



General Plan Subcommittee Draft Goals, Policies, and Actions

August 30, 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



Tonight's Agenda Discussion

- » **Presentation**
- » **Next Steps**
- » **Clarifying Questions**
- » **Public Comment**
- » **GPS Discussion**



Objectives for Tonight

- » **Share overview of:**
 - Circulation Element
 - Land Use Element
- » **Receive public comments**
- » **GPS discussion and feedback on:**
 - Circulation Element
 - Land Use Element

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:

Diversity

Balance

Inclusivity

Prosperity

Resiliency

Where Are We Now and What's Next?

We are here.

2022
Jul

2023
Jan



General Plan Elements

- 2. Land Use**
- 3. Circulation**
- 4. Housing (prepared separately)**
- 5. Community Design and Historic Resources**
- 6. Conservation, Open Space, Parks and Recreation**
- 7. Public Services and Facilities**
- 8. Safety**
- 9. Noise**

General Plan – Other Components

1. Introduction

[Elements – 2 through 9]

10. Appendices

11. Glossary

12. Acknowledgements

13. Implementation Plan (separate from General Plan)

- Explains how actions will be implemented
 - Who is responsible
 - Timing
- Tracks progress
- Finalized after completion of the General Plan

Upcoming Community Engagement

- » **Citywide newsletter mailed out week of July 18**
- » **Goals, Policies, and Actions, and Environmental Justice**
 - General Plan Subcommittee meetings: August 11th, August 18th and tonight
 - Online survey at StriveSanMateo.org
 - Virtual community workshop: September 8th at 6:30pm
 - Taller en español en persona/In-person Spanish workshop: Sept 10th at 10:00 am
 - In-person Open House: September 17th at 10:00 am
 - Planning Commission meetings: September 13th and September 27th
 - City Council direction: October 3rd and October 17th (*tentative*)
- » **Meeting details and information on www.StriveSanMateo.org**

Future GPS Meetings on General Plan

» Summer 2023 – Draft General Plan

- Three GPS meetings

» Late 2023 – Final General Plan

- One GPS meeting

Draft Goals, Policies and Actions

How Goals, Policies, and Actions Fit In

» Each Element will include the following components:

- Background information narrative
- Maps
- Photos and illustrations
- Goals
 - Policies
 - Actions

General Plan Background Information Narrative

- » Provides data, information and other details relevant to the Element
- » Sets the context for goals, policies and actions
- » Succinct and enduring information

E. EMERGENCY OPERATIONS

BACKGROUND

The City prepared a Multi-Hazard Functional Plan (MHFP) in 1995 as required by the California Emergency Services Act. Additionally, as required by FEMA, the City adopted a Local Hazard Mitigation Plan (LHMP) in 2002. Both of these plans define the City's planned response to emergency situations such as fire, earthquake, flood, hazardous materials spill, civil disturbance or war.

The City's Emergency Operations Center (EOC) is located at the Police Department at 200 Franklin Parkway. The center contains emergency supplies and equipment and would serve as a communications and administrative headquarters. Since the EOC is located in the flood plain, an alternate EOC is located at Fire Station 7, 1801 De Anza Boulevard. The MHFP identifies fourteen possible shelter locations at school sites, including the College of San Mateo.

GOALS AND POLICIES

GOAL 4: Minimize potential damage to life, environment and property through timely, well-prepared and well-coordinated emergency preparedness, response plans and programs.

POLICIES:

S 4.1: **Emergency Readiness.** Maintain the City's emergency readiness and response capabilities, especially regarding hazardous materials spills, natural gas pipeline ruptures, earthquakes, and flooding due to dam failure, tsunami, peak storms and dike failure. Increase public awareness of potential hazards and the City's emergency readiness and response program.

Emergency readiness depends upon maintenance of an updated and useable Multi-Hazard Functional Plan, trained personnel through frequent emergency drills, and functional emergency equipment, particularly emergency communications, power supplies and vehicles. The public should be made aware of potential dangers, particularly those living or working in areas subject to inundation, and of contingency plans or information sources. Education and training programs, such as the San Mateo Community Emergency Response Team (CERT) and the biyearly City staff emergency drills, helps to increase the public's awareness and increase the emergency readiness of the City.

What is a Goal, Policy and Action?

- » A goal is a description of a general desired result.
- » A policy regulates activities in the City, guides decision-making and directs ongoing efforts as the City works to achieve a goal.
- » An action is a measure, procedure, or technique intended to help reach a specified goal or implement a policy.

Draft Goals, Policies and Actions Process

- » **Review existing General Plan goals, policies, and actions**
 - Staff review from all departments
 - What works? What's not working well? What's been completed or is no longer relevant?
 - Add new content to respond to current State requirements
- » **Revise and add based on input and direction from:**
 - Community members
 - General Plan Subcommittee
 - Planning Commission
 - City Council
- » **Prepare updated goals, policies, and actions**

GPS Discussion

» Provide comments by element

- Circulation
- Land Use

» Discussion questions:

- What do you support about these policies and actions?
- Is there anything you would add or change?
- Are there any policy topics missing?
- Should any of the policies be changed from a recommendation to a requirement or vice versa?
- Are there additional specific actions that should be added to support implementation of the policies?

