



Draft Alternatives

General Plan Subcommittee Meeting #7

June 17, 2021



Agenda

- » **Presentation**
- » **Public Comment**
- » **GPS Questions & Answers**
- » **GPS Discussion**
- » **Wrap-up & Adjourn**

aloha Välkommen
Добро пожаловать
歡迎光臨 welcome
bienvenido
ようこそ benvenuto
bem-vindo
Καλώς bienvenue
Ορίσάτε أهلاً وسهلاً welkom

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

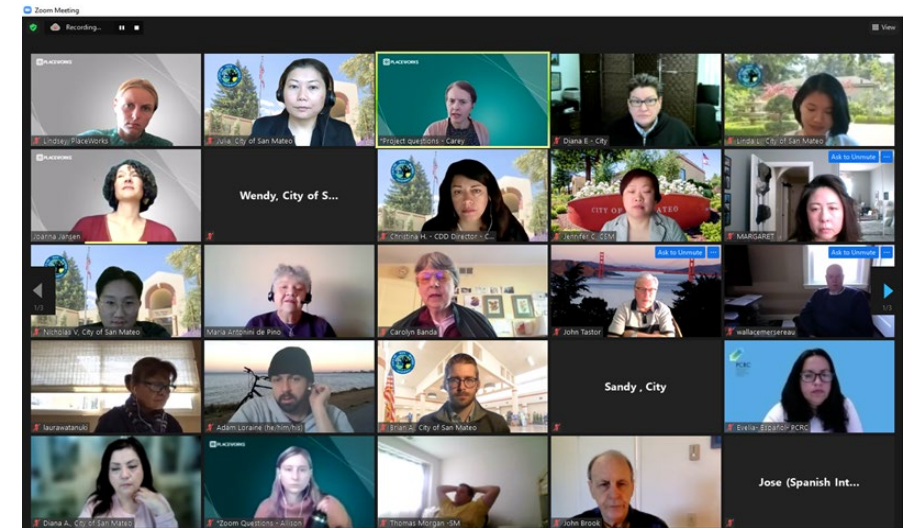
Prosperity

Resiliency

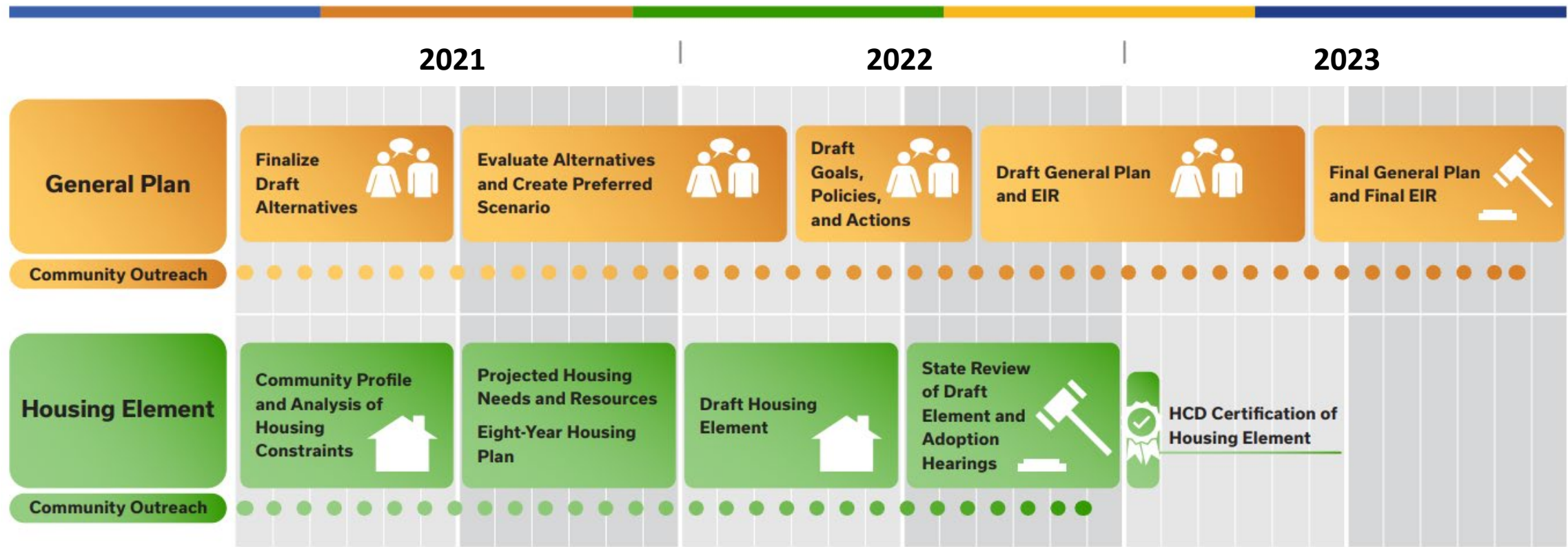
Status Update



Background

- » March 2020 - Shelter in place paused General Plan outreach
- » November 2020 – Measure Y passed by voters
- » December 2020 – Draft Regional Housing Need Allocation (RHNA) released
- » **Summer 2020 to Present – Staff and consultants reviewed existing General Plan goals and policies**
- » **January 2021 to Present – Resume outreach and Housing Element sites analysis**



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.

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

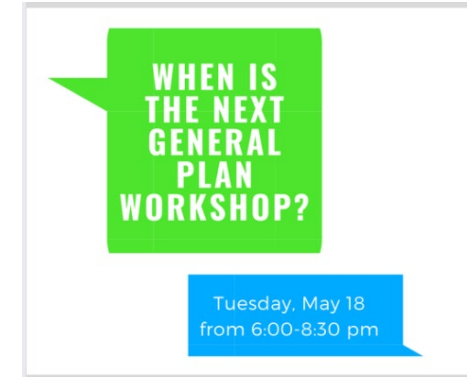


Highlight of Recent Activities

Table 1: Summary of 2021 Outreach Events to Date		
Date	Organization/Audience	Subject
Friday, February 12, 2021	Rotary Sunshine	Introduction to General Plan
Thursday, March 18, 2021	San Mateo United Homeowners Association (SMUHA)	Introduction to General Plan
Wednesday, March 24, 2021	San Mateo Community	Introduction to General Plan
Thursday, March 25, 2021	Home Association of North Central San Mateo (HANCSM)	Introduction to General Plan
Saturday, March 27, 2021	San Mateo Community	Introduction to General Plan
Tuesday, March 30, 2021	Chamber of Commerce	Introduction to General Plan
Tuesday, March 30, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)
Saturday, April 3, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)
Wednesday, April 7, 2021	One San Mateo	Introduction to General Plan
Saturday, April 10, 2021	San Mateo Community	Introduction to General Plan (Spanish)
Tuesday, April 13, 2021	Downtown San Mateo Business Association (DSMA)	Introduction to General Plan
Thursday, April 15, 2021	San Mateo Community	Land Use Alternatives Workshop
Saturday, April 17, 2021	San Mateo Community	Land Use Alternatives Workshop
Tuesday, May 4, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)

Promotion and Participation

- » Posted on Social media platforms
- » Posted Flyers at city facilities
- » Email multiple listservs
- » PCRC engaging Spanish speaking community members & others
- » Distributed Flyers directly to community members
- » Digital and prints ads in San Mateo Daily Journal
- » Sent a mailer to more than 50,000 addresses

A flyer titled "Help Shape the Future of Our City! Virtual Community Workshops on General Plan". It includes a QR code and a table of virtual workshops.

Virtual Workshop	Description
Imagining Scenarios for San Mateo's Future	In case you missed our April workshops, please join us at this meeting to provide input on the three Draft Alternatives for San Mateo's future. Learn about the Draft Alternatives and help us improve them. (Chinese and Spanish language interpretation available)
Tuesday, May 18, 2021 6:00 pm to 8:30 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 | 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.

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

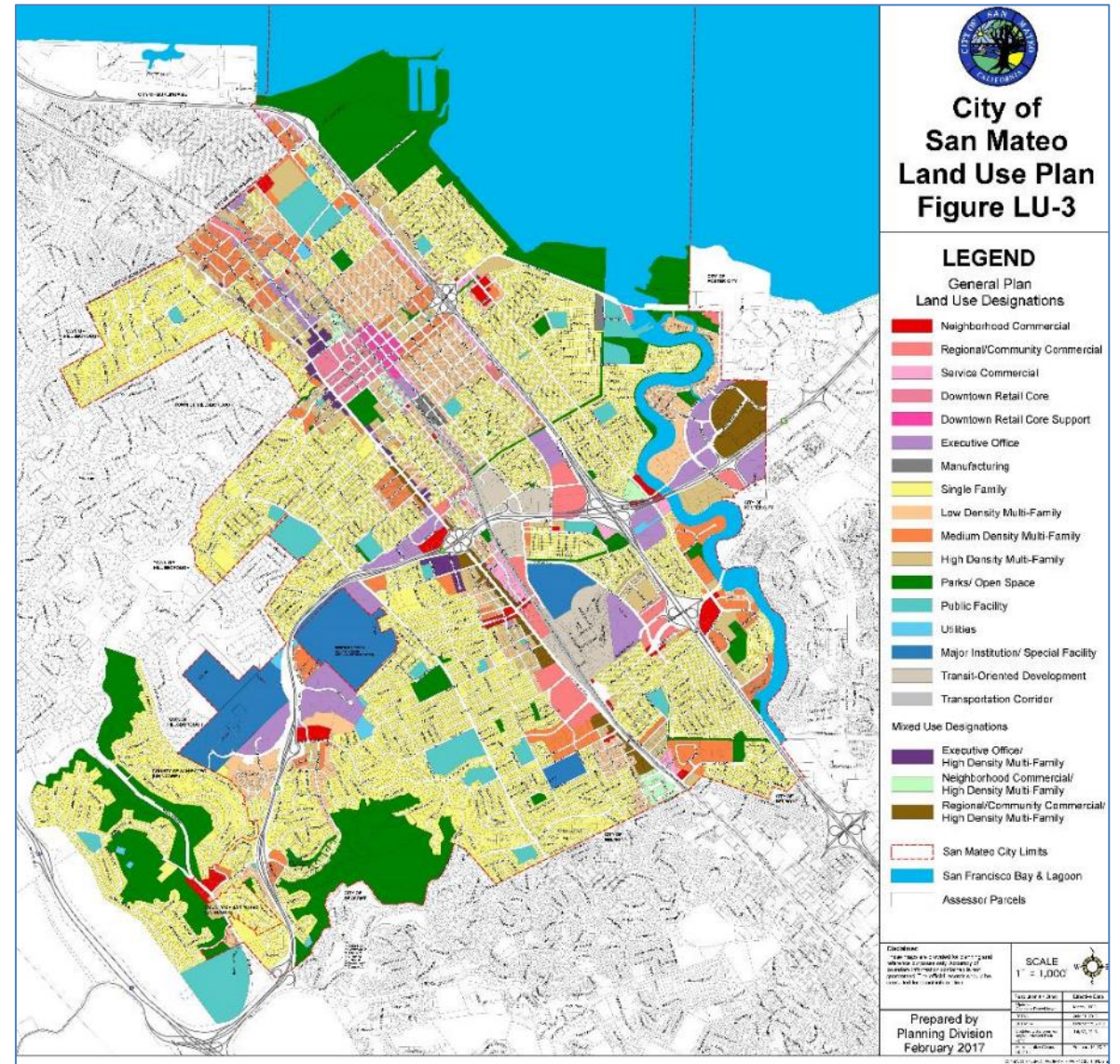


Alternatives Process

General Plan Land Use Map

Map and designations determine:

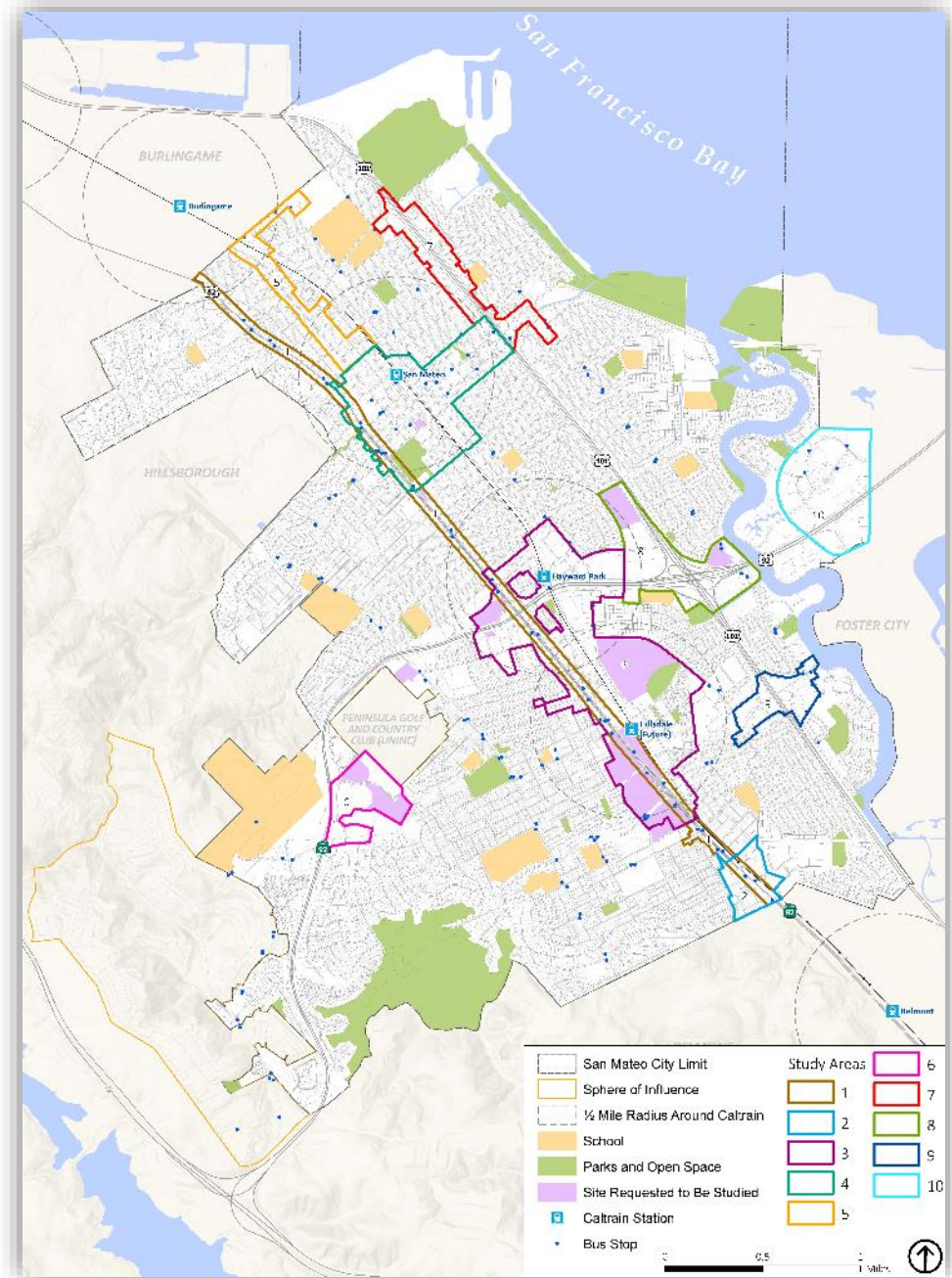
- » What can be built
- » Where
- » At what intensity or density



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



Draft Alternatives vs. the Preferred Scenario

- » **Alternatives = different ideas we are exploring now**
- » **Preferred scenario = a single map based on mixing and matching different ideas from the alternatives**

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

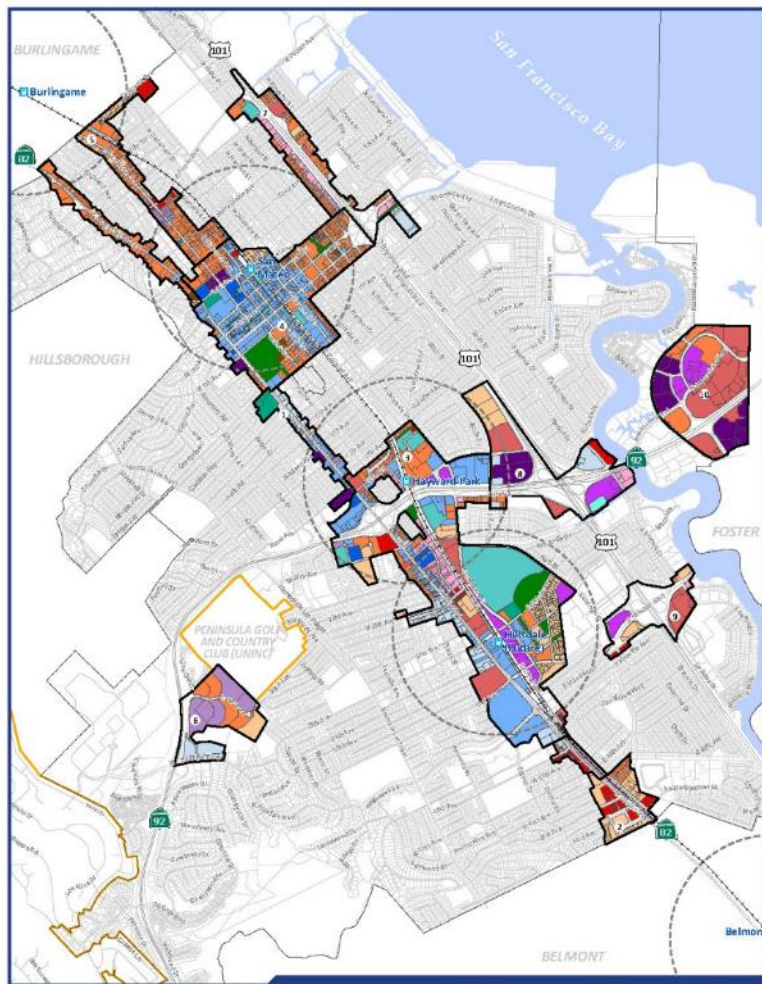
» Alternatives evaluation will consider:

- 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

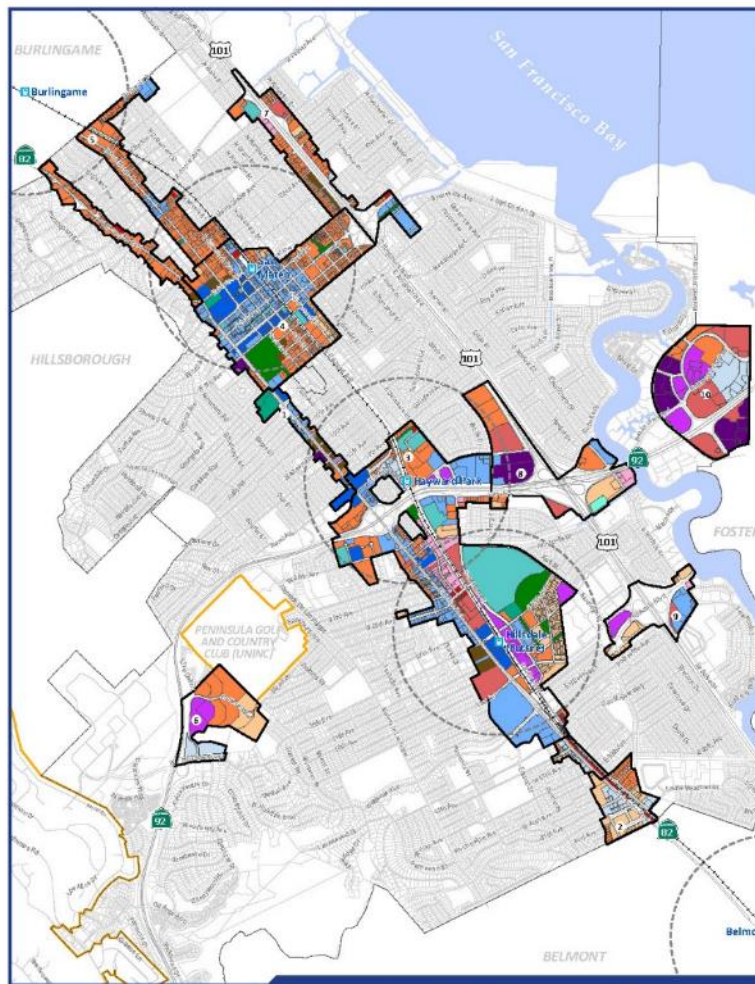
» No decisions on a preferred land use scenario will be made until evaluation is complete and shared with community



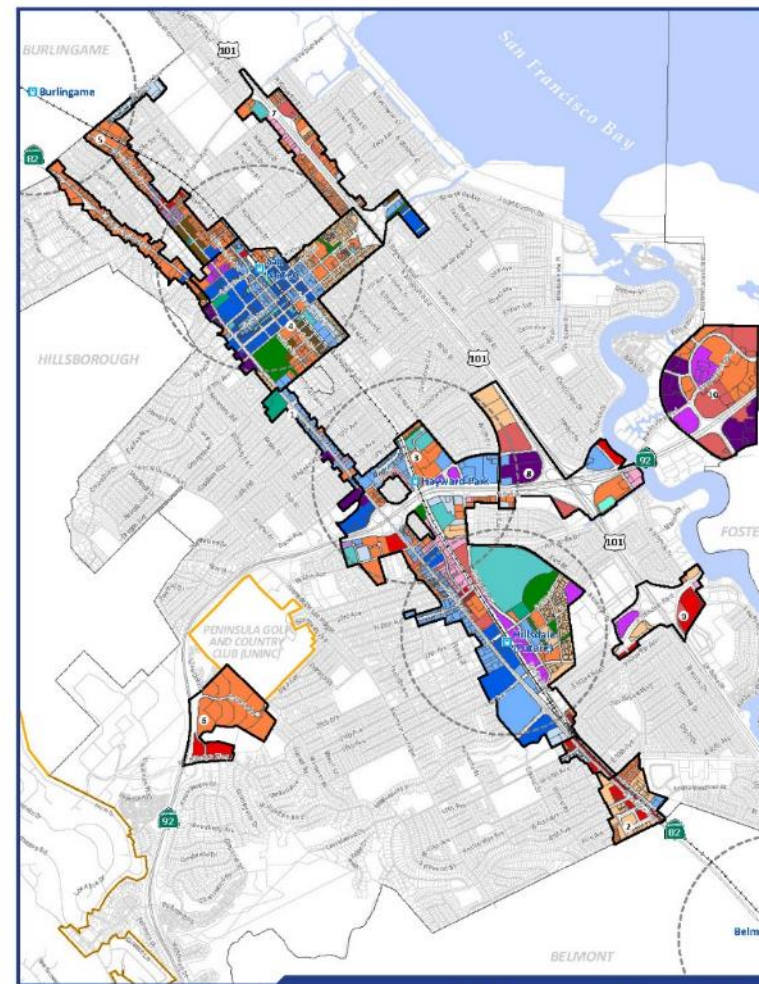
Draft Land Use Alternatives



Alternative A



Alternative B



Alternative C

Differences Between Alternatives

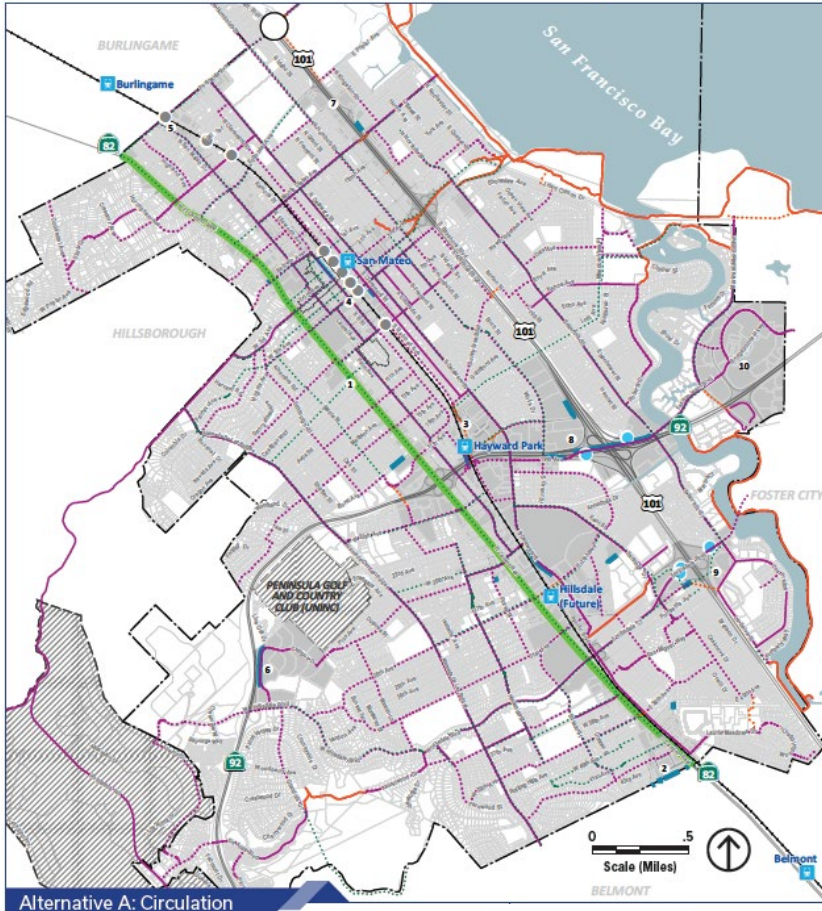
- » **Alternative A** generally has the **least change** in designations and the **lowest residential growth**.
- » **Alternative B** has the **2nd highest residential growth** and **spreads growth and midrange heights more evenly** across all 10 study areas.
- » **Alternative C** has the **highest residential growth** and **concentrates growth, change, tallest heights, and density near transit** in Study Areas 3 (Rail Corridor) and 4 (downtown).

Draft Land Use Alternatives

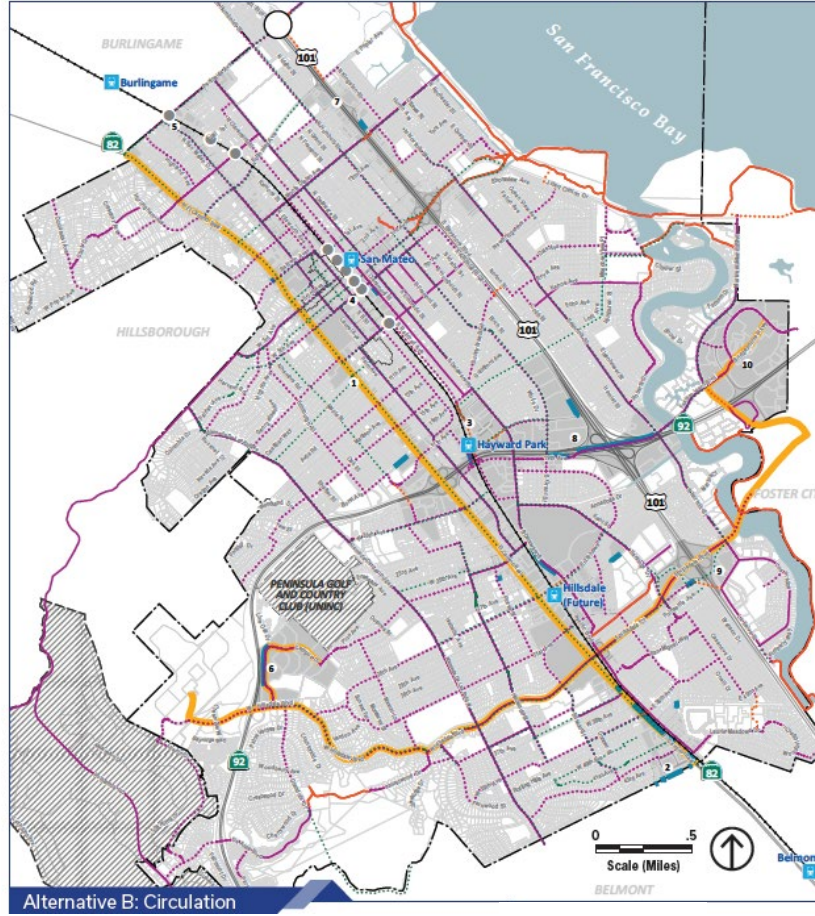
	Existing (2018)	Alternative A (Net New)	Alternative B (Net New)	Alternative C (Net New)
Homes	39,200	+10,910	+15,820	+20,830
Population	104,500	+33,050	+39,235	+58,320
Jobs	52,800	+15,430	+15,430	+14,990

Draft Circulation Alternatives

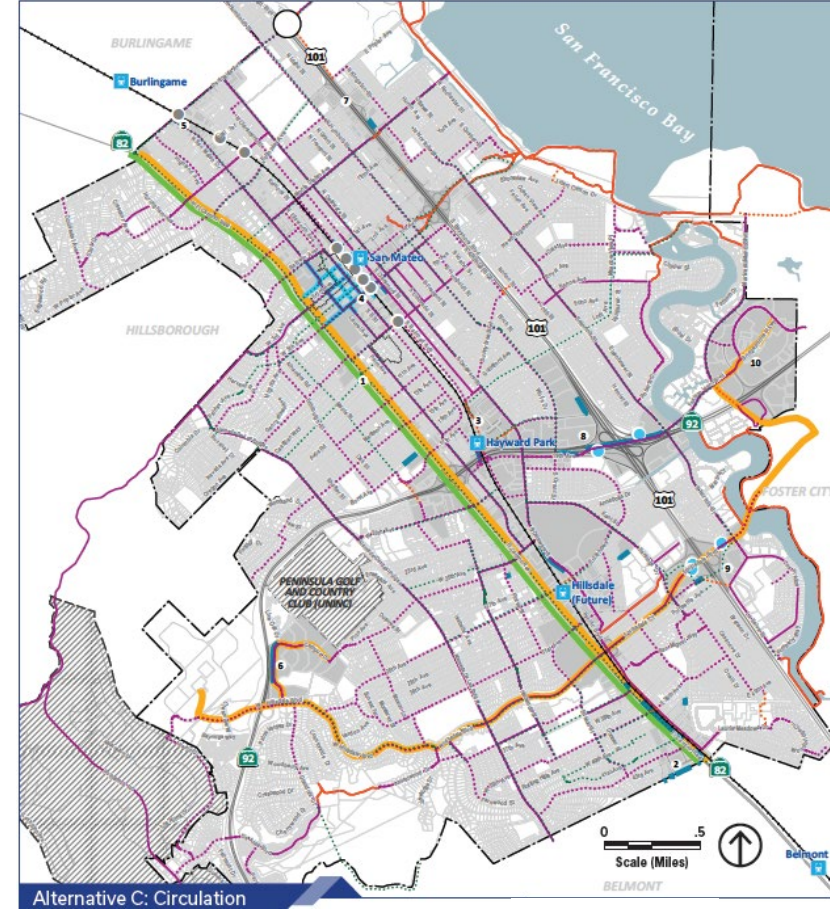
Alternative A: Prioritizing a Walkable City



