



# City Council Confirm Preferred Scenario

July 18, 2022



# General Plan Team

## » City of San Mateo

- Zachary Dahl, Deputy Director
- Manira Sandhir, Planning Manager
- Brian Alexander, Senior Mgmt. Analyst
- Bethany Lopez, Senior Engineer
- Linda Ly, Associate Planner
- Mary Way, Administrative Assistant

## » Technical Advisory Committee

- Over 40 staff members from all City departments and SMCFD

## » Consultants

- Joanna Jansen, PlaceWorks
- Carey Stone, PlaceWorks
- Angelica Garcia, PlaceWorks
- Evelia Chairez, PCRC
- Nicholas Hamilton, Good City Co
- Nelson\Nygaard
- Kittelson Associates, Inc.
- Economic & Planning Systems (EPS)
- BKF Engineers



# Objectives for Tonight

- » **Receive information on preferred land use scenario**
  - Based on direction from April 18, 2022 City Council meeting
- » **Receive public comments**
- » **City Council discussion and direction on:**
  - Draft land use map
  - Heights and densities associated with each land use category for the General Plan Update
  - Land use designation request at 1501-1555 Hillside Blvd

# Tonight's Agenda Discussion

- » **Presentation**
- » **Next Steps**
- » **Clarifying Questions**
- » **Public Comment**
- » **City Council Discussion and Direction**



# Project Overview

# 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**

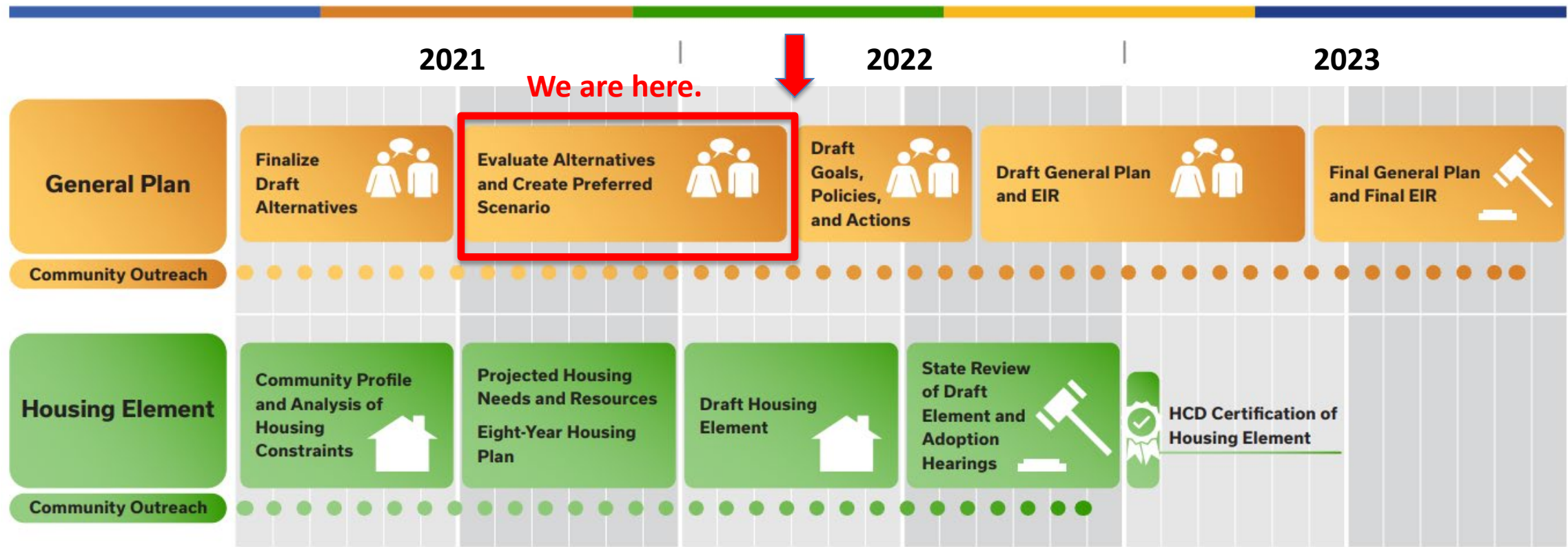
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**Prosperity**

