



City Council

Draft Goals, Policies, and Actions

November 7, 2022



General Plan Team

» City of San Mateo

- Zachary Dahl, Deputy Director
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» Technical Advisory Committee

- Over 40 staff members from all City departments and SMCFD

» Consultants

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



Tonight's Agenda Discussion

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



Objectives for Tonight

» Overview of:

- Land Use Element
- Community Design and Historic Resources Element
- Safety Element

» Receive public comments

» City Council discussion and direction on:

- Land Use Element
- Community Design and Historic Resources Element
- Safety Element

Updated Goals, Policies, and Actions

- » Updated policies included in Agenda Report Attachments 6, 7 and 8
- » Incorporates community, GPS, and Planning Commission feedback
- » Original policy followed by suggested revision in italics and track changes

POLICIES

Policy C-P1.1

Sustainable Transportation. Reduce [Greenhouse Gas \(GHG\)](#) emissions from transportation by increasing mode shares for sustainable travel modes such as walking, bicycling, and public transit.

Policy C-P1.2

Complete Streets. Apply complete streets design standards to future projects both in the public right-of-way and on private property. Complete streets are streets designed to facilitate safe, comfortable, and efficient travel for all users regardless of age or ability or whether they are walking, bicycling, taking transit, or driving.

Complete Streets. Apply complete streets design standards to future projects both in the public right-of-way and on private property. Complete streets are streets designed to facilitate safe, comfortable, and efficient travel for all users regardless of age or ability or whether they are walking, bicycling, taking transit, or driving, and [should include landscaping and shade trees as well as green streets stormwater infrastructure to reduce runoff and pollution.](#)

Policy C-P1.3

Vision Zero. Work towards eliminating traffic fatalities and serious injuries. Use a safe systems approach for transportation planning, street design, operations, emergency response, and maintenance that proactively identifies opportunities to improve safety where conflicts between users exist.

Vision Zero. ~~Work towards eliminating traffic fatalities and serious injuries.~~ Use a safe systems approach for transportation planning, street design, operations, emergency response, and maintenance that proactively identifies opportunities to improve safety where conflicts between users exist [to eliminate traffic fatalities and serious injuries in our roadways.](#)

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

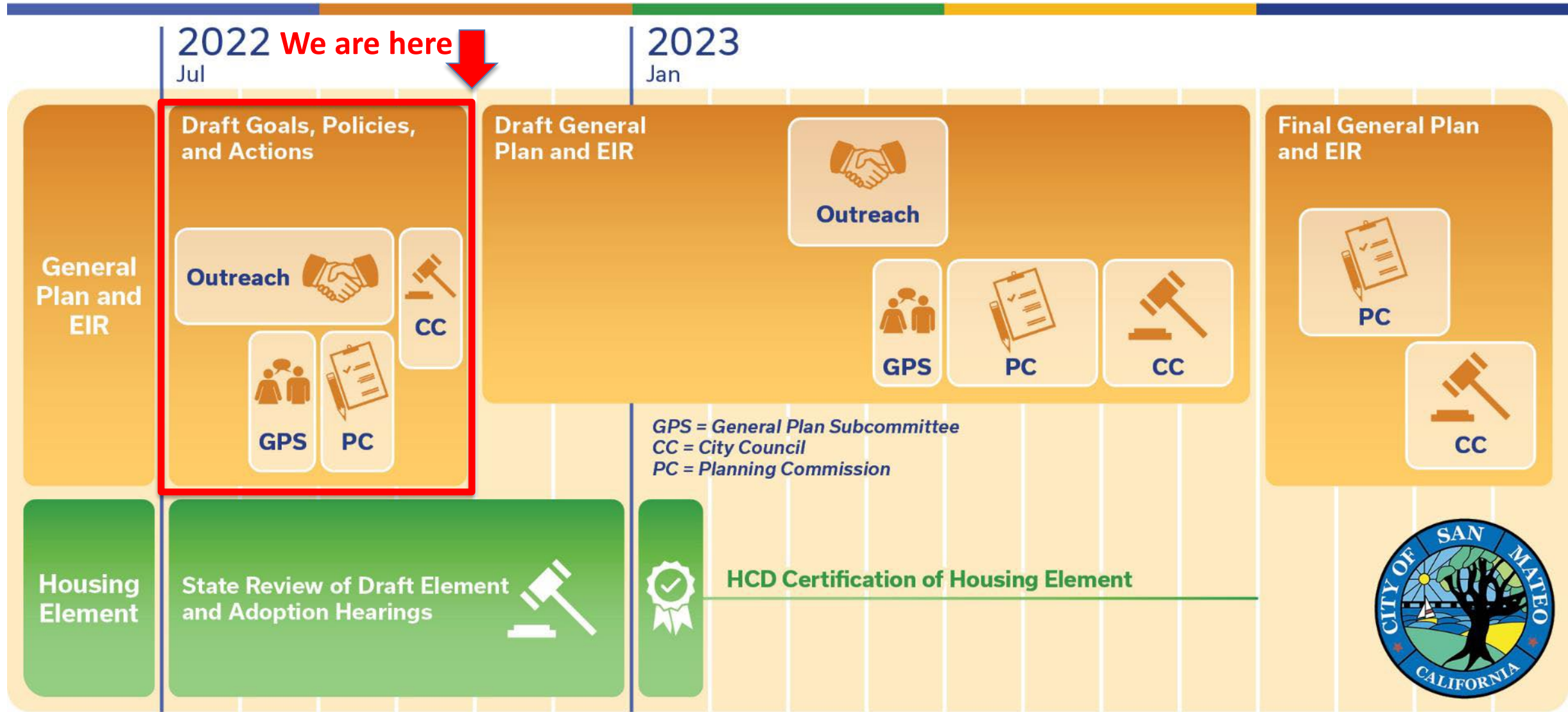
Balance

Inclusivity

Prosperity

Resiliency

Where Are We Now and What's Next?



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

Community Outreach and Engagement

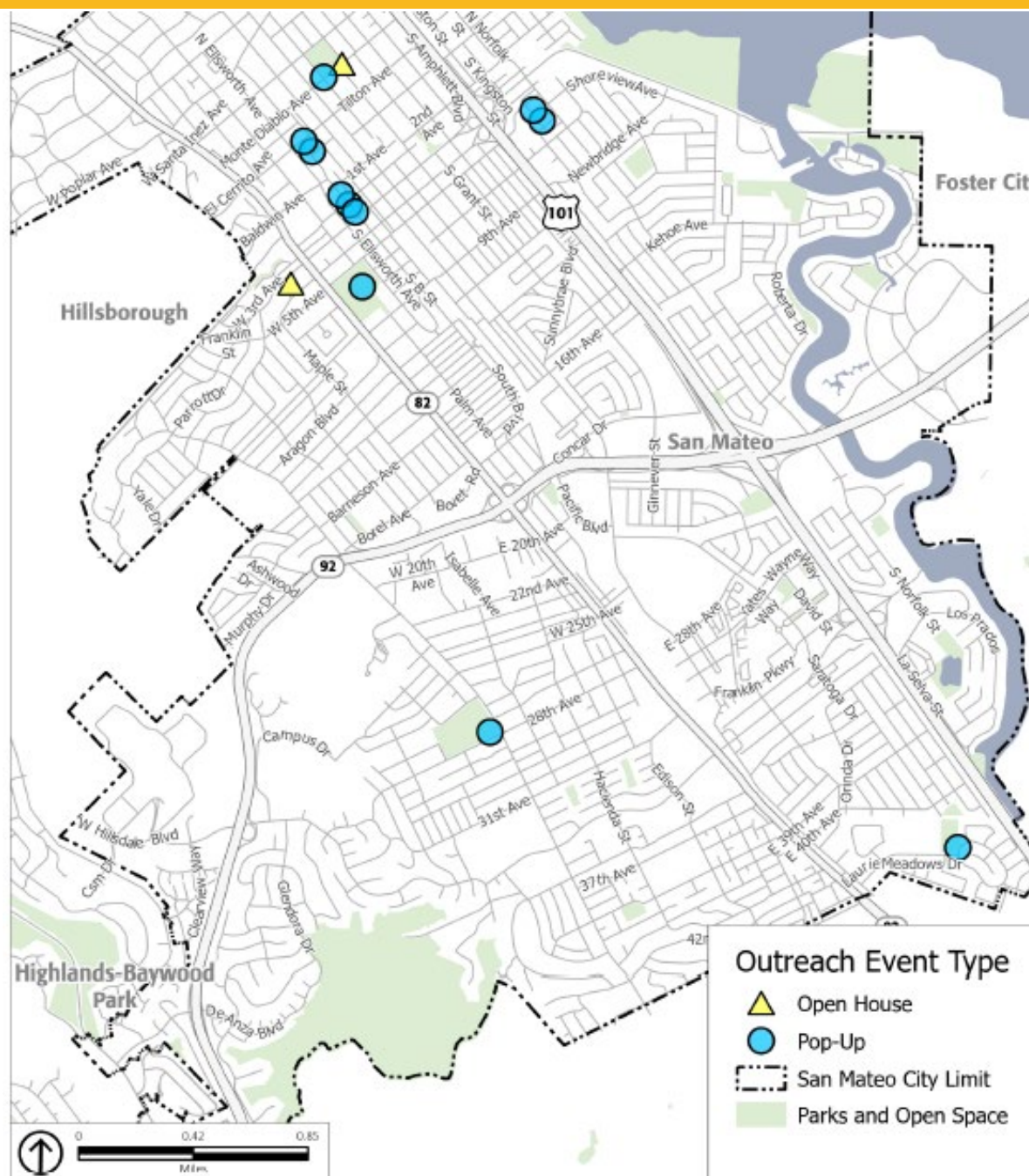
Community Engagement

Meeting details and information available at:

www.StriveSanMateo.org

Date	Outreach Event	# of Participants
Late July	Citywide Newsletter	Mailed to every household in San Mateo
Late July through mid-October	Draft Policies and Actions Online Survey	221
Tuesday, August 23, 2022	Video Loco Pop-up	25
Thursday, August 25, 2022	Video Loco Pop-up	20
Friday, August 26, 2022	Chavez Market Pop-up	15
Saturday, August 27, 2022	Rediscover San Mateo Community Fest Pop-up	140
Tuesday, September 6, 2022	Chavez Market Pop-up	50
Thursday, September 8, 2022	Virtual Community Workshop	26
Friday, September 9, 2022	Movies in the Park Pop-up	50
Saturday, September 10, 2022	Spanish Language Workshop	4
Saturday, September 10, 2022	September Nights on B Street Pop-up	30
Thursday, September 15, 2022	September Nights on B Street Pop-up	15
Friday, September 16, 2022	Movies in the Park Pop-up	50
Saturday, September 17, 2022	Open House	30
Thursday, September 22, 2022	September Nights on B Street Pop-up	31
Friday, September 23, 2022	Movies in the Park Pop-up	25
Saturday, September 24, 2022	San Mateo Firefighters Association Chili Cook-off Pop-up	45

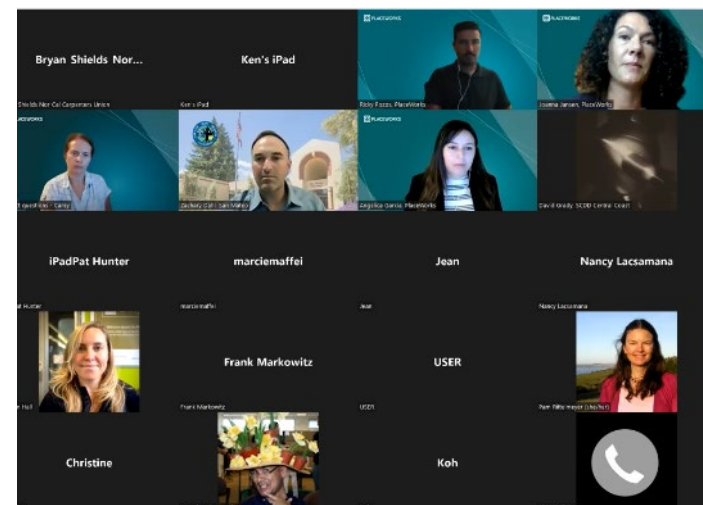
Outreach Events Throughout San Mateo



Outreach Demographics

» **Comparison of Preferred Scenario and Draft Goals, Policies and Actions participants:**

- Increase of renters from 19% to 30% of participants
- Increase of residents of color from 37% to 49% of participants
- Increase of low-income households from 28% to 40% of participants
- 11% of the Preferred Scenario participants were between the ages of 20 to 35 years and 28% of the Draft Goals, Policies, and Actions participants were between the ages of 25 to 40 years



Community Engagement

» Direct Engagement

- Citywide mailer
- online survey
- 14 pop-up events and two community group presentations
- two workshops and one open house

» General Plan Subcommittee Meetings

- August 11th, August 18th and August 30th

» Planning Commission Meetings

- September 13th and September 27th

» City Council Meetings

- October 3rd and tonight

Future City Council Meetings on General Plan

» **Winter/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 Goals, Policies and Actions

What is a Goal, Policy and Action?