» Keep discussion focused on content; please email grammatical or typographical edits to staff at generalplan@cityofsanmateo.org

Circulation Element

Goals and Policies

Circulation Element

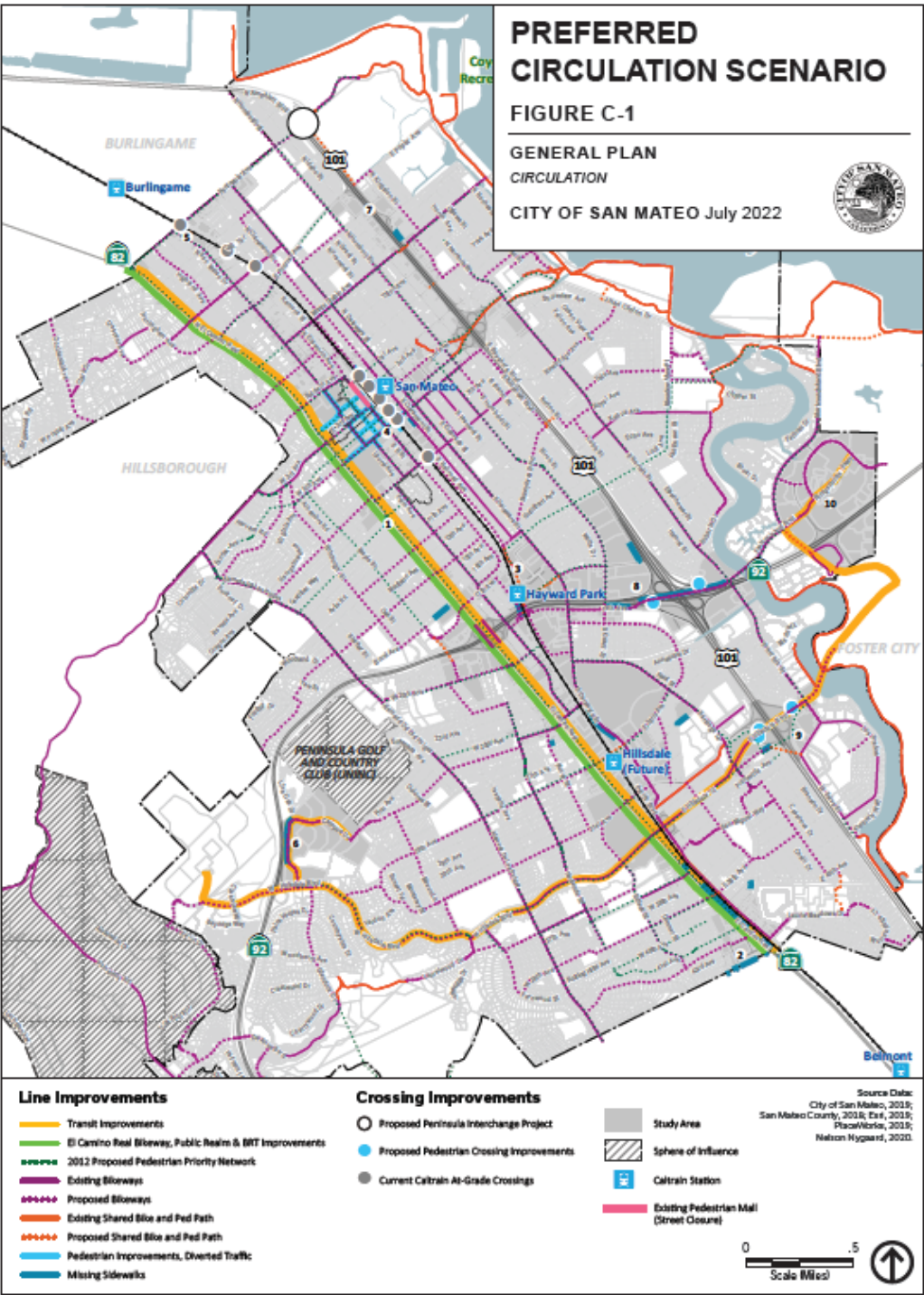
» Multimodal Transportation

- Design and implement a multimodal transportation system that is sustainable, safe, and accessible for all users and that connects the community utilizing all modes of transportation. (Goal C-1)
 - Sustainable Transportation
 - Complete Streets Plan
 - Vision Zero Plan
 - Prioritize Pedestrian and Bicycle Mobility Needs
 - El Camino Real Plan
 - Transit-Oriented Development
 - Equitable Multimodal Network
 - New Development Fair Share
 - Dedication of Right-of-Way for Transportation Improvements
 - Inclusive Outreach
 - Safe Routes for Seniors
 - Data Driven Approach to Project Design and Prioritization
 - Safety Education
 - Transportation Funding
 - Transportation Fees
 - Performance and Monitoring