Alternative B: Prioritizing Regional Connections

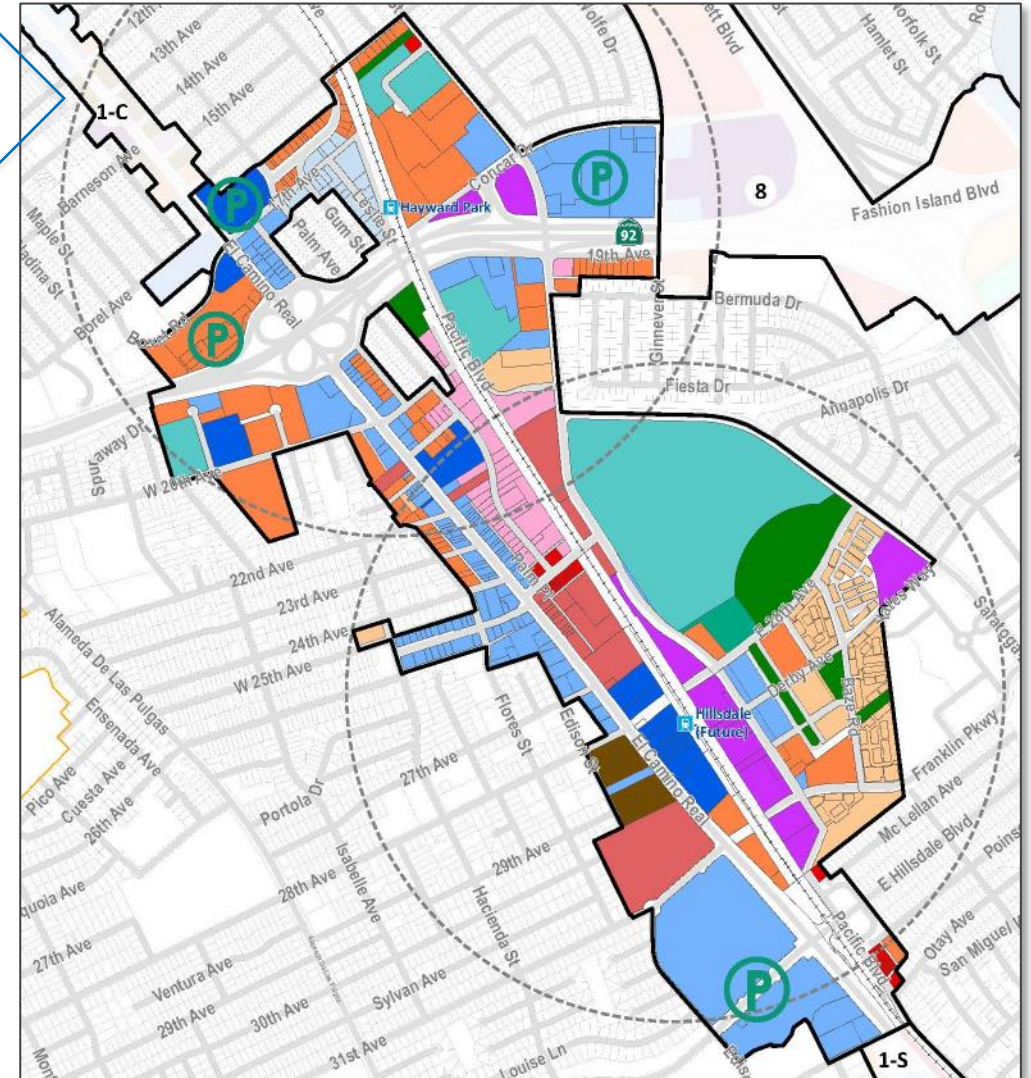


Alternative C: Supporting Walking, Regional Connections and Emerging Mobility Solutions








GPS Discussion Materials

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











GPS Discussion Materials

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

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			
	<p>Commercial Neighborhood</p> <p>– 1-2 story buildings with small shops, restaurants, salons, gyms, or shopping centers that serve the immediate neighborhood.</p> <p>– 1.0 FAR</p>	 	
	<p>Commercial Service</p> <p>– 1-3 story buildings with businesses such as automotive repair, pet hospitals, or self-storage.</p> <p>– 1.0 FAR</p>	 	
	<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	
	<p>Parklet – small park or gathering space.</p> 
	<p>Community Park – a larger park of 1 to several acres that includes recreational or community amenities</p> 
	<p>Privately-Owned Public Open Space – publicly accessible but privately maintained plazas and courtyards integrated within private development.</p> 
	<p>Civic Gathering Space – a plaza, amphitheater, or town square that can accommodate community events</p> 

Community Input

What feedback are we looking for?

- 1. Is this the right range of alternative scenarios?**
 - 2. Are there ideas or changes missing that you would like to see evaluated?**
- » **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.”

Big-picture Community Feedback

- » **Expand the study areas**
- » **Do not expand the study areas**
- » **Add more housing**
- » **Do not add more development**
- » **Provide buffers between residential and commercial uses**
- » **Consider traffic impacts**
- » **Ensure sufficient infrastructure and public services**
- » **Protect historic resources**
- » **Add more open space and parks**
- » **Maintain a jobs/housing balance**

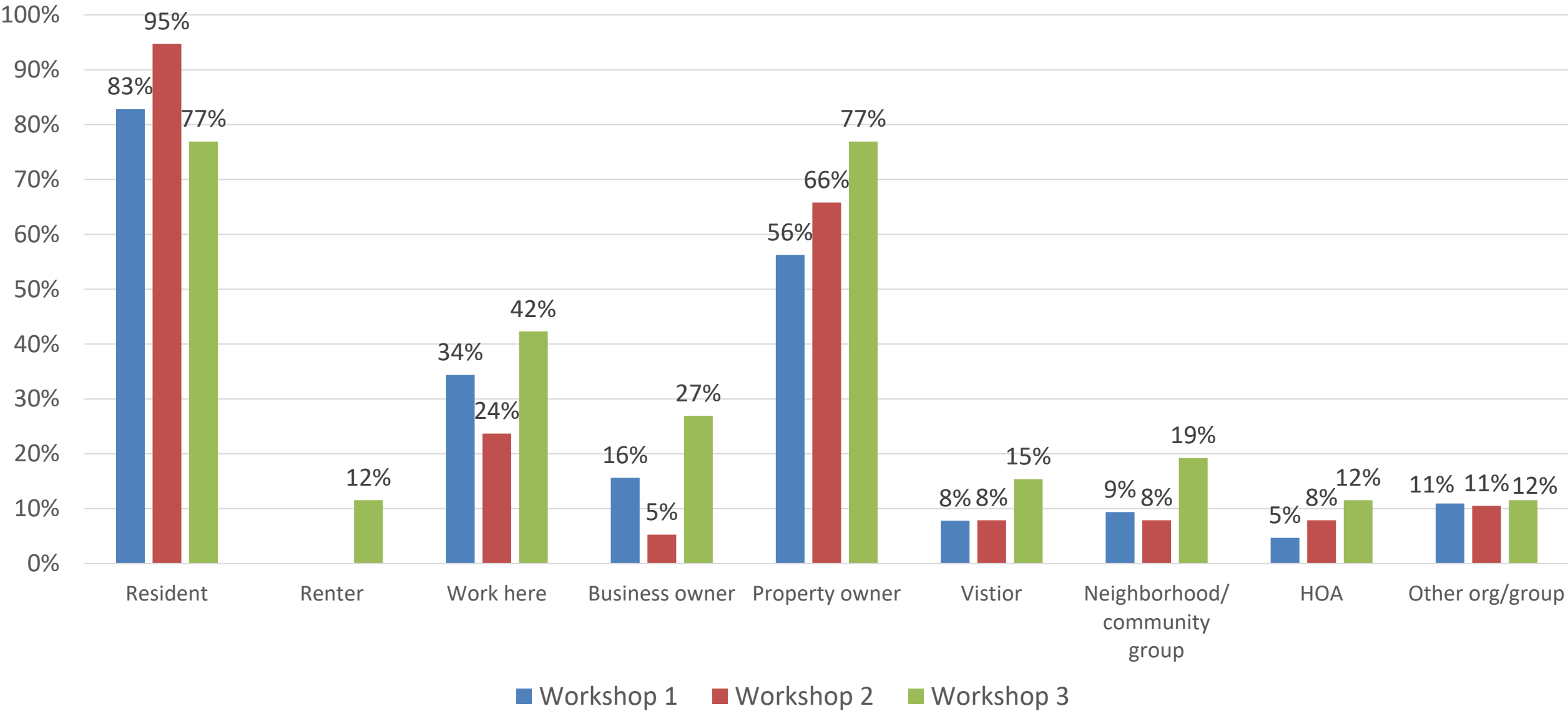
Community Input To Date on Draft Alternatives

Date	Outreach Event	Number of Participants
Tuesday, March 3, 2020	Draft Alternatives Open House	29
Thursday, April 17, 2021	Draft Alternatives Virtual Workshop #1	95
Saturday, April 17, 2021	Draft Alternatives Virtual Workshop #2	50
Tuesday, May 18, 2021	Draft Alternatives Virtual Workshop #3	37
Tuesday, April 14, 2021 – Monday, May 31, 2021	Draft Alternatives Online Survey	471 responses

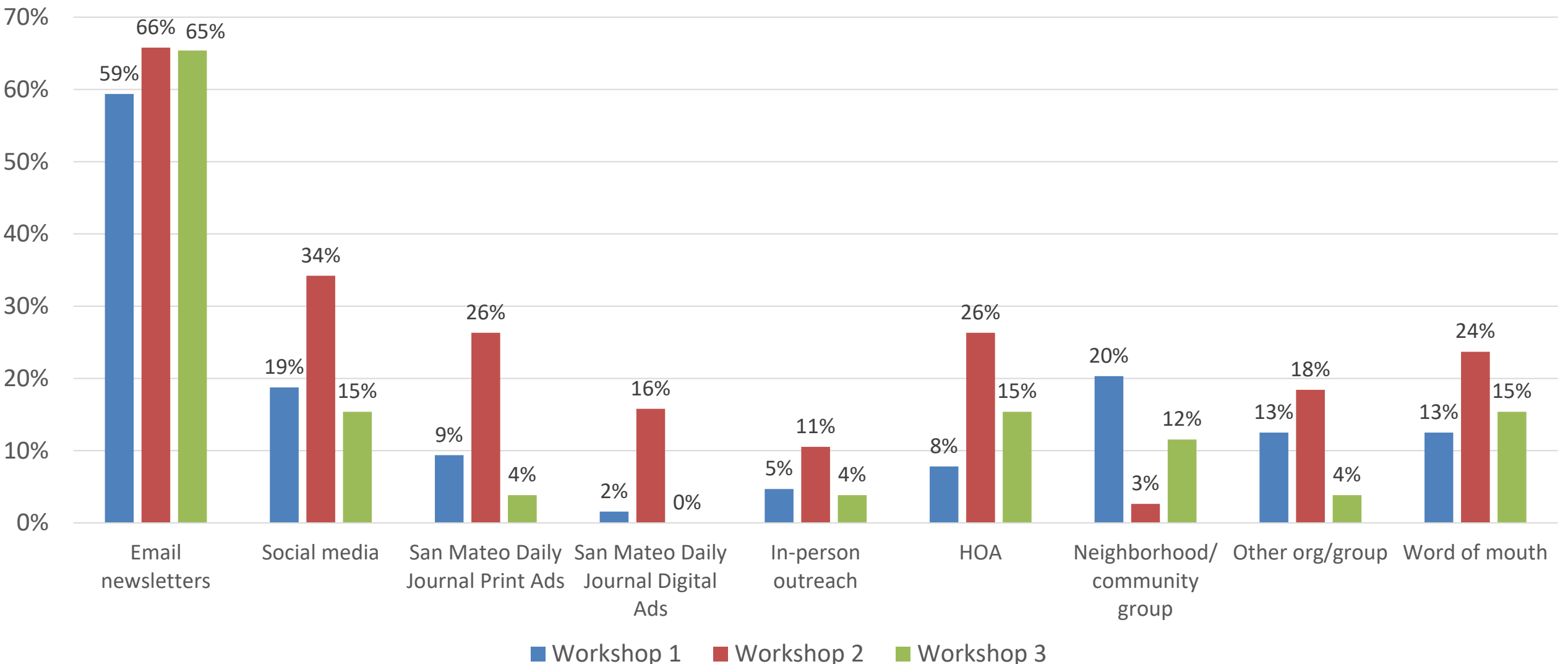
Requested GPS Feedback

- » **Is this a representative range of alternatives?**
- » **What new ideas and changes should we add to ensure we have a representative range of alternatives?**
- » **Do you have any additional ideas or changes to what is in the packet?**

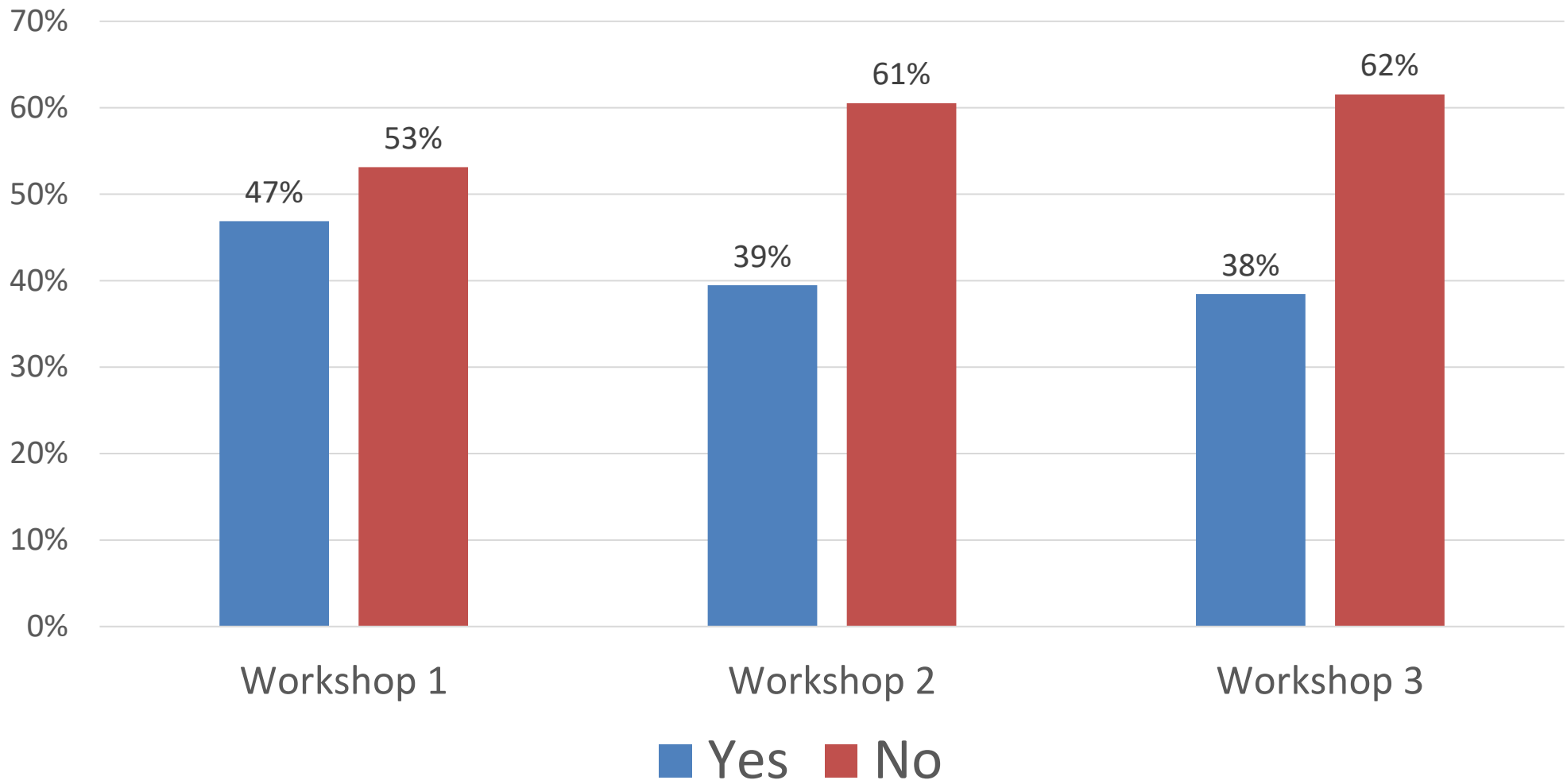
What kind of stakeholder are you?



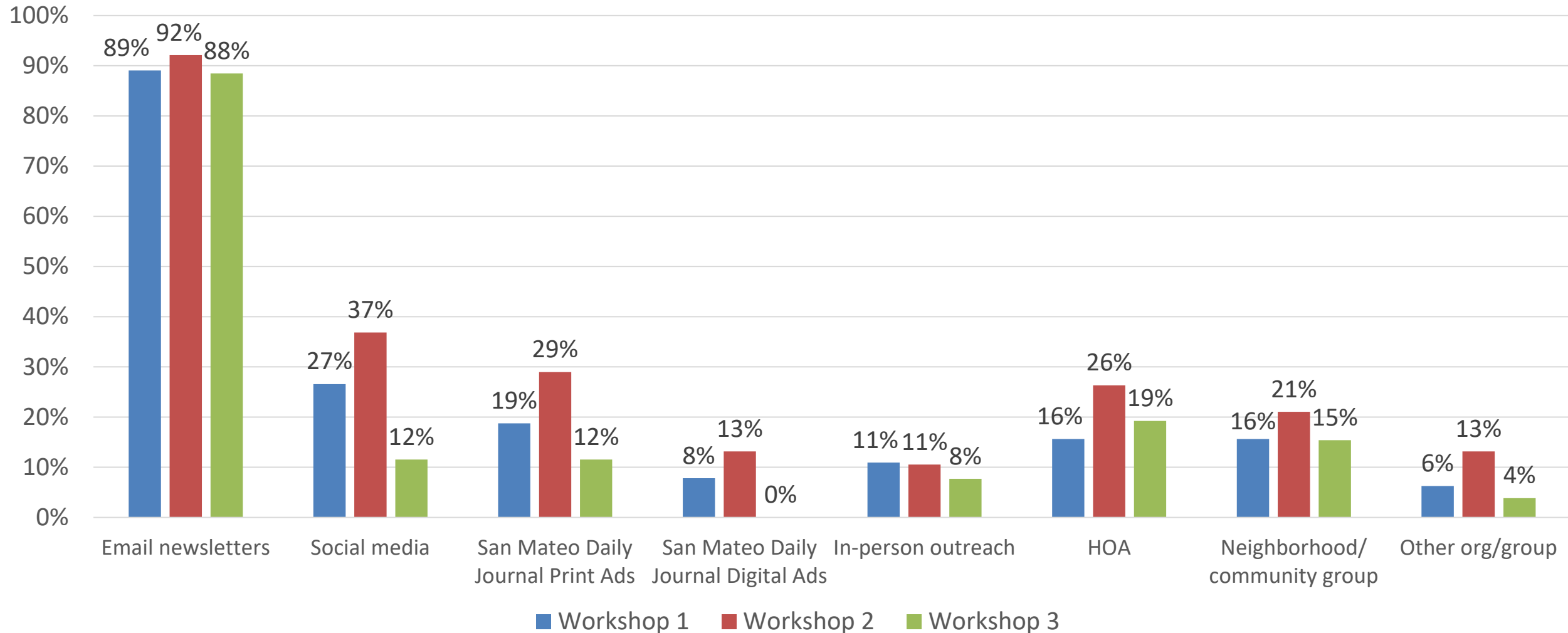
How did you learn about today's session?



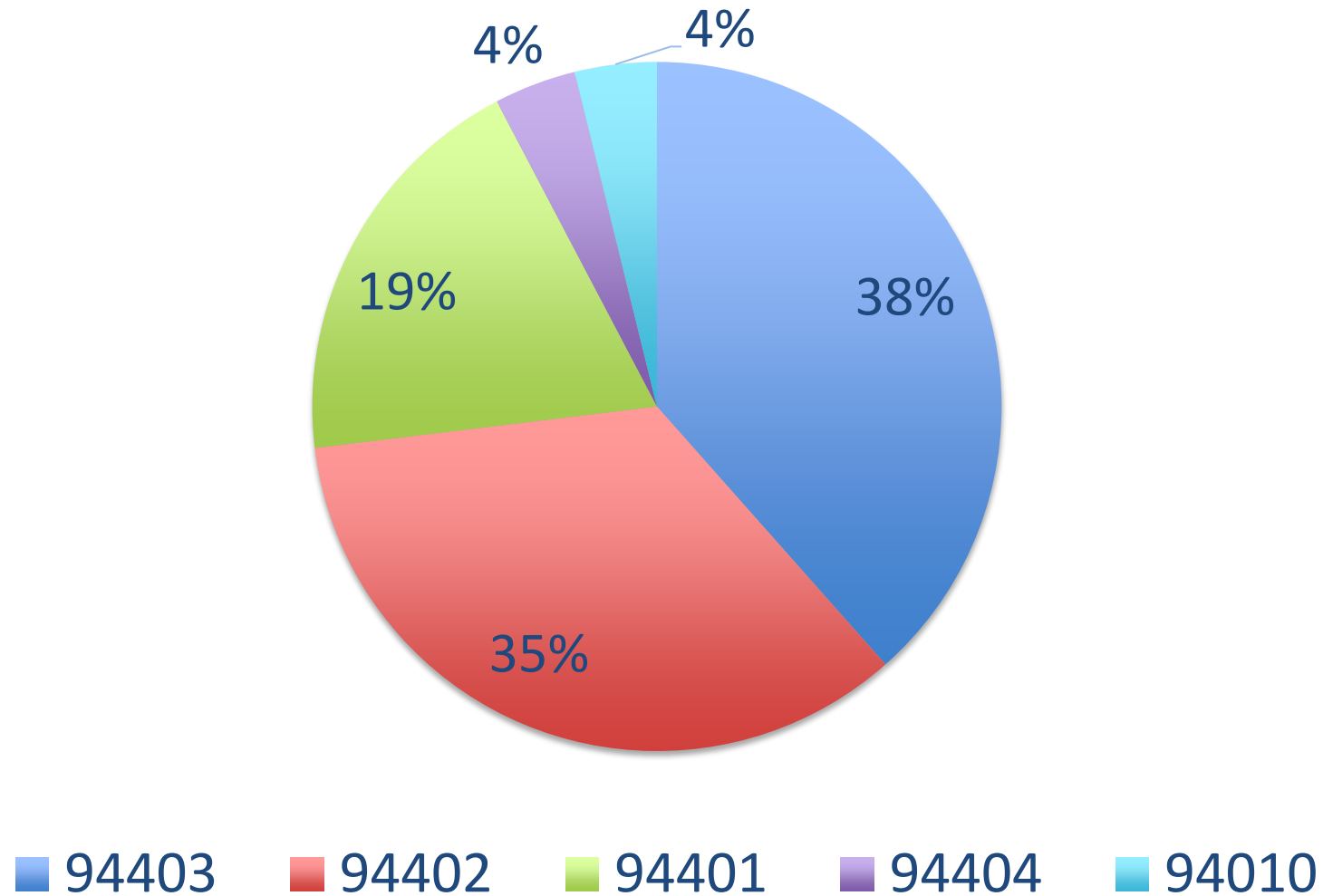
Is this your first time joining us for a General Plan event?



What's the best way to keep you informed of upcoming events?



If you live San Mateo, please select your zip code.



Public Comment

GPS Questions

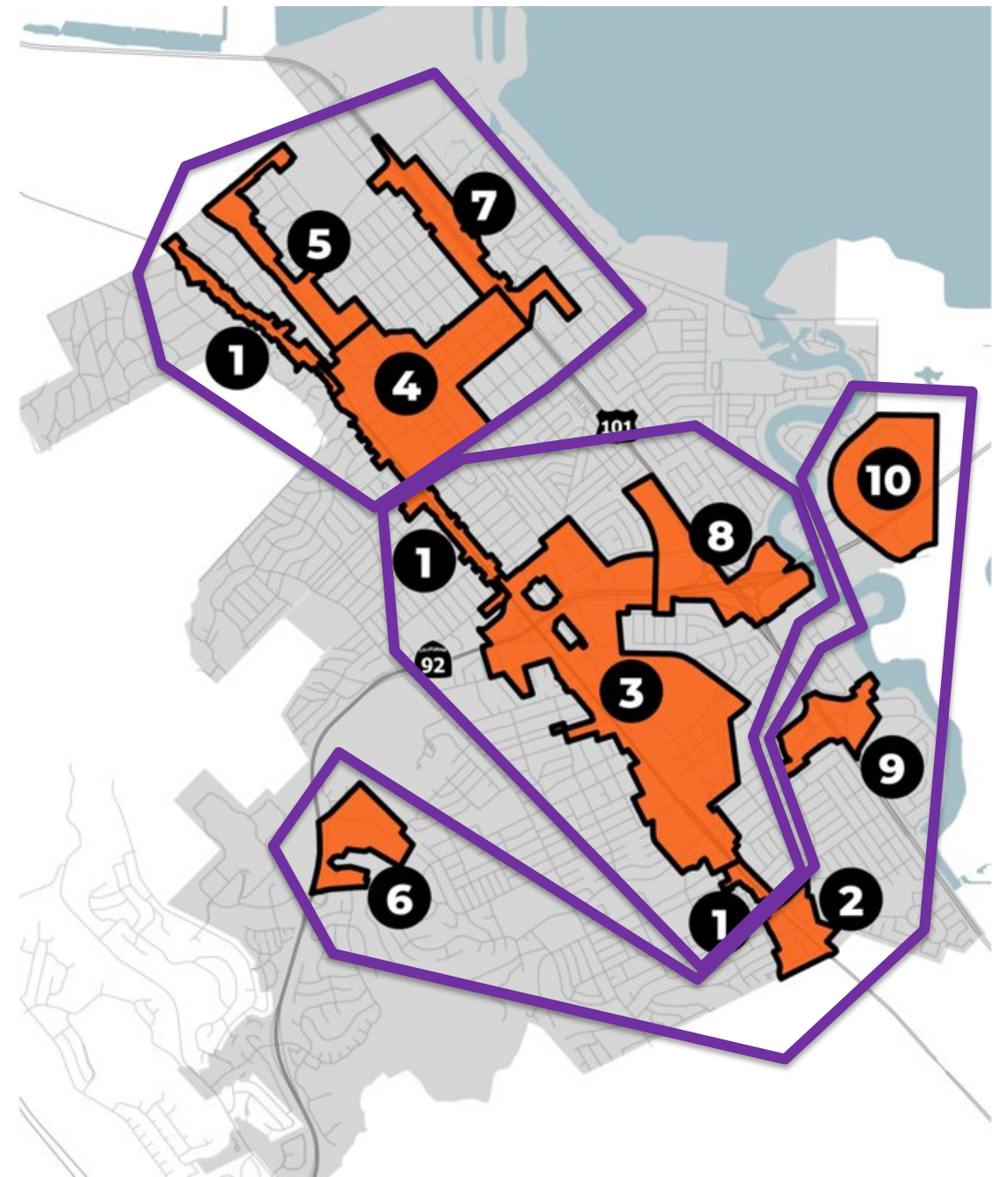
GPS Discussion

Requested GPS Feedback

- » **Is this a representative range of alternatives?**
- » **What new ideas and changes should we add to ensure we have a representative range of alternatives?**
- » **Do you have any additional ideas or changes to what is in the packet?**

GPS Discussion Order

- » 1, 3, 8
- » 1, 4, 5, 7
- » 2, 6, 9, 10
- » Circulation



GPS Meeting #7 Packet Materials

- **Item 2 Draft Alternatives - Agenda Report**
- **Attachment 1 - General Plan Vision Statement**
- **Attachment 2 - Overview of Draft Alternatives**
- **Attachment 3 - Draft Land Use Alternatives by Study Area**
- **Attachment 4 - Place Types Menu**
- **Attachment 5 - Draft Circulation Alternatives**
- **Attachment 6 - Summary of Public Comments on Draft Alternatives**
 - Workshop comments - <https://strivesanmateo.org/workshops-pop-up-events/>
 - Survey comments - <https://strivesanmateo.org/online-participation-results/>
 - Other public comments - <https://strivesanmateo.org/documents/publiccomments/>
- **Attachment 7 – FAQs about the Alternatives Process**

San Mateo Draft Alternatives

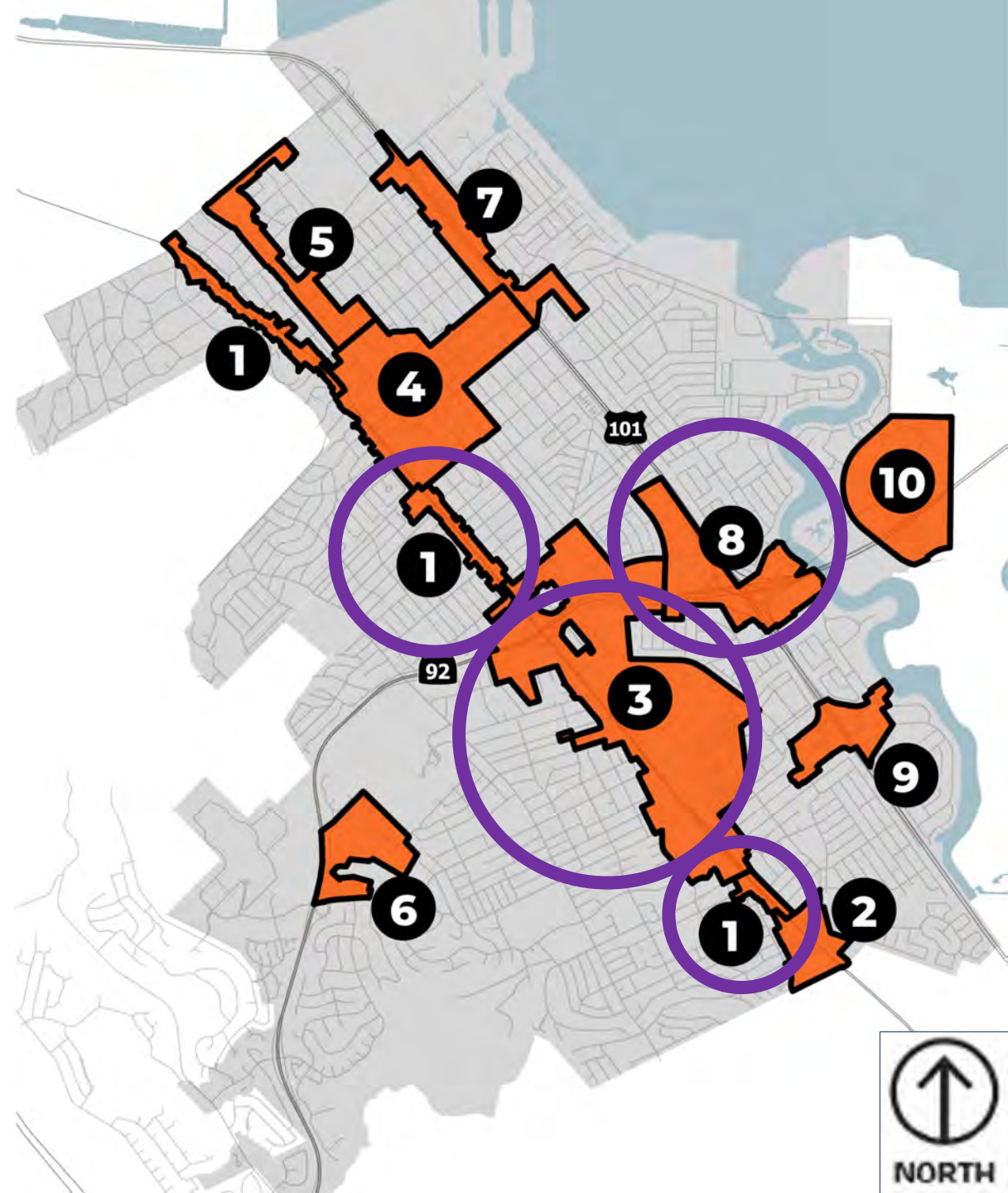
Study Area Alternatives 1-C, 1-S, 3, and 8

www.StriveSanMateo.org

What do you think?