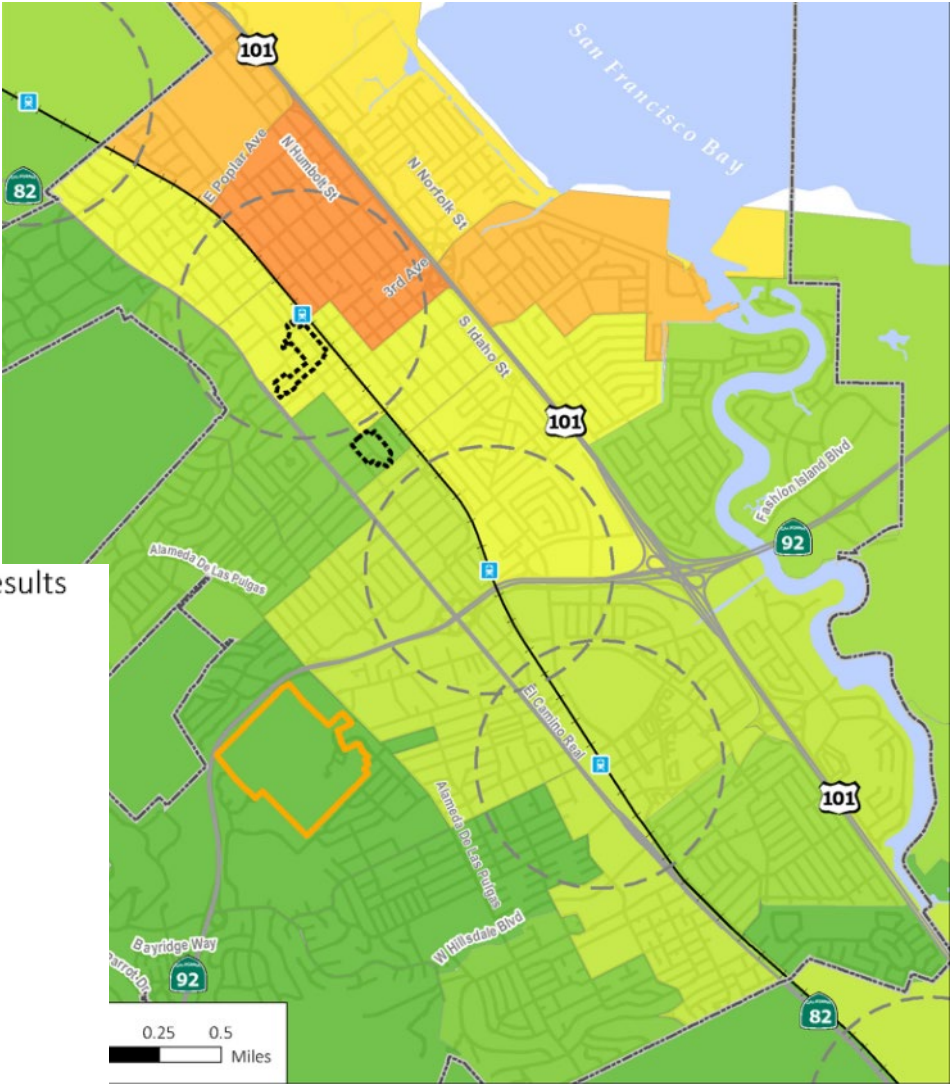
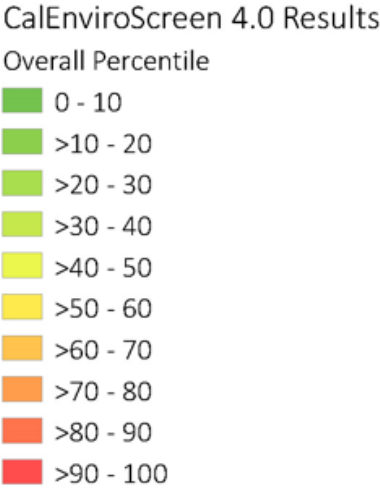
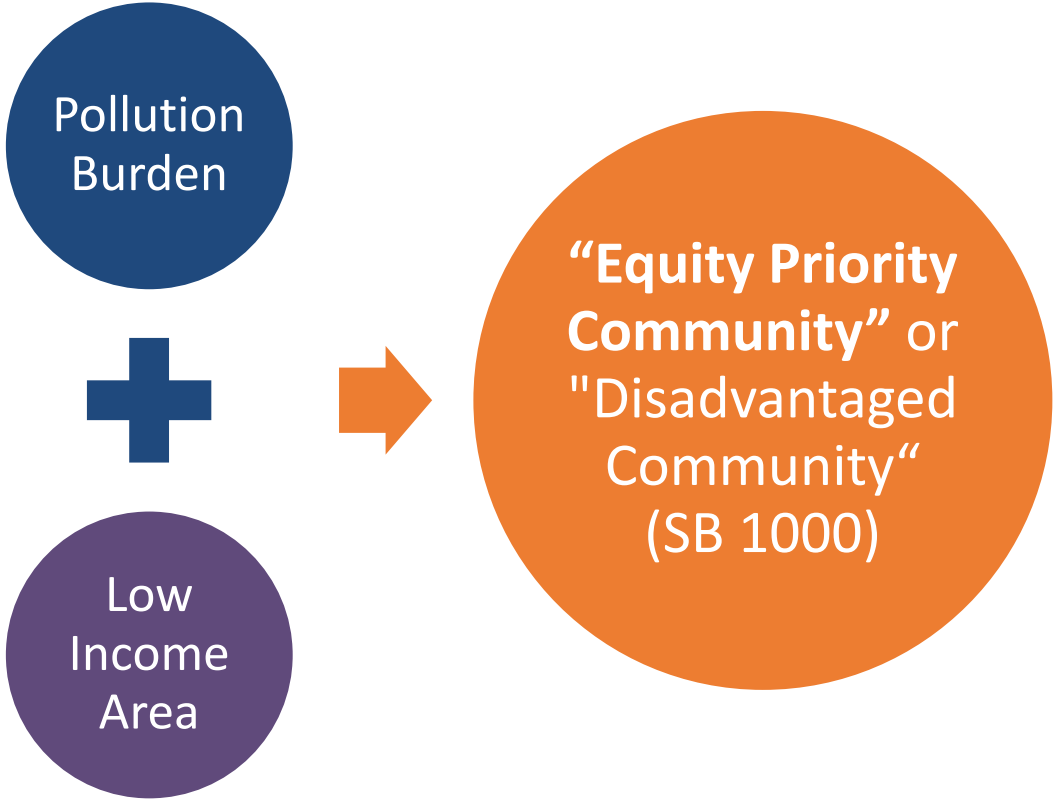
- » A goal is a description of a general desired result.
- » A policy regulates activities in the City, guides decisionmaking and directs ongoing efforts as the City works to achieve a goal.
- » An action is a measure, procedure, or technique intended to help reach a specified goal or implement a policy.

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**

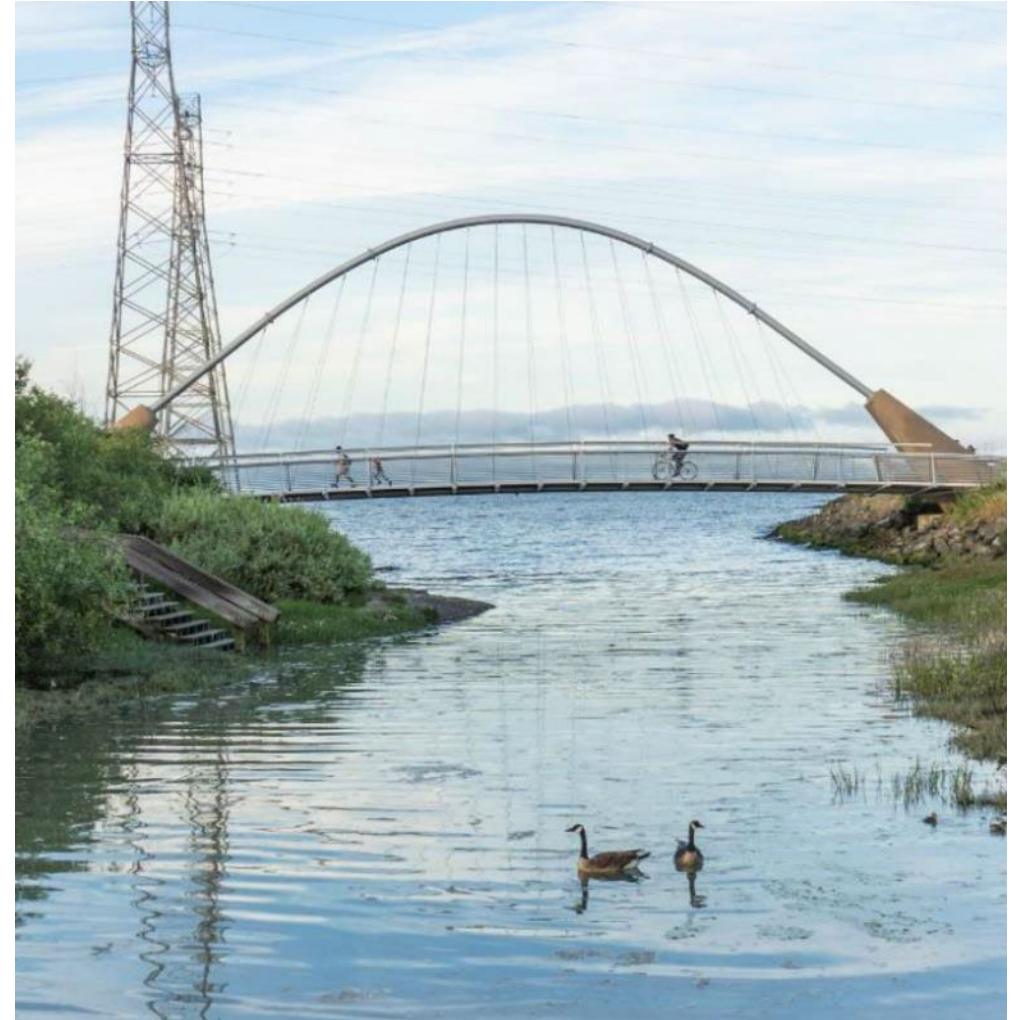
Land Use

About Environmental Justice



Environmental Justice Topics Under SB 1000

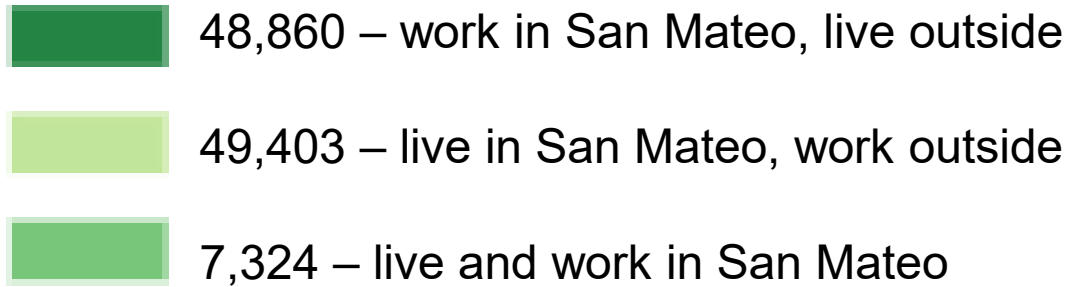
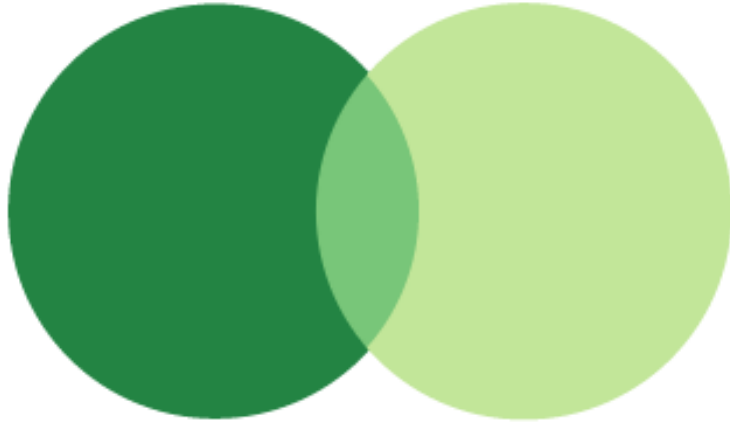
- » **Pollution Exposure and Air Quality**
- » **Public Facilities**
- » **Food Access**
- » **Safe and Sanitary Homes**
- » **Physical Activity**
- » **Community Engagement in Public Decision-Making**
- » **Prioritization of Improvements and Programs in EJ Communities**