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**Resiliency**

# 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.

# Upcoming Community Engagement

- » **Citywide newsletter mailed out this week (July 18)**
- » **Goals, Policies, and Actions, and Environmental Justice**
  - Community Outreach Events:
    - Virtual community workshop: *September 8<sup>th</sup> at 6:30pm*
    - In-person Spanish-language workshop/Taller en español en persona: *Sept 10<sup>th</sup> at 10am*
    - In-person Open House: *September 17<sup>th</sup> at 10am*
    - Online survey at [StriveSanMateo.com](https://www.StriveSanMateo.com)
  - General Plan Subcommittee meetings: August 11<sup>th</sup>, 18<sup>th</sup> and 30<sup>th</sup>
  - Planning Commission meetings: September 13<sup>th</sup> and 27<sup>th</sup>
  - City Council direction: October
- » **Meeting details and information on [www.StriveSanMateo.org](https://www.StriveSanMateo.org)**



# Upcoming Council Meetings on General Plan

## » **Fall 2022 – Goals, Policies and Actions**

- Two City Council meetings

## » **Spring 2023 – Measure Y Discussion**

- City Council study session

## » **Summer 2023 – Draft General Plan**

- Three City Council meetings

## » **Late 2023 – Adoption Hearings**

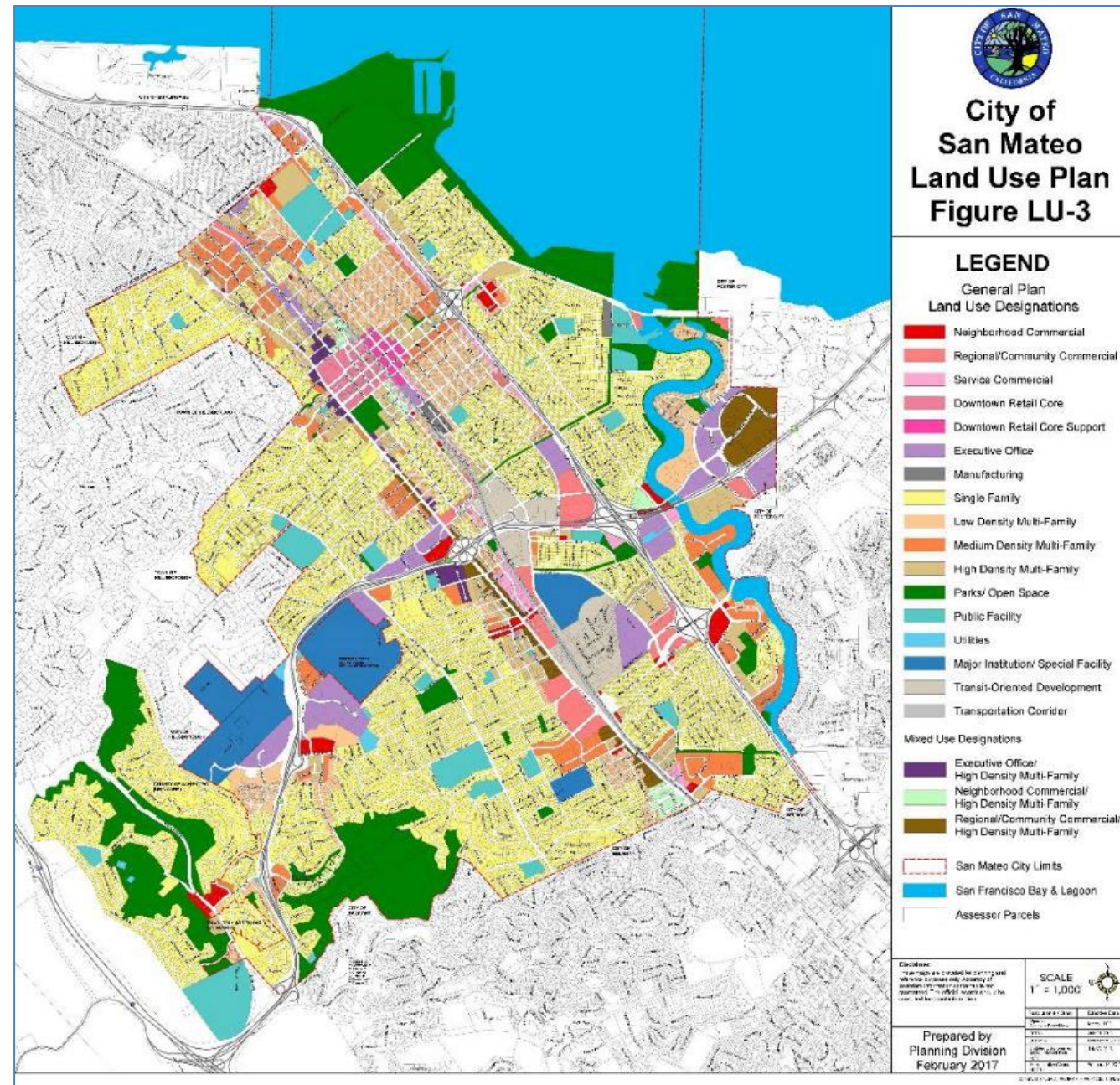
- Two City Council meetings

# Draft Alternatives

# General Plan Land Use Map

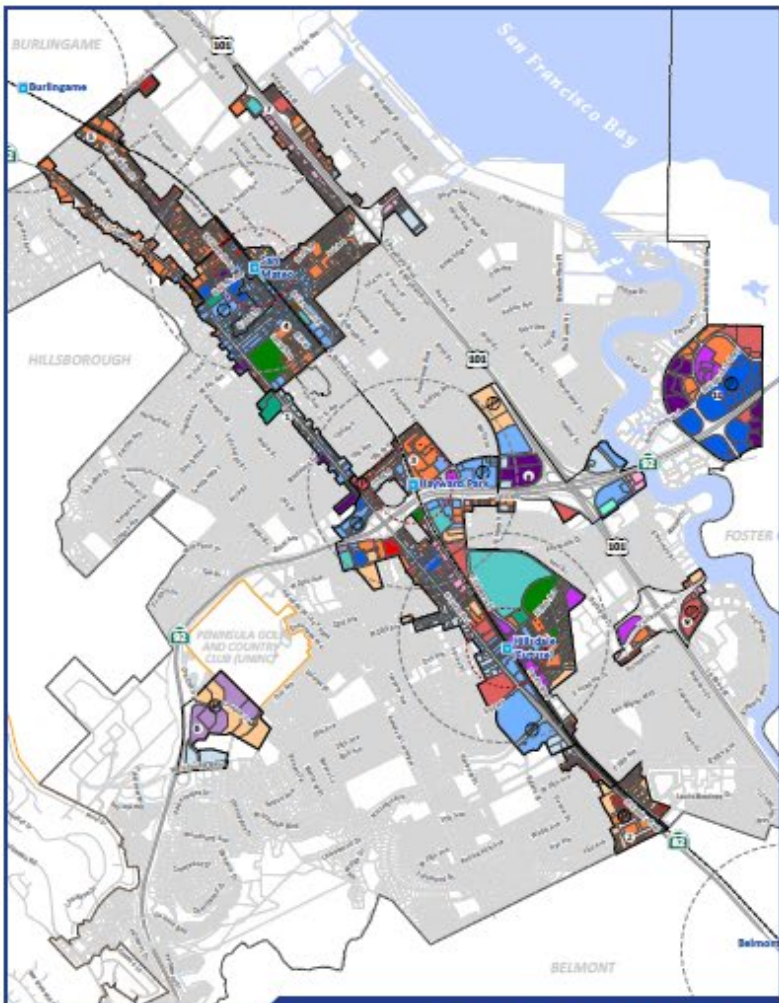
Map and designations determine:

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

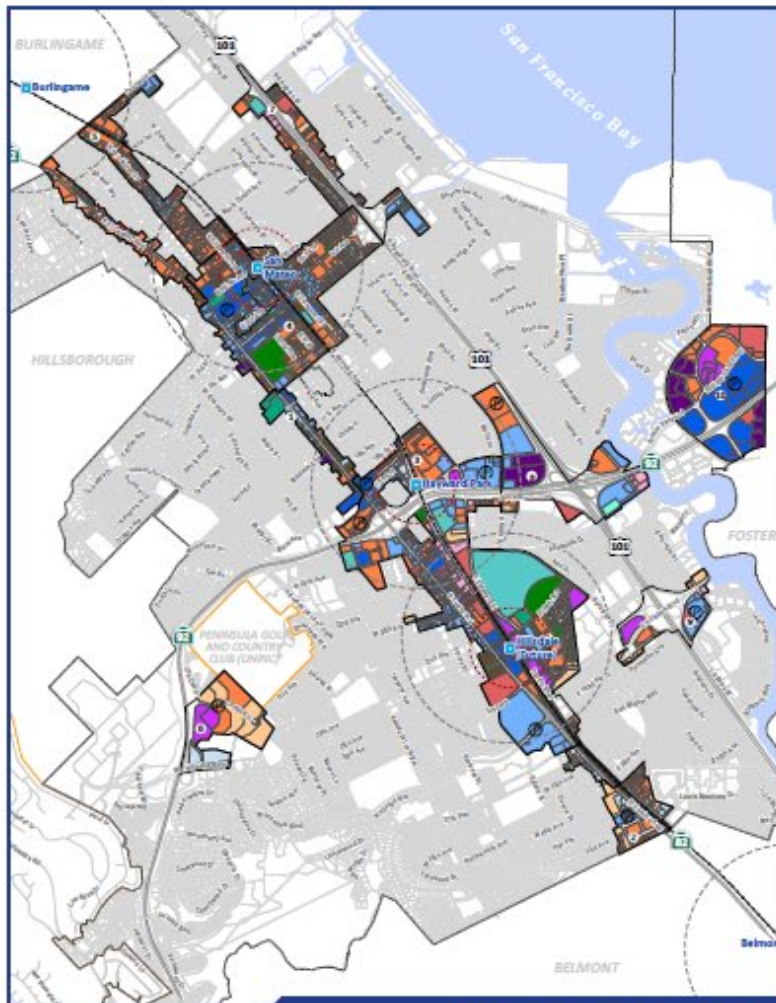




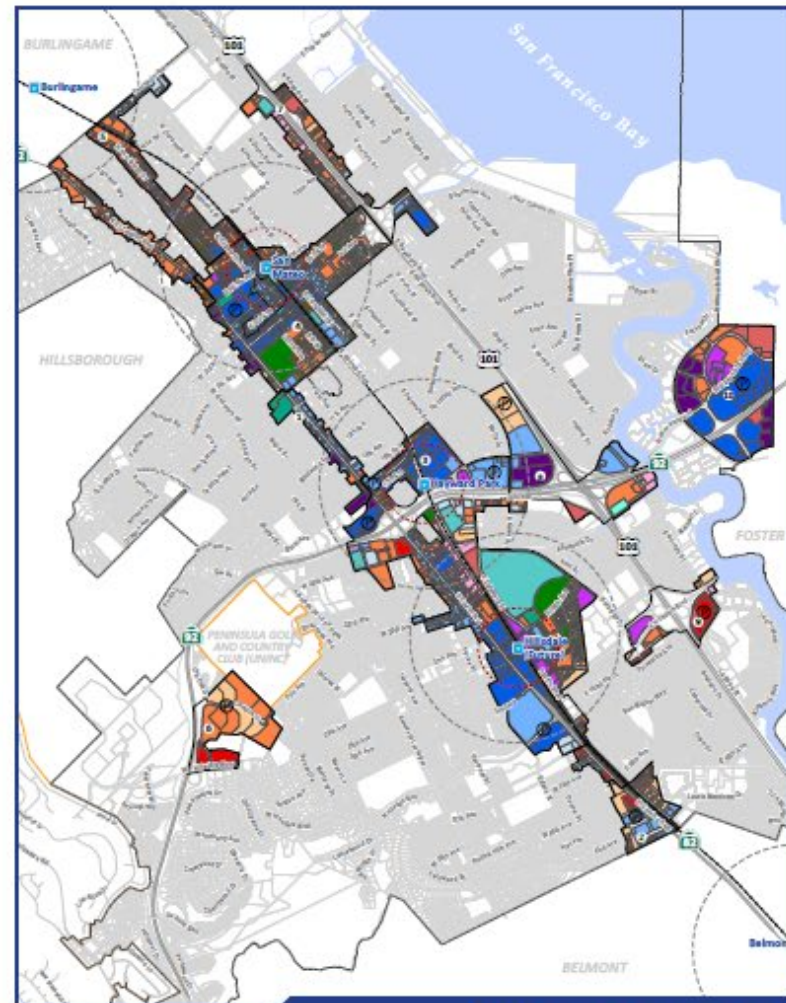
# Draft Land Use Alternatives



Alternative A



Alternative B



Alternative C

# Draft Land Use Alternatives

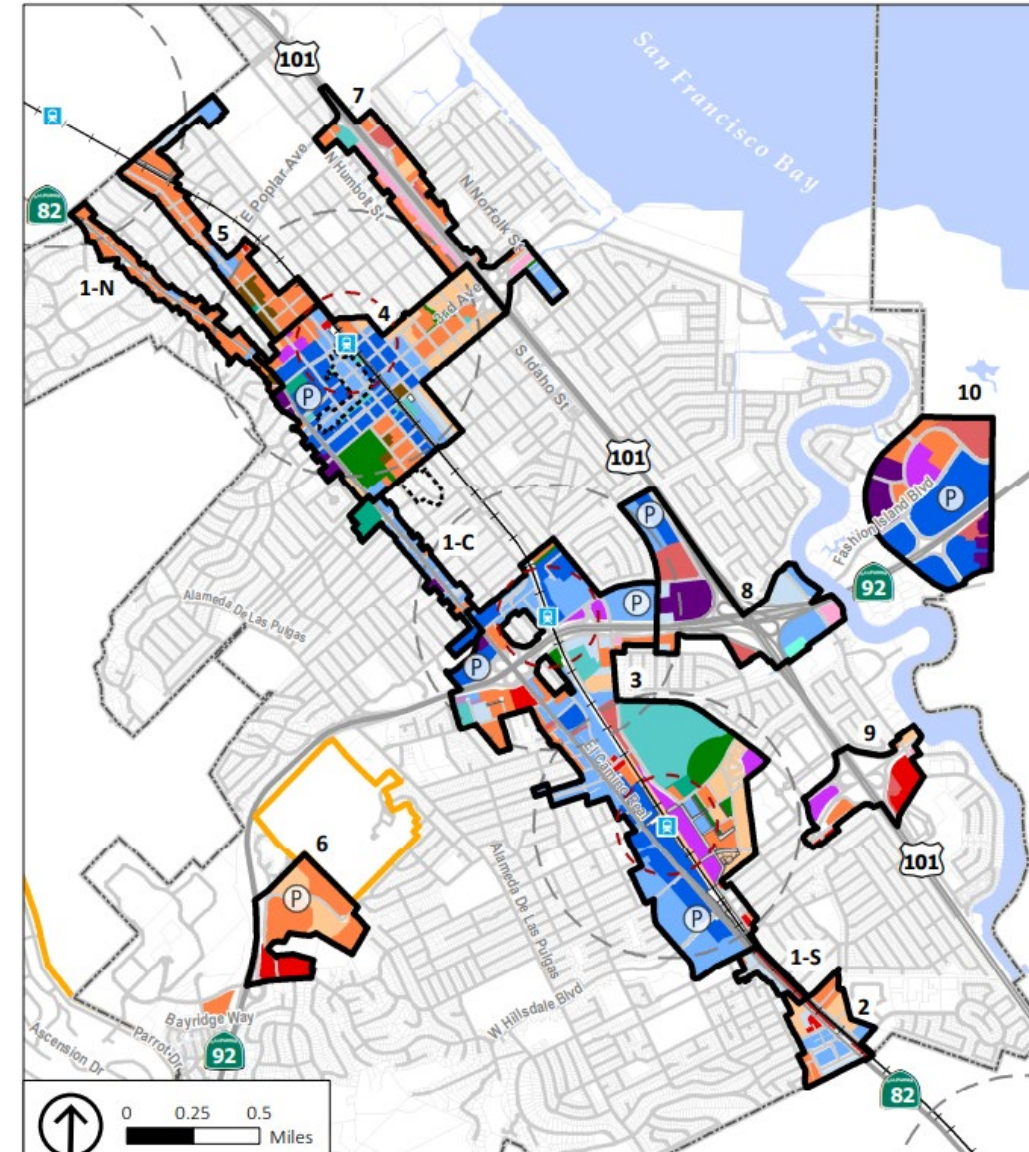
	<b>Existing (2019)</b>	<b>Alternative A (Net New)</b>	<b>Alternative B (Net New)</b>	<b>Alternative C (Net New)</b>
Homes	39,200	+11,810	+16,070	+21,080
Population	104,500	+29,500	+40,260	+53,500
Jobs	52,800	+15,430	+15,430	+14,990