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments
- Caltrain
- SamTrans

Preferred Circulation Scenario



Circulation Element

» Transportation Demand Management

- Use transportation demand management (TDM) to reduce the number and length of single-occupancy vehicle trips and encourage sustainable travel behaviors through policy, zoning strategies, and targeted context-appropriate programs and incentives. (Goal C-2)
 - TDM Requirements
 - Implement TDM Ordinance
 - TDM Education and Outreach
 - Leverage TDM Partnership Opportunities
 - Facilitate TDM Services
 - Travel to Schools
 - New Development Shuttle Services
 - Unbundled Parking

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments
- Caltrain
- SamTrans

Circulation Element

» Pedestrians

- Build and maintain a safe, connected and equitable pedestrian network that provides access to community destinations such as employment centers, transit, schools, shopping and recreation. (Goal C-3)
 - Pedestrian Network
 - Pedestrian Enhancements with New Development
 - Right-of-Way Improvements
 - Utility Undergrounding
 - Implement Pedestrian Improvements
 - Utility Undergrounding Requirements
 - Pedestrian Trails and Routes Awareness
 - Access for Users of All Ages and Abilities
 - Pedestrian Connectivity
 - Safe Routes to School
 - Downtown Pedestrian Mall

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments
- Pacific Gas & Electric