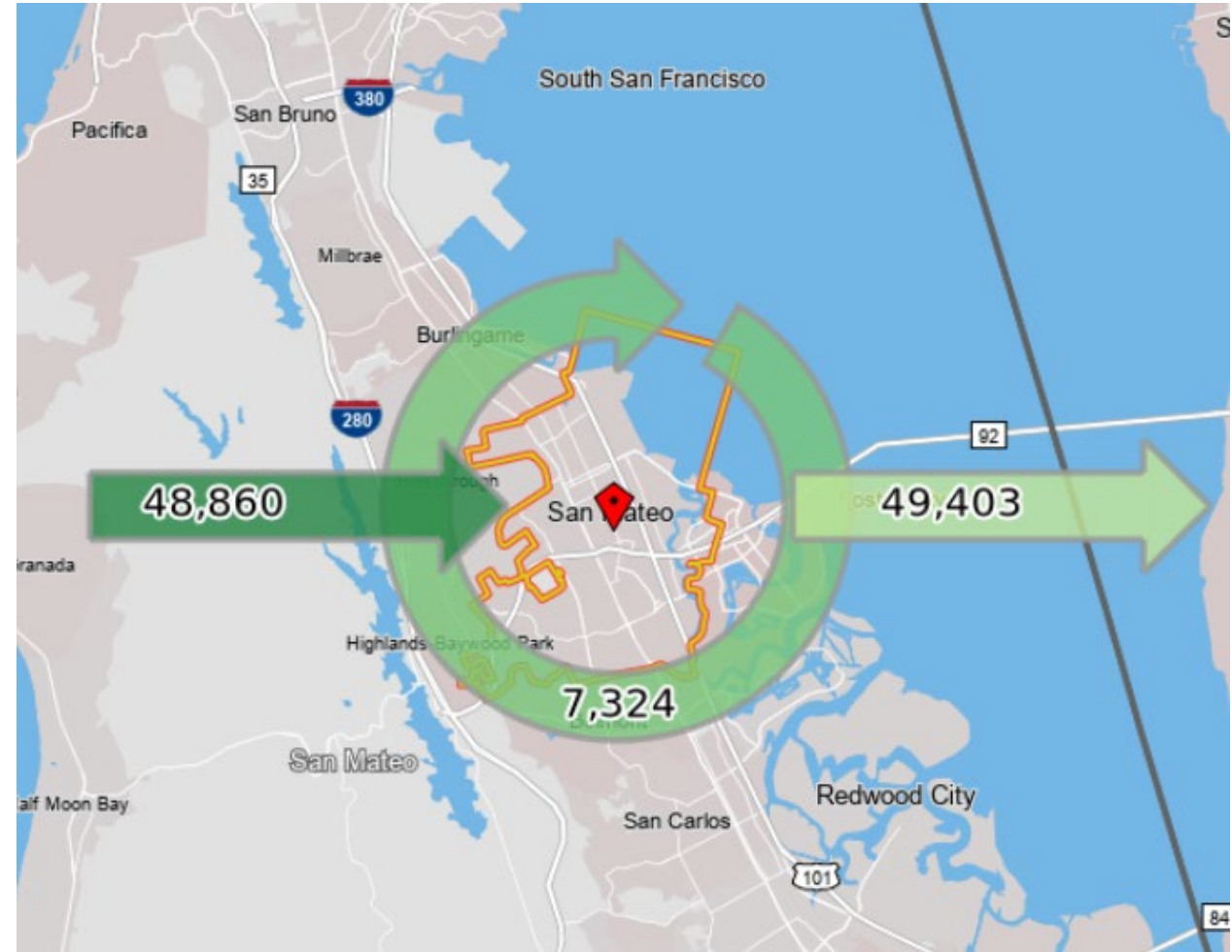
Jobs-Housing Fit

- » **2019 Jobs-to-Employed Residents Ratio: 1.07**
- » **Primary issue is mismatch of employed residents to local jobs**
 - Majority of residents work outside the City
 - Majority of workers live outside the City
 - Only approx. 12% of employed residents work in San Mateo
- » **Draft General Plan supports improving the jobs-housing fit by:**
 - Increasing housing densities
 - Facilitating and supporting the production of new housing at all income levels
 - Preserving existing housing that is affordable to lower- and middle-income residents
 - Protecting current residents and preventing displacement
 - Supporting good paying local jobs and employment opportunities

Where People Live and Work



(Inflow/Outflow Job Counts in 2018)



Source: [U.S. Census Bureau, OnTheMap Application](https://onthemap.census.gov/) and LEHD Origin-Destination Employment Statistics

Jobs-Housing Fit

» Existing Policies/Actions

- **(LU-A1.1) Review of New Development.** Periodically review actual growth of both housing units and jobs (commercial/office floor area) on a yearly basis. Use this information to monitor the numeric balance of jobs and housing units in San Mateo and to make adjustments to infrastructure and circulation requirements, as necessary, if actual growth is exceeding projections.
- **(LU-P3.1) Housing Diversity.** Promote safe, attractive, walkable residential neighborhoods with diverse types and sizes of homes for individuals and families of all income levels.
- **(LU-P11.2) Local Employment.** Encourage a diverse mix of uses that provide opportunities for employment of residents of all skill and education levels.
- **(LU-A11.1) Jobs-to-Resident Match.** Develop programs to retain and attract businesses that provide a living wage, offer health insurance benefits, and match the diverse range of education and skills of San Mateo residents.

Jobs-Housing Fit

» Recommended New Policies

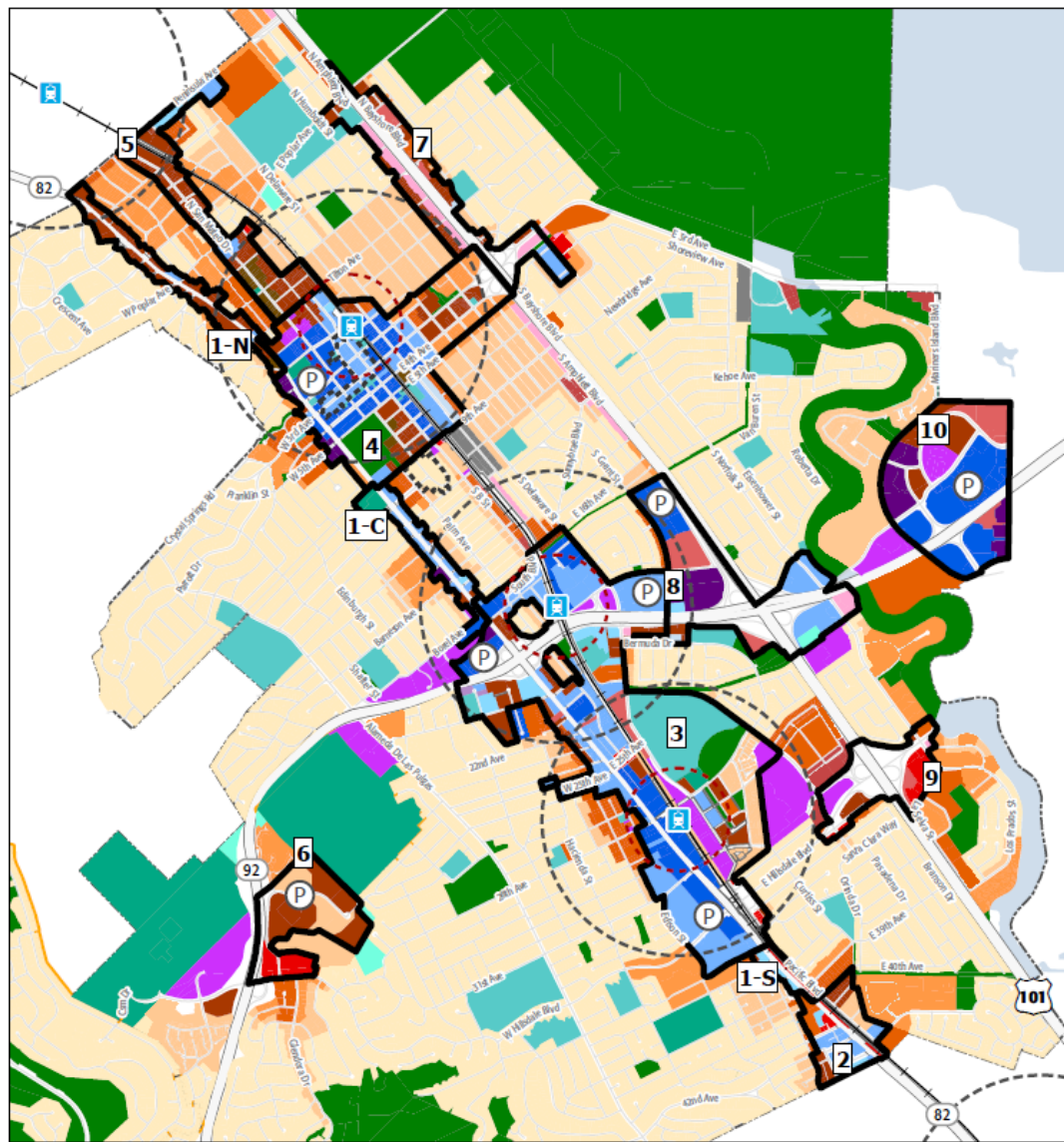
- **Jobs to Employed Resident.** Strive to maintain a reasonable balance between potential job generation and the local job market with a goal of one job for each employed resident.
- **Jobs to Housing Fit.** Strive to maintain a reasonable balance between employment income levels and housing costs within the city, recognizing the importance of housing choice and affordability to economic development in the City.
- **Commercial Linkage Fee.** Maintain the City's commercial linkage fee assessed to new non-residential construction that recognizes the connection between increased workers in San Mateo and increased demand for housing. Use the fees collected to support the creation or preservation of affordable housing to assist the workers who will make lower or moderate wages and cannot afford the current housing market prices.

Land Use Element

- » **Balanced, Orderly, and Equitable Growth and Preservation**
- » **A Diverse Range of Land Uses**
- » **Focused Planning Areas**
- » **Environmental Justice**
- » **Community Engagement**
- » **Climate Change and Sustainability**
- » **A Sustainable Economy**
- » **Development Review**
- » **Regional Cooperation**
- » **General Plan Maintenance**



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

Community Feedback

Land Use

- » **Increase density near transit**
- » **Prioritize residential in mixed-use**
- » **Encourage retail and neighborhood serving uses**
- » **Reduce building heights**
- » **Increase building heights, particularly near transit**
- » **Increase community engagement**

GPS Feedback

Land Use

- **Revise Goal LU-1 as follows:**
 - Change “citizens” to “residents.”
 - Include a reference about affordability. Suggested revision could be “provides ample housing which is affordable at all levels”.
 - Consider using “balanced” instead of “orderly” growth.
- **Revise Policy LU-P1.1 to add the word affordability. Would like to see one or two actions that could meaningfully achieve this policy.**
- **Revise Action LU-A1.1 to be more specific. Would also like to see an action about maintaining a real time list of pipeline projects such as the amount of office, jobs and housing that is planned. There should be a requirement that we report this information on an annual basis.**
- **Consider using “encourage” instead of “require” in Policy LU-P1.2.**
- **Unsure why Action LU-A1.2 is titled as surplus land inventory.**
- **Revise Policy LU-P1.3 to say, “component to provide”.**
- **Policy LU-P1.6 may be outdated.**
- **Define what the Sphere of Influence is in Policy LU-P1.7.**
- **Define the term “equity priority communities” used in Policy LU-P1.8.**
- **Flush out the community benefits in Policy LU-P2.2. Would recommend building heights above 65 feet only for projects that provide housing as a community benefit. An increase in height should be tied to housing being a major part of that building and also providing a greater amount of below market rate units than what the City’s inclusionary ordinance requires. Include high quality materials and context appropriate design as a community benefit for taller buildings. One subcommittee member believes we should be careful about how much we ask for from developers because there are other ways to make a project pencil that may not benefit the community, such as hiring out-of-state labor.**
- **Add the concept of access to commercial services in Policy LU-P2.5.**

GPS Feedback

Land Use

- Add the word “recreation” to Goal LU-3.
- Add circulation somewhere in Policy LU-P3.2, but unsure were.
- Policy LU-P3.6 seems to be outdated.
- The following comments were received about Policy LU-P3.9:
 - This policy should not dictate the type of businesses. Delete “to research and development, bio-tech, and life sciences uses, and/or”.
 - Clarify what “as far as possible from high-volume roadways” means.
 - California Air Resources Board recommends against siting sensitive uses, like housing, within 500 feet from high-volume roadways which is defined as 100,000 vehicles or more a day. El Camino Real does not meet that criteria, but Highway 101 and State Route 92 East of El Camino does meet the criteria. There seems to be contradiction in the General Plan, we say we have a policy to locate new residential away from high volume roadways, but Study Area 7 and another study area along State Route 92 are designated as high and medium density residential.
- **Revise Policy LU-P3.12 to encourage the design of publicly accessible spaces that people can intuitively know the space is for their use.**
- **Comments received on Policy LU-P3.14:**
 - This policy is the same policy as PS-P5.2.
 - Policy is outdated and confusing, it needs wordsmithing.
 - Delete the rest of the policy after the first sentence.
 - The school district and the City have a 55 year lease on Bayside Park. Maybe we can have a separate policy that references Bayside Park because that lease will come up at the end of this General Plan.
- **Replace “support” with “prioritize” in Action LU-A4.1.**
- **Action LU-A5.1 is missing what the alternative transportation is alternative to. Change “alternative transportation” to “active transportation”.**
- **Encourage buffers between people and cars in Policy LU-P5.2. Mention the City’s tree planting plan here. There needs to be a discussion about downtown landscaping in this policy.**

GPS Feedback

Land Use

- Add an action about the pedestrian mall.
- Revise Policy LU-P6.1 to say world class transit-oriented “mixed use” development.
- Concerned about including the term “gentrification” in Policy LU-P8.2.
- Add green space where it says “includes retail, services and housing” in Policy LU-P7.1.
- Add biking and walking facilities to Action LU-A7.2, similar to Bridgepointe.
- Add a separate policy or action for the King Center instead of including it in Policy LU-P8.3. There is a need to enhance the King Center beyond maintaining it. Also, confirm if the park impact fees are only supposed to be for physical park improvements and address this in the action.
- Identify other funding sources in Action LU-A8.3.
- Unsure if we should keep convenience markets in Policy LU-P8.5 since they do not typically provide healthy foods.
- Suggested revisions to Action LU-A8.5:
 - Maybe we can say “balance safety improvements with optimizing the existing parking supply” or “balance the design of the safety improvements.”
 - There was a North Central community based transportation plan that was well received. Reference the plan or maybe we need to complete a new plan, it received a lot of public support at that time.
 - Possible new language “the plan shall seek to make the North Central neighborhood streets a measurably safer place while improving accessibility for residents and visitors. Parking availability and access shall be featured as a factor in assessing the planning and design of projects. Changes shall be developed and enacted with the expressed purposes of improving health, safety, welfare and comfort for members of the community”.