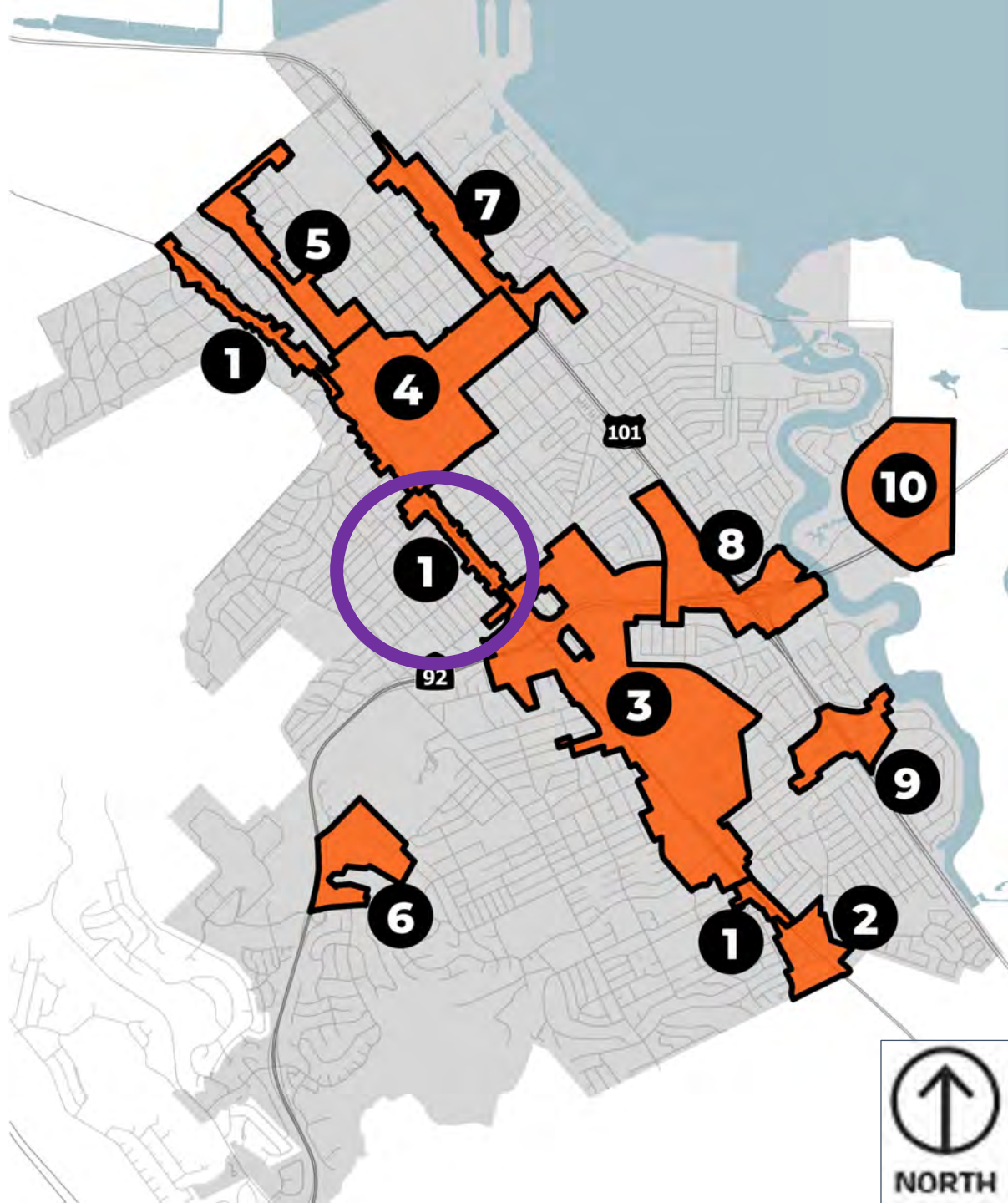
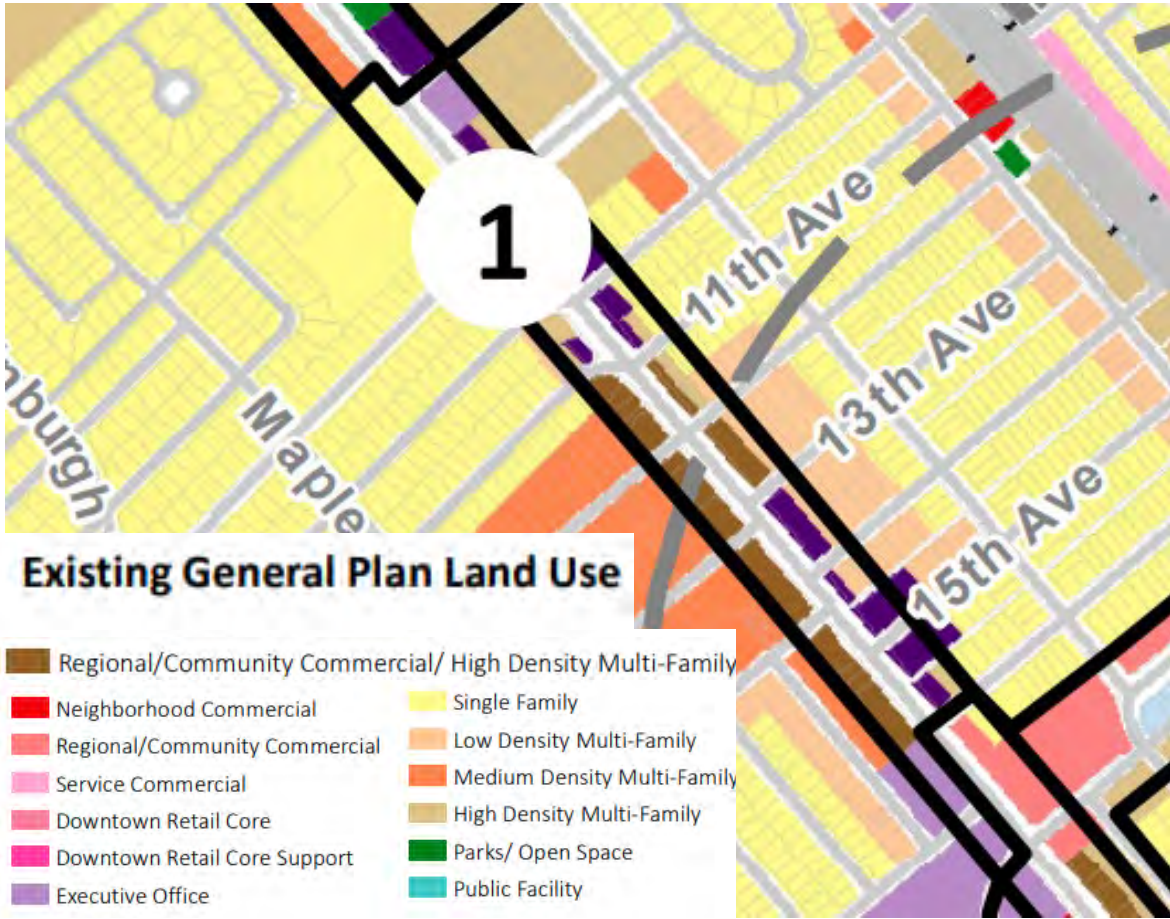
Is this the right range of alternative scenarios?

Are there ideas or changes missing that you would like to see evaluated?

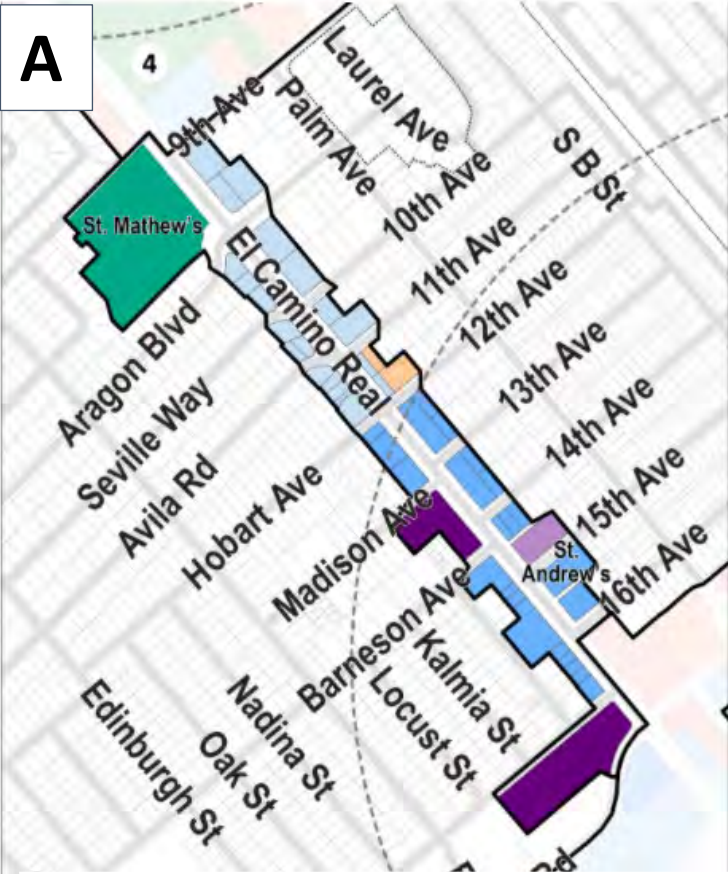


Study Area 1

El Camino Real – Center



Study Area 1: El Camino Real - Center



Residential Low (1-3 stories, 9 to 39 du/ac) Office Low (1-3 stories) Mixed-Use Low (1-3 stories, 9 to 39 du/ac) Mixed-Use High (8+ stories, 100 to 200 du/ac)
Residential Medium (4-7 stories, 40 to 99 du/ac) Office High (8+ stories) Mixed-Use Medium (4-7 stories, 40 to 99 du/ac) 1/2 Mile Radius Around Caltrain



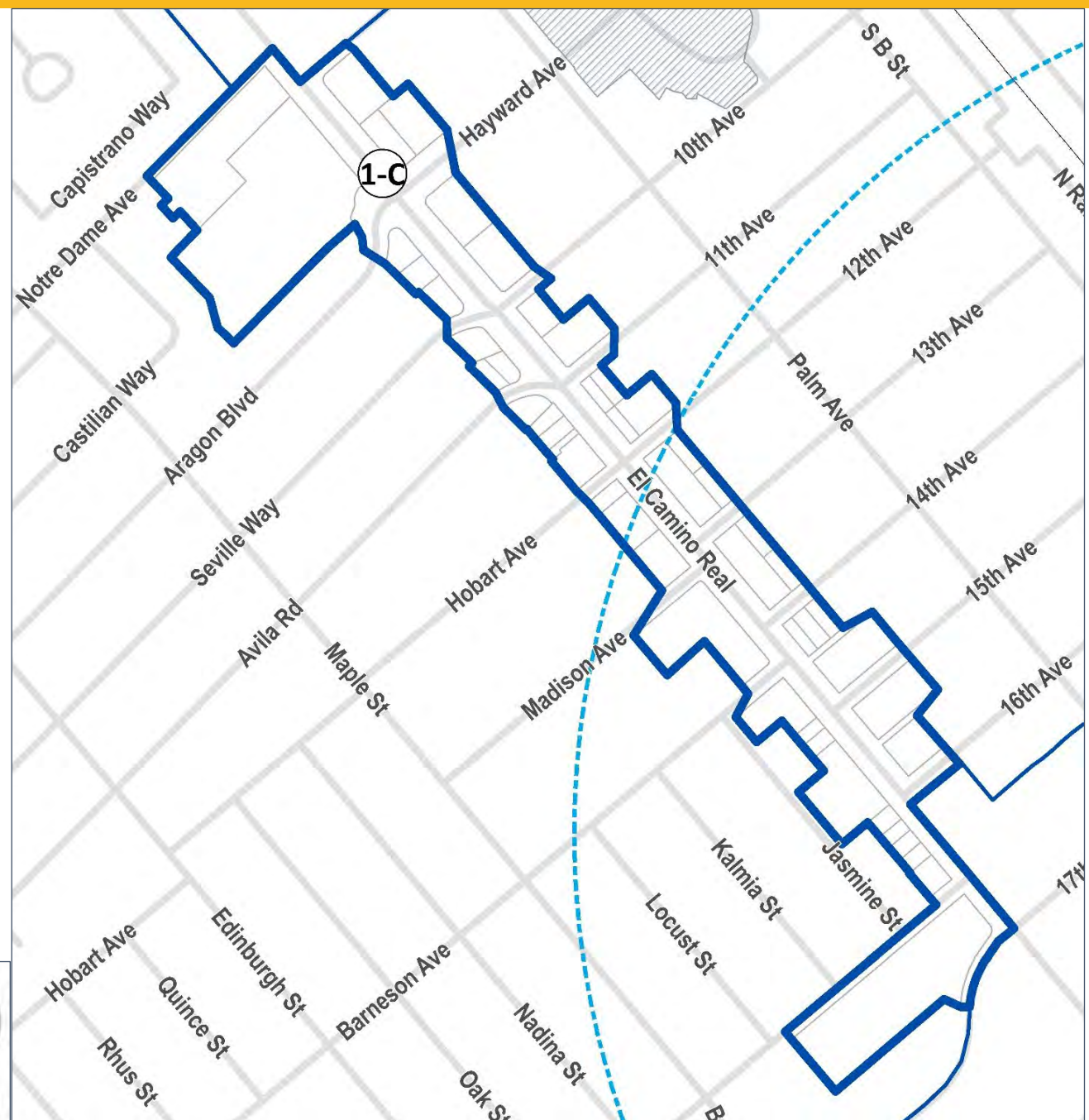
Alternative A	Existing	Net New
Homes	830	+ 650
Population	1,720	+ 2,080
Jobs	1,010	+ 1,220

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

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

Community Input: Study Area 1 Center

- Add more High Density Residential
- Add more mixed use, including Mixed Use High
- Reduce office uses
- Expand the study area boundaries
- Concerns: preserve shops and retail, address parking, traffic congestion






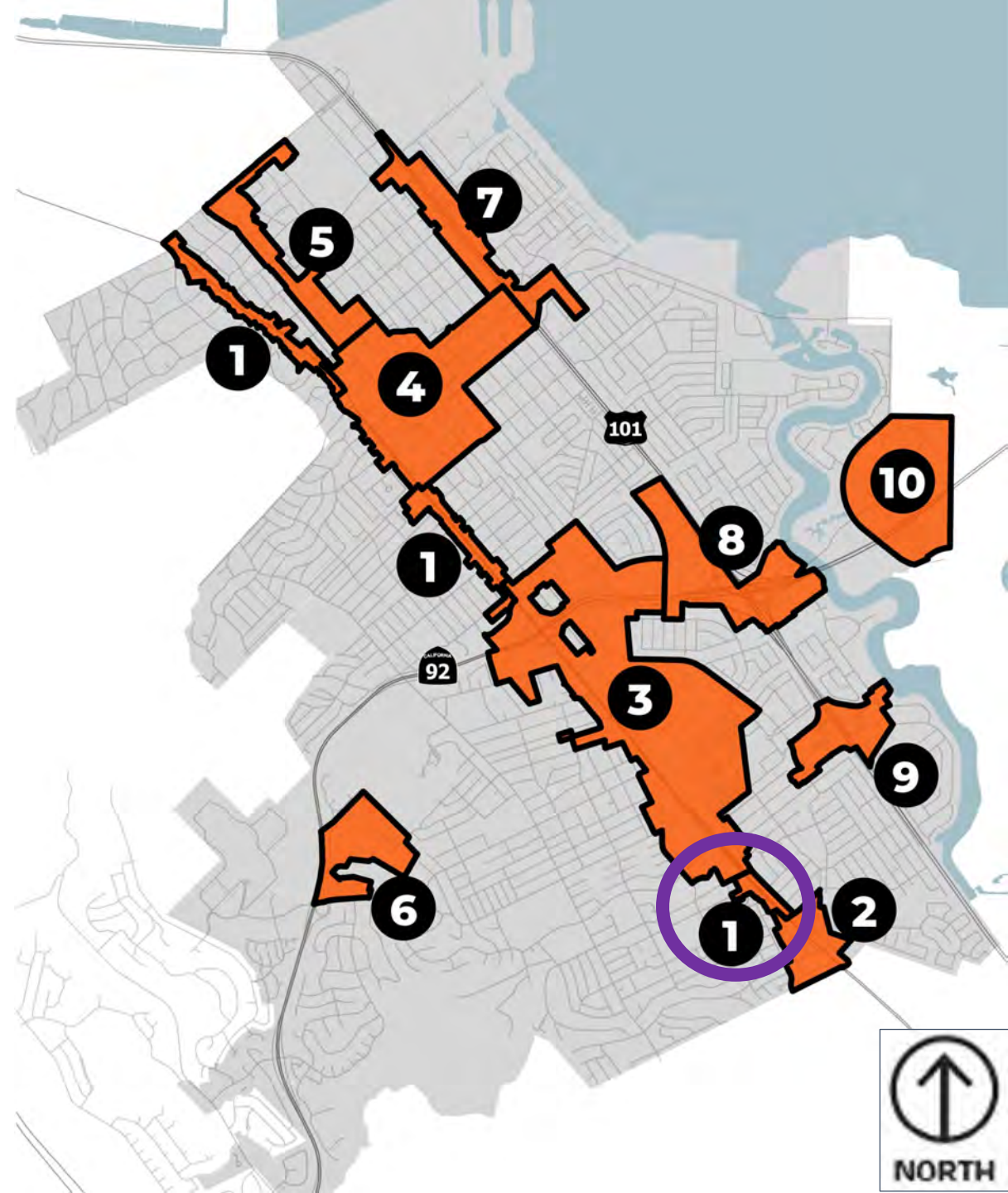
Study Area 1

El Camino Real – South

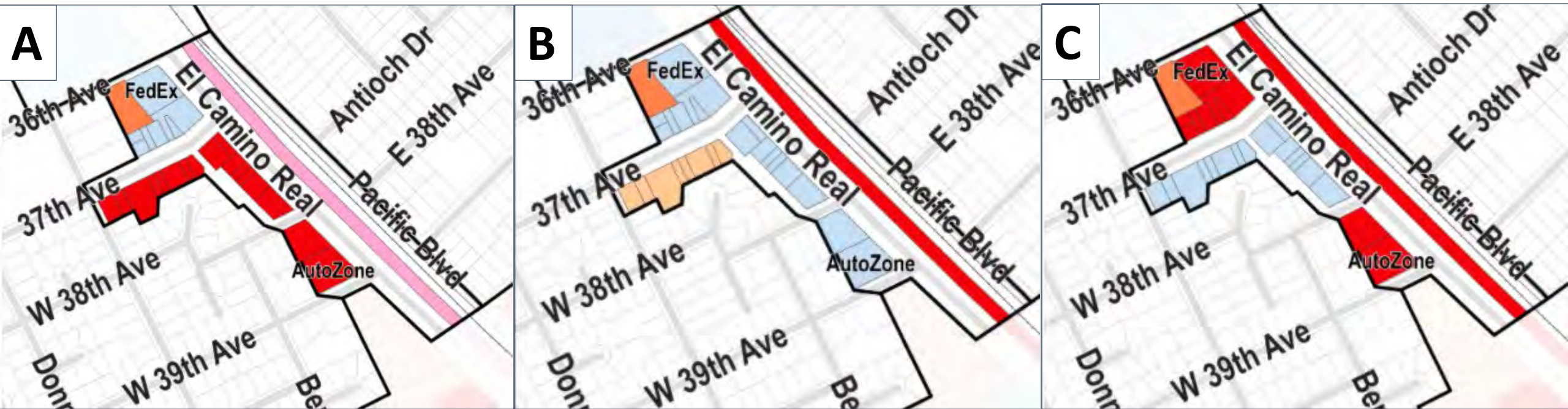


Existing General Plan Land Use

-  Neighborhood Commercial
-  Regional/Community Commercial/ High Density Multi-Family
-  Transportation Corridor



Study Area 1: El Camino Real - South



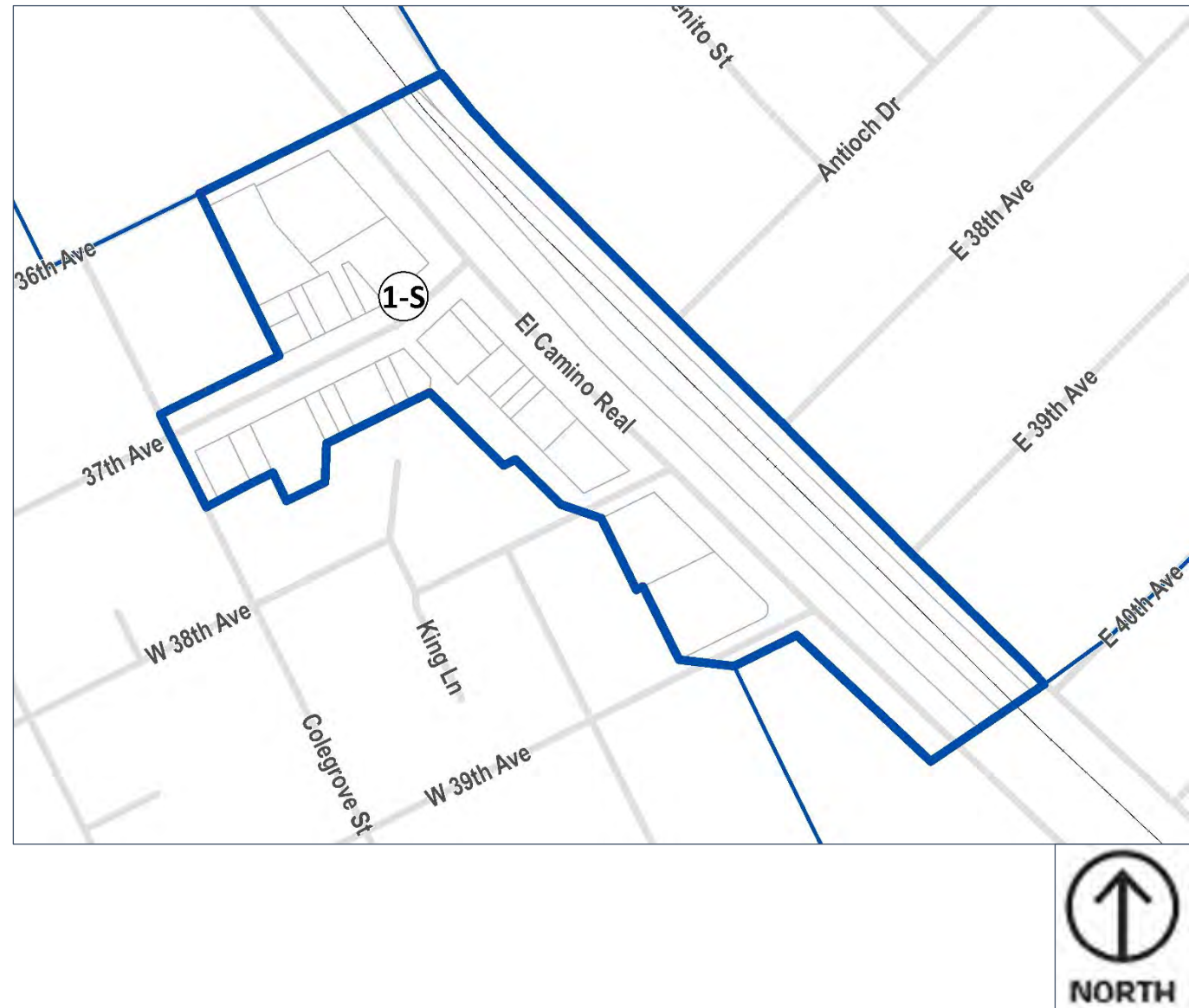
Alternative A	Existing	Net New
Homes	830	+ 650
Population	1,720	+ 2,080
Jobs	1,010	+ 1,220

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

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

Community Input: Study Area 1 South

- Include a lower density option
- Add more residential
- Add more mixed use
- Designate entire area as Mixed Use Medium
- Concerns: job/business retention, parks and open space, historic resources



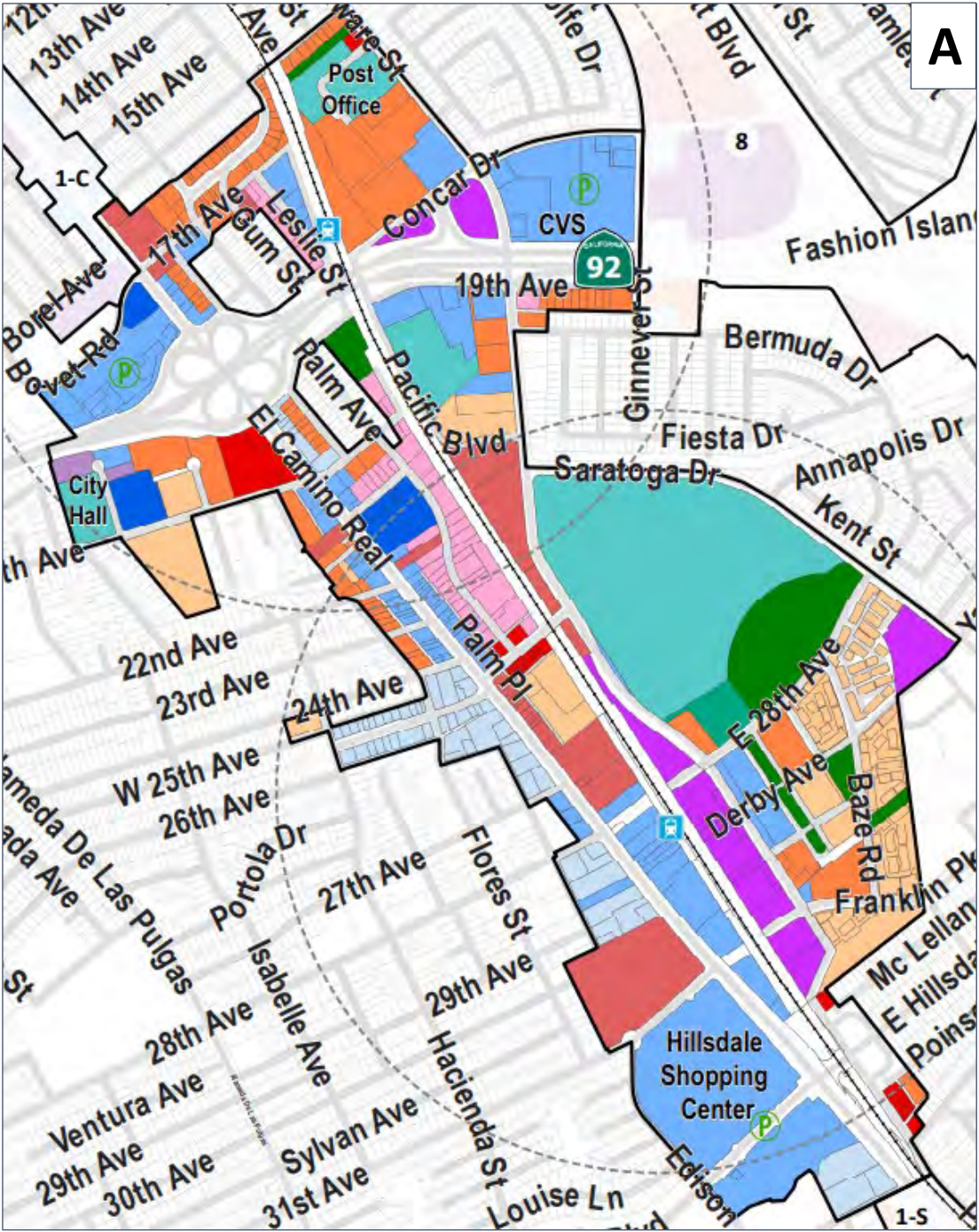
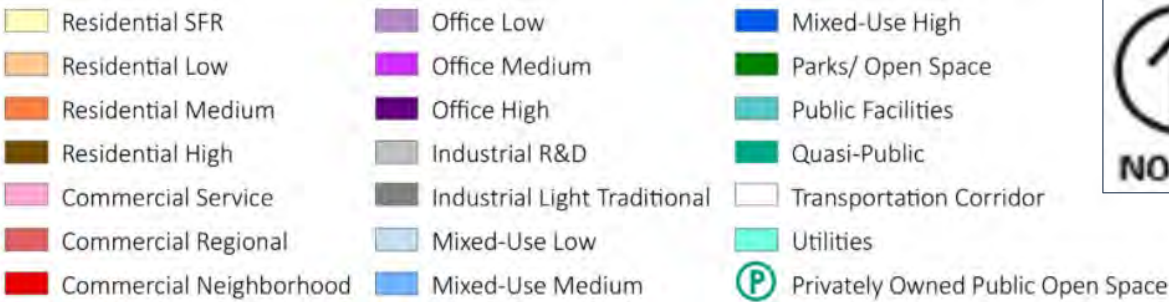
Study Area 3: Rail Corridor Area

Alternative A

Highlights:

- Borel Square Shopping Center is Mixed Use Medium
- 25th Ave is Mixed Use Low
- Hillsdale Mall is Commercial Regional and Mixed Use Medium

