas para el futuro de San Mateo. Conoce los borradores de alternativas y ayúdanos a mejorarlos.	<b>Jueves, abril 15, 2021</b> 6:00 pm to 8:30 pm	<b>Sábado, abril 17, 2021</b> 9:30 am to 12:00 pm

#### ¿No puede asistir a ninguno de los eventos?

Consulte los materiales de la reunión (disponibles en línea una semana después del evento) y comparta sus pensamientos las 24 horas del día, los 7 días de la semana en

[www.StriveSanMateo.org](http://www.StriveSanMateo.org) | [www.cityofsanmateo.org/HousingElement2023](http://www.cityofsanmateo.org/HousingElement2023)

**¡Queremos escuchar de usted!** Cuénteles a sus amigos y familiares sobre estas oportunidades para compartir sus ideas y tener una voz en el futuro de San Mateo.

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# Future Steps: Technical Evaluation

- » **Determine and evaluate preferred Land Use Scenario**
- » **Technical evaluation will consider things like:**
  - Amount of development that would be allowed
  - Overall character
  - Traffic impacts
  - Public health
  - 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 the community.**





## UPCOMING VIRTUAL WORKSHOPS

Introduction to the General Plan	Introduction to the Housing Element	Imagining Scenarios for San Mateo's Future
Wednesday, March 24, 2021 6:00 pm to 7:30 pm	Tuesday, March 30, 2021 6:00 pm to 7:30 pm	Thursday, April 15, 2021 6:00 pm to 8:30 pm
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Learn More:  
[www.StriveSanMateo.org](http://www.StriveSanMateo.org)



Contact Us:  
[generalplan@cityofsanmateo.org](mailto:generalplan@cityofsanmateo.org)