GPS Feedback

Land Use

- Add “sanitation” to Action LU-A8.6.
- **Comments received on Policy LU-P8.7:**
 - Not sure this is within the City’s purview; the County health department has been closely working on healthy food in school efforts.
 - This policy seems outdated.
 - There was a question about whether the school district has a meal program for the summer or if the City can help fill the gap. Historically, the school district does not provide food for the community in the summer only for summer school.
 - One subcommittee member asked if we could add language about “explore or incentivize plant based foods in schools”, but a few subcommittee members disagreed.
 - Maybe this policy should go beyond schools. Having fresh produce in neighborhoods is the key thing people need access to.
- **Modify Action LU-A8.7 to go beyond partnering with neighborhood organizations and instead also encourage neighborhood cleanliness and beautification programs that do not rely solely on volunteers and neighborhood organizations.**
- **Highlight how members of the public can influence development projects through community engagement under Goal LU-9.**
- **Add child care in Policy LU-P9.1 as a feature of public meetings that will increase attendance.**
- **Add a policy or action about recycled water under Goal LU-10. Remove the word “boldly” from this goal.**
- **Change “reduce” to “eliminate” in Policy LU-P10.2 since this is a long term plan.**
- **Change five years to three years in Action LU-A10.3 since the reach codes and building codes come out every three years.**
- **Improve the definition of “provide a living wage” in Action LU-A11.1. Maybe we should say “a wage that is indexed to the cost of living”.**
- **Mention “support remote work options” and “public wifi” in Policy LU-P11.3 about telecommunications.**
- **Clarify what projects Action LU-A12.1 would apply to. This action is also not clear.**

GPS Feedback

Land Use

- There is no action for the Shoreview shopping center, only for the Bridgepoint and Bel Mateo shopping centers. Add an action for the Shoreview shopping center.
- Add an action about jobs housing balance. Mountain View's East Whisman Precise Plan has a requirement of 3 units of housing to be built for every 1,000 feet of commercial. Redwood City's General plan also specifies a maximum additional residential capacity of 2,500 units, a maximum additional office capacity of 574,667 and a maximum additional retail capacity of 100,000 sq. ft. within their Downtown area. Would like to see a similar action in the General Plan.
- There is an area in the Land Use Map that is designated mixed use low right next to State Route 92, across from The Fish Market, City Council asked for this parcel to be designated as mixed use medium but it was recorded in the notes as mixed use low. Note to staff to go back and watch the recording to double check.
- Add an action to increase the urban tree canopy while maintaining existing trees as much as possible. Identify neighborhoods with less street tree canopy and adopt programs to add climate adapted trees to the right of ways and front yards of adjacent properties.
- Add an action under the Hillsdale Station Area about working with Caltrain to make the station accessible for biking.
- Ensure there are roughly equal heights along contiguous blocks. There are some blocks where it goes from residential to mixed use. Important where it changes to residential and mixed use to have a consistent height between these types of land uses.
- Add mention about having less paved surfaces that reflect heat in our city under climate change and sustainability.
- Add a policy or action about green infrastructure in multi-unit developments under climate change and sustainability.
- Consider how Assembly Bill (AB) 297 would eliminate parking requirements for projects within a certain distance of transit.
- Think about how the City is moving towards reallocating the public space for a wider variety of uses that could be used by small businesses.
- Mixed use should not only include office and residential, but it can also include commercial service type of uses.
- High speed rail is a huge land use issue that should be addressed further. Add a reference to preserving access to Downtown and neighborhoods.

Planning Commission Recommendations

Land Use

- **General agreement with the General Plan Subcommittee's input on the Land Use Element.**
- **The following comments were made about Goal LU-1:**
 - Replace “orderly” with “balanced” and “citizens” with “residents” in Goal LU-1.
 - Replace “plan carefully for orderly growth” with “implement sustainable and equitable growth” in Goal LU-1. Add “environmental” after “economic”.
 - One Commissioner was okay with keeping “orderly” but recommends adding “balanced”.
 - Include an action or policy in the General Plan that give the PC a tool to ensure that the City has balanced jobs and housing growth over the next 20 years. Examples of specific plan policies were provided:
 - East Whisman Precise Plan encourages a healthy jobs and balance ratio by requiring 3 units of housing for every 1,000 square feet of commercial.
 - Redwood City’s Downtown Specific Plan specified maximum limits for new residential units, office space and new retail space.
 - One Commissioner was unsure if the General Plan should set requirements or caps for the number of new residential units and commercial or retail office space. Instead, they recommended adding an action that says “study the possible implementation of jobs-housing balance guidelines.”
- **The following comments were received about Policy LU-P1.1:**
 - Consider how we can lift up places like North Central and gain parity with more affluent neighborhoods without displacement. Look at actions that will meaningfully achieve this issue. Provide examples from other jurisdictions.
 - Add “place an emphasis on desegregating high-value neighborhoods through innovative approaches and by integrating affordable housing into those areas.”
- **The following comments were received about Action LU-A1.1:**
 - Make the language more specific.
 - Change “periodically” to “yearly” or set a time period. The City could track office and retail development on a yearly basis, consistent with how housing is tracked.
- **Flesh out what community benefits we are looking for as early as possible. Do not aggregate the jobs-housing balance. Community benefits in exchange for taller heights could include fair labor provisions, or metrics for maintaining a jobs housing balance, and below market rate housing above the required amounts. One Commissioner suggested a new action to “study community benefits prioritization or standards.” These comments are in response to Policy LU-P2.2.**
- **Revise Policy LU-P3.1 to say “individuals, families and households.”**

Planning Commission Recommendations

Land Use

- Add a new action in connection with Policy LU-P3.5 that says “study, and as feasible, implement economic incentives to encourage and sustain the development of support services, particularly in underserved areas.”
- Add “incentivize through fee reduction and visitor perks, sustainable modes of travel, to and from the city, to reduce both the use of air travel and gas powered vehicles” at the end of Policy LU-P3.7.
- Change the word “accessible” in Policy LU-P3.8 since the word can be used to refer to access for people with disabilities, which does not appear to be what this policy is referencing.
- Revise Policy LU-P3.9 to make the uses more general, instead of specifying uses. Recommended changes to air quality policies would add clarity to the statement that residential uses should be located as far as possible from roadways.
- Disagree with “establish residential densities consistent with surrounding densities” in Policy LU-P3.14 about school site reuse. Clarify and simplify this policy. Maintaining open space in the neighborhood is important as well.
- Agree with Policy LU-P5.2.
- Add language ensuring new plans for Bridgepoint include “robust and safe access for pedestrians, bikes, and transit riders to connect with the City’s transit corridors such as Caltrain and El Camino Real” in Action LU-A7.1.
- Incorporate the language Commissioner Nugent previously provided at the General Plan Subcommittee meeting for Action LU-A8.5. It is also important to improve housing conditions in North Central without displacement.
- Consider if Action LU-A8.1(d) could be a burden for small businesses.
- Add “focus the effects of climate calamities on the less advantaged communities and how to protect them from eminent danger and displacement, and just as importantly, how to rebuild their community after major incidences” at the end of Policy LU-P10.1.
- Change “five years” to “three years” for greenhouse gas inventories in Action LU-A10.3.

Planning Commission Recommendations

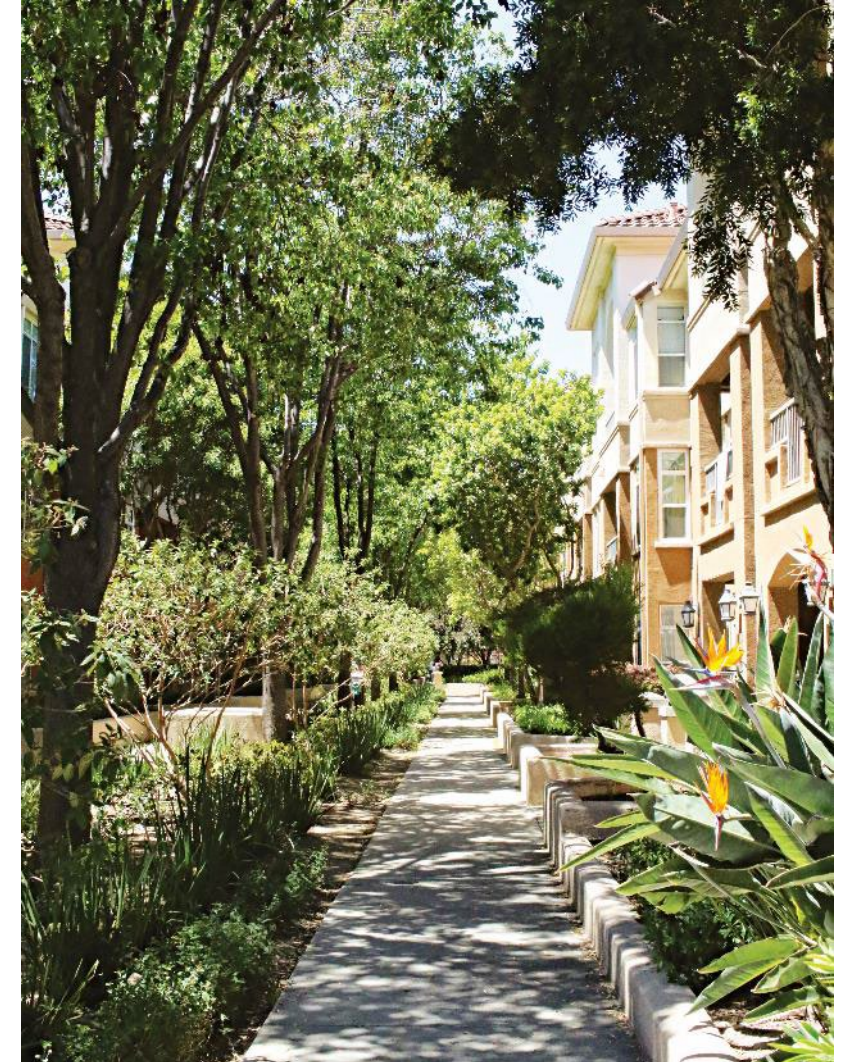
Land Use

- **Revise Action LU-A10.4 to include “map out potential microgrid locations and partner with Peninsula Clean Energy to implement a sustainable and resilient system that can be used as a pilot program for locally generated power not reliant on outside power sources. The districtwide system would also serve as a safe zone during times of interruption to the typical power sources.”**
- **Concerned about unintended outcomes that may result from Action LU-A12.1. Do not agree with studying fiscal neutrality on a project by project basis. Study a “balanced” fiscal neutrality policy. Link the study to a jobs-housing ratio and complete the fiscal analysis on a district level instead of parcel by parcel. Revise the action to strike out “that would require developers of projects that[....]Community Facilities Districts.” Add “Any fiscal neutrality policy shall be linked to a jobs-housing balance goal.”**
- **One Commissioner requested more information on why fiscal neutrality is being included in the General Plan.**
- **Add an action below Goal LU-13 that says “streamline new residential construction when they meet objective design standards.”**
- **Add a statement in the General Plan that says “make climate change the overriding factor in amending the General Plan as it pertains to all other elements of the plan. Implement actions to improve and prevent the known and projected affects of climate change”.**
- **Add a new action to “partner with the County of San Mateo and other jurisdictions to explore the feasibility of a public bank focused on local infrastructure funding and efforts to alleviate impacts of climate change.”**
- **Use “displacement” instead of “gentrification” in the policies and actions.**
- **Add an action focused on increasing the urban tree canopy.**
- **Agree with the environmental justice policies and actions.**

Community Design and Historic Resources

Relationship to Objective Design Standards

- » **City is preparing Objective Design Standards for mixed-use and multi-family projects**
 - Target for adoption is summer/fall 2023
- » **Will replace adopted design guidelines and specific plan design controls**
- » **Process includes community engagement**
- » **General Plan policies related to desired design and character will be aligned with adopted Objective Design Standards**
- » **Preparation of Objective Design Standards for single-family projects anticipated**



Community Design & Historic Preservation

- » **Natural Landscapes and the Urban Forest**
- » **Historic Resources**
- » **City Image**
- » **Residential**
- » **Mixed-Use and Commercial Areas**
- » **Area Specific Design Policies**



Community Feedback

Community Design and Historic Resources

- » **Preserve historic resources**
- » **Balance historic preservation with providing additional housing**
- » **Strengthen historic resource policies**
- » **Maintain San Mateo's character**
- » **Provide buffers/transitions between higher density development and low-density neighborhoods**

GPS Feedback

Community Design and Historic Resources

- **Aspire to make El Camino Real a space to spend time, not only a space to rush through.**
- **Replace “pedestrian-oriented” with “people-oriented.”**
- **Throughout the design-related policies, shift language to be less subjective and more objective.**
- **Include objective standards to preserve historic resources**
- **Add language that emphasizes the importance of keeping architectural details at the human-scale.**
- **Acknowledge the important architectural features of traditional pre-war architecture that should be carried forward in new development downtown.**
- **Preserving cherished and beautiful historic buildings is important, but historic preservation should not be weaponized to prevent homeowners from upgrading their own property or to prevent needed new housing.**
- **Define “character” to clarify that it refers to visual or architectural rather than social characteristics.**
- **The General Plan should address historic preservation at a general level of detail and not get into the weeds; the Historic Preservation Ordinance and State and federal regulations should provide more detail.**

GPS Feedback

Community Design and Historic Resources

- Goal CD-2 should reference preserving heritage trees “where feasible.” Sometimes old trees are dangerous and need to be removed. Goal CD-2 should also reference median trees.
- Policies and actions under Goal CD-3 should be broadened to refer to historic “assets,” not only buildings, consistent with the wording of the goal. Consider adding policies or actions under Goal CD-3 to adopt incentives for property owners to preserve and/or restore historic assets.
- In response to Goal CD-4 about City Image, some GPS members expressed that San Mateo has lost a sense of a identity that distinguishes it from other Peninsula cities, and that the General Plan could be an opportunity to clarify what makes San Mateo unique. Some ideas were Downtown, dining, Hillsdale Mall, and the San Mateo Bridge. A unique identity should be consistently expressed through signage and other City materials.
- Under Goal CD-5, delete Policy CD-P5.1 regarding building mass and scale. This policy is too vague and is not needed; the desired outcomes are addressed more clearly and explicitly in other policies under this goal.
- Consider adding area-specific design policies for the San Mateo Park and Baywood-Aragon neighborhoods.