Circulation Element

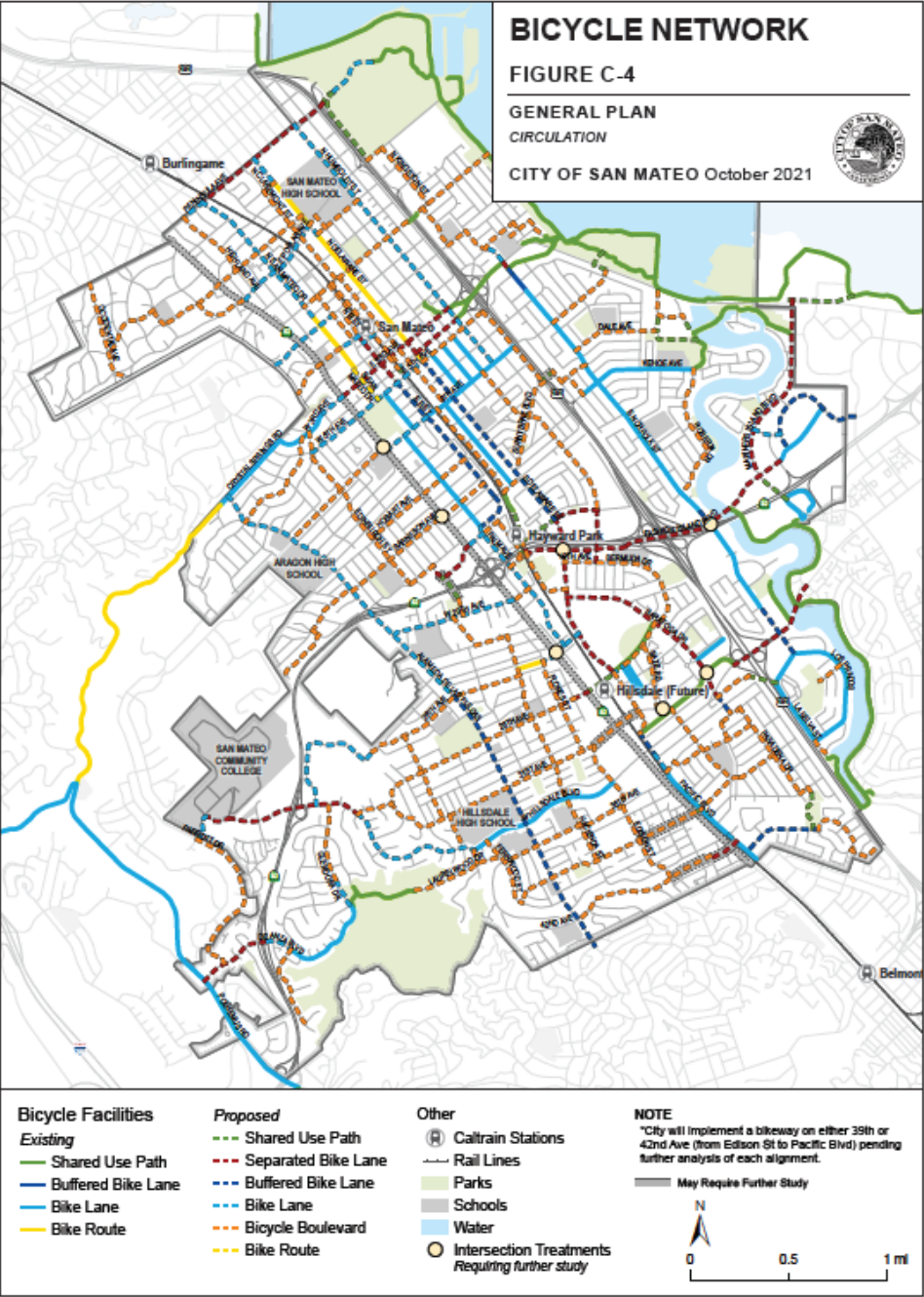
» Bicycles and Micromobility

- Build and maintain a safe, connected, and equitable bicycle and micromobility network that provides access to community destinations such as employment centers, transit, schools, shopping, and recreation. (Goal C-4)
 - Bicycle Network
 - Bicycle Master Plan
 - First and Last Mile Connections
 - Bicycle Related Technology
 - Bicycle Improvements
 - Coordination with other City Projects
 - Interjurisdiction Coordination
 - Bicycle Master Plan Implementation
 - Paving Coordination
 - Connectivity Across Freeway Barriers
 - Bay Trail
 - Crystal Springs
 - Bicycle Detection Devices
 - Increased Bicycle Capacity on Caltrain and SamTrans