# Council Preferred Scenario



# Council Preferred Land Use Scenario

- » Preferred land use scenario is a combination of Land Use Alternatives A, B, and C, with an emphasis on B and C
- » Council motions with direction on each study area (12 total)



Study Area	Alt A	Alt B	Alt C	Notes
1 – ECR North		X		<ul style="list-style-type: none"> <li>Change the Commercial Neighborhood at East Poplar Ave to Mixed-Use Medium</li> <li>Change the Residential Medium at El Cerrito Avenue to Mixed-Use Medium</li> </ul>
1 – ECR Central			X	<ul style="list-style-type: none"> <li>Change the Office High at Borel Avenue to Mixed-Use High</li> </ul>
1 – ECR South		X		<ul style="list-style-type: none"> <li>Change the Residential Low along 37th Avenue to Mixed-Use Low</li> </ul>
2 – Bel Mateo/ Mollie Stone			X	<ul style="list-style-type: none"> <li>Planning Commission recommendation</li> </ul>
3 – Rail Corridor			X	Planning Commission recommendation, with these additions: <ul style="list-style-type: none"> <li>Change triangle at 17<sup>th</sup> Avenue from Residential Medium to Mixed-Use Medium</li> <li>Include the Hillsdale Garden Apartments at 36<sup>th</sup> Avenue and Edison Street within the Study Area boundary and designate it as Mixed-Use Medium</li> <li>Change the Commercial Regional and Residential Medium designations at the Ah Sam Floral site to Mixed-Use High</li> <li>Change the PetSmart site from Mixed-Use Low to Mixed-Use Medium</li> </ul>
4 – Downtown			X	<ul style="list-style-type: none"> <li>Change the Residential High along B Street between 5<sup>th</sup> and 9<sup>th</sup> Avenues to Mixed-Use High</li> </ul>
5 – Peninsula Ave		X		<ul style="list-style-type: none"> <li>Planning Commission recommendation, including designating the 850 Woodside Way property owner request as Mixed-Use Low.</li> </ul>
6 – Campus Dr			X	<ul style="list-style-type: none"> <li>No changes to Alternative C.</li> </ul>
7 – Shoreview	X			<ul style="list-style-type: none"> <li>Change Chavez Market site from Mixed-Use Low to Mixed-Use Medium</li> </ul>
8 – 101/92 Interchange	X			<ul style="list-style-type: none"> <li>Change PS Business Park from Residential Low to Mixed-Use High (with a goal to transition from high to medium on the west side of site)</li> </ul>
9 – Hillsdale/Norfolk			X	<ul style="list-style-type: none"> <li>No changes to Alternative C</li> </ul>
10 – Bridgepointe				*All three alternatives the same* <ul style="list-style-type: none"> <li>Ensure open space is incorporated as part of potential redevelopment</li> </ul>