Planning Commission Recommendations

Community Design and Historic Resources

- There was a question about whether Policy CD-1.2 is still needed in the General Plan or if the policy should be deleted. Views of the hills are already being impeded by new development, e.g. in Fiesta Gardens or near Trader Joe's.
- Define what the criteria is for a scenic roadway in Policy CD-1.3. It is important to see the foothills and the bay, but maintaining scenic views should not stifle housing.
- Policy CD-P2.1 is important.
- Ensure the requirement of replanting trees in Policy CD-P2.2 is not a burden on low-income residents.
- Delete "encourage planting of" and say "plant" instead in Policy CD-P2.7.
- The following comments were made about historic preservation and Goal CD-3:
- Concern historic districts may be a type of downzoning since it limits the use of the property to less than it would otherwise be.
- Add a policy to "fiscally offset a historic district designation that negatively affects affirmatively furthering fair housing due to the reduction of available land resources per the new designation."
- Add a policy to "explore a moratorium on new historic districts until City has met current and past regional housing needs allocation for affordable housing."
- Add a policy to "establish an ordinance that would prohibit a new historical district until it has met its fair share of affordable regional housing needs allocation quota within its boundaries."
- Good objective design standards should recreate what people like about historic buildings. Fear of loss of beautiful buildings should be treated as legitimate and real. Create policies that can produce buildings the community would like to see at a scale that meets our needs and does not prevent development.
- Incorporate public awareness into all the actions under this goal.
- Historic preservation embodies shared community history and how we make meaning in our own lives. Architecture, history, memory, and meaning all come into play. State and federal standards are about events and people, not just buildings.
- Need updated and complete surveys and draft standards about historic resources. Facilitate dialog about what is worthy of preservation to make things less adversarial and more about a shared value of where we live.
- There needs to be clear language in the policies.

Planning Commission Recommendations

Community Design and Historic Resources

- Define the “local historic preservation objectives” mentioned in Action CD-A3.2. Defining the objectives should involve community engagement.
- Make the definition of how resources are designated as historic stronger. This comment was in response to Policy CD-P3.3.
- Add “ensure that the public is aware of all the factors the City must consider in approving or denying a project and how past segregation policies adversely affect disadvantaged communities today and what the City is doing today to address these legacy issues” to Policy CD-P3.4. One commissioner agrees with the revisions requested by the San Mateo Heritage Alliance.
- There were several comments about the word “character” in Goal CD-4 and Goal CD-5:
 - One Commissioner said to be thoughtful and specific about what the City means when we say “character.”
 - One Commissioner asked what is San Mateo’s “unique character”?
 - One Commissioner believes the public thinks “character” means being able to look at example buildings they like and example buildings they do not like and ask for rules to encourage or require new development to produce results that look like buildings most people like.
 - One Commissioner recommended saying “physical characteristics” or a similar term to avoid confusion that “character” refers to people. They also recommended that there should be an action to establish a “brand identity package” for the City.
- Delete “encourage” and replace with “include” in Policy CD-P4.9.
- There was a question about whether we want to keep “maintain the existing quality of all neighborhoods” as mentioned in Goal CD-5. Revise this goal to say “balance the growth and evolution of residential neighborhoods with the need to maintain and enhance their existing characteristics and physical qualities, if and when such are defined in the General Plan, through the appropriate design of new development.”
- The following comments were made about Policy CD-P5.1.
 - Unclear what “compatible” means.
 - Avoid stark differences in building mass within a single block. As we update zoning throughout the city we should make blocks internally consistent. .
 - Another Commissioner noted that very tall multi-family homes could cause privacy issues for adjacent single family residences.

Planning Commission Recommendations

Community Design and Historic Resources

- Change the language in Policy CD-P5.3 and/or Policy CD-P5.4 to make these policies similar to one another since they are both discussing design standards, except one policy is for single family and the other is focused on multi-family. Could say “encourage” instead of “ensure” in Policy CD-P5.4.
- Revise Policy CD-P6.2 to say “locate windows and active uses along ground floor.”
- The PC provided the following comments about Policy CD-P6.3:
 - Façade breaks and stepbacks in upper floors do not necessarily result in architectural designs that the community likes. Public preference tends to favor pre-war buildings that are designed beautifully and include intricate human-scale details, even when they are tall and upper stories do not step back
 - This policy is important but has to be based on more refined architectural and sociological understanding. The way to respect existing scale is by focusing on the architectural detail and the building width and rhythm. Develop objective design standards that avoid massiveness and monotony at ground level for new development anywhere we expect people to walk.
 - Do not overdo step-back requirements in San Mateo.
 - Delete text after “by providing breaks...”. One Commissioner did not agree with striking out this text.
 - This policy should be specific but maybe stepping back upper floors is not the right solution.
- Revise Policy CD-P6.5 to instead say “encourage commercial projects to avoid providing required parking that is visible from the ground floor or results in blank walls along any visible façade.”
- Policies CD-P3.1 and CD-P3.2 are too vague. Incorporate stronger language similar to what is included in the letter from San Mateo’s Heritage Alliance.
- The following comments were made about the letter from San Mateo Heritage Alliance related to historic resources:
 - Agree with including Goal CD-3.1. Maybe this goal can replace Policy CD-P3.1.
 - Goal CD-3.2 goes too far and should not be included.
 - There was a discussion about Action CD-A3.1, which should have been labeled as a policy in the letter. One Commissioner believes the 45-year threshold is too restrictive and the other Commissioners agreed.
 - Agree with Action CD-A3.3 (public appreciation) and Action CD-A3.5.
- Add a policy or action in the General Plan that encourages minor commercial uses, such as corner stores, in residential neighborhoods.
- One Commissioner asked if the City has defined the local historic preservation objectives mentioned in Action CD-A3.2 or if the objectives will be defined at a later date. City staff confirmed the City defined objectives in 1989, but this action brings up the need to update the objectives and fill in gaps with the City’s historic preservation program.

Safety

Safety Resources

- » **Emergency Readiness and Emergency Operations**
- » **Geotechnical Hazards**
- » **Flood Hazards**
- » **Sea Level Rise**
- » **Wildfire Hazards**
- » **Hazardous Materials**
- » **Energy Supply**



Community Feedback

Safety

- » **Plan for sea level rise**
- » **Ensure grid and local infrastructure can support increased electrical demand**
- » **Plan for increased wildfire risk**

GPS Feedback

Safety

- Support efforts to underground utilities.
- Revise the examples in Policy S-P1.7 to include data-driven defensible design examples.
- Consider vulnerable road users, such as pedestrians and bicyclists, in Policy S-P1.8 and Action S-A1.10. Do not support expansion of Highway 101 and other roadways. Focus on designing roads that help prevent traffic fatalities. There should be a reference somewhere in the language that addresses roadway design for vulnerable users.
- Revise Policy S-P5.6 to ensure monitoring of peakload water supply is occurring by the appropriate entity.
- Add policies and actions to reduce per capita energy use, such as “encourage energy use reduction by incentivizing active transportation and reducing single occupant vehicle use”. Another policy could be “encourage the creation of energy efficient homes, businesses, and other buildings”. Possible actions could be “encourage energy use reduction through the creation of safe and comfortable opportunities for active transport modes by implementing the City’s pedestrian and bicycle master plan and focusing new development near major transit nodes”. Another action could be encouraging the installation of energy efficient home insulation, weather sealing and other physical means to reduce heating and cooling needs through greater Title 24 building efficiency.
- Cover energy saving appliances and electric appliances.

Planning Commission Recommendations

Safety

- Add “focus primarily on areas identified by the City as underserved and most vulnerable to loss of life and property due to proximity to hazardous incidences. Work to ensure funding is available to these communities as a key component of emergency readiness.” to Policy S-P1.1.
- Add “water treatment plants and pump stations” to Policy S-P1.3.
- Add “with special emphasis on the areas of concentration with less advantaged communities who are primarily located in areas of high degree of displacement due to climate catastrophes” to Action S-A1.4.
- Ensure that the safety of vulnerable road users like pedestrians is also factored into Policy S-P1.8.
- There was a question of whether the City has an inventory of unreinforced masonry buildings. If the City does not have an inventory, add an Action to “create an inventory.”
- Delete “as needed” in Action S-A3.4.
- Add “study feasibility of the formation of a sea level rise overlay zone which would allow for the creation of adaptation policies, rule, or construction codes unique to this area” to Policy S-P4.1, or create a new policy. Add a statement to coordinate this work with the Climate Action Plan.
- Change “continue” to “commit” in Action S-A4.2. Make sure the City is using the best information available.
- Revise Action S-A4.3 to include “create an independent staff position.” However, the Commissioner noted that the needed coordination would likely require multiple staff.
- Unsure if Action S-A4.5 applies to San Mateo.

Planning Commission Recommendations

Safety

- Add “continue” to the beginning of Policy S-P5.2.
- Add a policy under Goal S-7 focused on reducing per capita energy use.
- Consider how the need for cell coverage is increasing. May want to rephrase Policy S-P7.4 since it may no longer be a good idea to balance cell coverage with the desire to minimize visual impacts.
- In response to Policy S-P7.5, consider adding a policy or action about public wifi. Other cities have available and free public wifi. The PC agreed with adding a new policy to encourage free public wifi.
- The slope stability and shaking amplification maps are concerning, especially when considering where the City has placed public safety infrastructure. The substation in Zone A is providing the City with 65% of it’s power. This substation is below sea level and subject to extremely high shaking amplification. A brand new wastewater treatment facility is also being built in Zone A. Every police and fire station is in a high hazard area. The sea level rise map uses 45.5” inundation by 2100, but that figure will probably be tripled. San Mateo County is the most vulnerable county in the State to sea level rise.
- Continue working with OneShoreline. Sea level rise and inland flooding will determine San Mateo’s survival over the next 20 years. Need regional help on shoreline, but the City has a responsibility to look at all public safety facilities and figure out best way to mitigate problems or move the facilities. The City should reach out to partners and put together plans to upgrade facilities. The General Plan is an extremely important document and needs to make substantial changes in how we program and site our critical public infrastructure safety components. Narrative about sea level rise will be very important for the public to understand. Explain what the role of the City is. Will take comprehensive and holistic planning that extends beyond City limits.
- Add a new action to “study options for, and set aside stable, dedicated general fund dollars, to support the efforts within the General Plan including sufficiently supporting OneShoreline.”
- Some hazards are also covered in the California Building Code.

City Council Discussion and Direction

» **Provide comments by element**

- Land Use Element
- Community Design and Historic Resources Element
- Safety Element

» **Discussion questions:**

- Do you agree with the proposed revisions to the draft goals, policies, and actions, and the proposed new policies and actions in response to input received to date?
- Is there anything you would add or change?
- 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?

» **Provide direction on the Goals, Policies and Actions that should be included in the City's Draft General Plan Update**

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

City Council Discussion – Specific Topics

» Land Use

- Jobs/Housing Fit
 - Additional policies/actions needed?
- Environmental Justice
 - Add Shoreview/North Shoreview as an equity priority community?

» Community Design and Historic Resources

- Historic Preservation
 - Additional policies/actions needed?
- Area Specific Design Policies
 - Is this section still necessary? Most policies overlap with other sections/elements.

» Safety

- Sea Level Rise
 - Confirm updated policies and actions.

» Additional GoPA recommendations or revisions?



Thank You



Clarifying Questions?