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments
- Caltrain
- SamTrans

Bicycle Network in San Mateo



Circulation Element

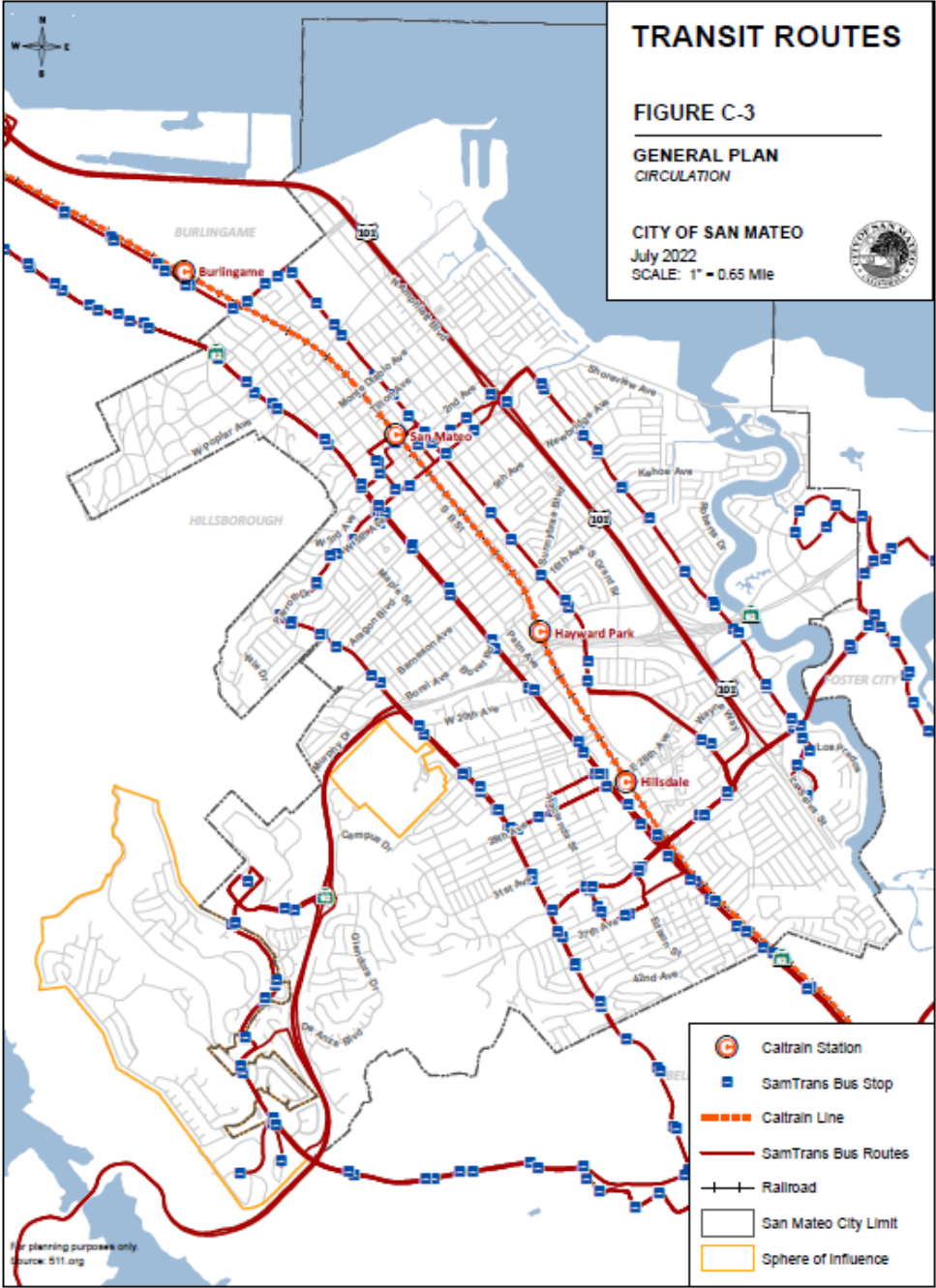
» Transit and Mobility Services

- Make transit a viable transportation option for the community by supporting frequent, reliable, cost-efficient, and connected service. (Goal C-5)
 - Increase Transit Ridership
 - Caltrain
 - California High Speed Rail
 - Safety at At-Grade Rail Crossing
 - Transit Safety
 - Transit Access in New Developments
 - Grade Separation Study
 - Transit Experience Improvements
 - Transit Ridership
 - Shuttle Programs

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments
- Caltrain
- California High Speed Rail Authority
- SamTrans

Transit Routes in San Mateo



Circulation Element

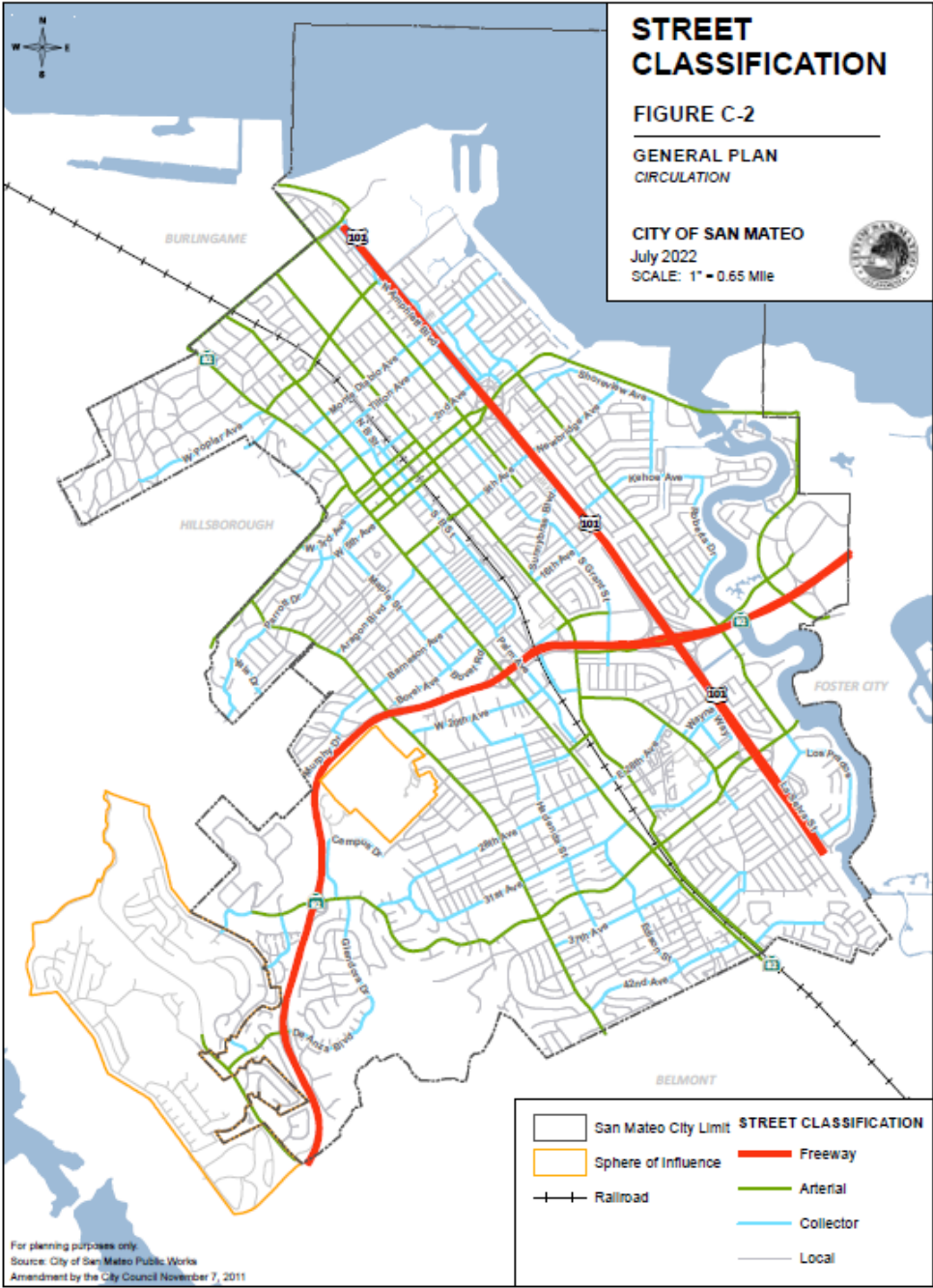
» Roadways Improvements

- Achieve a transportation system that accommodates future growth, reduces vehicle miles traveled (VMT) per capita, and maintains efficient operations for all modes. (Goal C-6)
 - Roadway Operations
 - Circulation Improvement Plan
 - Local Transportation Analysis
 - Neighborhood Traffic
 - Truck Routes
 - Capital Improvement Program
 - Traffic Signal Installation
 - Emergency Signal Preemption
 - Multimodal Level of Service Standard
 - Prioritization and Timing of Roadway Improvements
 - Congestion Management