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



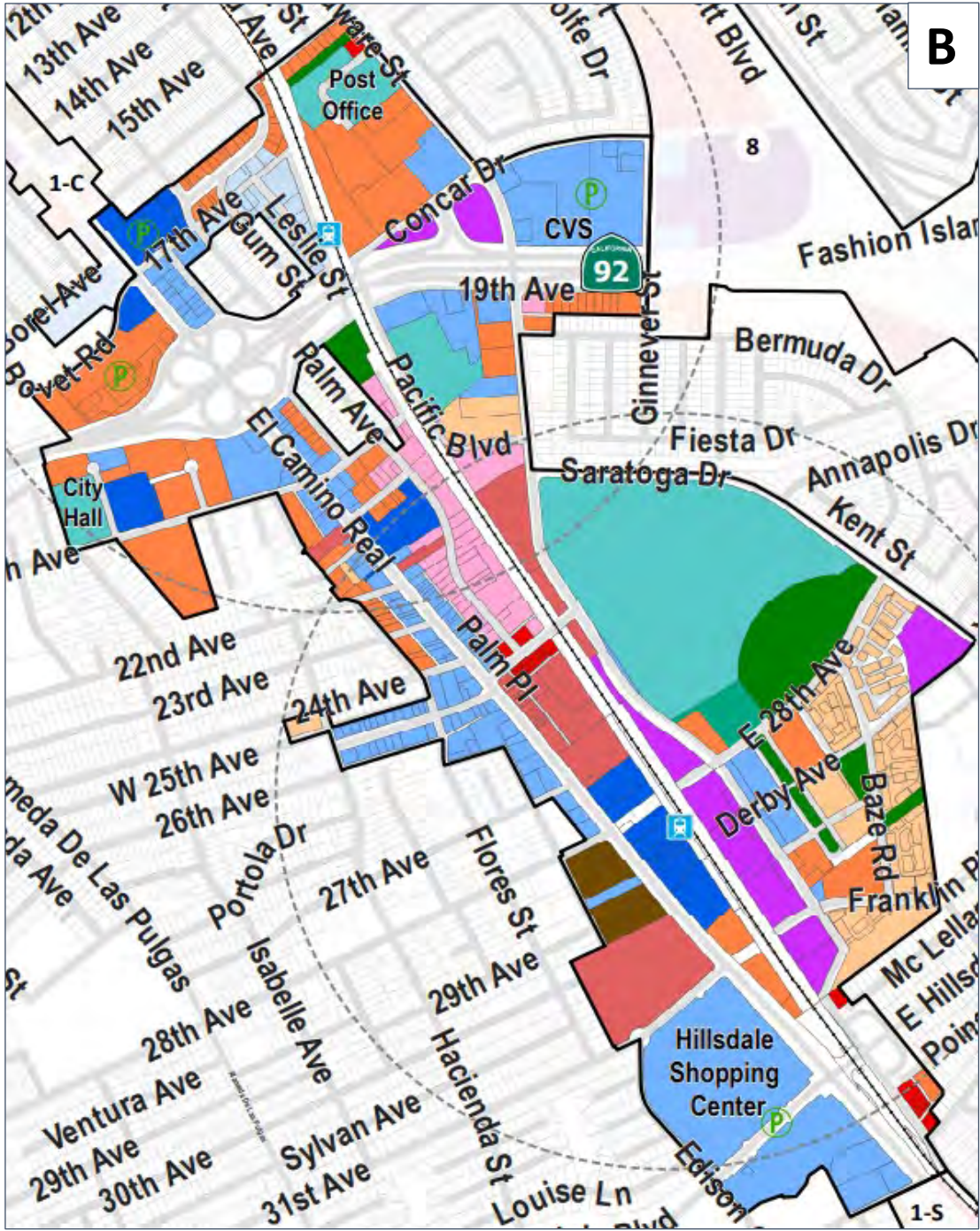
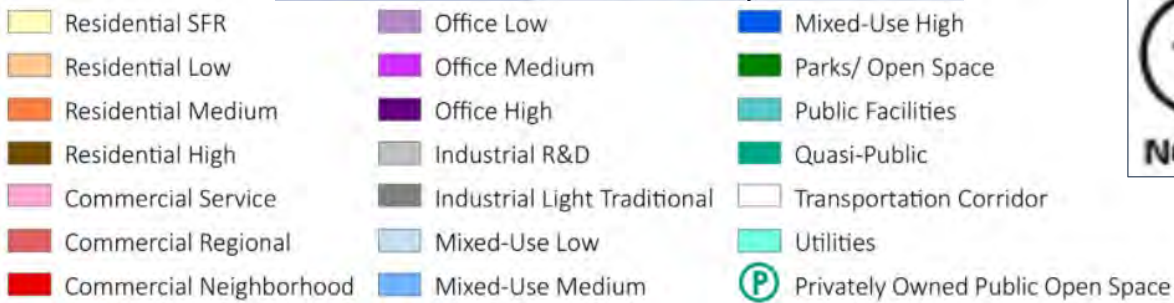
Study Area 3: Rail Corridor Area

Alternative B

Highlights:

- Borel Square Shopping Center is Residential Medium
- 25th Ave is Mixed Use Medium
- Hillsdale Mall is Commercial Regional and Mixed Use Medium

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



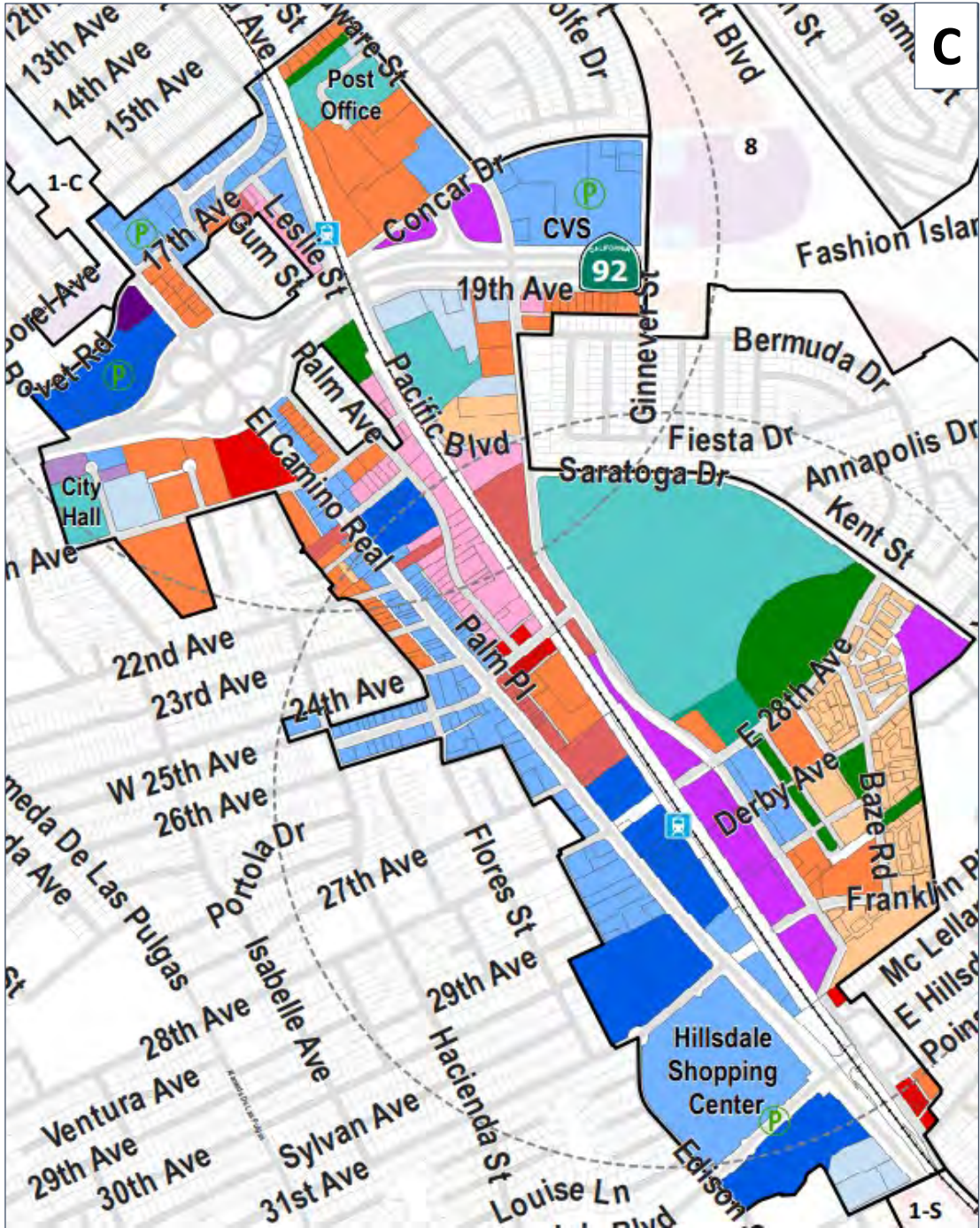
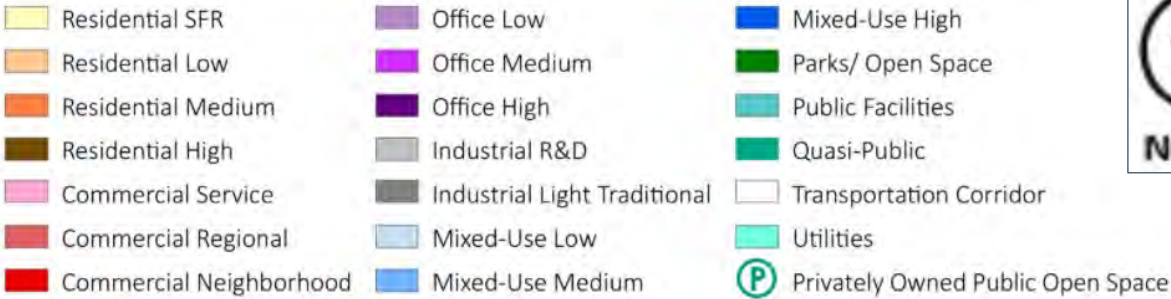
Study Area 3: Rail Corridor Area

Alternative C

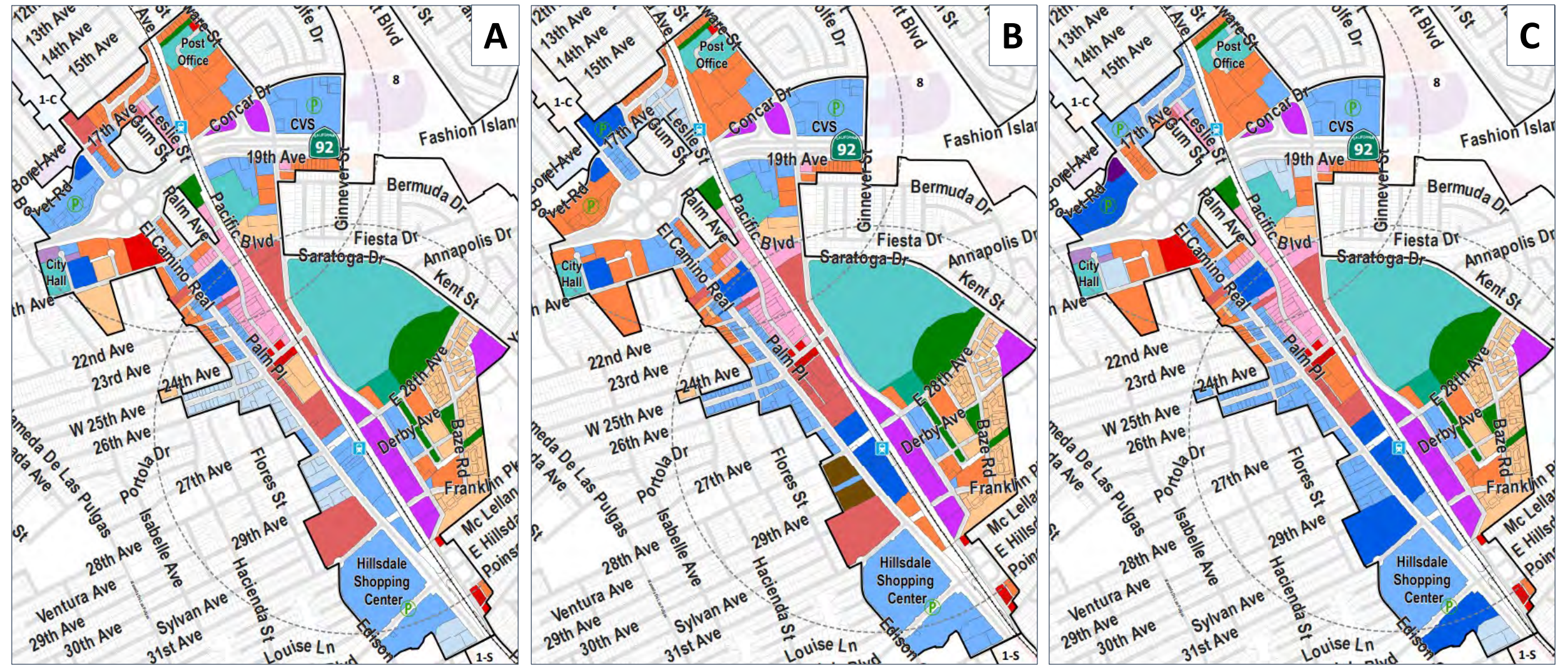
Highlights:

- Borel Square Shopping Center is Mixed Use High
- 25th Ave is Mixed Use Medium
- Hillsdale Mall is Mixed Use Medium and Mixed Use High

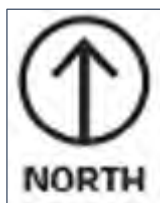
Alternative C	Existing	Net New
Homes	2,090	+ 7,210
Population	4,860	+ 20,660
Jobs	13,440	+ 3,200



Study Area 3: Rail Corridor Area

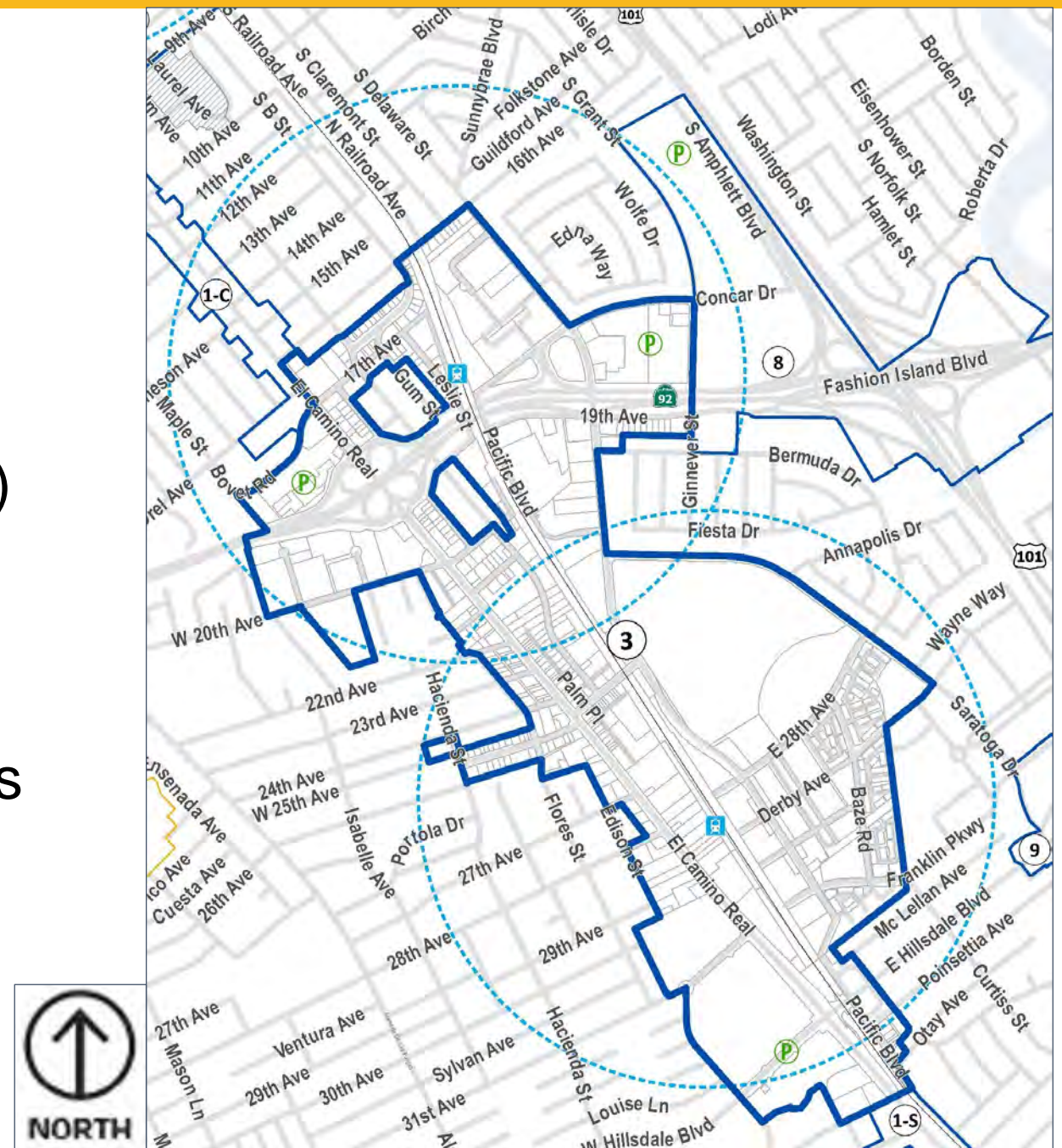


- | | | |
|-------------------------|------------------------------|-----------------------------------|
| Residential SFR | Office Low | Mixed-Use High |
| Residential Low | Office Medium | Parks/ Open Space |
| Residential Medium | Office High | Public Facilities |
| Residential High | Industrial R&D | Quasi-Public |
| Commercial Service | Industrial Light Traditional | Transportation Corridor |
| Commercial Regional | Mixed-Use Low | Utilities |
| Commercial Neighborhood | Mixed-Use Medium | Privately Owned Public Open Space |



Community Input: Study Area 3

- Add more residential at varying densities
- Include a lower density option (both Residential Low and Mixed Use Low)
- Add more mixed use
- Include commercial-only uses
- Concerns: affordable housing, buffers next to single-family neighborhoods, mobility

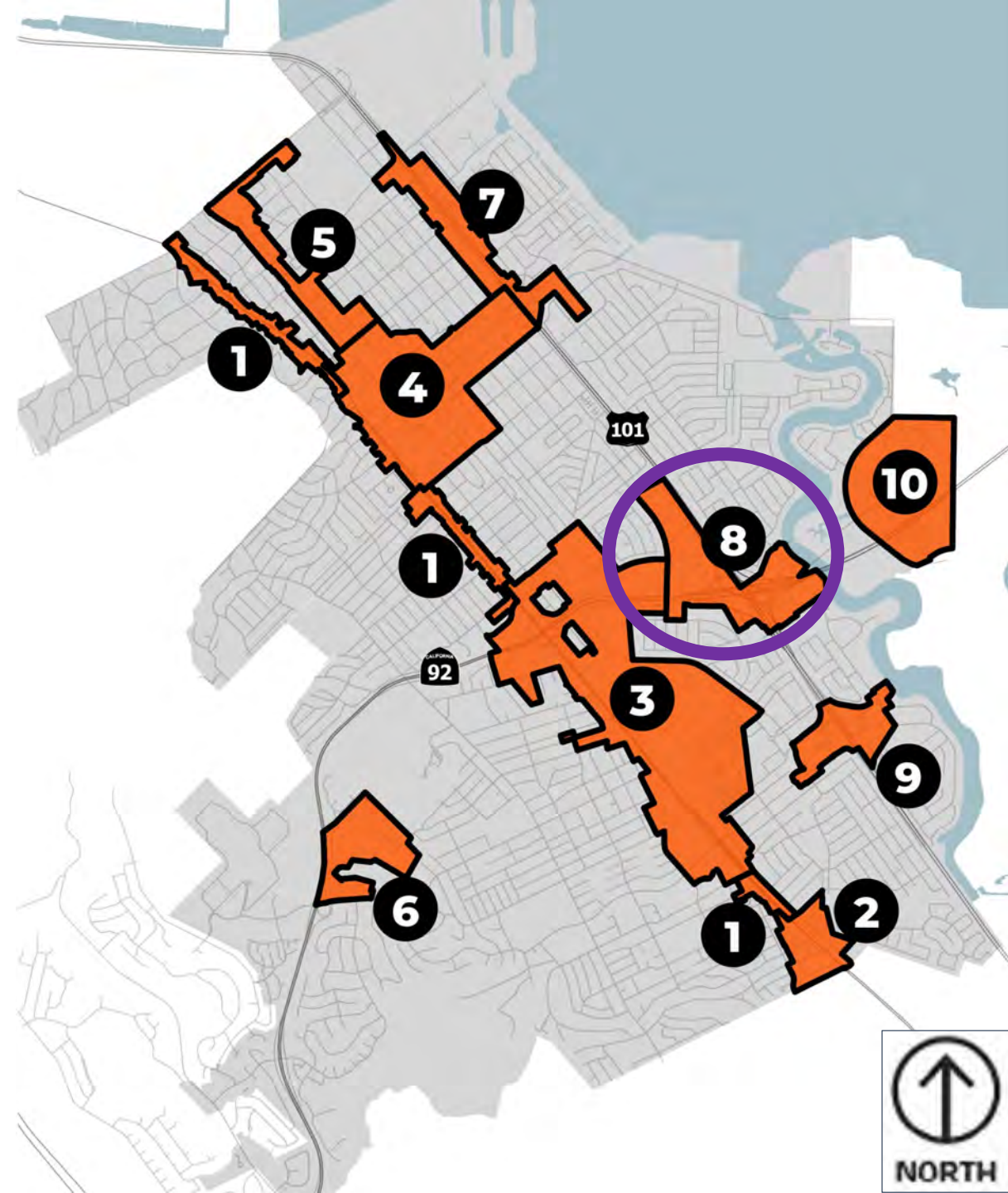


Study Area 8 101 and 92 Interchange Area

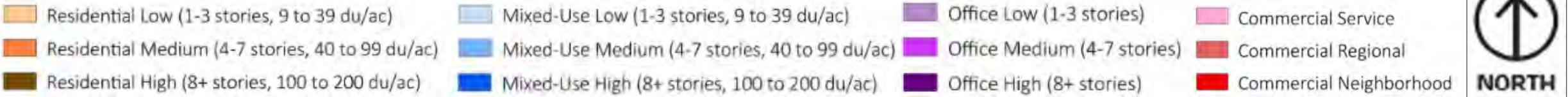
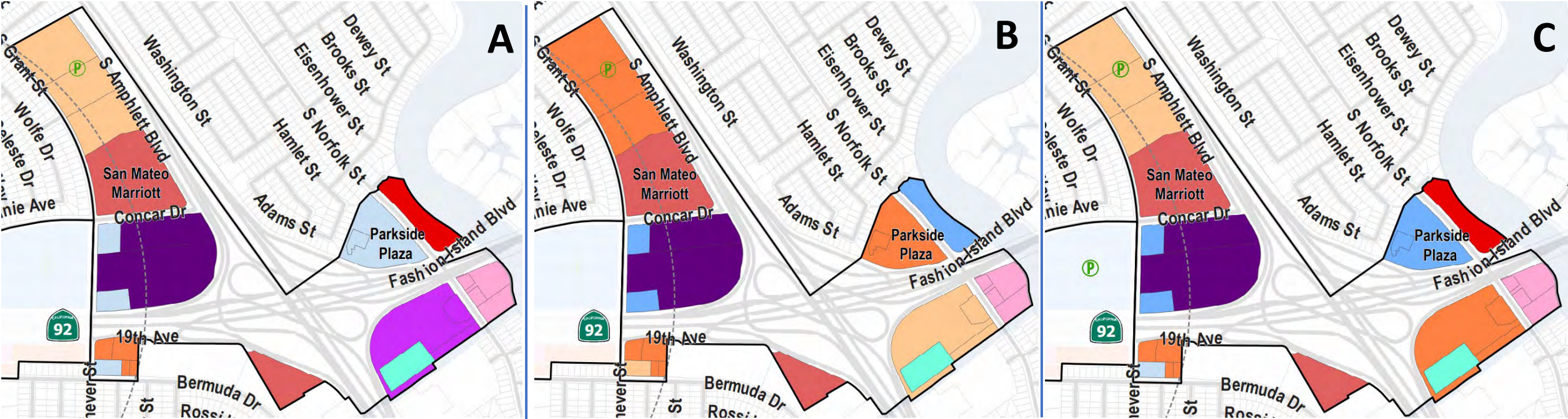


Existing General Plan Land Use

- Executive Office
- Regional/Community Commercial
- Service Commercial
- Neighborhood Commercial/ High Density Multi-Family
- Neighborhood Commercial
- Public Facility
- High Density Multi-Family



Study Area 8: Parkside Plaza Area



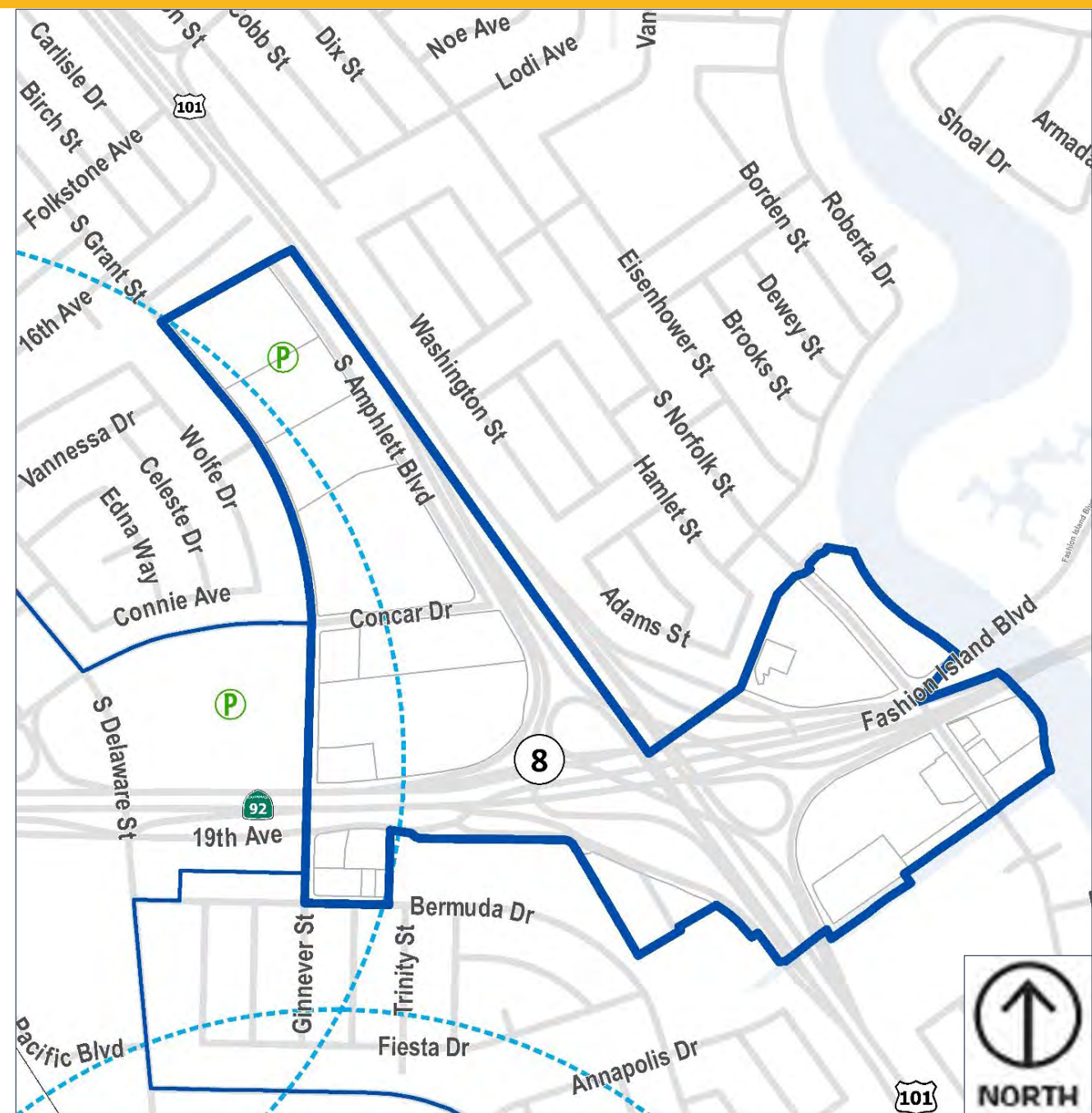
Alternative A	Existing	Net New
Homes	20	+ 390
Population	60	+ 1,230
Jobs	5,300	+ 3,250

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

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

Community Input: Study Area 8

- Add mixed use to specific areas
- Include Residential High
- Preserve Parkside Plaza
- Add Research & Development
- Concerns: air quality from 101, waterfront access



San Mateo Draft Alternatives

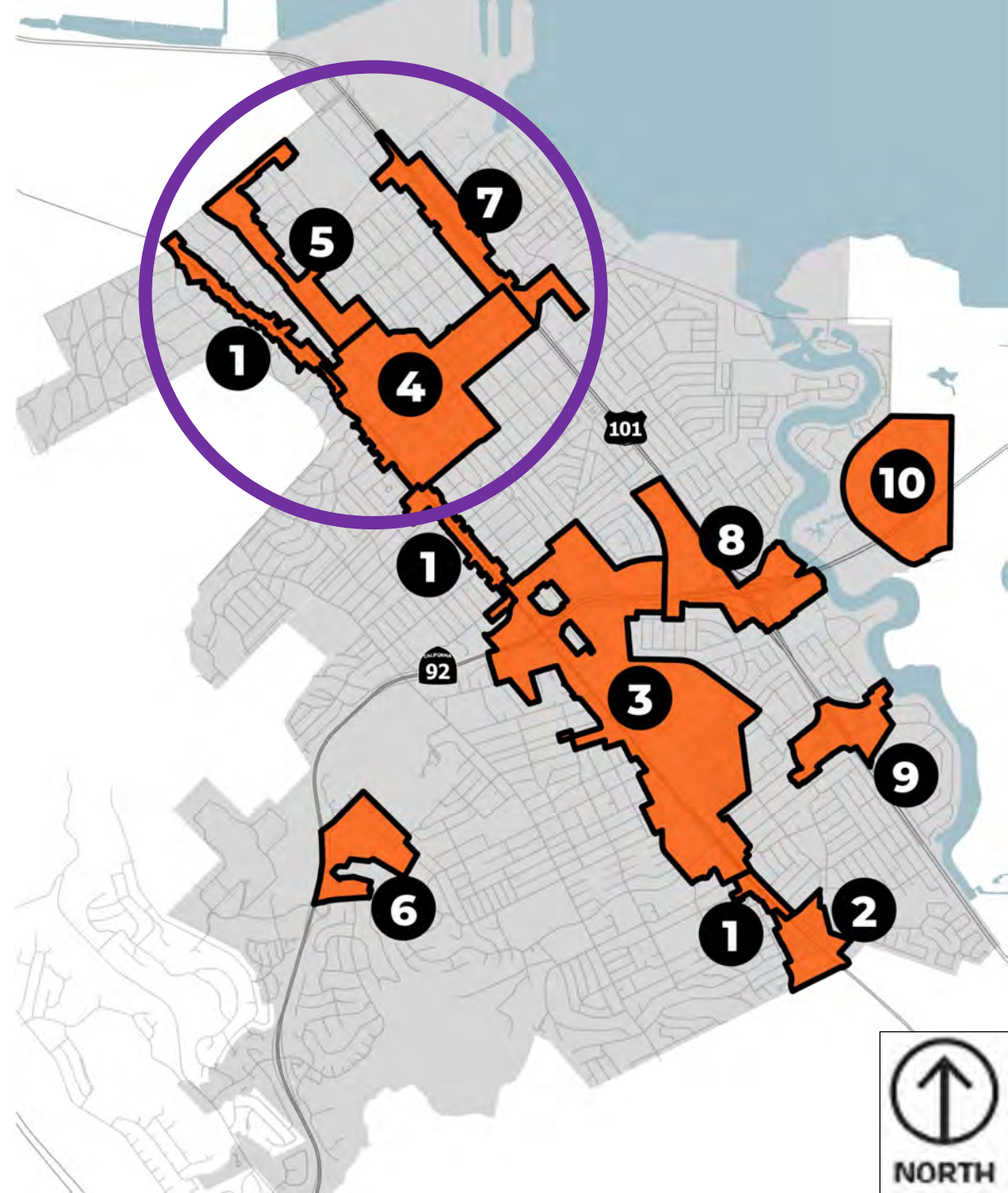
Study Area Alternatives 1-N, 4, 5 and 7

www.StriveSanMateo.org

What do you think?