Public Comment

City Council Discussion

City Council Discussion – Specific Topics

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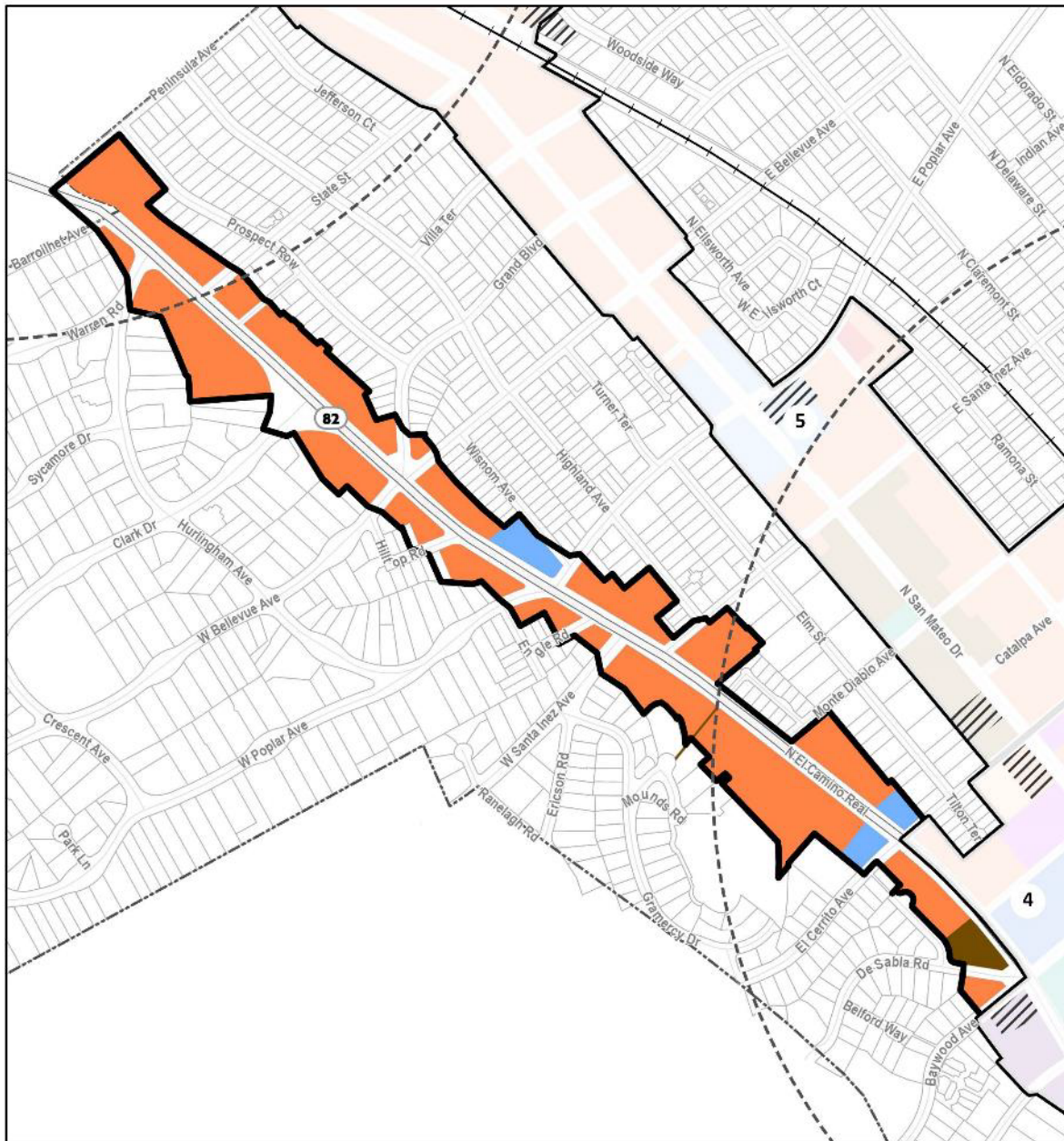
» Additional GoPA recommendations or revisions?

BACK-UP SLIDES

2040 Buildout Projections

Year	Units	Population	Jobs
2019	39,770	103,010	61,230
2040 (Study Areas Net New)	20,440	52,950	15,015
2040 (Outside Study Areas Net New)	3,260	7,250	1,830
2040 (Total)	63,470	163,210	78,075

Preferred Land Use Maps by Study Area



City Council Preferred Scenario

- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- Property Owner Requests
- Privately Owned Public Open Space
- Caltrain Station
- Caltrain
- 1,000 Foot Buffer Around Caltrain
- 1/2 Mile Radius Around Caltrain
- Housing Element - Adequate Sites
- Pipeline Projects
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- Residential Medium (4-7 stories, 40-99 du/ac)
- Residential High (8+ stories, 100 to 200 du/ac)
- Commercial Service (1-3 stories)
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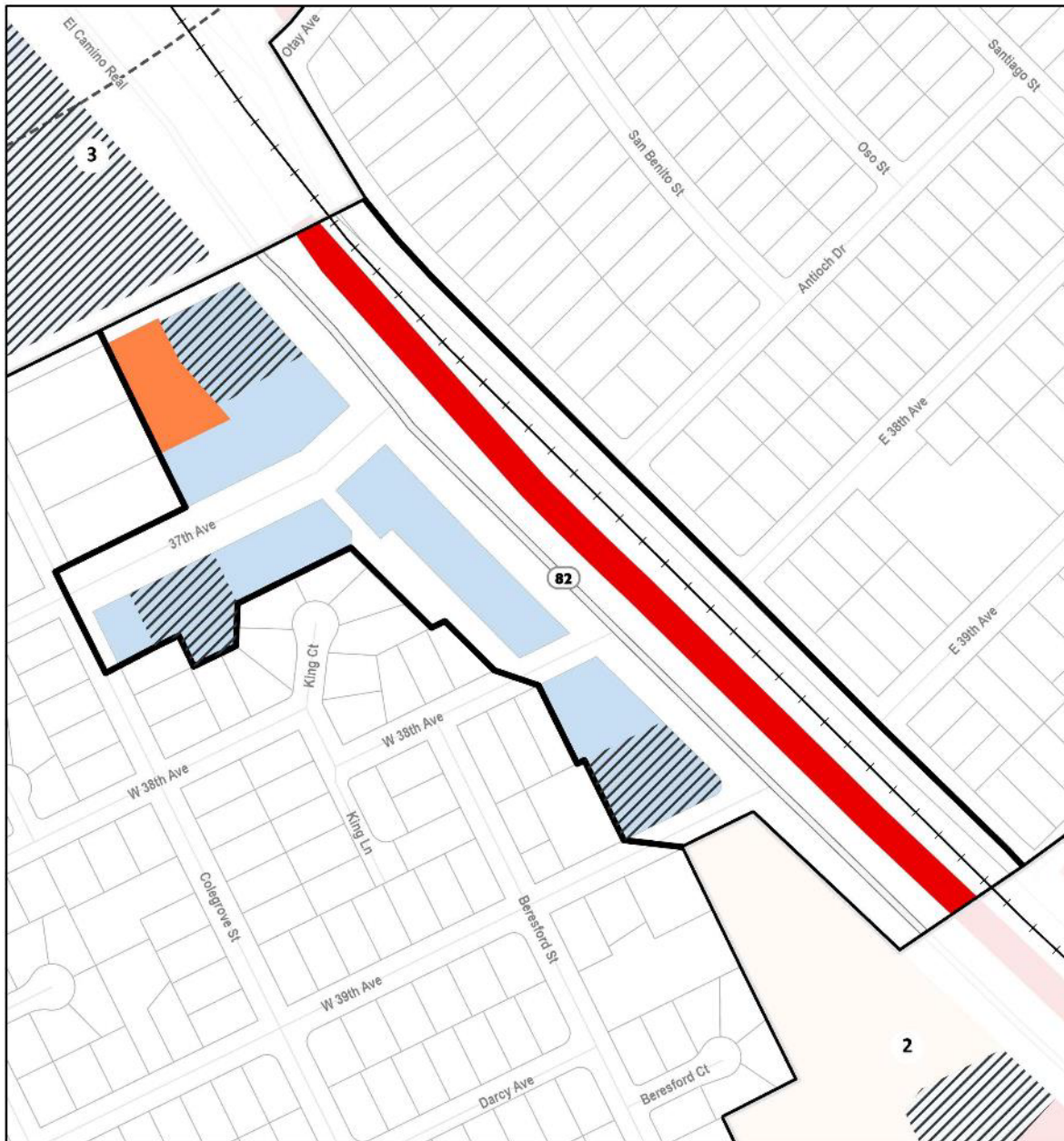
Study Area 1-N



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Study Area 1-C



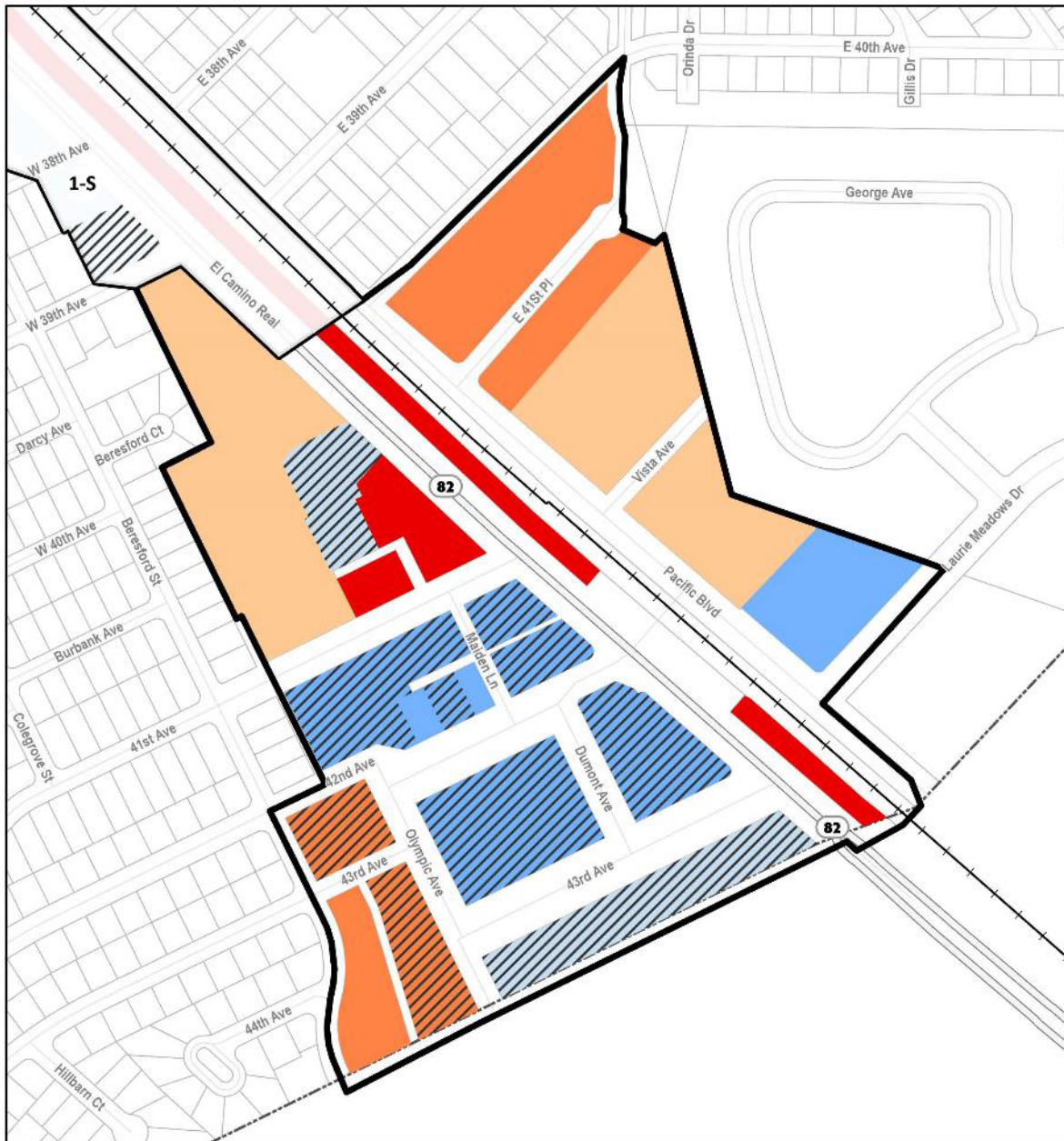
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Miles