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments

San Mateo's Roadway Network



Circulation Element

» Parking Management

- Use parking, enforcement and curb management strategies to effectively administer parking supply and maximize utilization of public assets. (Goal C-7)
 - Parking Management
 - Shared Parking
 - Public Parking
 - Bicycle Parking
 - Curbside Management
 - Loading Areas in New Developments
 - Parking Maximums
 - Parking Management Strategies
 - Curbside Management Strategies
 - Emerging Technology for Curbside Management
 - Truck Loading
 - Public Bicycle Parking
 - Mechanical Parking Lift

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments

Circulation Element

» Future Mobility and Technology

- Build a values-driven regulatory, management, and partnership framework that flexibly encourages emerging transportation technologies in service of City and community goals. (Goal C-8)
 - Emerging Technologies
 - Equitable Mobility Options
 - Mobility Data
 - Umbrella Regulations for Modern Mobility
 - Strategic Partnership and Pilots
 - Future-Ready Infrastructure
 - Equitable Mobility Technology
 - Intelligent Transportation Systems

Other Important Agencies/Plans

- US Department of Transportation
- Caltrans
- Metropolitan Transportation Commission/Association of Bay Area Governments

Land Use Element

Goals and Policies

Land Use Element

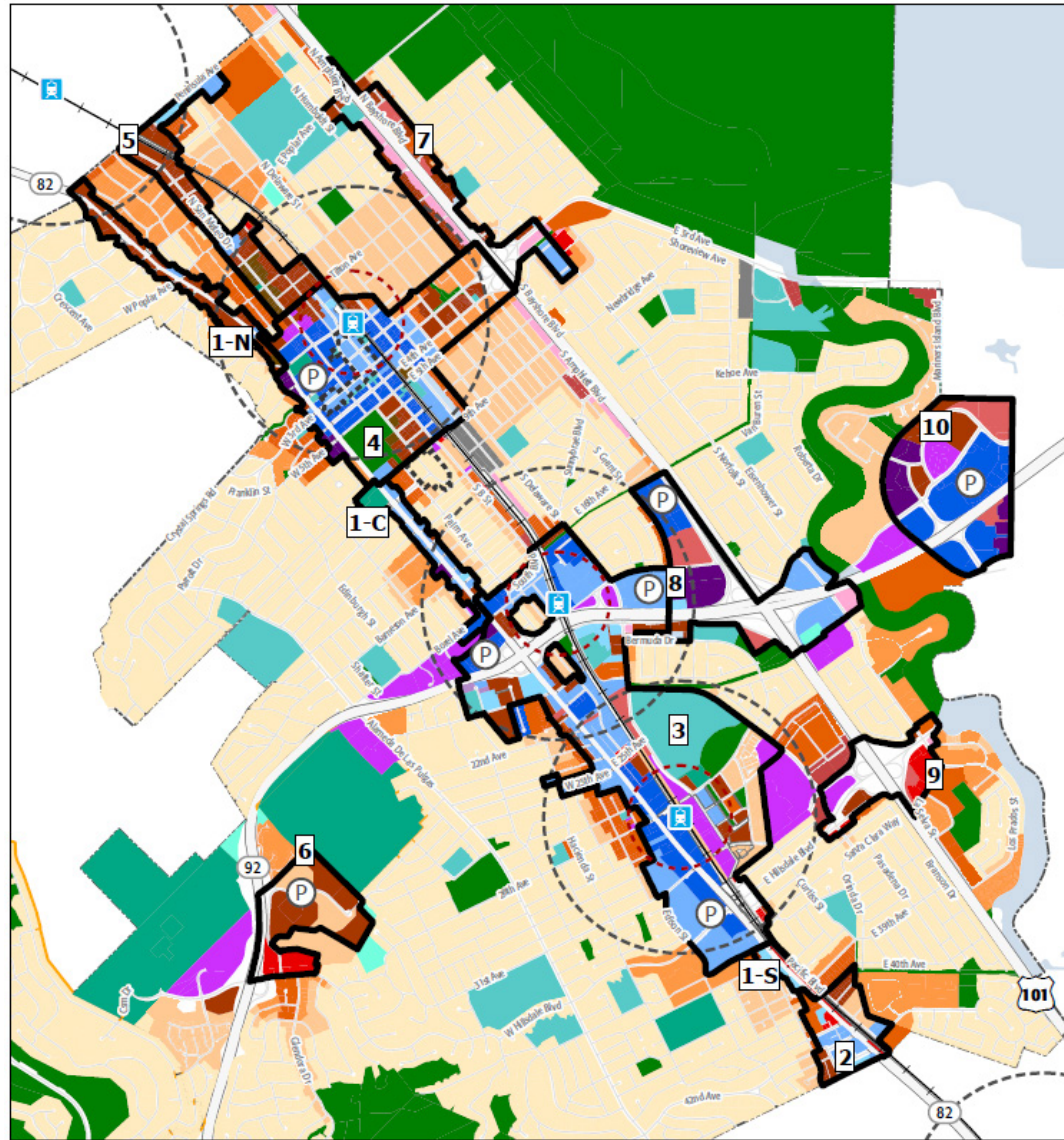
» **Balanced, Orderly, and Equitable Growth and Preservation**