Is this the right range of alternative scenarios?

Are there ideas or changes missing that you would like to see evaluated?



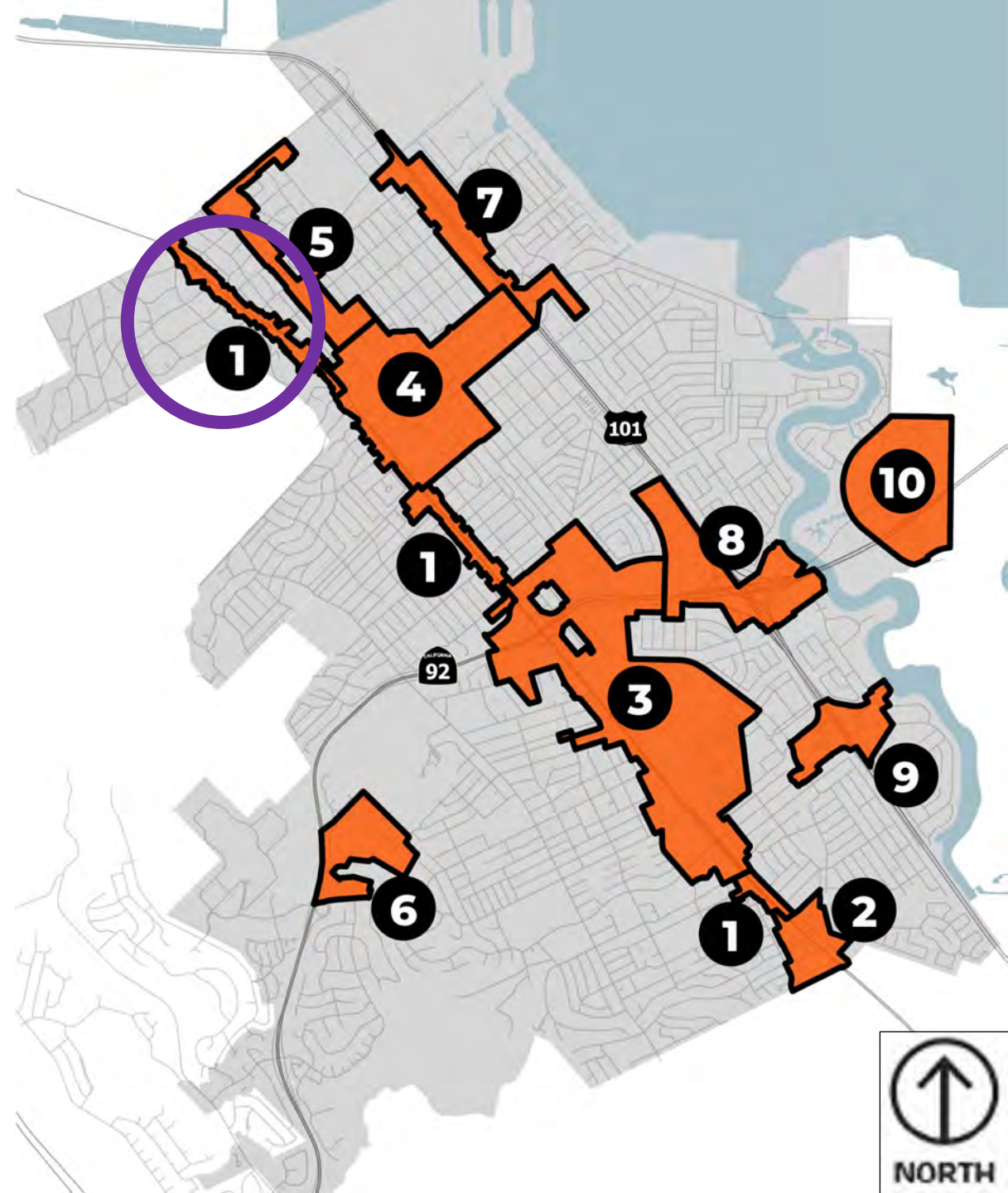
Study Area 1

El Camino Real – North

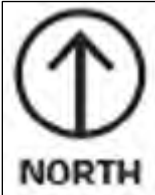
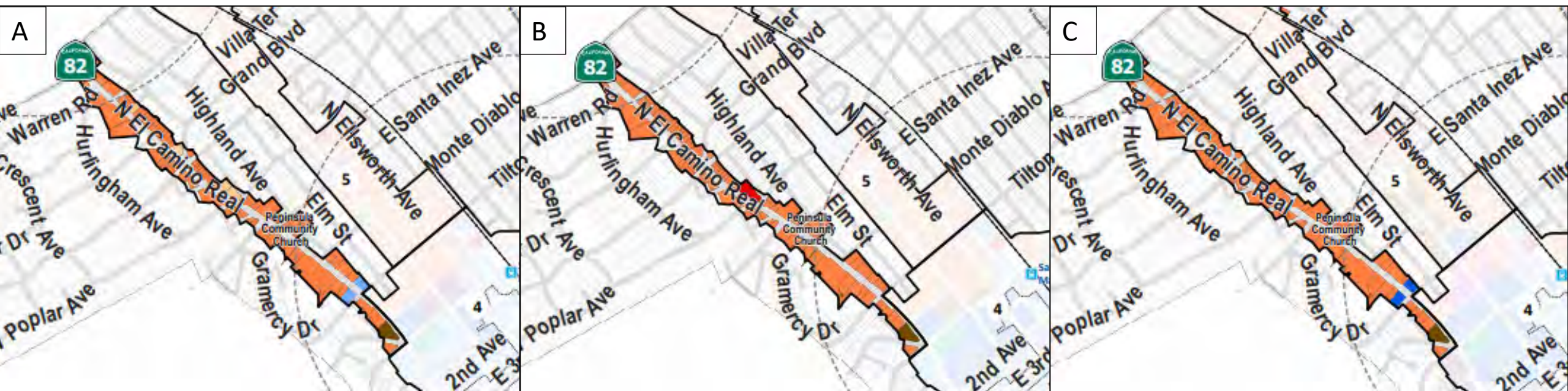


Existing General Plan Land Use

- Medium Density Multi-Family
- High Density Multi-Family
- Executive Office/ High Density Multi-Family



Study Area 1: El Camino Real - North



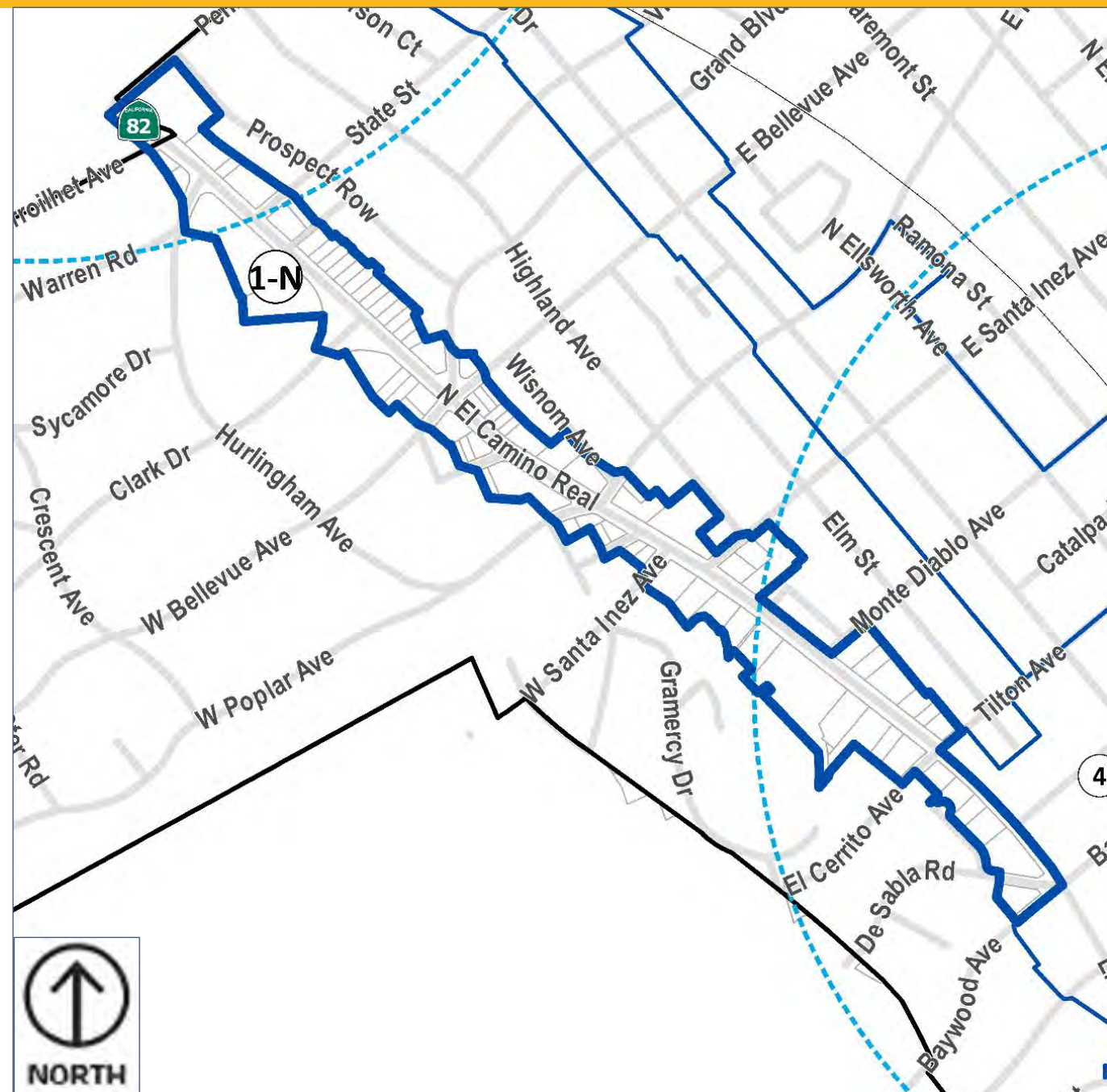
Alternative A	Existing	Net New
Homes	830	+ 650
Population	1,720	+ 2,080
Jobs	1,010	+ 1,220

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

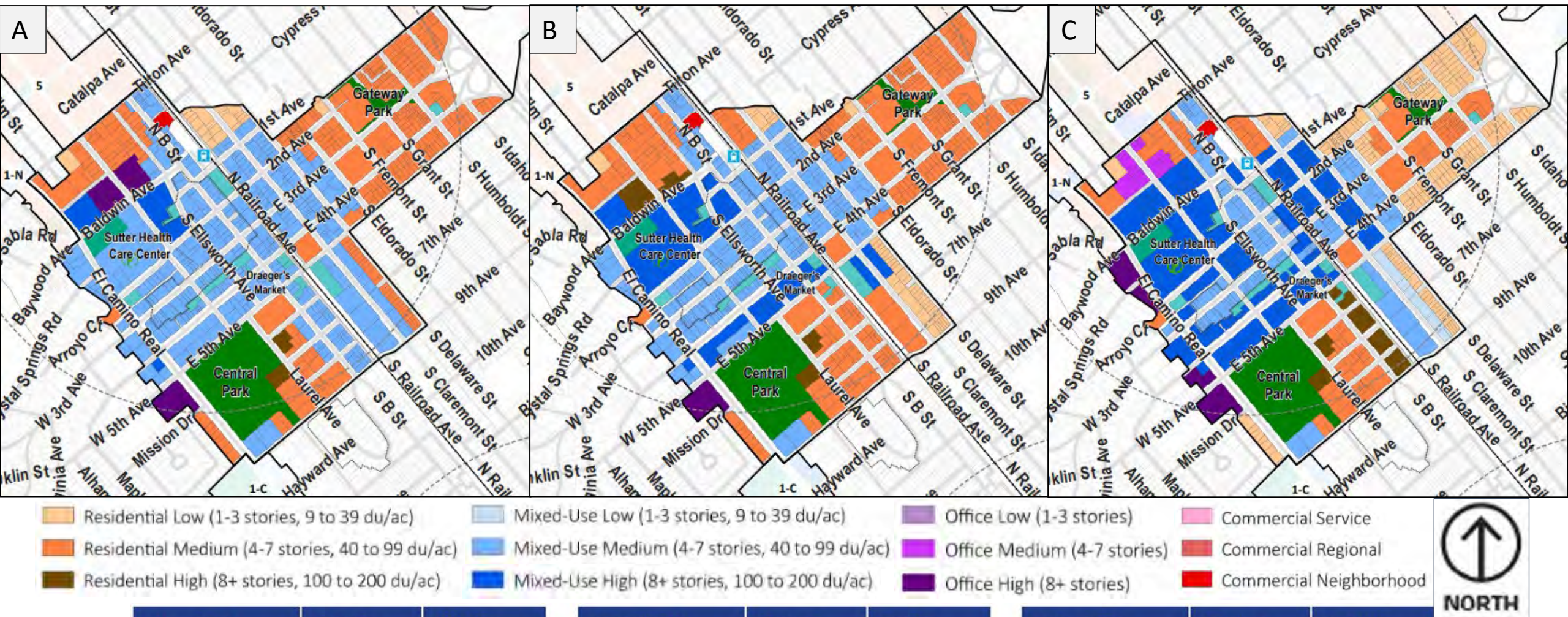
Alternative C	Existing	Net New
Homes	830	+ 920
Population	1,720	+ 2,640
Jobs	1,010	+ 880

Community Input: Study Area 1-N

- Add more high density housing
- Add more mixed use development
- Show an option with no new development
- Concerns: traffic, pedestrian safety, parking, historic resources



Study Area 4: Downtown Area



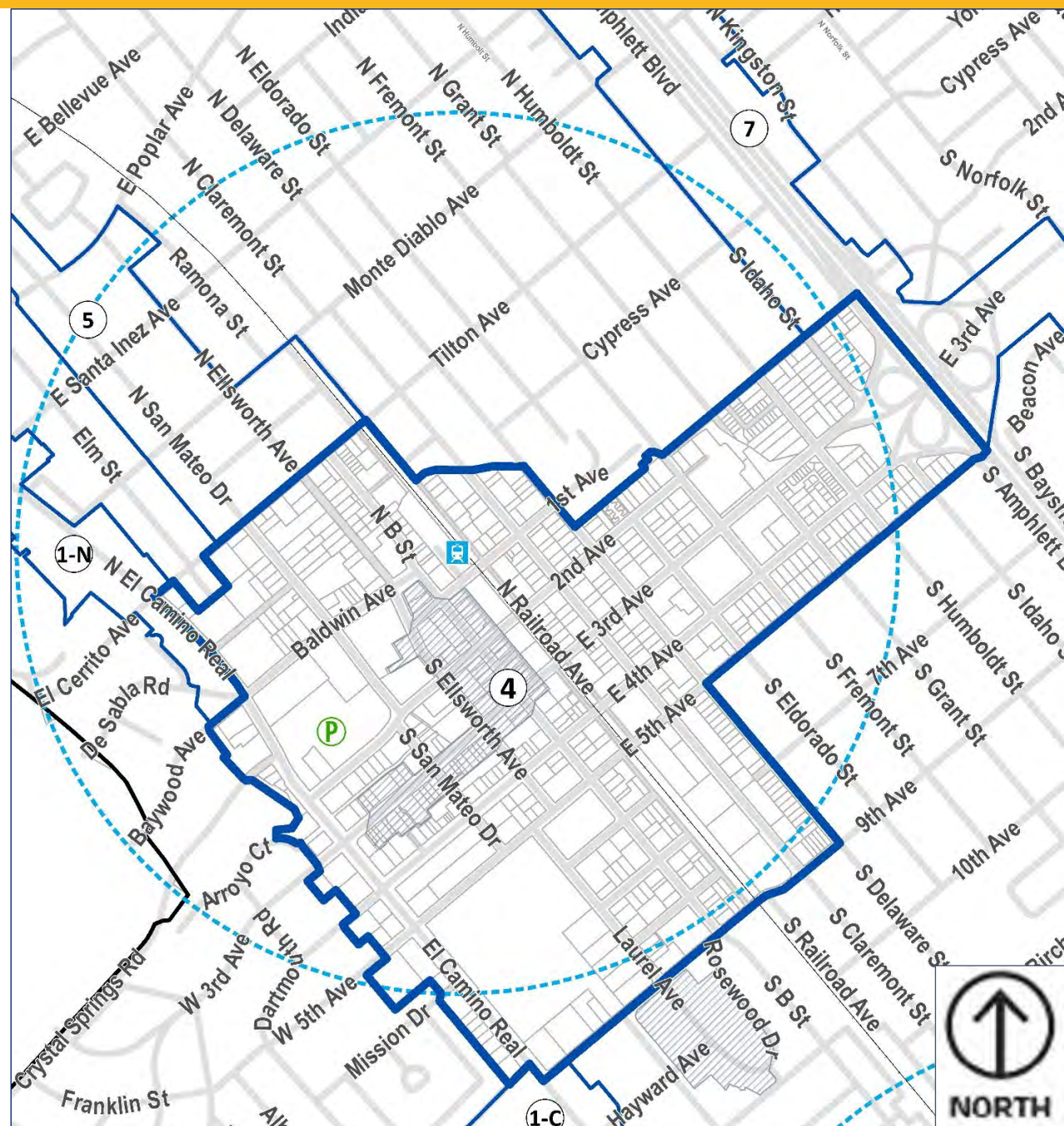
Alternative A	Existing	Net New
Homes	3,560	+ 2,510
Population	4,780	+ 8,000
Jobs	8,440	+ 820

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

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

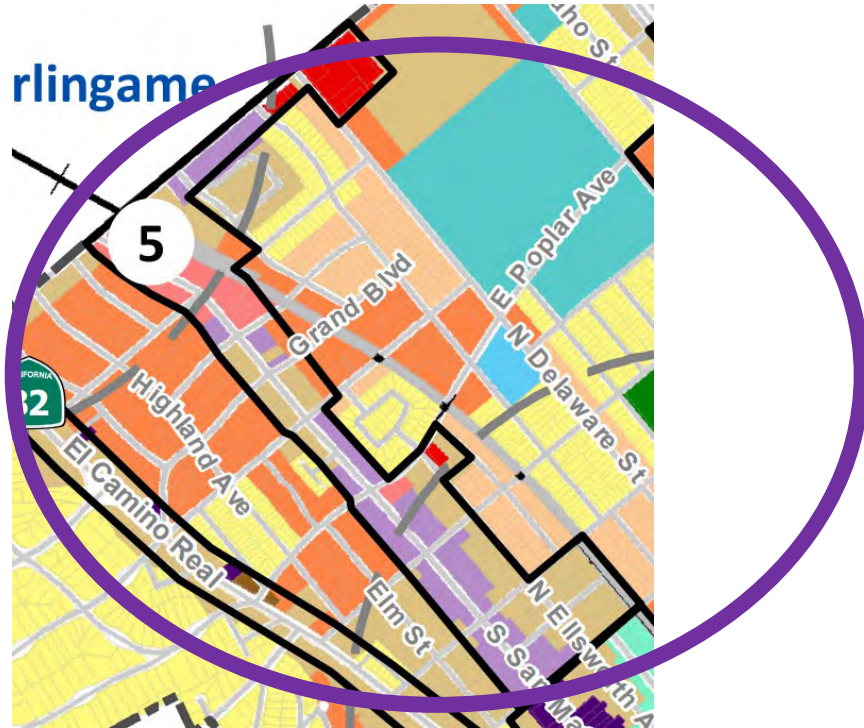
Community Input: Study Area 4

- Add more mixed use in specific areas
- Remove mixed use designations in some areas
- Remove Residential High designations
- Add Residential High designations
- Expand the boundaries to include more of the area close to Caltrain
- Remove the historic district from the study area
- Concerns: height limits, medical center, parking








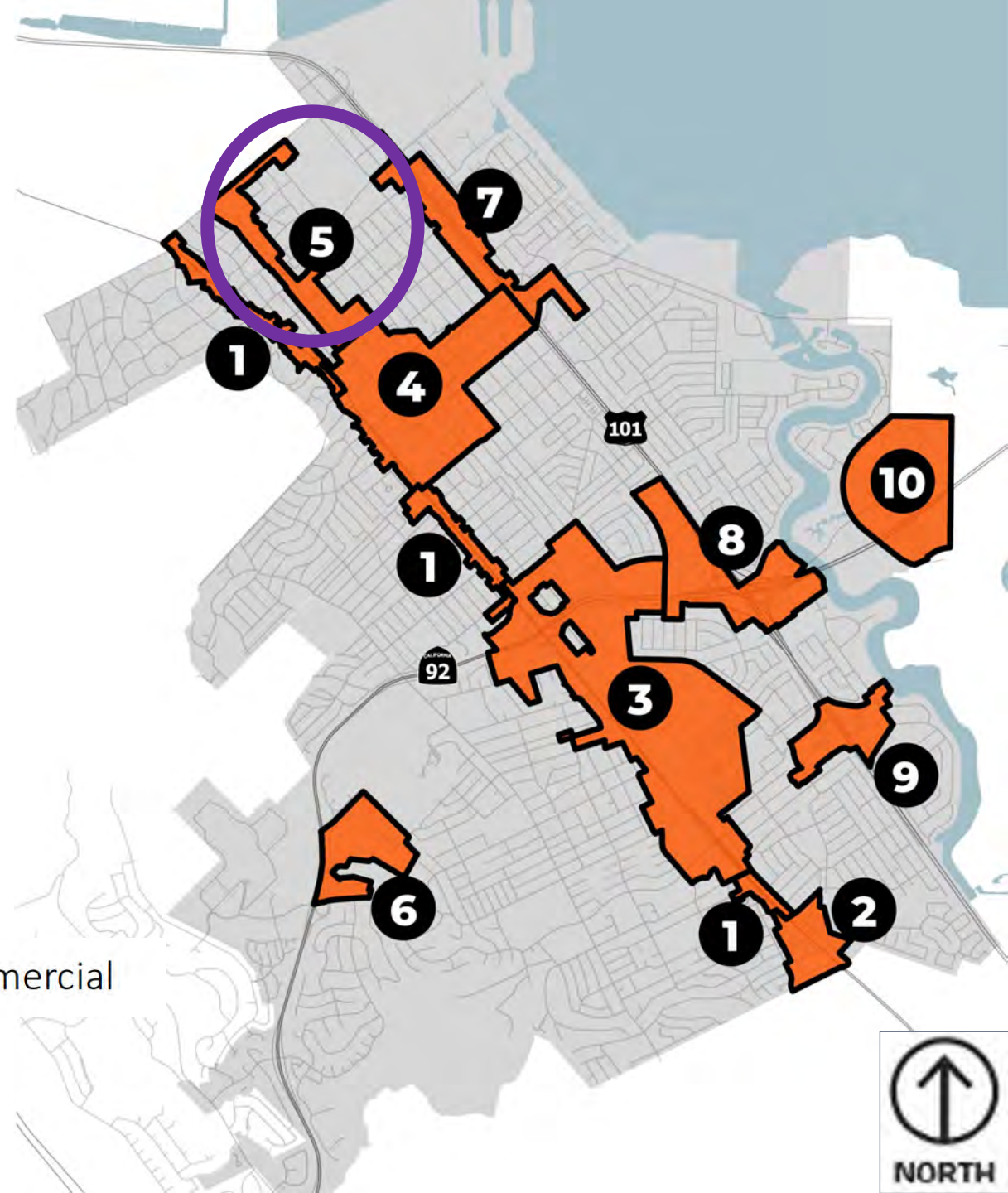
Study Area 5

Peninsula Ave Area

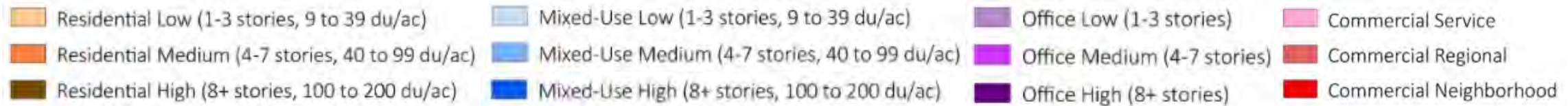
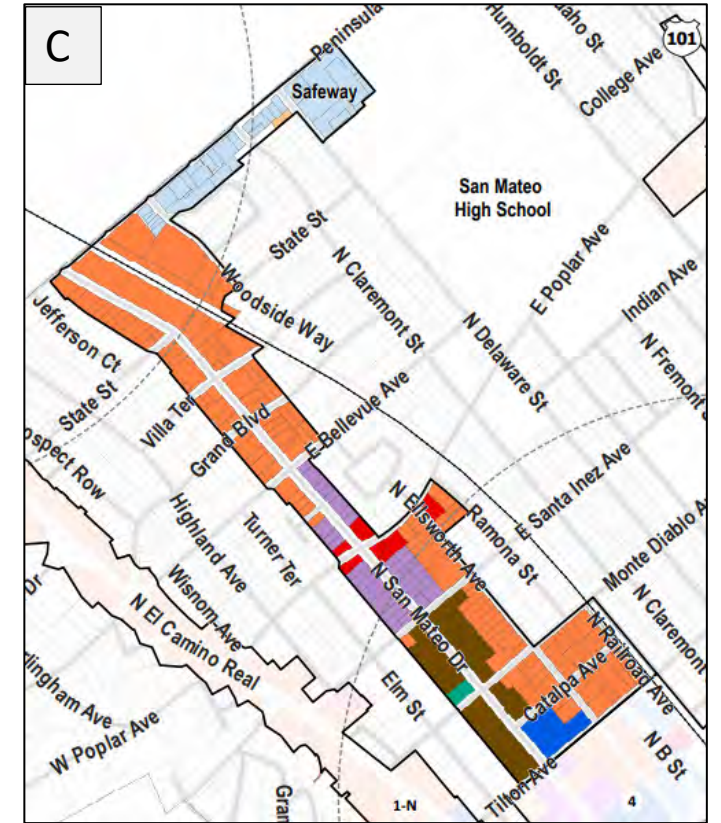
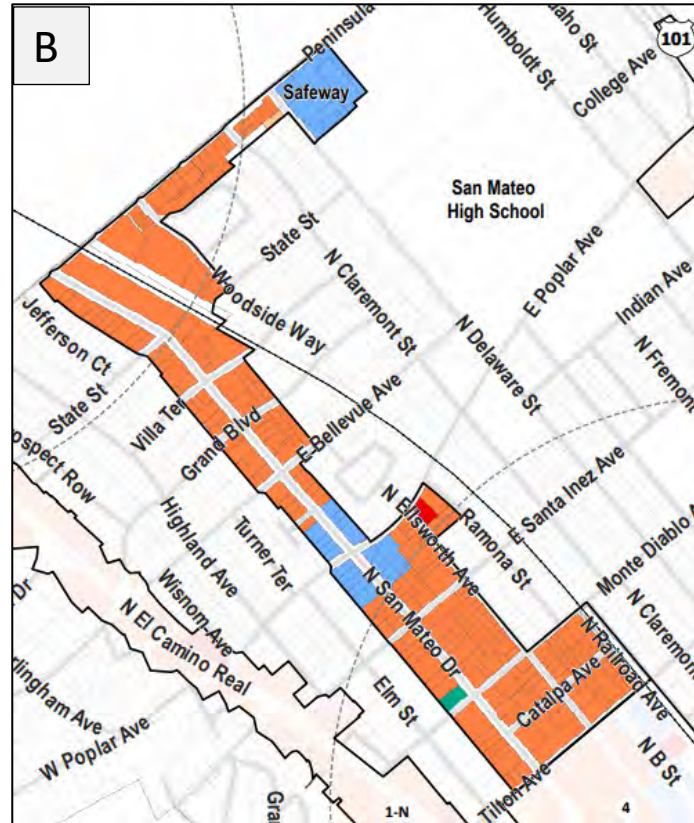
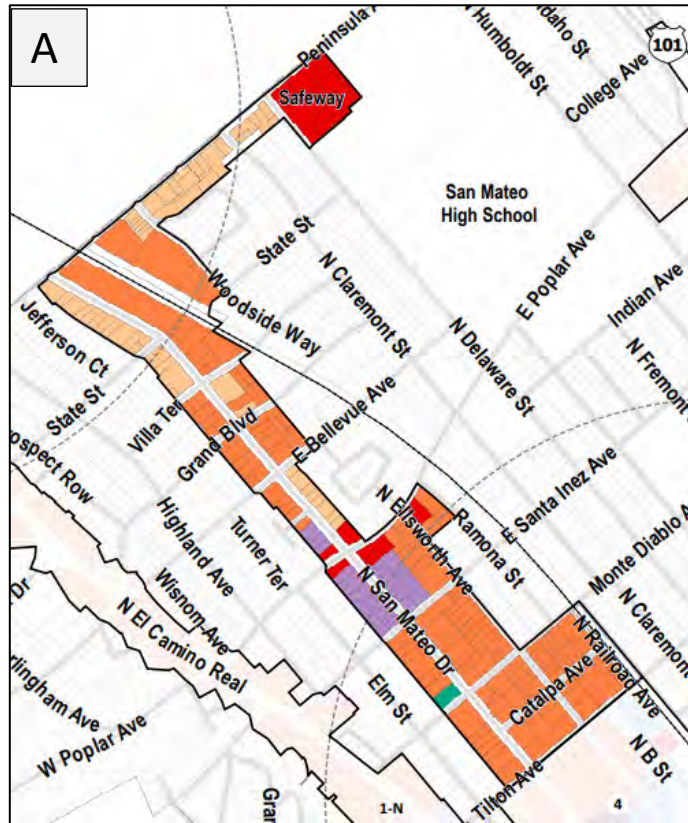