Study Area 1-S



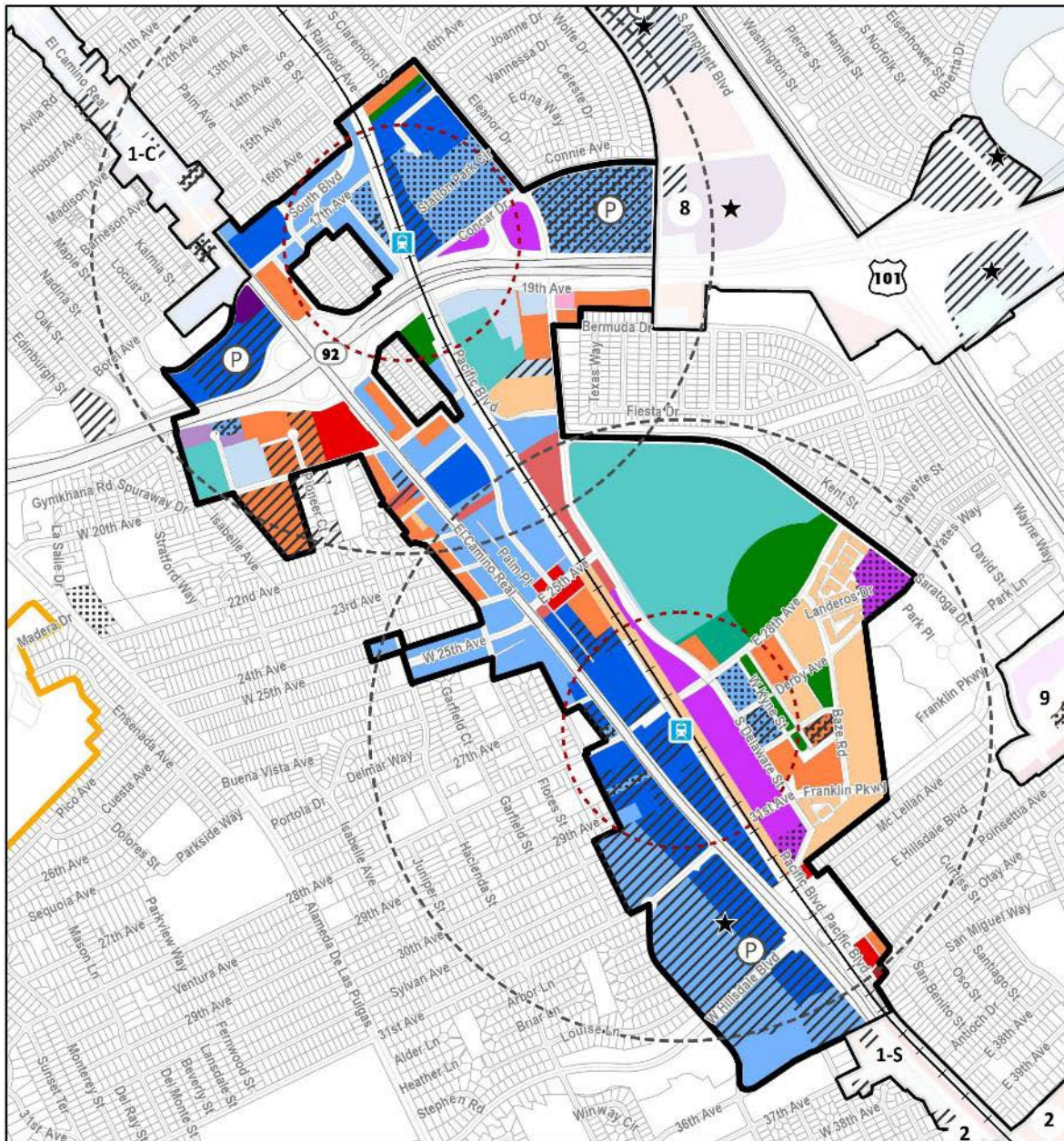
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Study Area 2

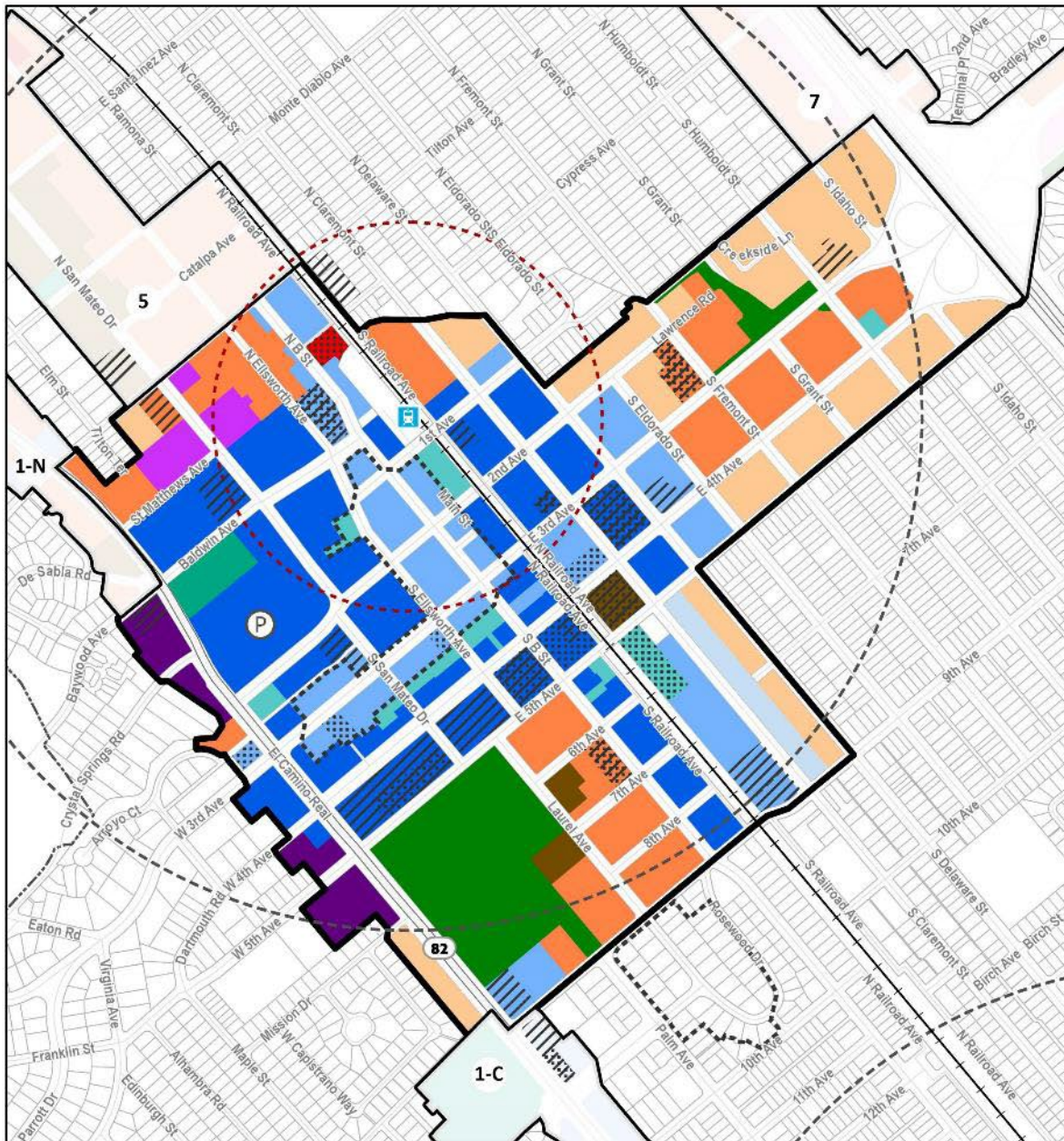


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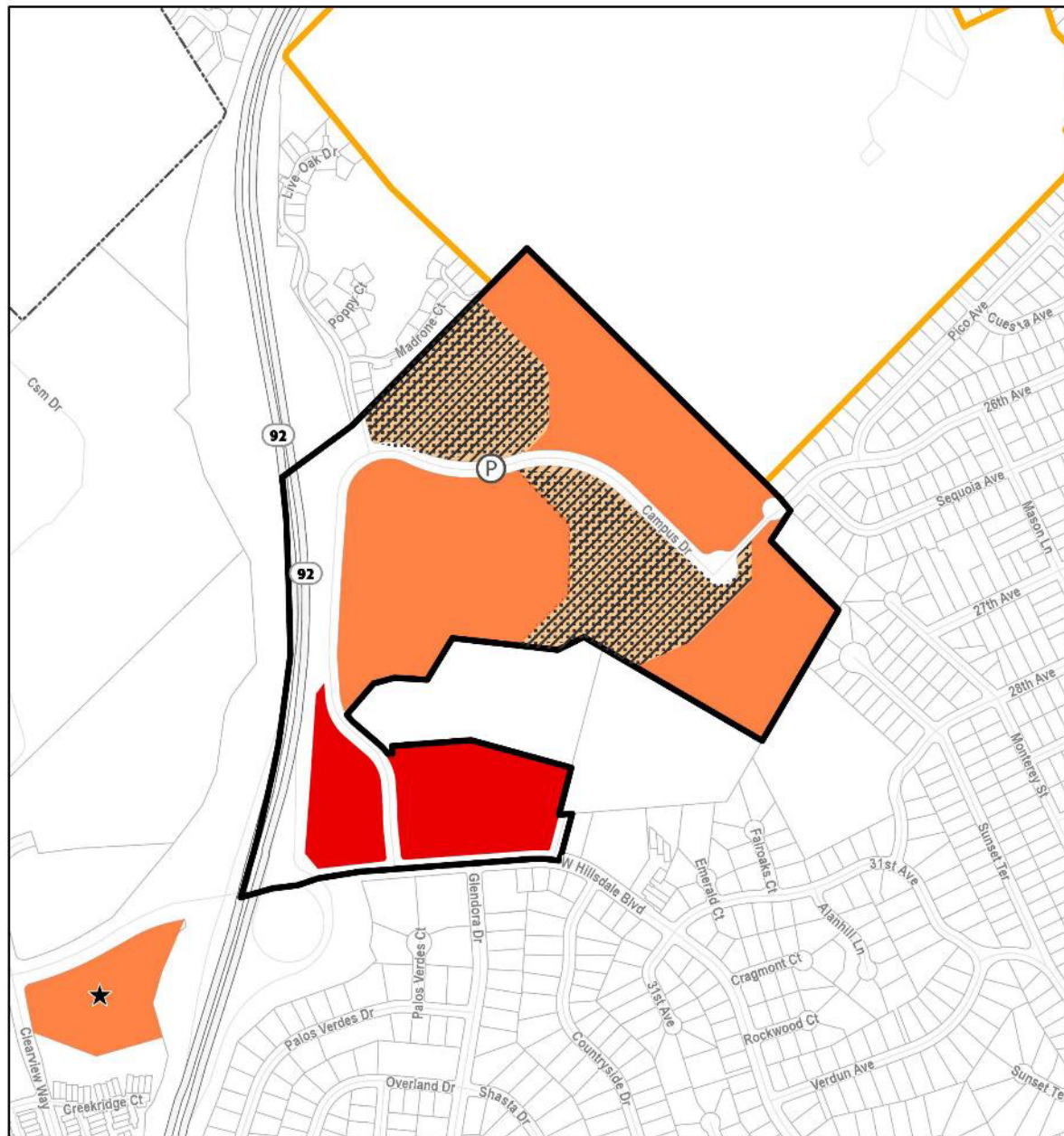
Study Area 3



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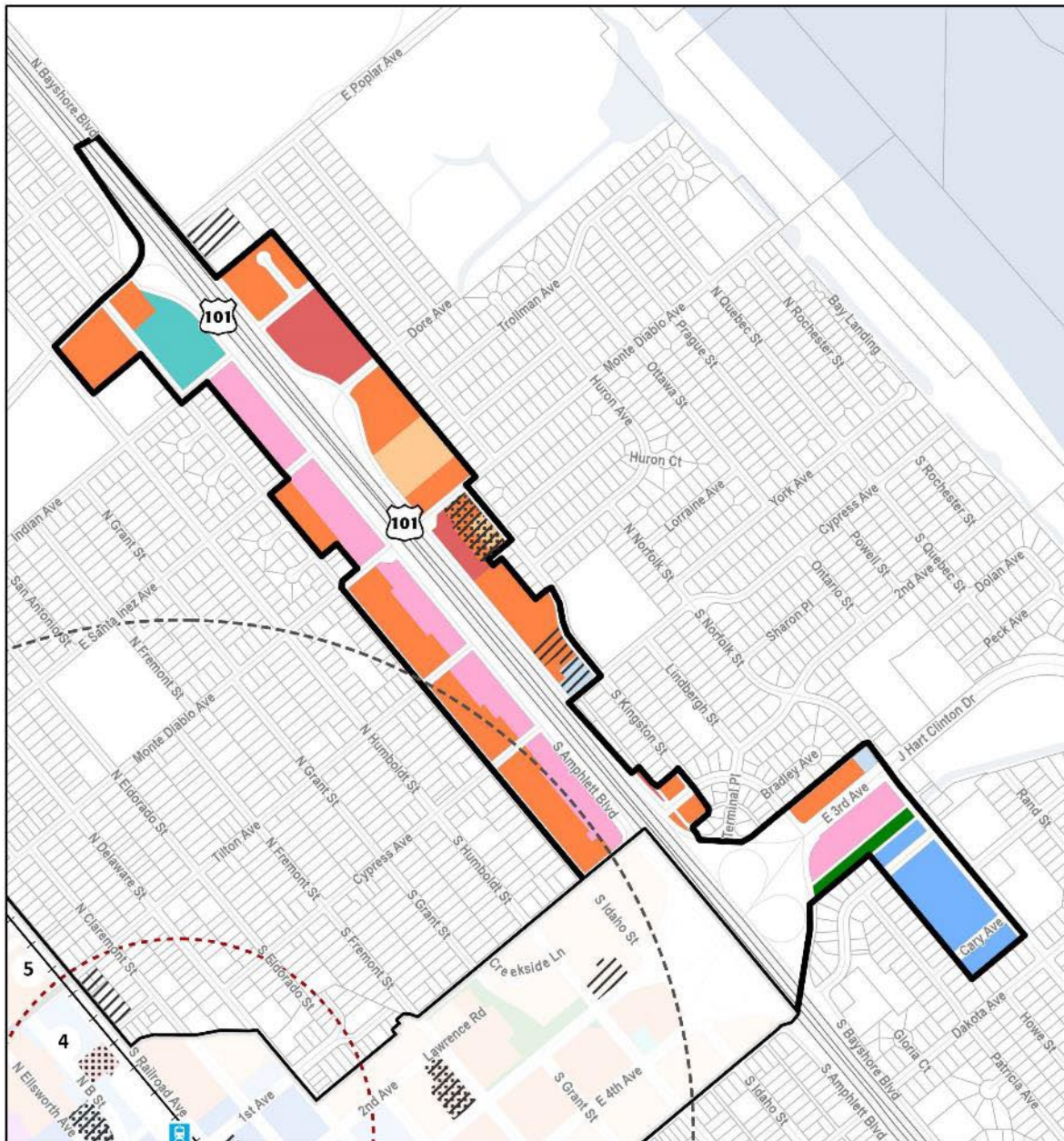
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Study Area 4