- Plan carefully for orderly growth that provides ample housing and job opportunities for all citizens, maximizes efficient use of infrastructure, limits adverse impacts to the environment and improves social, economic and health equity. (Goal LU-1)
 - Equitable Development
 - Optimize Development Opportunities
 - Mixed-Use
 - Surplus Land
 - Legal Non-conforming Developments
 - Annexation
 - New Development within the Sphere of Influence
 - Review of New Development
 - Surplus Land Inventory

Other Important Agencies/Plans

- San Mateo Local Agency Formation Commission
- San Mateo County
- Zoning Code

Draft Land Use Map



- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- Privately Owned Public Open Space
- Caltrain Station
- Caltrain
- 1,000 Foot Buffer Around Caltrain
- 1/2 Mile Radius Around Caltrain
- Residential Very Low (up to 9 du/ac)
- Residential Low 1 (9-19 du/ac)
- Residential Low 2 (20-35 du/ac)
- Residential Low/Medium (36-50 du/ac)
- Residential Medium (40-99 du/ac)
- Residential High (100-200 du/ac)
- Service Commercial (1.0 FAR)
- Regional Commercial (1.0 to 2.5 FAR)
- Neighborhood Commercial (1.0 FAR)
- Office Low (1.0 FAR)
- Office Medium (3.0 FAR)
- Office High (5.0 FAR)
- Research and Development (1.0 to 2.0 FAR)
- Traditional Light Industrial (1.0 FAR)
- Mixed-Use Low (9-39 du/ac residential; 0.25 FAR retail; 1.0 FAR office)
- Mixed-Use Low/Medium (36-50 du/ac residential; 0.25 FAR retail; 3.0 FAR office)
- Mixed-Use Medium (40-99 du/ac residential; 0.25 FAR retail; 3.0 FAR office)
- Mixed-Use High (100-200 du/ac residential; 0.25 FAR retail; 5.0 FAR office)
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Transportation Corridor
- Utilities

Land Use Element

» **Balanced, Orderly, and Equitable Growth and Preservation**

- Balance well-designed development and thoughtful preservation.
(Goal LU-2)

- Development Intensity/Density
- Community Benefits
- Building Height and Density
- Building Intensity
- Clustering

Other Important Agencies/Plans

- Zoning Code

Land Use Element

Other Important Agencies/Plans

- Zoning Code

» A Diverse Range of Land Uses

- Provide a wide range of land uses, including housing, parks, open space, retail, commercial services, office, and industrial, to adequately meet the full spectrum of needs in the community. (Goal LU-3)
 - Housing Diversity
 - Commercial Development
 - Neighborhood Commercial Preservation
 - Convenience Retail
 - Support Service Uses
 - Hotels
 - Visitor Economy
 - Accessible Workplaces
 - Office Park Evolution
 - Service Commercial
 - Community Gathering Places
 - Publicly Accessible Spaces
 - Cultural Facilities and Public Art
 - School Site Reuse or Redevelopment
 - Housing in Support of Institutions
 - Public Facilities
 - Permitted Uses
 - Major Institutions/Special Facilities

Land Use Element

» Focused Planning Areas

- **Downtown**
- Maintain downtown San Mateo as the economic, cultural, and social center of the community. (Goal LU-4)
 - Downtown Land Uses
 - Quality of Downtown Development
 - Significant Historic Structures
 - Downtown Area Plan
 - Downtown Special Events

Other Important Agencies/Plans

- Zoning Code
- Downtown Area Plan
- Downtown San Mateo Association
- Caltrain

Land Use Element

» Focused Planning Areas (cont.)

- **El Camino Real**
- Promote residential land uses along and improvements to El Camino Real to strengthen its role as both a local and regional corridor. (Goal LU-5)
 - Housing on El Camino Real
 - El Camino Real Landscaping
 - Multi-modal Improvements
- **Hillsdale Station Area**
- Promote transit-oriented development around the Hillsdale Caltrain station. (Goal LU-6)
 - Rail Corridor Transit-Oriented Development Plan (Corridor Plan)
 - Hillsdale Shopping Center
 - Hillsdale Station Area Plan

Other Important Agencies/Plans

- Caltrans
- Caltrain
- Sam Trans
- El Camino Real Master Plan
- Hillsdale Station Area Plan
- Grand Boulevard Initiative
- Hillsdale Shopping Center

Land Use Element

» Focused Planning Areas (cont.)