Existing General Plan Land Use

- | | |
|--|---|
|  Medium Density Multi-Family |  Neighborhood Commercial |
|  High Density Multi-Family |  Executive Office |
|  Regional/Community Commercial | |



Study Area 5: Peninsula Ave Area



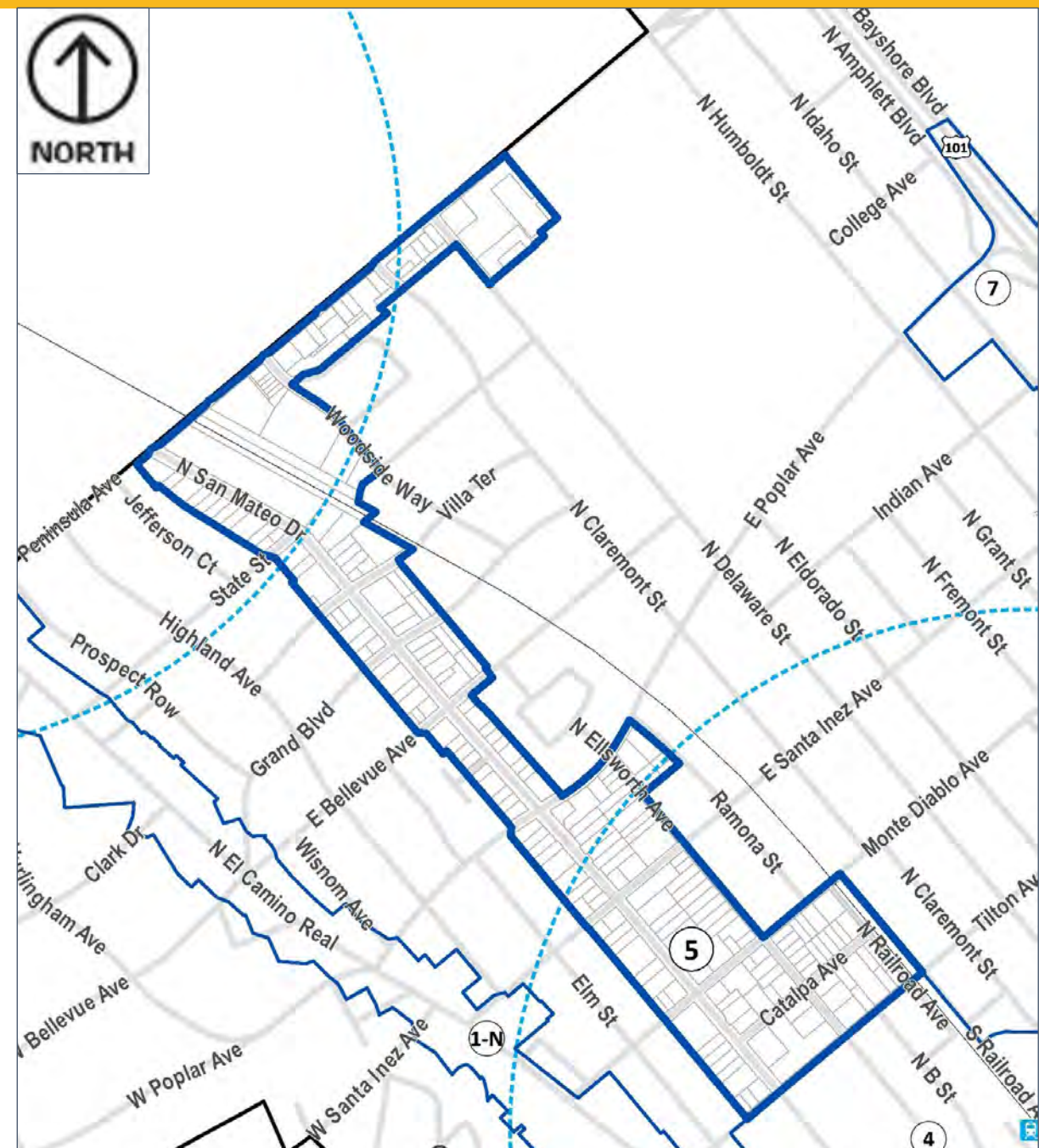
Alternative A	Existing	Net New
Homes	1,130	+ 640
Population	2,550	+ 2,030
Jobs	850	+ 40

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

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

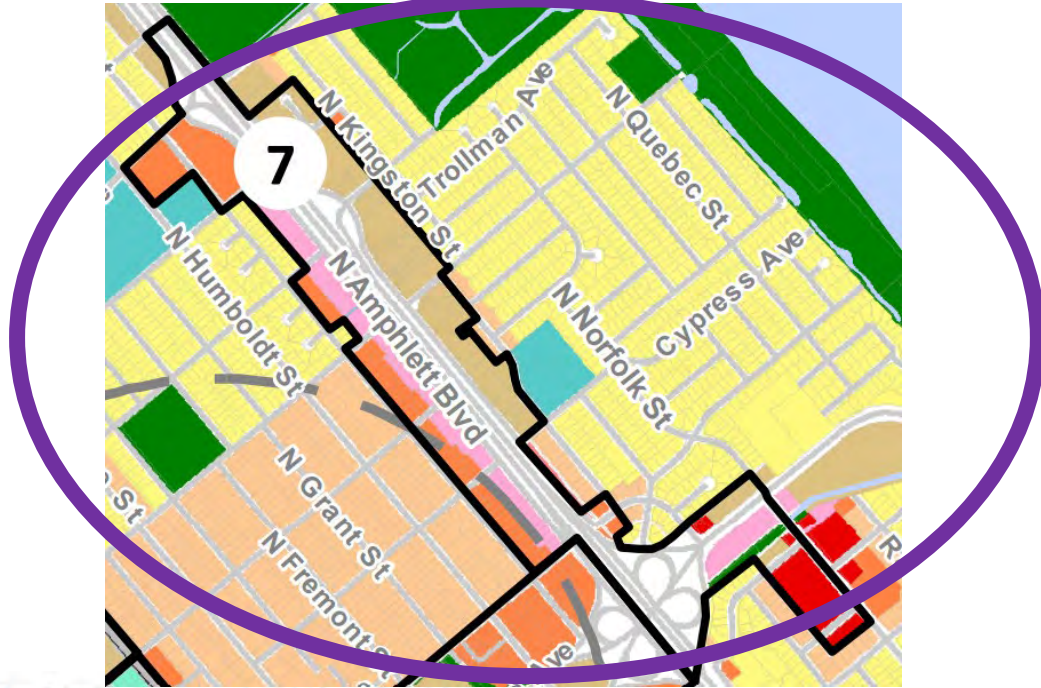
Community Input: Study Area 5

- Add more mixed use
- Replace Office Low with residential or Office Medium
- Add jobs to this area with commercial and/or office designations
- Concerns: impacts to historic resources, shade, and need for open space



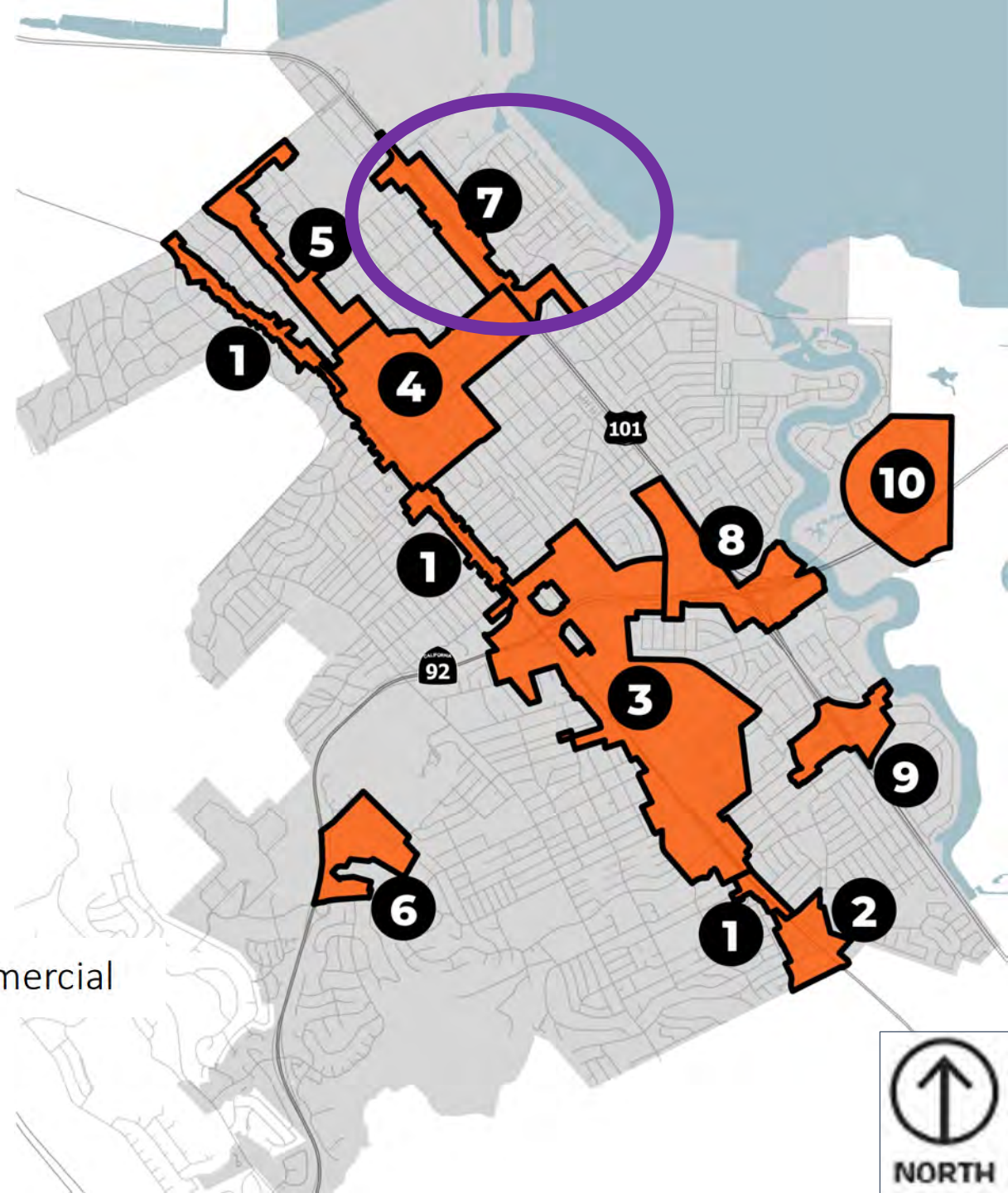
Study Area 7

North Shoreview and Shoreview Area

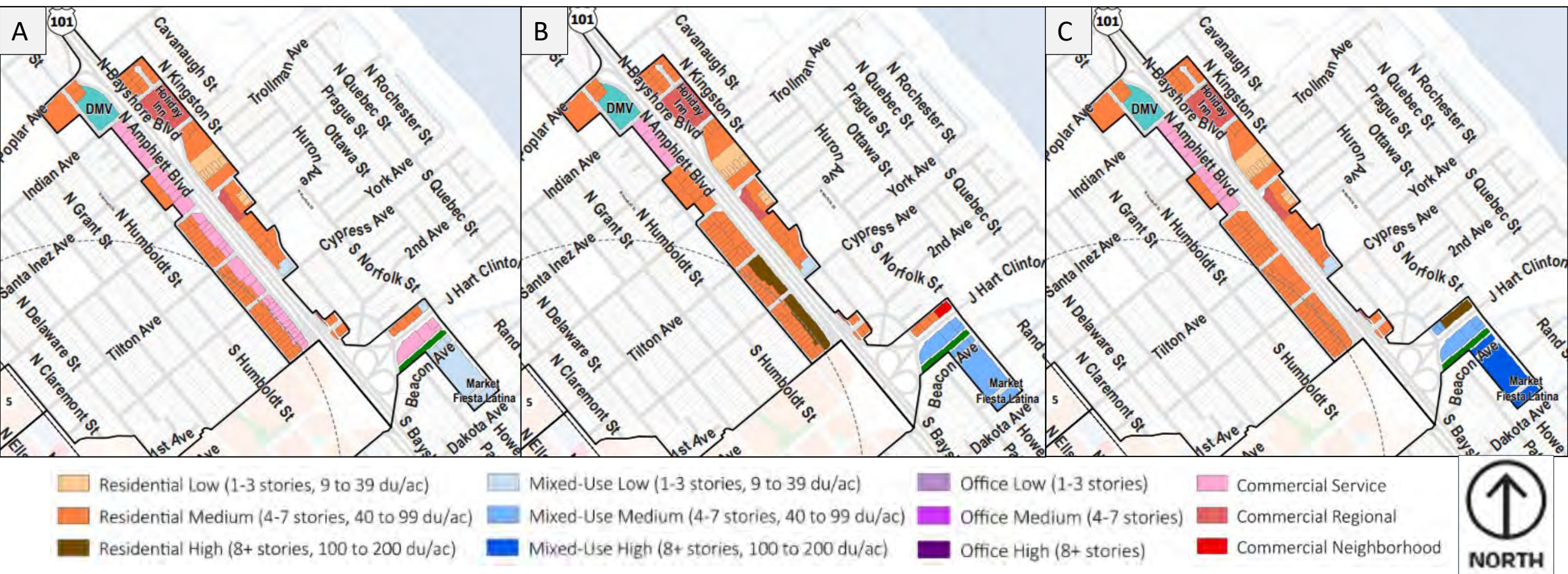


Existing General Plan Land Use

- Medium Density Multi-Family
- High Density Multi-Family
- Service Commercial
- Neighborhood Commercial



Study Area 7: North Shoreview & Shoreview Area



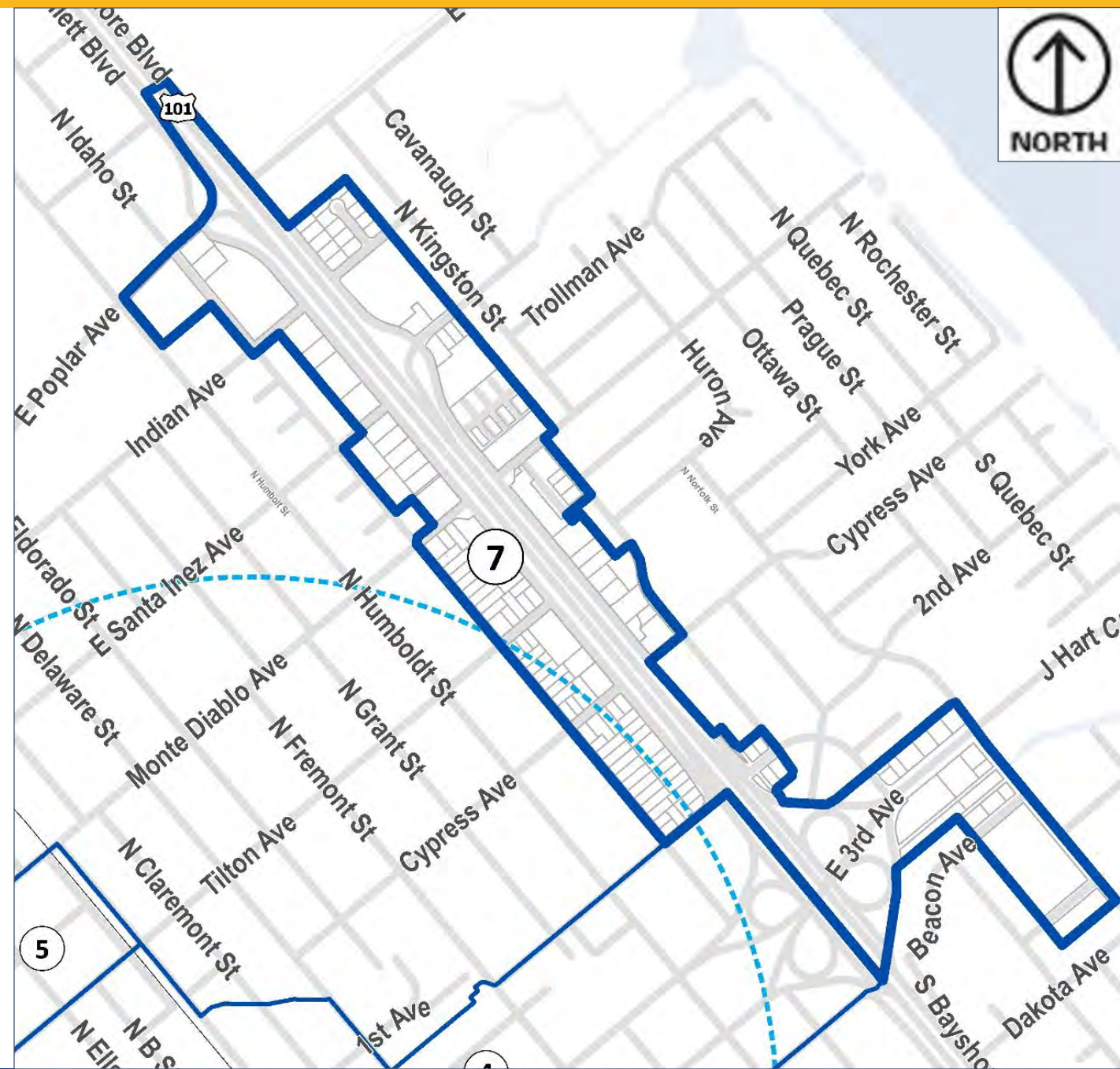
Alternative A	Existing	Net New Area 7
Homes	610	+ 400
Population	2,030	+ 1,290
Jobs	1,410	- 190

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

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

Community Input: Study Area 7

- Replace residential designations with mixed use
- Increase the amount of housing
- Reduce the amount of housing
- Include commercial-only designations
- Change commercial to mixed use
- Do not allow high density designations
- Concerns: flooding, access to healthy foods



San Mateo Draft Alternatives

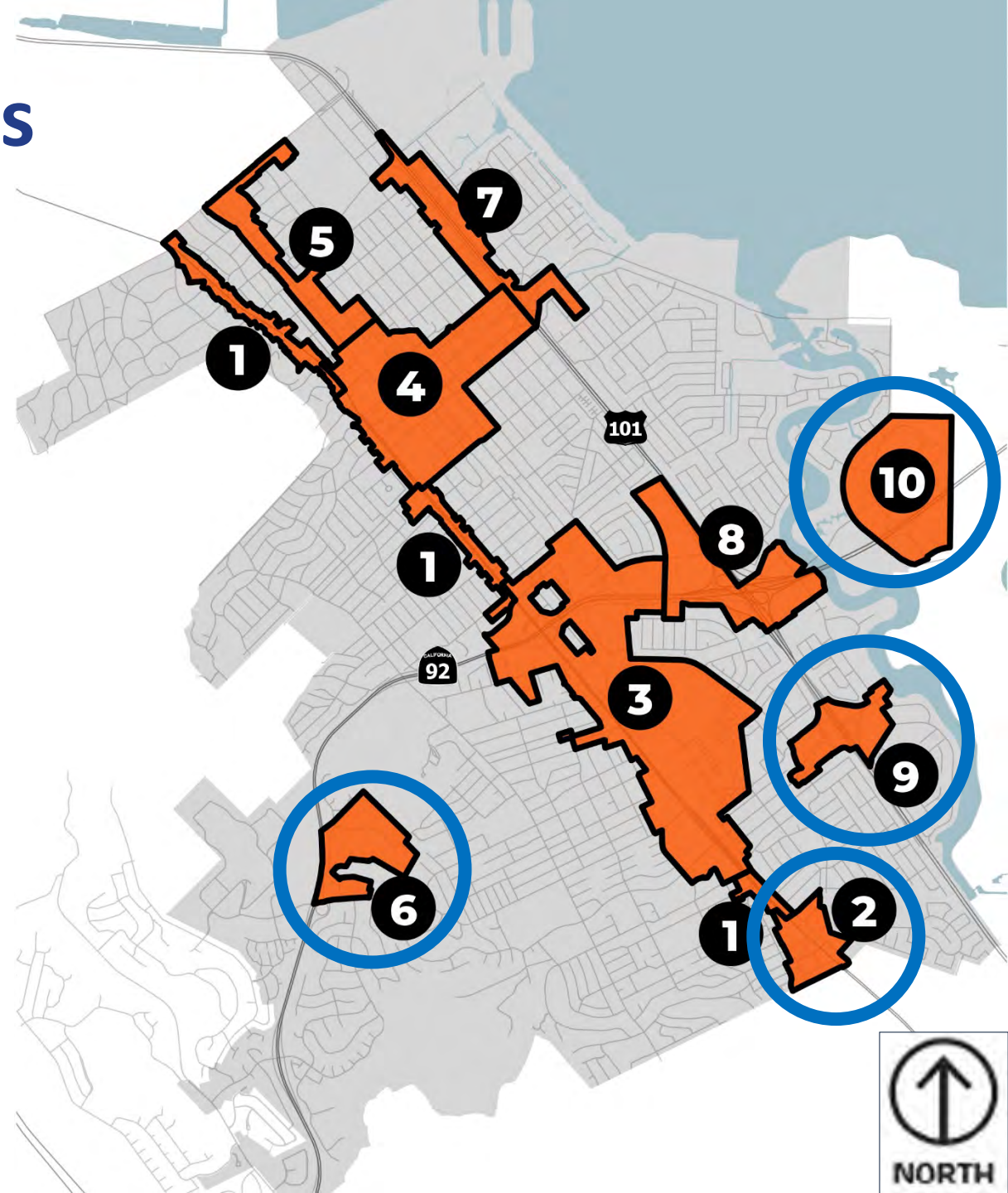
Study Area Alternatives 2, 6, 9 and 10

www.StriveSanMateo.org

What do you think?

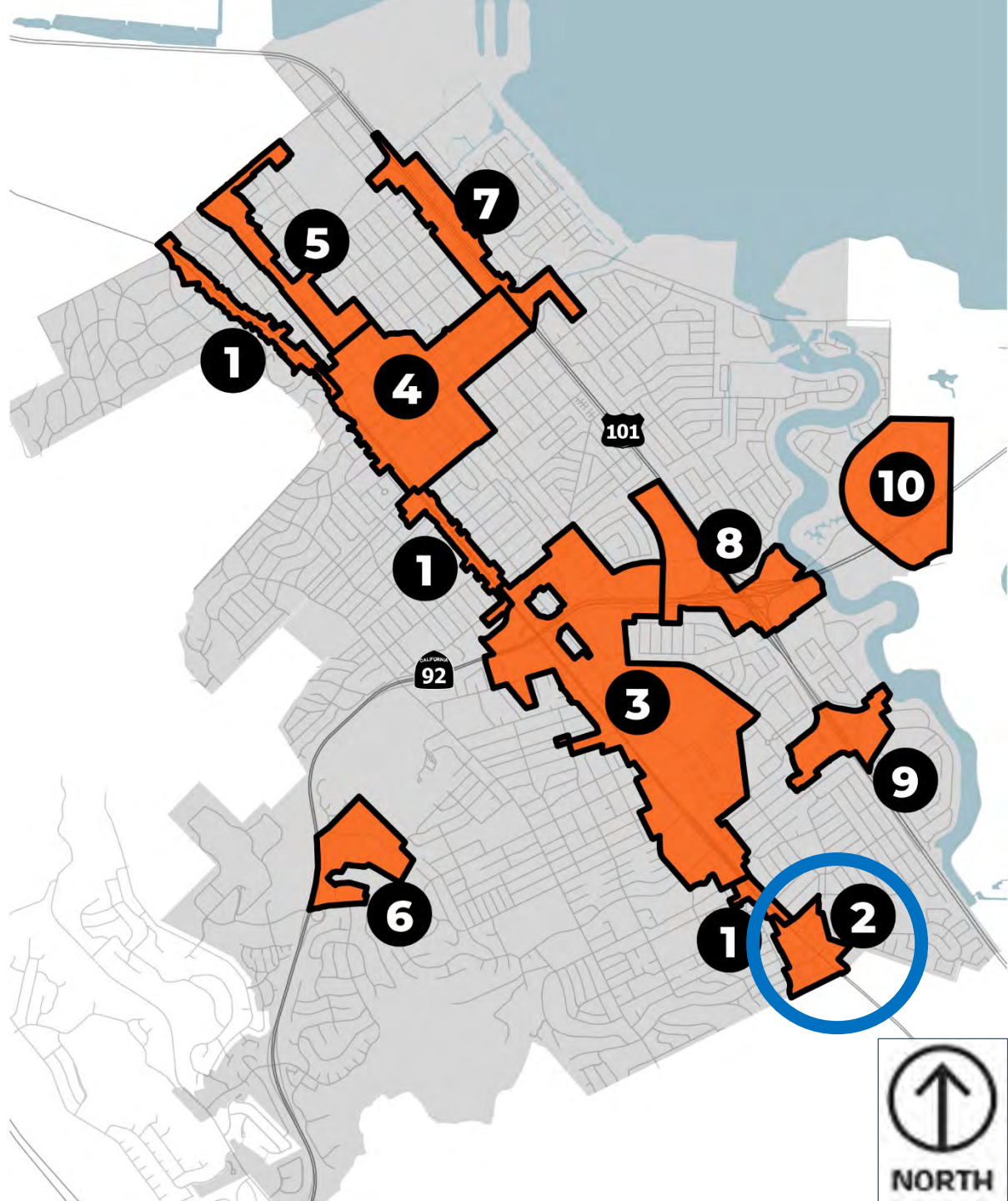
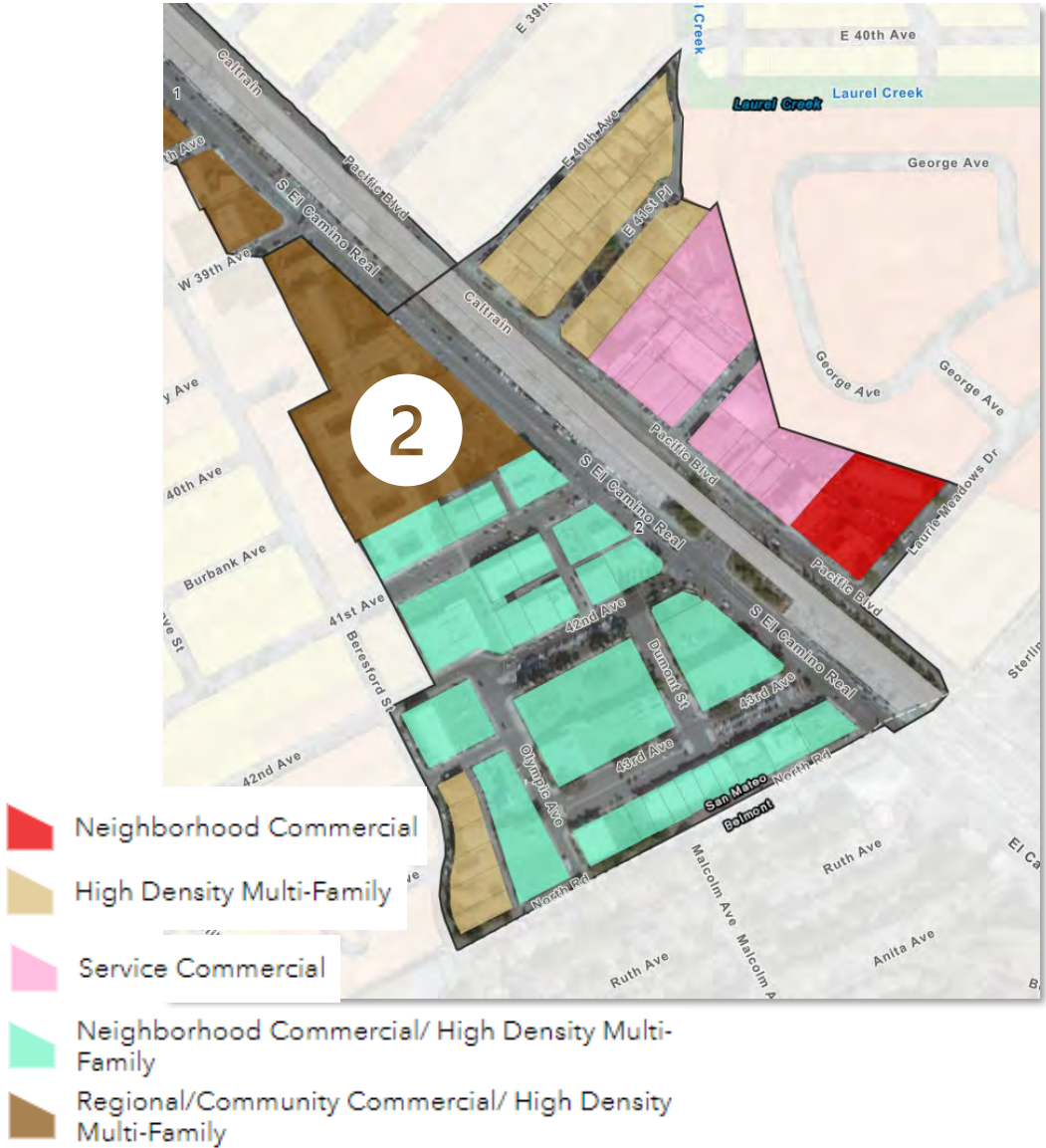
Is this the right range of alternative scenarios?

Are there ideas or changes missing that you would like to see evaluated?