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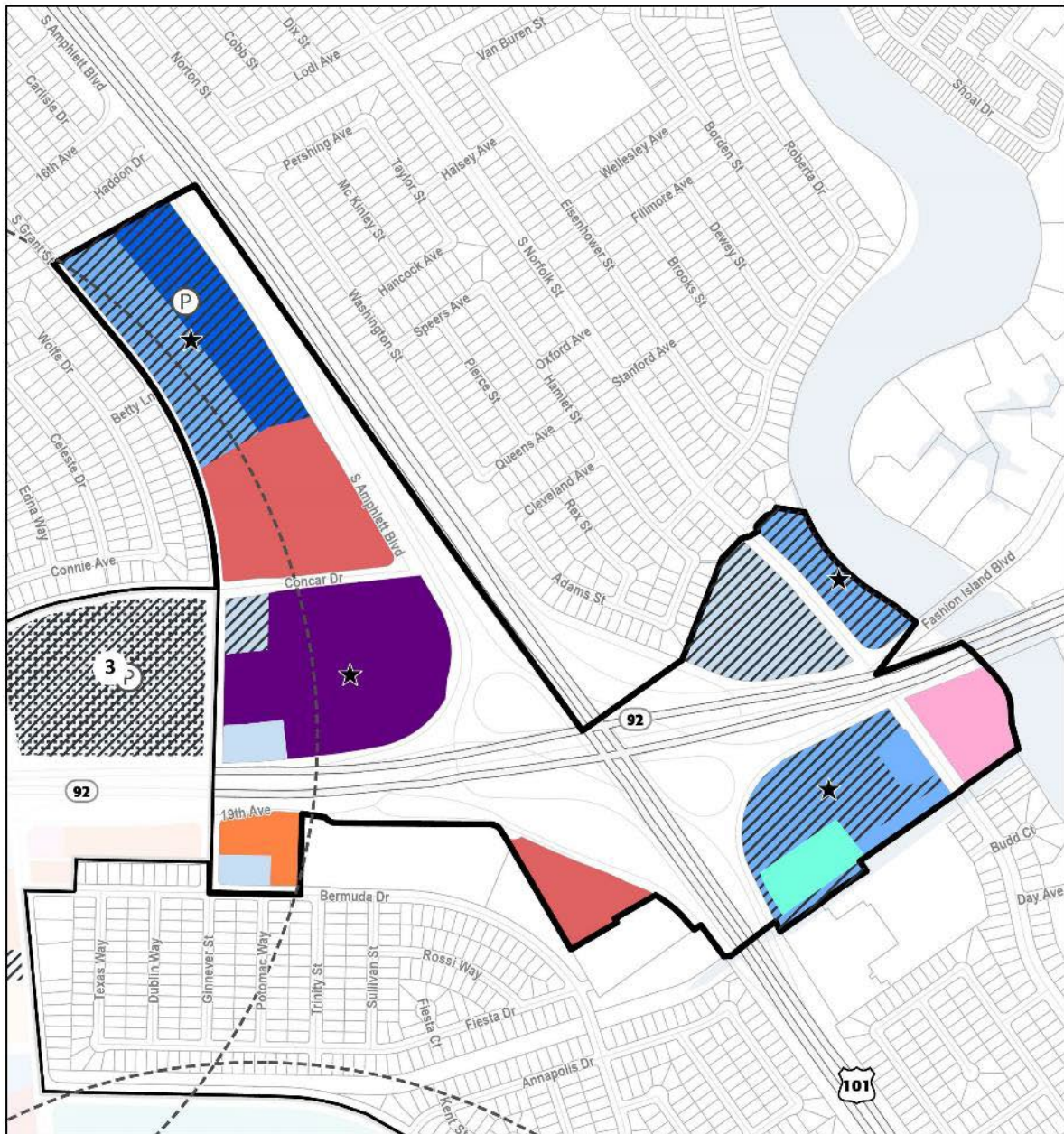
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Study Area 7

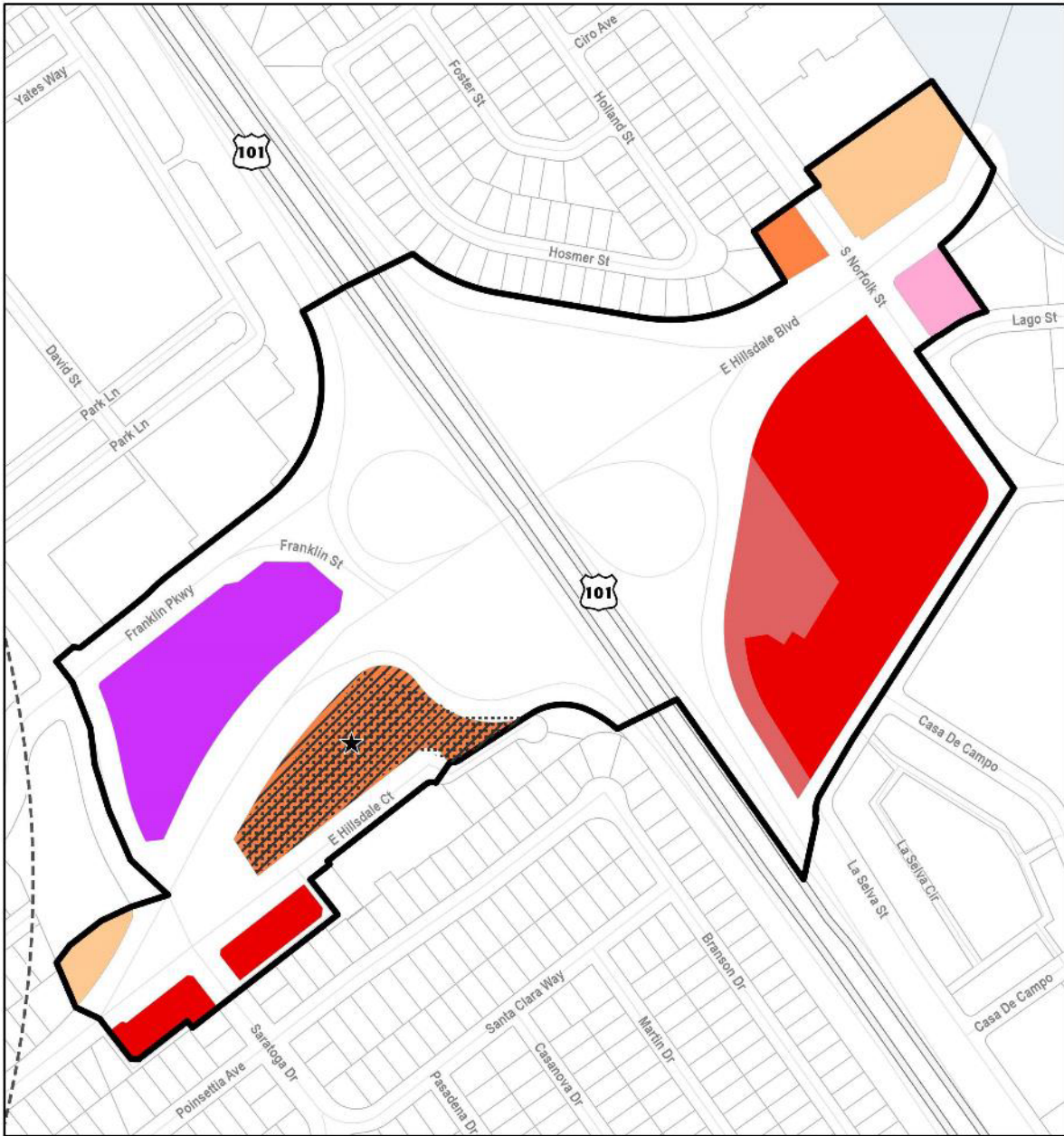


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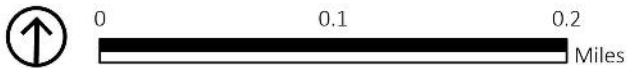


Study Area 8

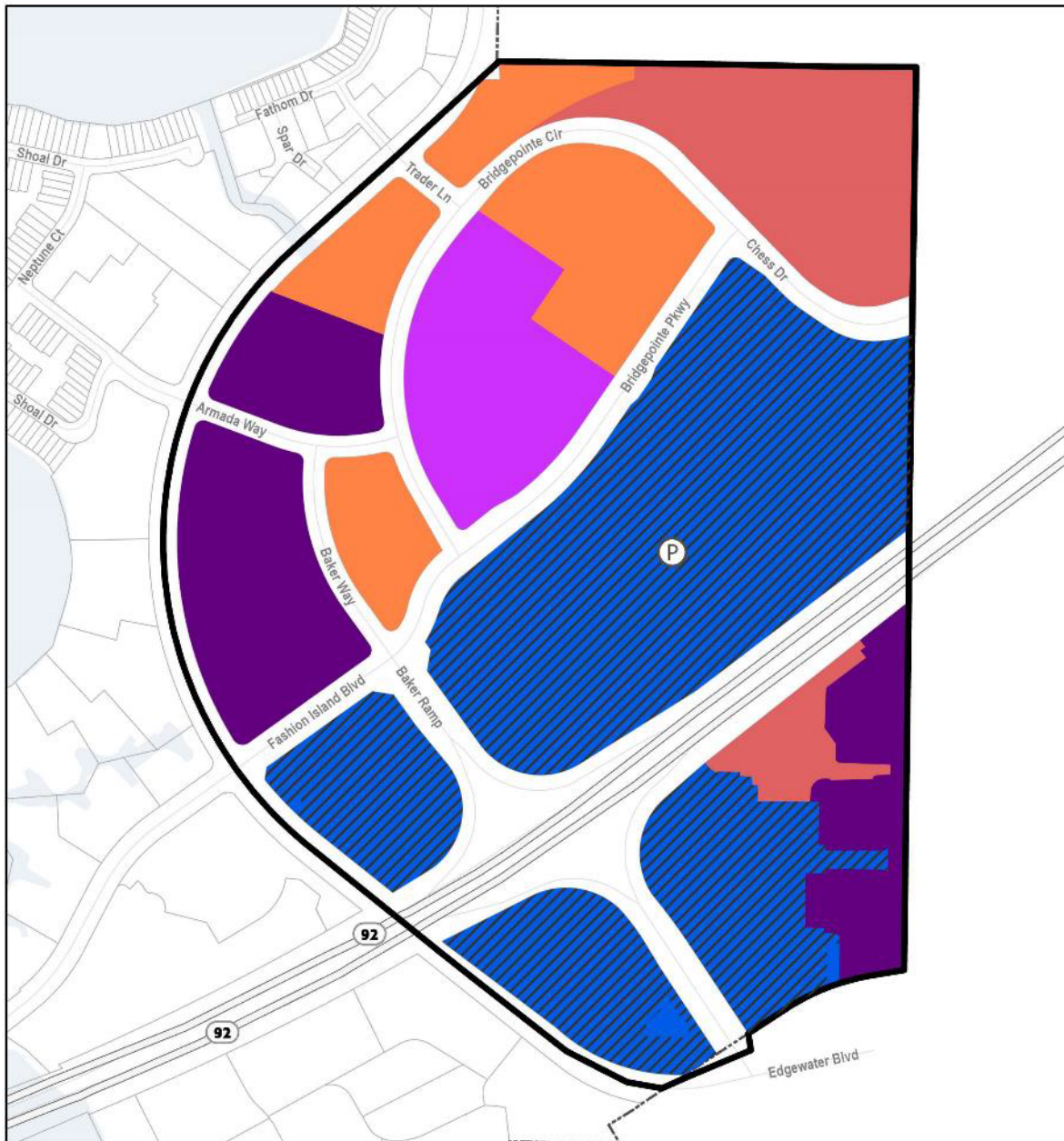


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- Commercial Neighborhood (1-2 stories)
- Office Low (1-3 stories)
- Office Medium (4-7 stories)
- Office High (8+ stories)
- Research and Development (3+ stories)
- Traditional Light Industrial (3+ stories)
- Mixed-Use Low (1-3 stories, 9 to 39 du/ac)
- Mixed-Use Medium (4-7 stories, 40-99 du/ac)
- Mixed-Use High (8+ stories, 100 to 200 du/ac)
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Transportation Corridor
- Utilities



Study Area 9



City Council Preferred Scenario

- Study Areas
- San Mateo City Limit
- Sphere of Influence
- Historic Districts
- Property Owner Requests
- Privately Owned Public Open Space
- Caltrain Station
- Caltrain
- 1,000 Foot Buffer Around Caltrain
- 1/2 Mile Radius Around Caltrain
- Housing Element - Adequate Sites
- Pipeline Projects
- Residential Low (1-3 stories, 9 to 39 du/ac)
- Residential Medium (4-7 stories, 40-99 du/ac)
- Residential High (8+ stories, 100 to 200 du/ac)
- Commercial Service (1-3 stories)
- Commercial Regional (3+ stories)
- Commercial Neighborhood (1-2 stories)
- Office Low (1-3 stories)
- Office Medium (4-7 stories)
- Office High (8+ stories)
- Research and Development (3+ stories)
- Traditional Light Industrial (3+ stories)
- Mixed-Use Low (1-3 stories, 9 to 39 du/ac)
- Mixed-Use Medium (4-7 stories, 40-99 du/ac)
- Mixed-Use High (8+ stories, 100 to 200 du/ac)
- Parks/ Open Space
- Public Facilities
- Quasi-Public
- Transportation Corridor
- Utilities

Study Area 10