- **Shopping Centers in Transition**
- Support the transition of shopping centers designated for new uses into vibrant districts with a range of housing, shopping, services, and jobs. (Goal LU-7)
 - Bridgepointe, Shoreview, and Bel Mateo Shopping Centers
 - Bridgepointe Area Plan
 - Bel Mateo Area Plan

Other Important Agencies/Plans

- Mariner's Island Specific Plan
- Bridgepointe Master Plan

Land Use Element

» Environmental Justice

- Support the equitable health and well-being of all neighborhoods in San Mateo and all members of the San Mateo community by improving conditions in equity priority communities. (Goal LU-8)

Community Health

- Prioritizing Community Health
- Collaborations for Community Health
- Health Disparities
- City Investment

Other Important Agencies/Plans

- Senate Bill 1000
- Metropolitan Transportation Commission/Association of Bay Area Governments
- San Mateo County Health

Equity Priority Communities

- Community Preservation
- Access to Parks and Recreation
- Streetscape and Safety Improvements
- North Central Plan
- City Services
- Neighborhood Beautification

Land Use Resources

» Environmental Justice

- Support the equitable health and well-being of all neighborhoods in San Mateo and all members of the San Mateo community by improving conditions in equity priority communities. (Goal LU-8)

Access to Healthy Food

- Locally-Grown Food
- Retail Food Sources
- Workplace Wellness
- Healthy Food in Schools
- Healthy Food Access
- Urban Agriculture

Other Important Agencies/Plans

- Senate Bill 1000
- San Mateo County Health

Land Use Element

» Community Engagement

- Include everyone in community development decisions for a shared, sustainable future. (Goal LU-9)
 - Inclusive Outreach
 - Equitable Engagement
 - Applicant Communications
 - Trusted Partners
 - Community Surveys
 - Communications Strategy

Land Use Element

» Climate Change and Sustainability

- Make San Mateo strong and resilient by acting boldly to significantly reduce greenhouse gas emissions and adapt to a changing climate. (Goal LU-10)
 - Effects of Climate Change
 - Decarbonized Building Stock
 - Sustainable Improvements
 - Climate Action Plan Implementation
 - Greenhouse Gas Emission Reductions
 - Greenhouse Gas Inventory
 - Renewable Energy
 - Solar Energy
 - Building Decarbonization
 - Engaging the Public in the Climate Action Plan
 - Resilience of Critical Facilities and Public Infrastructure

Other Important Agencies/Plans

- San Mateo Climate Action Plan
- OneShoreline

Land Use Element

» **A Sustainable Economy – Economic Development**

- Cultivate a diverse, thriving, inclusive and green economy. (Goal LU-11)
 - Economic Development
 - Local Employment
 - State-of-the-Art Telecommunications
 - Jobs-to-Resident Match
 - Small Business Support
 - Commercial Displacement
 - First Source Hiring

Land Use Element

» Fiscal Health

- Create financial stability for the City to maintain the City's ability to finance public improvements and human services. (Goal LU-12)
 - High City Revenue Generators
 - Fiscal Neutrality

» Development Review

- Maintain Development Review and Building Permit processes that are comprehensive and efficient. (Goal LU-13)
 - Development Review Process
 - Public Education
 - Fee Information

Other Important Agencies/Plans

- Zoning Code

Land Use Element

» Regional Cooperation

- Collaborate and communicate with other public agencies regarding regional issues. (Goal LU-14)
 - Inter-Agency Cooperation
 - Public Agency Developments
 - Plan Bay Area

Other Important Agencies/Plans

- Metropolitan Transportation Commission/Association of Bay Area Governments
- Plan Bay Area
- 21 Elements
- San Mateo County
- Zoning Ordinance

» General Plan Maintenance

- Ensure that the City's General Plan is consistent with State Law, legally adequate, and up-to-date. (Goal LU-15)
 - General Plan Amendments
 - Specific and Master Plans
 - Annual General Plan Progress Report
 - Specific Plans and Master Plans

GPS Discussion

» Provide comments by element

- Circulation
- Land Use

» Discussion questions:

- What do you support about these policies and actions?
- Is there anything you would add or change?
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Clarifying Questions?

Public Comment

GPS Discussion

GPS Discussion

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Next Steps

Goals, Policies, and Actions Next Steps

» **Community Input**

- Online survey live through mid-September
- 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

» **Planning Commission Meetings**

- Two meetings on September 13 and September 27

» **City Council Meetings**

- Two meetings on October 3 and October 17 (tentative)

» **Finalize, goals, policies and actions and incorporate into Draft General Plan**