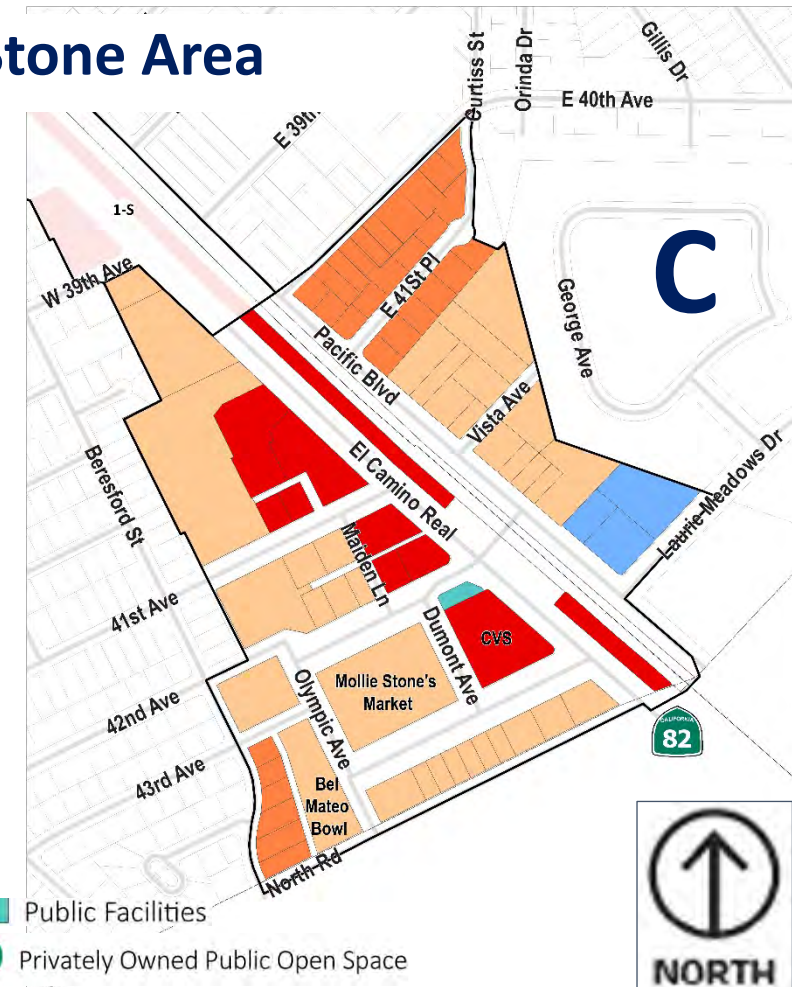
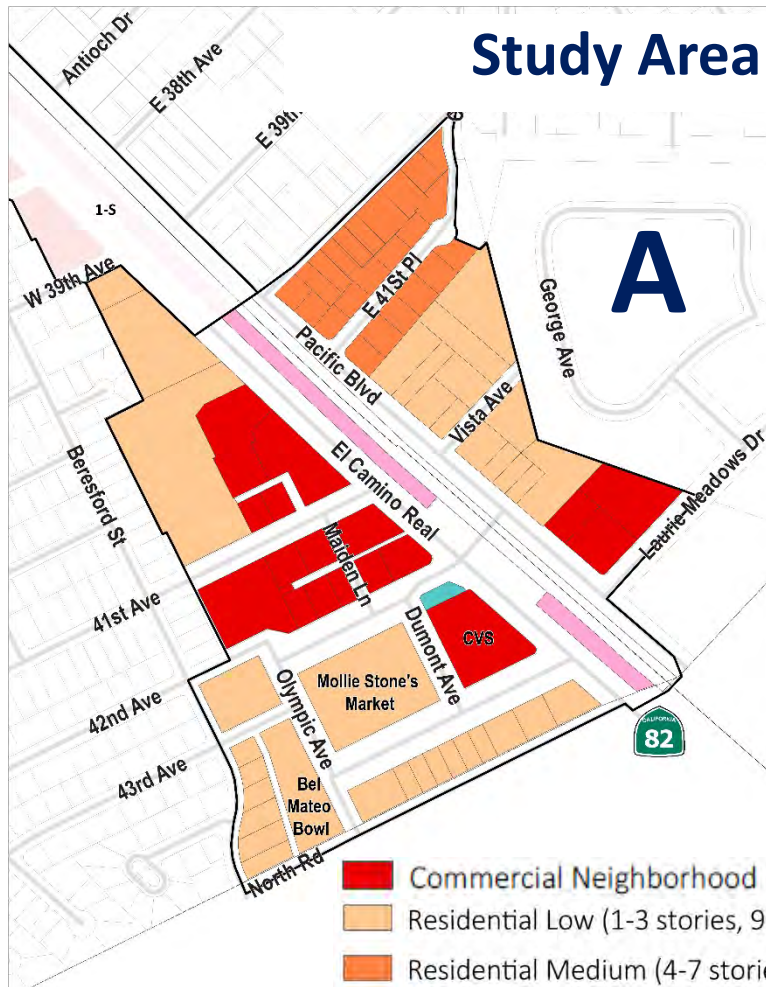


Study Area 2, Bel Mateo/Mollie Stone Area

Existing General Plan Land Use



Study Area 2 Alternatives, Bel Mateo/Mollie Stone Area



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

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

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

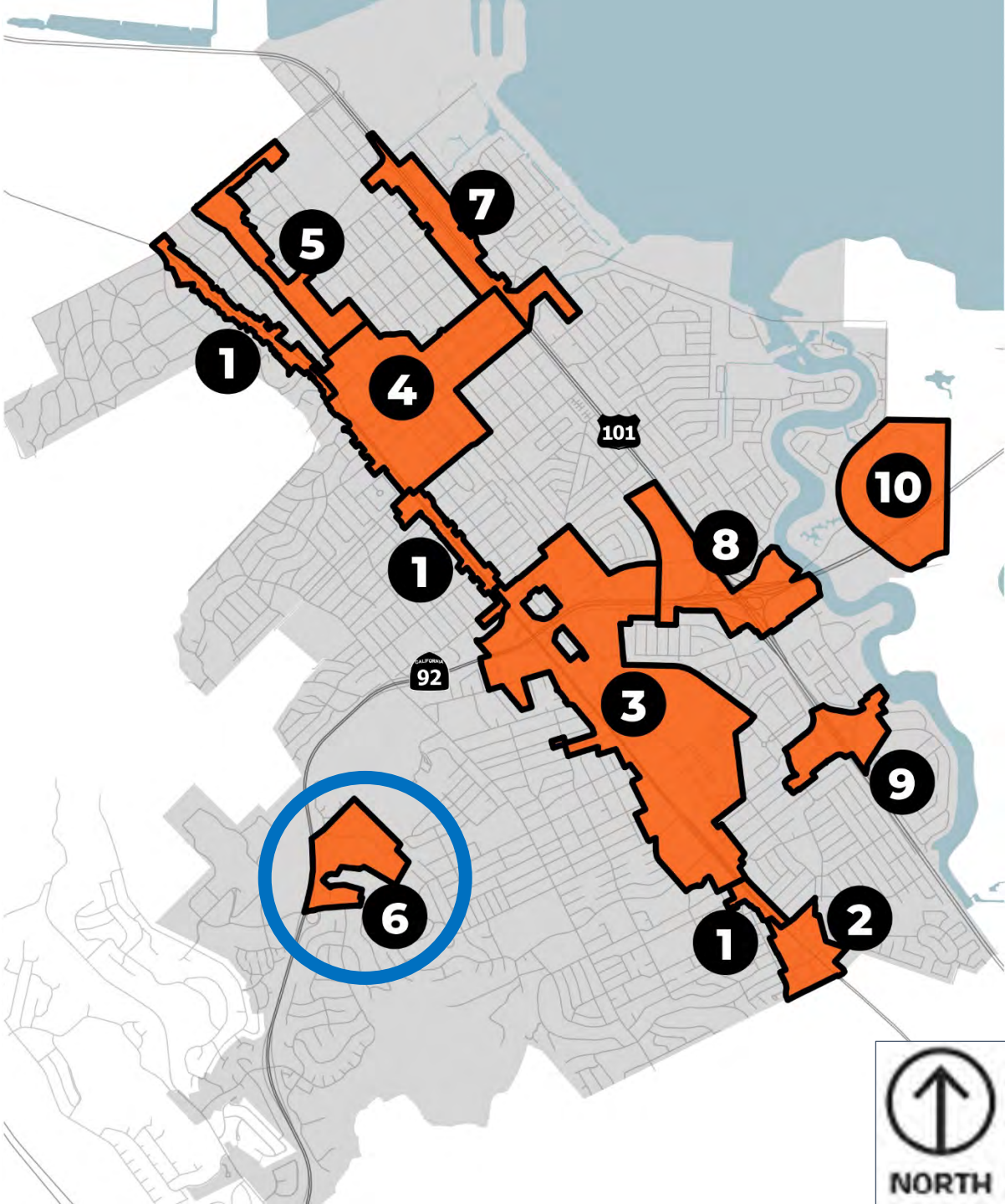
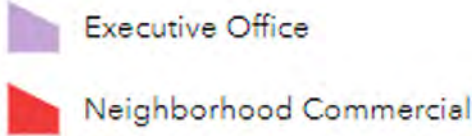
Community Input: Study Area 2

- Increase amount and density of residential
- Add more Mixed Use Medium
- Keep Mollie Stone's commercial
- Add open space or park
- Concerns: school capacity, transit, bike and pedestrian improvements

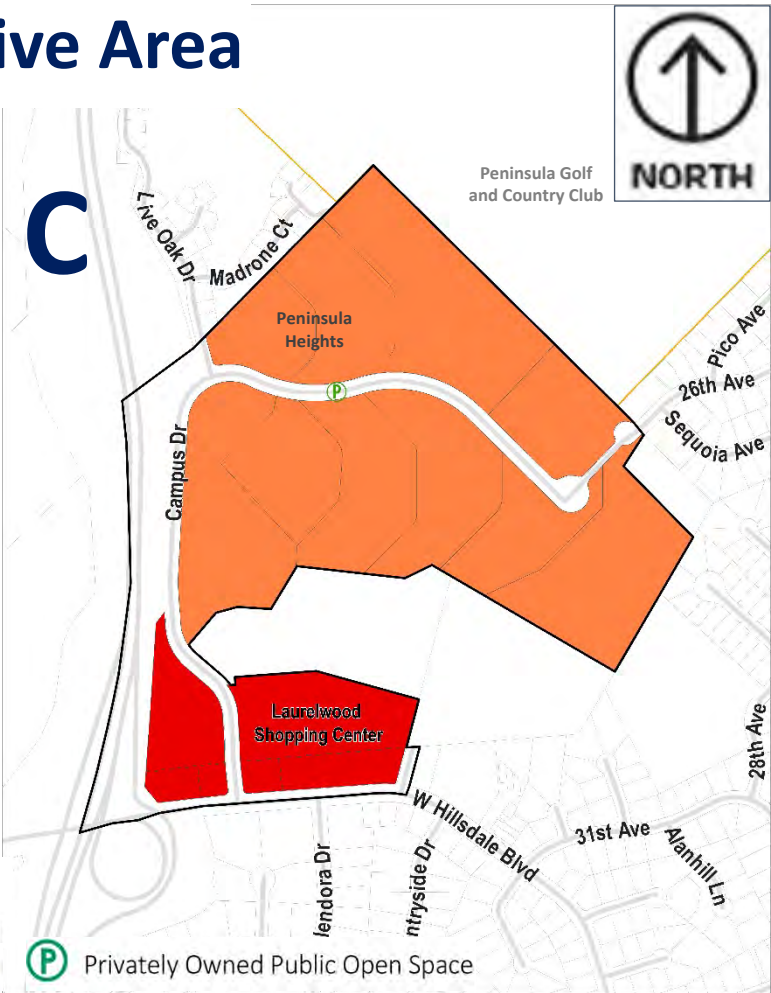
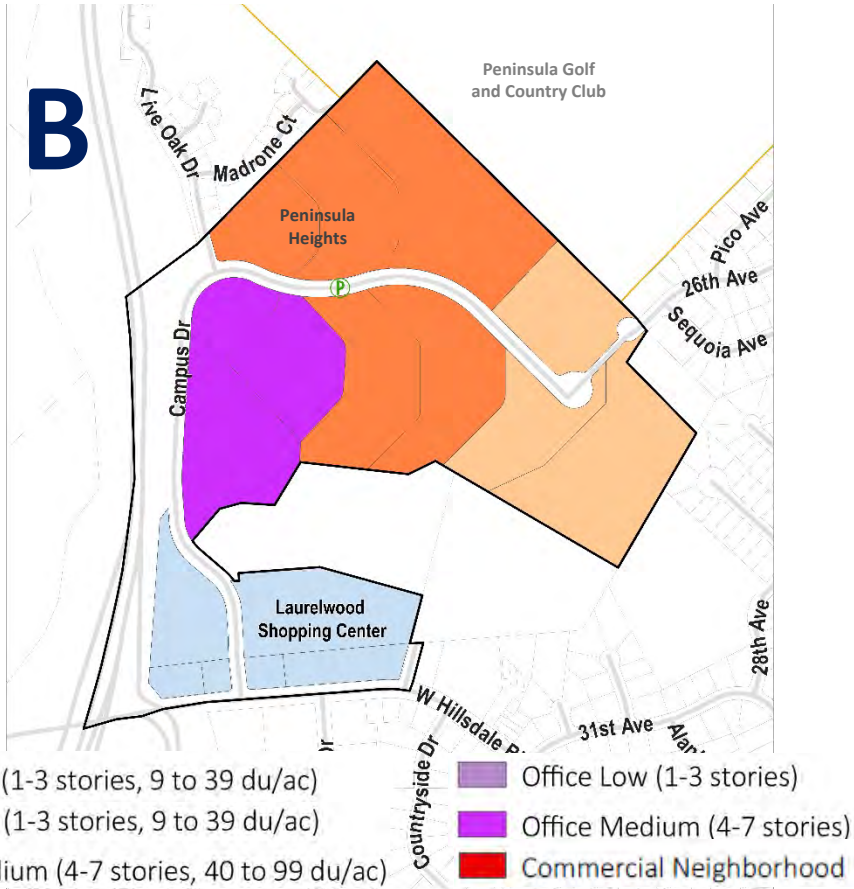
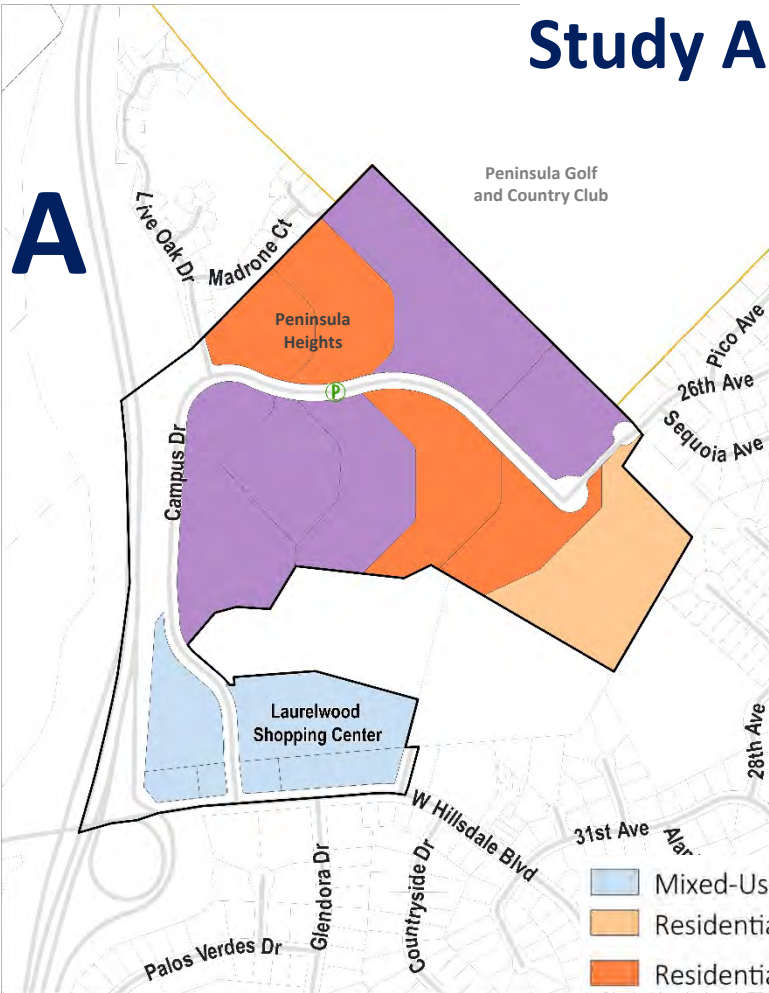


Study Area 6, Campus Area

Existing General Plan Land Use



Study Area 6 Alternatives, Campus Drive Area



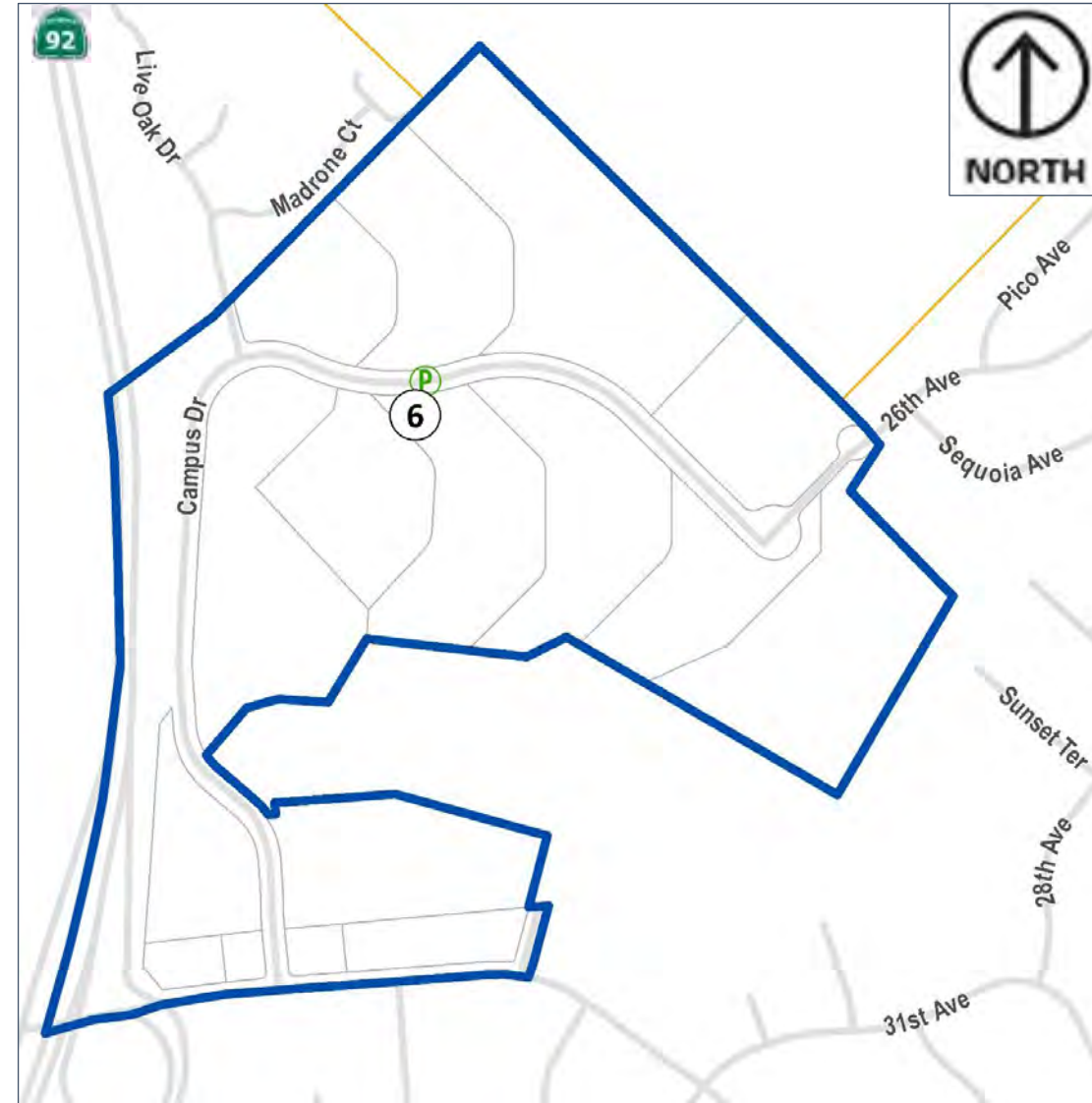
Alternative A	Existing	Net New
Homes	130	+ 720
Population	250	+ 2,290
Jobs	610	+ 880

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

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

Community Input: Study Area 6

- Add Residential High
- Include a lower density alternative
- Include a park
- Include Mixed Use – Low, Medium, or High
- Add Office Medium
- Expand the study area to include College of San Mateo parking lots
- Concerns: improved connections to College/across 92, more transit, athletic fields
- *Note: Approved Peninsula Heights project is Residential Low, 290 units at 19 units per acre.*

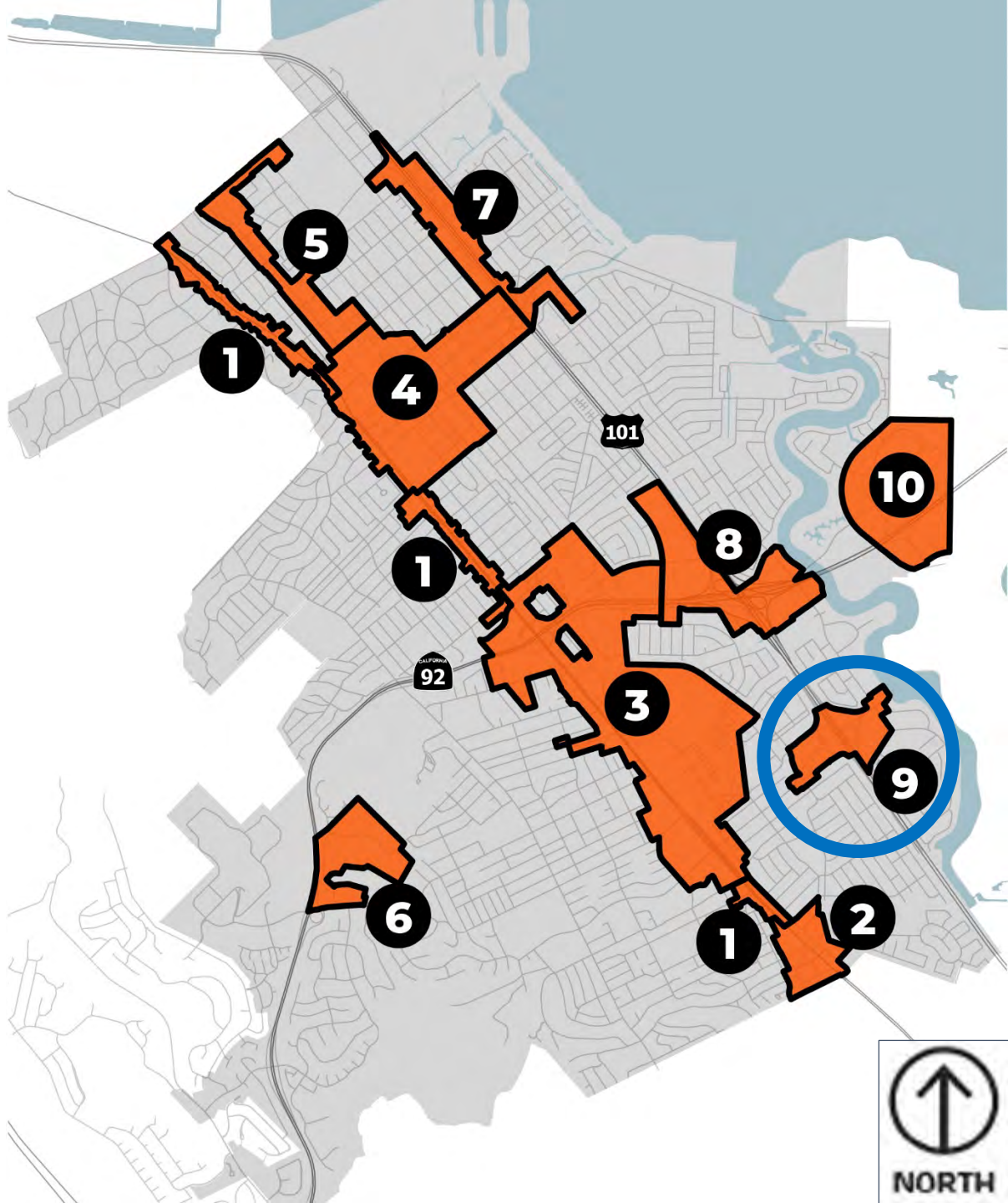


Study Area 9, Hillsdale/Norfolk Area

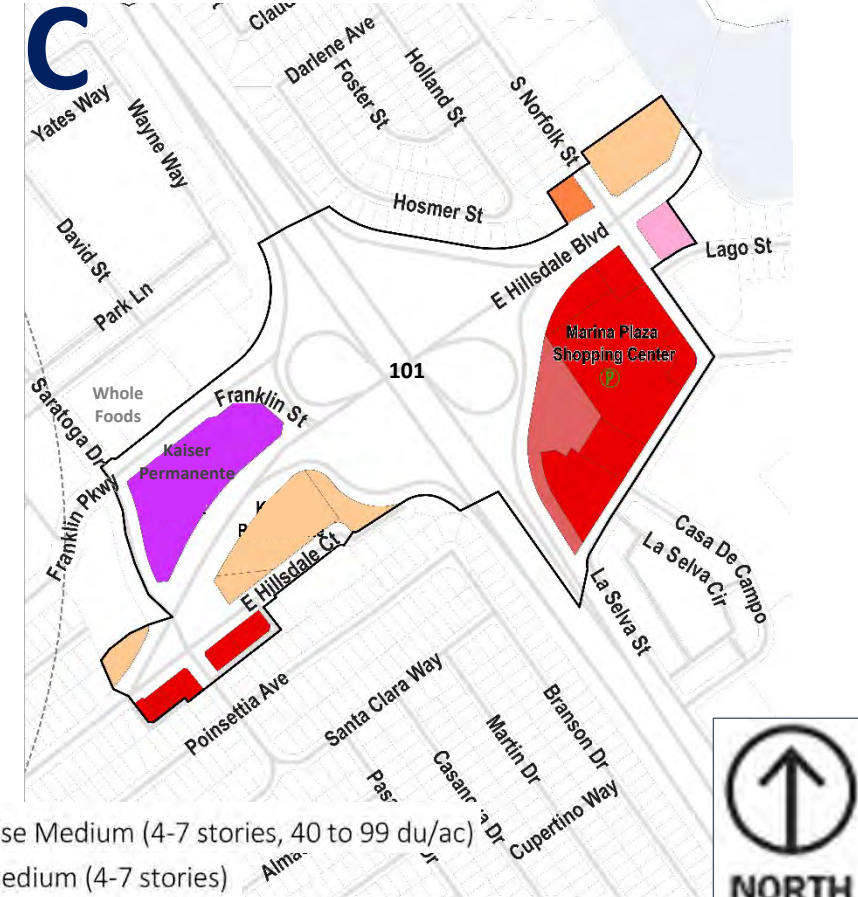
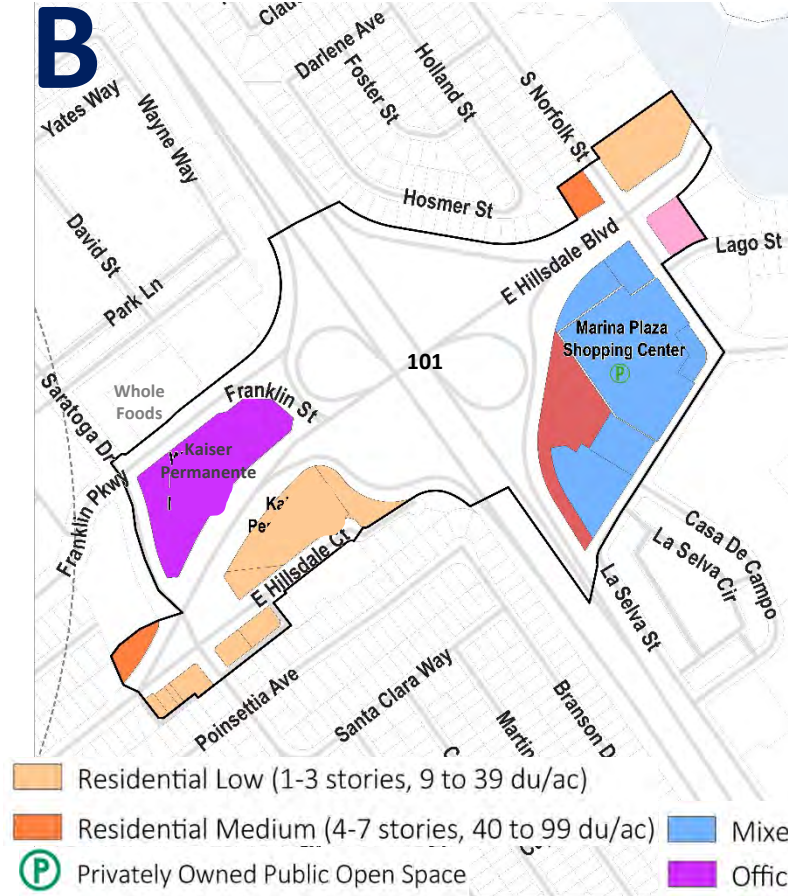
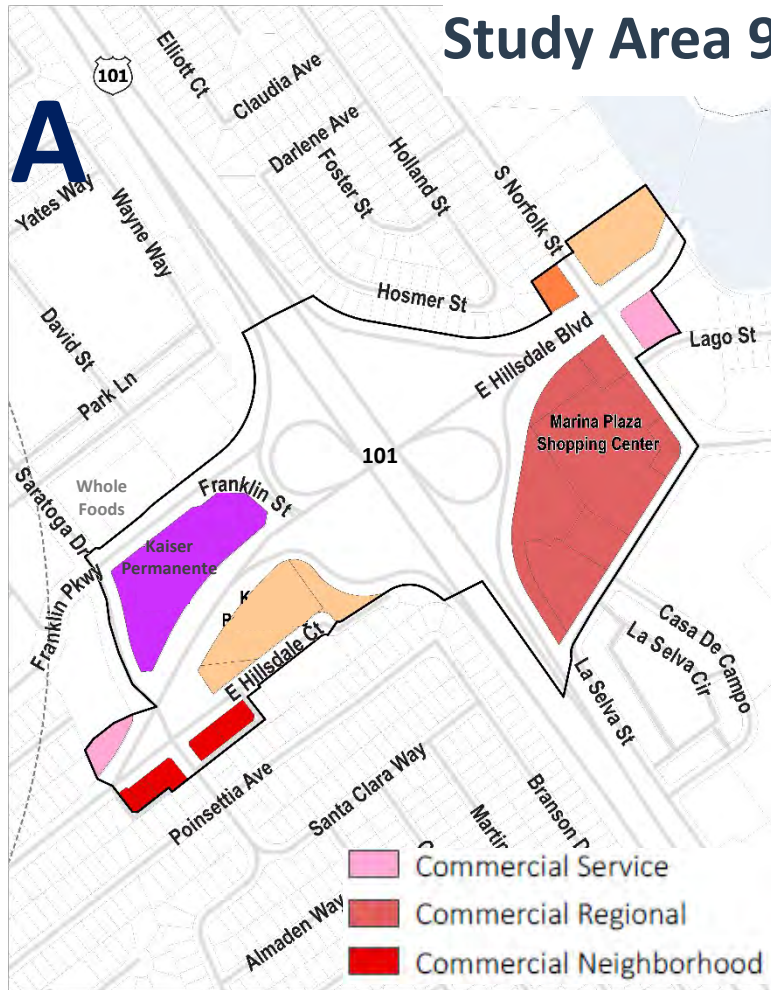
Existing General Plan Land Use