# Land Use Alternatives and Preferred Scenario

	Existing (2019)	Alternative A (Net New)	Alternative B (Net New)	Alternative C (Net New)	Preferred Scenario (Net New)
Homes	39,200	+11,810	+16,070	+21,080	+21,960
Population	104,500	+29,500	+40,260	+53,500	+55,790
Jobs	52,800	+15,430	+15,430	+14,990	+15,255

# Notes on Preferred Land Use Scenario

- » **Study Area 8: Split land use designation on the PS Business Park site to better align with Council direction**
- » **Study Area 8: Parkside Plaza maintains Mixed-Use Low designation from Alternative A per Council motion**

# Proposed Land Use Heights and Densities

Land Use Intensity	Place Types Menu		Proposed GP Land Use Map	
	Height Range	Density Range	Height Range	Density Range
<b>Low</b>	1-3 stories	9-39 units/acre	1-3 stories	9-35 units/acre
<b>Low/Medium</b>	n/a	n/a	2-5 stories	36-50 units/acre
<b>Medium</b>	4-7 stories	40-99 units/acre	4-6 stories	40-99 units/acre
<b>High</b>	8+ stories	100-200 units/acre	6-10 stories	100-200 units/acre

# Height Range Recommendations





## » Started with the Place Types Menu

- Tool to facilitate discussion during the Alternatives Evaluation – a menu of land use typologies that could be considered for development in the City

## » Presented a range of possible densities, heights and scales

## » Transitioning Place Types to Land Use Designations

- Defining parameters for height and density

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

1 | DRAFT ALTERNATIVES | OPEN HOUSE

# Height Range Recommendations

## » **Low/Medium range: 2-5 stories**

- New transitional category to avoid any density reductions

## » **Medium range: 4-6 stories**

- Adjusted to align with community input while still ensuring density range is feasible and achievable

## » **High range: 7-10 stories**

- No max identified in Alternatives Evaluation
- 2022 Community Survey asked about buildings up to 12 stories

## » **Starting point for height discussion**

- Balancing input from all facets of the community
- Further discussion during Goals, Policies and Actions Phase

# Relationship to Measure Y

- » **Measure Y includes a height limit of up to 55 feet and a density limit up to 50 dwelling units per acre**
- » **Any components within the updated General Plan that are inconsistent with Measure Y will require voter approval before they could take effect**
- » **Preferred land use scenario includes heights and densities that exceed Measure Y**
- » **Future City Council study session to receive direction on approach to GPU and Measure Y**



# 1501-1555 W. Hillsdale Blvd Land Use Request

- » **4.4-acre site, outside study areas**
  - Southwest of Study Area 6
- » **Includes 84 apartment units in two, four-story buildings**
- » **Request to change site from Low Density Multi-Family (9 to 17 du/ac) to Residential Medium (40 to 99 du/ac)**



*Aerial view of 1501-1555 West Hillsdale Boulevard*



Serendipity School



Park View Terrace  
Apartments

W Hildale Blvd

Greenview Way

J. Arthur Younger Fwy

J. Arthur Younger Fwy



# City Council Direction

- » **Confirm the Preferred Land Use Scenario reflects Council direction**
- » **Direction on the General Plan land use heights and densities**
  - Draft land use map and land use designations will form the basis of the Draft Environmental Impact Report (Draft EIR) analysis.
  - Both the land use map and the land use categories will not be finalized until the City Council approves the final General Plan Update
- » **Confirm land use designation for 1501-1555 W. Hillsdale Blvd**

# Next Steps

# Public Input on Goals, Policies, and Actions

- » **Draft Goals, Policies and Actions to be published on July 21**
- » **Online survey live through mid-September**
- » **General Plan Subcommittee meetings:  
August 11, August 18, August 30**
- » **Virtual community workshop: September 8**
- » **In-person Spanish-language workshop/  
Taller en español en persona: September 10**
- » **In-person Open House: September 17**
- » **Online survey and meeting details at [www.StriveSanMateo.org](http://www.StriveSanMateo.org)**

# Clarifying Questions?

# Public Comment

# City Council Discussion

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