- Medium Density Multi-Family
- High Density Multi-Family
- Neighborhood Commercial
- Regional/Community Commercial



Study Area 9 Alternatives, Hillsdale/Norfolk Area



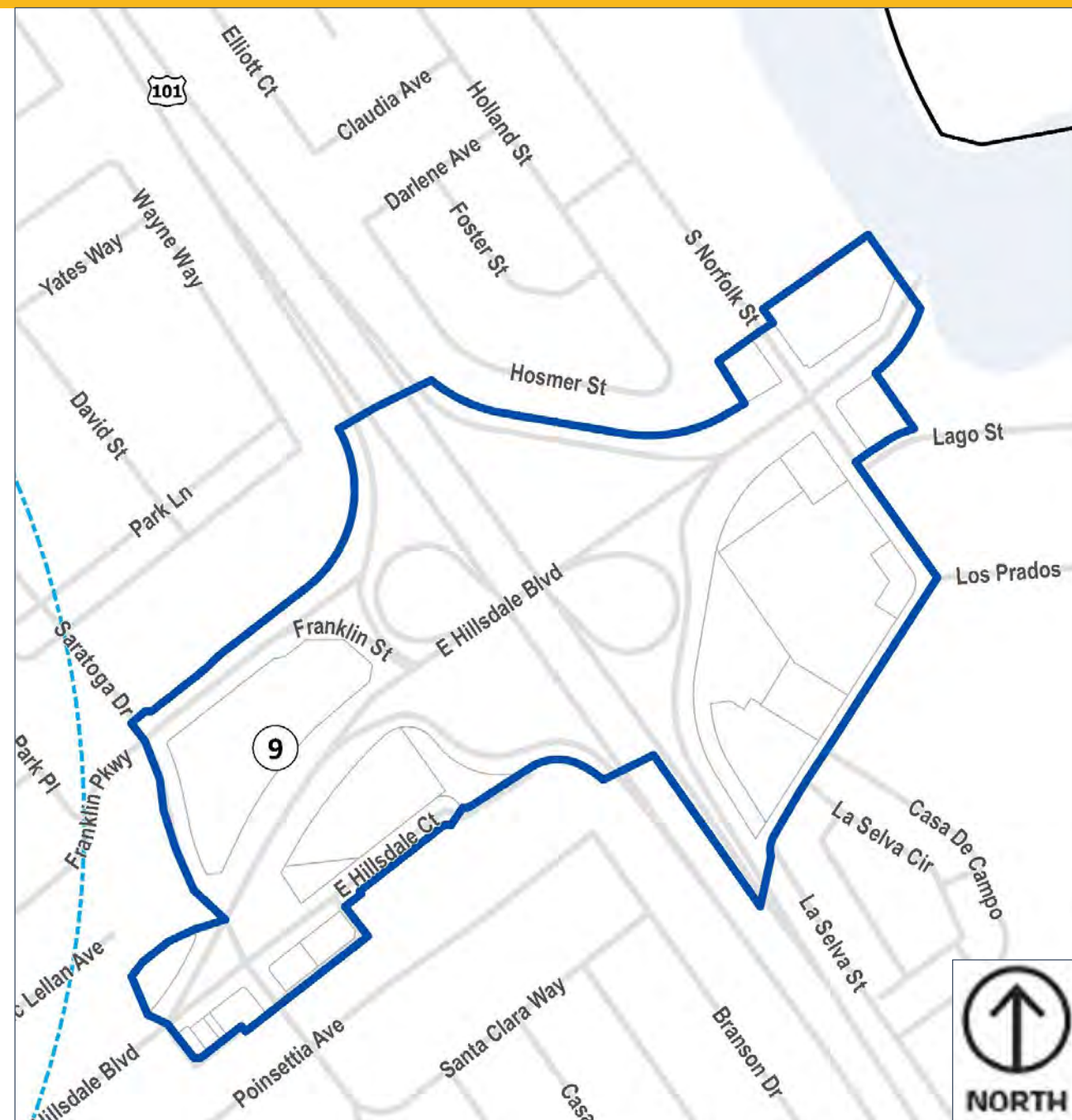
Alternative A	Existing	Net New
Homes	170	+ 100
Population	470	+ 290
Jobs	740	+ 600

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

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

Community Input: Study Area 9

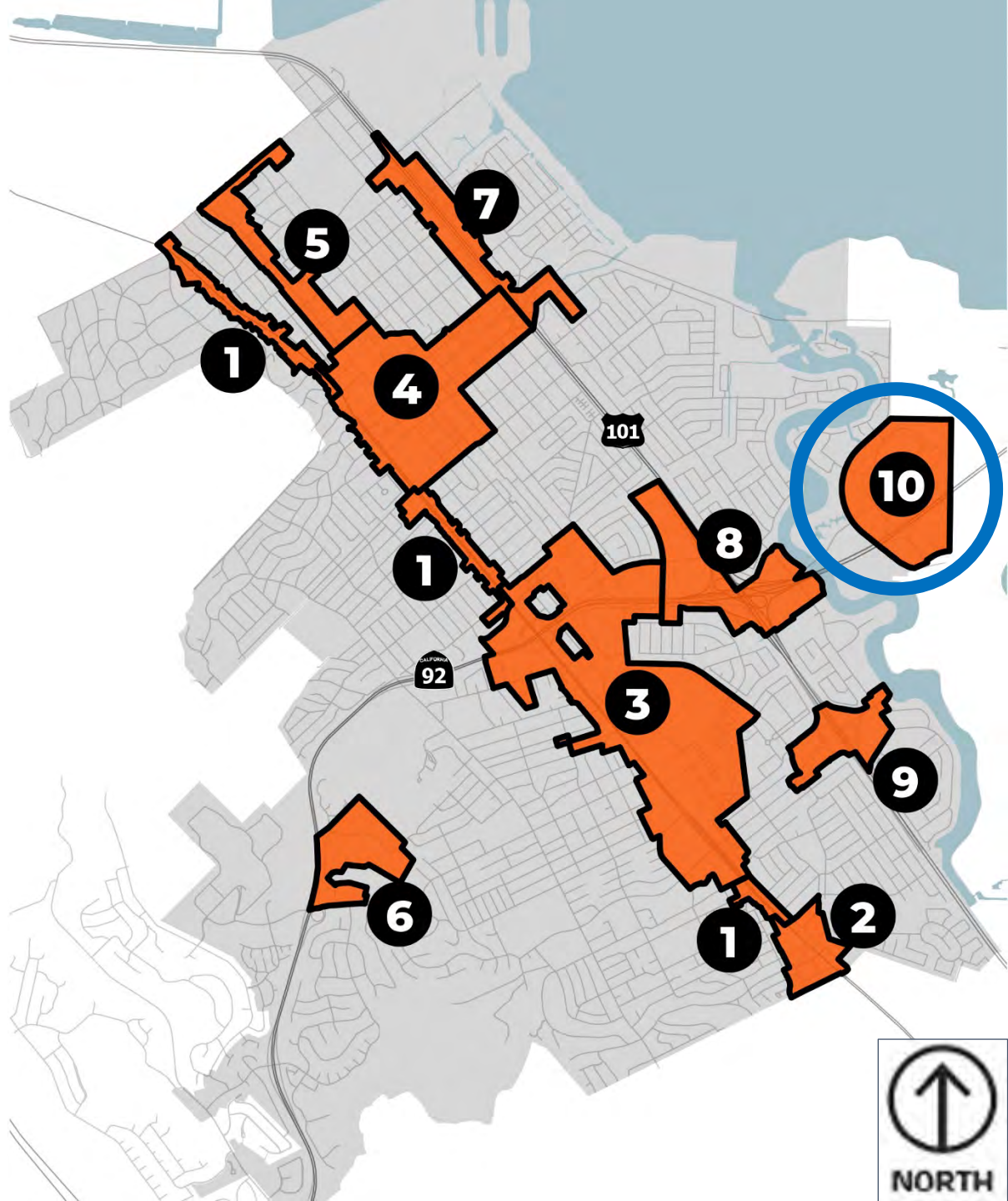
- Add Mixed Use Low
- Designate area as Residential Medium and Mixed Use Medium
- Include Residential High
- Include Mixed Use High
- Show open space
- Expand the study area to include Casa De Campo
- Concerns: air quality near 101, business preservation, transit and transportation improvements



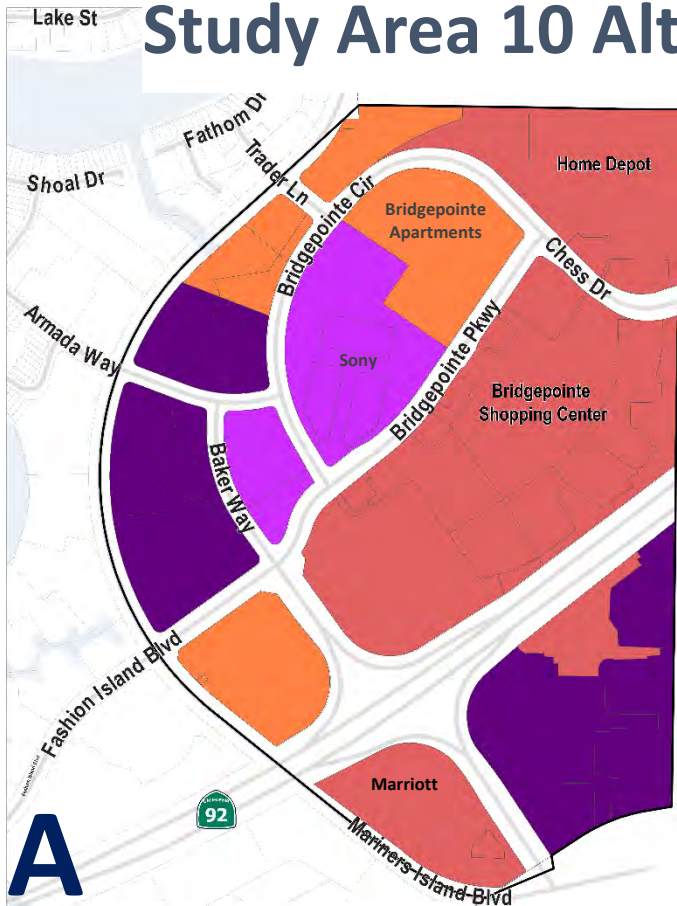
Study Area 10, Bridgepointe Existing General Plan Land Use



- Executive Office
- Regional/Community Commercial
- Regional/Community Commercial/ High Density Multi-Family



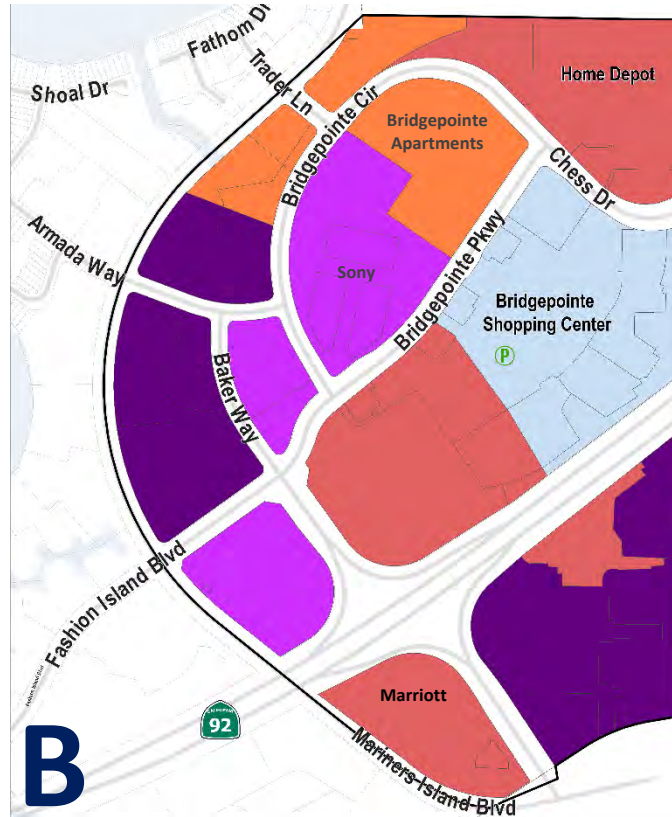
Study Area 10 Alternatives, Bridgepointe Shopping Center Area



A

- Mixed-Use Low (1-3 stories, 9 to 39 du/ac)
- Residential Medium (4-7 stories, 40 to 99 du/ac)

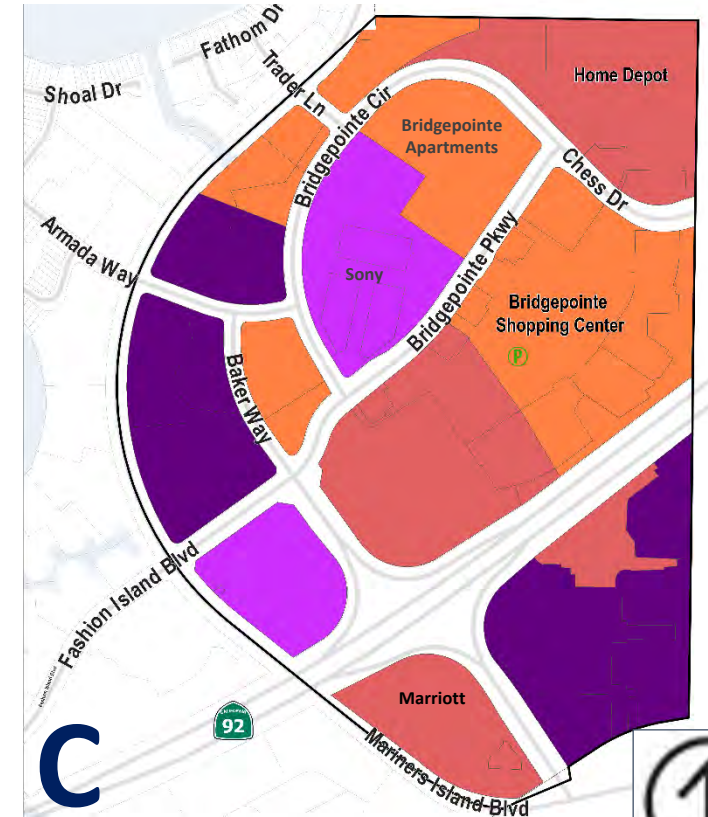
Alternative A	Existing	Net New
Homes	440	+ 380
Population	890	+ 1,210
Jobs	7,210	+ 6,870



B

- Office Medium (4-7 stories)
- Office High (8+ stories)
- Commercial Regional
- Commercial Neighborhood

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



C

- Privately Owned Public Open Space

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

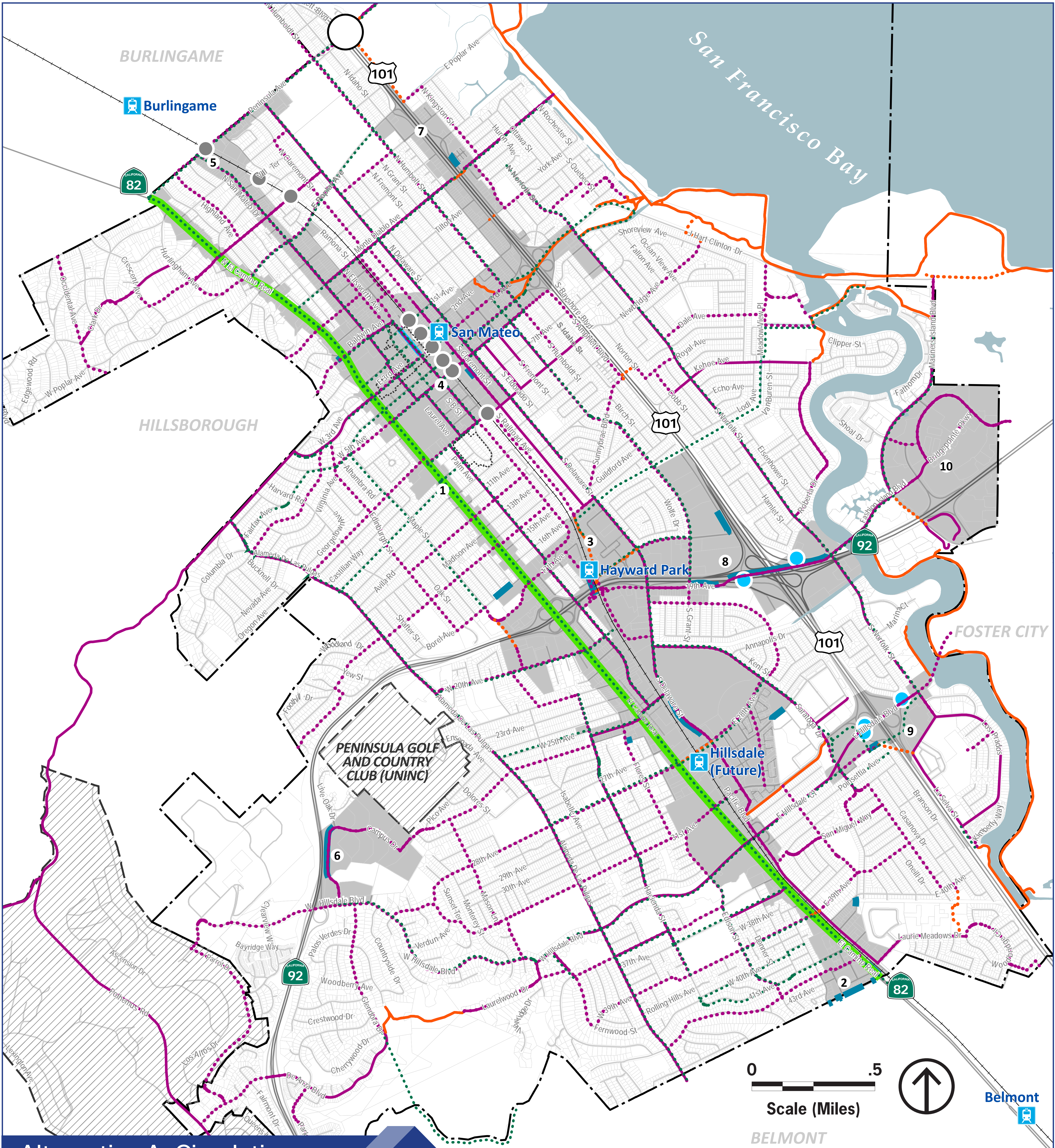


Community Input: Study Area 10

- Include Mixed Use High
- Designate entire area as mixed use
- Add Mixed Use Medium or High
- Include office uses near the freeway
- Include residential uses next to existing residential
- Add a park or open green space area
- Expand study area boundaries
- Concerns: keep Target, keep ice rink, add shuttle connections



Alternative A: Prioritizing a Walkable City



Alternative A: Circulation

This alternative aims to create walkable communities throughout San Mateo by prioritizing pedestrian corridors, pedestrian improvements to challenging intersections, and implementing traffic calming and safety improvements near highway onramps. This alternative envisions a two-block pedestrian-only street downtown. All the alternatives assume pedestrian and bicycle improvements consistent with existing City planning documents.

Crossing Improvements

- Proposed Peninsula Interchange Project
- Proposed Pedestrian Crossing Improvements
- Current Caltrain At-Grade Crossings
- Study Area
- ▨ Sphere of Influence
- 🚊 Caltrain Station

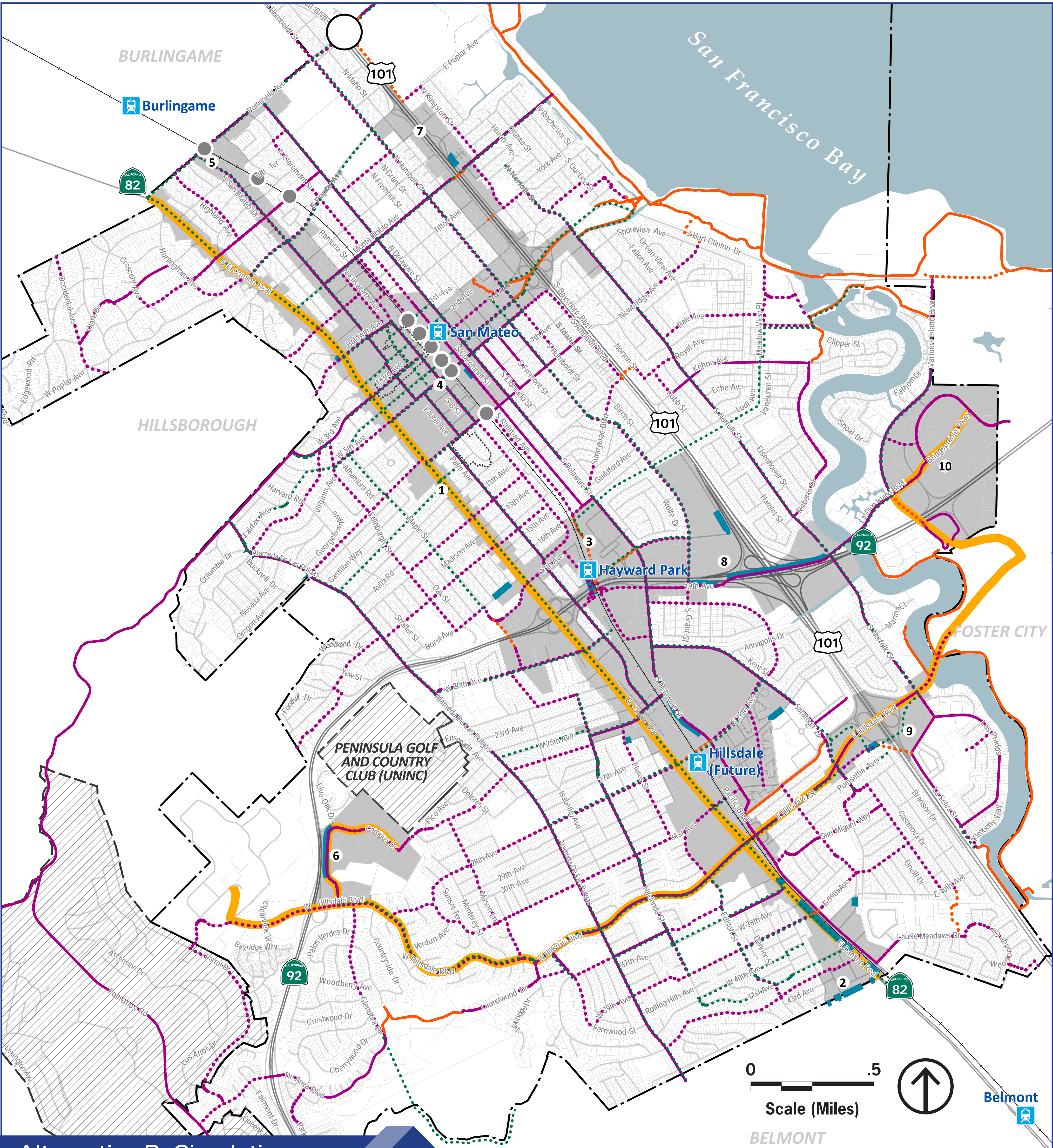
Line Improvements

- Transit Improvements
- El Camino Real Bikeway and Public Realm Improvements
- 2012 Proposed Pedestrian Priority Network
- Existing Bikeways
- Proposed Bikeways
- Existing Shared Bike and Ped Path
- Proposed Shared Bike and Ped Path
- Pedestrian-Only Space
- Missing Sidewalks

Source data:
City of San Mateo, 2019;
San Mateo County, 2018; Esri,
2019; PlaceWorks, 2019;
Nelson Nygaard, 2020.

Map Legend

Alternative B: Prioritizing Regional Connections



Alternative B: Circulation

This alternative aims to increase and improve transit access to and from major connections in San Mateo by adding transit connections from Study Areas 3, 6, and 10 to the Hillsdale Caltrain station, prioritizing dedicated HOV and bus lanes, and adding BRT improvements to El Camino Real. All the alternatives assume pedestrian and bicycle improvements consistent with existing City planning documents.

Crossing Improvements

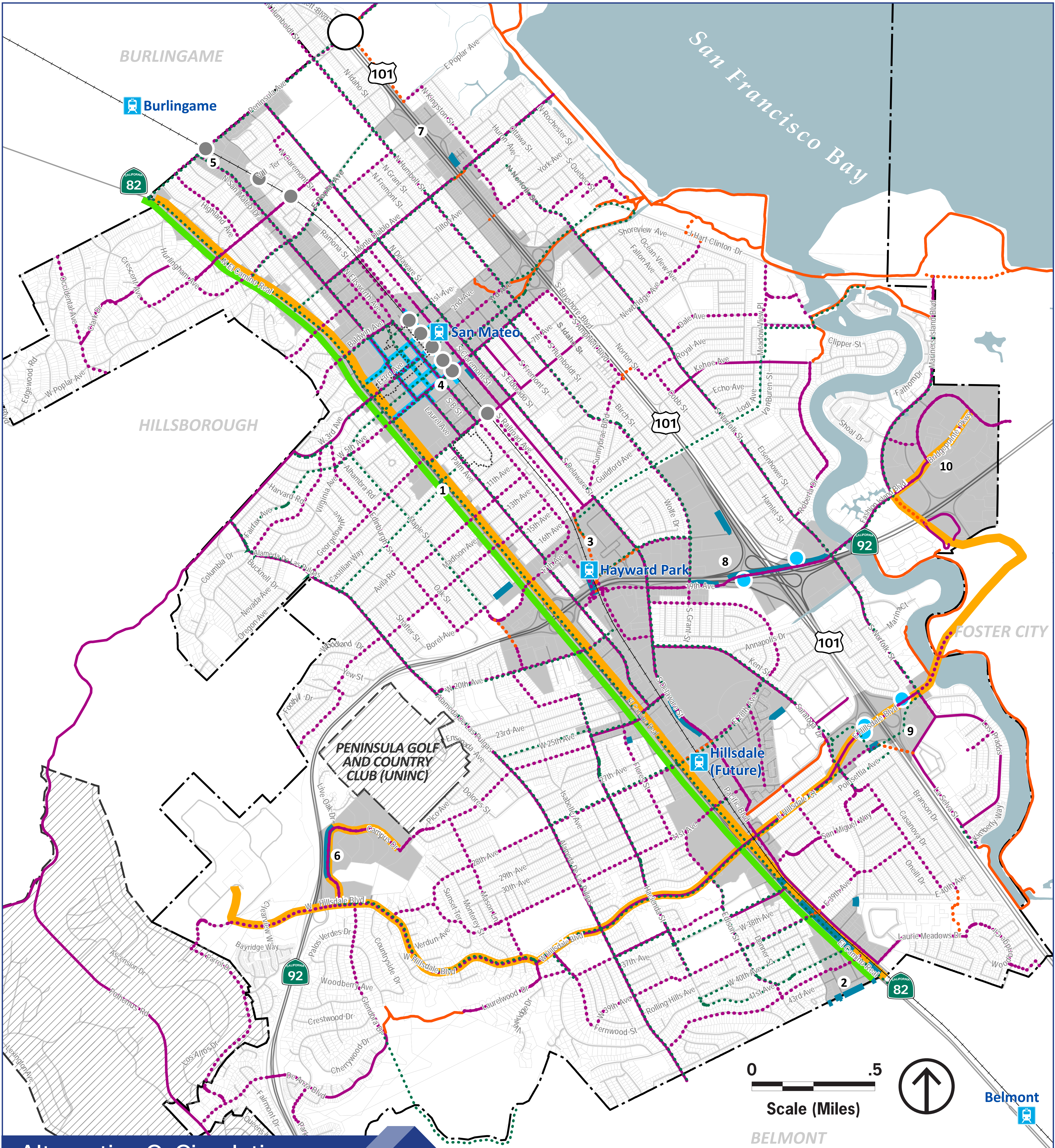
- Proposed Peninsula Interchange Project
- Proposed Pedestrian Crossing Improvements
- Current Caltrain At-Grade Crossings
- Study Area
- ▨ Sphere of Influence
- 🚆 Caltrain Station

Line Improvements

- Transit and El Camino Real BRT Improvements
- 2012 Proposed Pedestrian Priority Network
- Existing Bikeways
- Proposed Bikeways
- Existing Shared Bike and Ped Path
- Proposed Shared Bike and Ped Path
- Missing Sidewalks

Source data:
City of San Mateo, 2019;
San Mateo County, 2018; Esri,
2019; PlaceWorks, 2019;
Nelson Nygaard, 2020.

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



Alternative C: Circulation

This alternative combines the local and regional transportation improvements of Alternatives A and B, while using inventive urban design downtown, inspired by Barcelona's "superblocks" that allow vehicle access, while diverting cut-through vehicles to create a pedestrian-focused, car-light space downtown. In addition, this alternative would explore an automated micromobility circulator (such as an AV shuttle) within City limits. All the alternatives assume pedestrian and bicycle improvements consistent with existing City planning documents.

Crossing Improvements

- Proposed Peninsula Interchange Project
- Proposed Pedestrian Crossing Improvements
- Current Caltrain At-Grade Crossings
- Study Area
- ▨ Sphere of Influence
- 🚆 Caltrain Station

Line Improvements

- Transit Improvements
- El Camino Real Bikeway, Public Realm & BRT Improvements
- ... 2012 Proposed Pedestrian Priority Network
- Existing Bikeways
- ... Proposed Bikeways
- Existing Shared Bike and Ped Path
- ... Proposed Shared Bike and Ped Path
- Pedestrian Improvements, Diverted Traffic
- Missing Sidewalks

Source data:
City of San Mateo, 2019;
San Mateo County, 2018; Esri,
2019; PlaceWorks, 2019;
Nelson Nygaard, 2020.

Map Legend

Community Input: Circulation

- Provide a monorail along the bay
- Include an elevated Caltrain along the entire San Mateo corridor
- Incorporate express bus locations in the alternatives
- Close B Street to traffic
- Build a bridge over El Camino Real and over Highway 101 to link marina area
- Add more one-way streets
- Include traffic calming strategies near 25th Ave and Hillsdale Blvd
- Enhance connections to freeways
- Consider a cut through option for people trying to get to Route 92

Wrap Up

Next Steps

- » **Meeting materials:** www.StriveSanmateo.org
- » **Questions and comments:** generalplan@cityofsanmateo.org
- » **Upcoming Meetings**
 - July 27, 2021 – Planning Commission
 - August or September, 2021 – City Council



www.StriveSanMateo.org

