



Draft General Plan 2040 Overview

August 16, 2023



General Plan Team

» City of San Mateo

- Zachary Dahl, Deputy Director
- Manira Sandhir, Planning Manager
- Somer Smith, Associate Planner
- Bethany Lopez, Senior Engineer
- 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
- Sabina Mora, Good City Co
- Nelson\Nygaard
- Kittelson Associates, Inc.
- Economic & Planning Systems (EPS)
- BKF Engineers



Presentation Overview

- » **Project Overview**
- » **Draft General Plan 2040 Online Resources**
- » **Overview of Draft General Plan 2040 Content**
 - Q&A, Part 1
- » **Overview of Draft General Plan 2040 Content (con't)**
 - Q&A, Part 2
- » **Implementing the General Plan**
- » **Draft General Plan 2040 and Measure Y**
- » **Community Outreach**
 - Q&A, Part 3
- » **Next Steps**



Our Goals Today

- » **Provide an inclusive and informed dialogue about the Draft General Plan 2040 that will guide San Mateo's growth and decision-making for the next 20 years**
- » **Develop a shared sense of possibility for the future**
- » **Answer questions and get feedback on Draft General Plan 2040**
- » **Understand this is one step, one source of input, into a process that has been in progress since 2018**

Tell Us About Yourself

- » **Is this your first time joining us for a General Plan event?**
- » **How did you hear about this event?**
- » **What kind of stakeholder are you?**

Use the Chat Function for Questions

» Send Questions to “Project Questions – Carey.”

The screenshot shows a Zoom meeting window with a dark background. At the top, it says "Zoom Meeting ID:". On the right side, there is a "Participants (22)" panel with a search bar "Find a participant" and a list of participants: Janet Chang (Me), Tammy Seale (Host), Grant R, Sloan Campi, and Mark Teague (Co-host). Below this is a "Zoom Group Chat" section. The main area of the window is dark with white text that reads: "Access the chat window Chat with meeting Chat Hosts to ask questions". A red arrow points from this text to the "Chat" icon in the bottom toolbar. Another red arrow points from the text "Choose 'Project questions? Ask me!' or 'Zoom questions? Ask me!' in drop-down menu" to the "To: Everyone" dropdown menu in the chat input area. A third red arrow points from the text "Type Message Here" to the text input field in the chat area. The bottom toolbar includes icons for Unmute, Stop Video, Invite, Participants (22), Share Screen, Chat, Record, Reactions, and a red "Leave Meeting" button.

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Type Message Here

To: Everyone
Type message here...

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

General Plan Milestones

Timeframe	Task
Fall - Winter 2018	Establish communitywide vision for 2040
Spring - Summer 2019	Identify study areas <ul style="list-style-type: none">• Developed with an awareness of Measures P and Y• Study areas did not include any Single-Family Residential areas
Fall 2019	Create a range of land use alternatives
Winter 2019 - Summer 2021	Finalize draft land use alternatives
Fall 2021 - Summer 2022	Select a preferred land use and circulation scenario
Summer - Fall 2022	Prepare draft goals, policies, and actions (GoPAs)
Winter 2023 – Summer 2023	Prepare Draft General Plan

Where Are We Now and What's Next?



Draft General Plan 2040 Online Resources

» **StriveSanMateo.org** has information to assist with your review:

- Draft General Plan
- User Guide
- Ten Big Ideas
- Online commenting tool
- Interactive Draft General Plan 2040 Land Use Map
- Measure Y FAQ
- And much more!



Draft General Plan 2040

Content

10 Big Ideas

- » Reflects new policy direction in this iteration of the General Plan
- » Represents policy priorities that surfaced through community outreach



Balance
Growth & Change



Enhance San Mateo's
Neighborhood Fabric
& Quality of Life



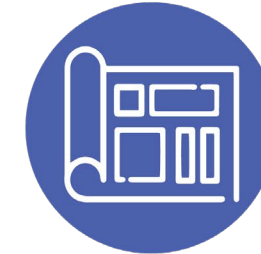
Preserve Nature
as the Foundation
of the City



Encourage All
Ways to Travel
Around the City



Support the
Local Economy



Address
Historic Preservation
Holistically



Initiate a
Comprehensive
Sea Level Rise
Strategy



Strengthen
Community
Outreach



Focus on Equity
for All Residents



Improve Community
Safety Planning
& Awareness

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. Glossary

11. 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

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.

Example General Plan Page

- » Each goal number starts with the element acronym, followed by the number of the goal
- » Policy or action numbering based on the number of the goal and is numbered sequentially
- » Icons identify which policies and actions are related to the three General Plan themes



Sustainability



Environmental Justice



Community Engagement



PUBLIC FACILITIES

San Mateo's public facilities provide a range of community services that support and enrich the lives of the city's residents. The San Mateo Public Library operates three physical libraries that have services, programs, and resources for members of all ages, such as Project Read — an adult literacy program, activities for teens, and a Job Seekers Center. It also has an eLibrary that allows users to borrow digital copies of printed material. Other public facilities include City Hall, the Corporation Yard, and the Senior Center and the Martin Luther King Jr. Community Center. The City is proud to provide these services and facilities for its residents, and it will continue to ensure that all San Mateo residents, particularly those in vulnerable communities such as youths, low-income households, and seniors have access to well-maintained facilities that serve their needs.

The San Mateo County Events Center is a public facility within the city, but it is owned and operated by the County. The Events Center covers 48 acres and includes a park, outdoor space, and 195,000 square feet of meeting space for trade events, corporate meetings, sporting events, festivals, etc.

For background information and policies about the City's park and recreation facilities and programs, please refer to the Conservation and Open Space Element.

GOALS, POLICIES, AND ACTIONS

GOAL PSF-5 Maintain and develop public facilities, and ensure they are equitably available to all current and future members of the community.

POLICIES



Policy PSF 5.1 **Equitable Facilities.** Ensure that all San Mateo residents and employees have access to well-maintained facilities that meet community service needs. Encourage the development of facilities and services for vulnerable communities, such as children, low-income households, and seniors, in a variety of settings.

Draft General Plan 2040 Key Themes

» **Draft General Plan embodies three key themes which are woven throughout the document:**



- Sustainability. Help ensure that San Mateo can meet its current needs and leave viable resources for future generations.



- Environmental Justice. Reduce the unique or compounded health risks in San Mateo's equity priority communities.



- Community Engagement. Increase community participation in the planning and development processes

Land Use Element

- » **Balanced, Orderly, and Equitable Growth and Preservation**
- » **Allowed Land Uses and Heights and Densities**
- » **Downtown, El Camino Real Corridor, Hillsdale Station Area**
- » **Environmental Justice**
- » **Food Access**
- » **Community Engagement**
- » **Climate Change and Sustainability**
- » **Economic Development**
- » **Development Review**
- » **Regional Cooperation**
- » **General Plan Maintenance**



Land Use Element Key Themes



» Sustainability

- Encourages future growth near transit.
- Supports infill development.
- Supports efforts to reduce greenhouse gas emissions.



» Environmental Justice

- Supports affordable housing.
- Prioritizes City investments that address health and infrastructure disparities in equity priority communities.
- Increases access to fresh food.

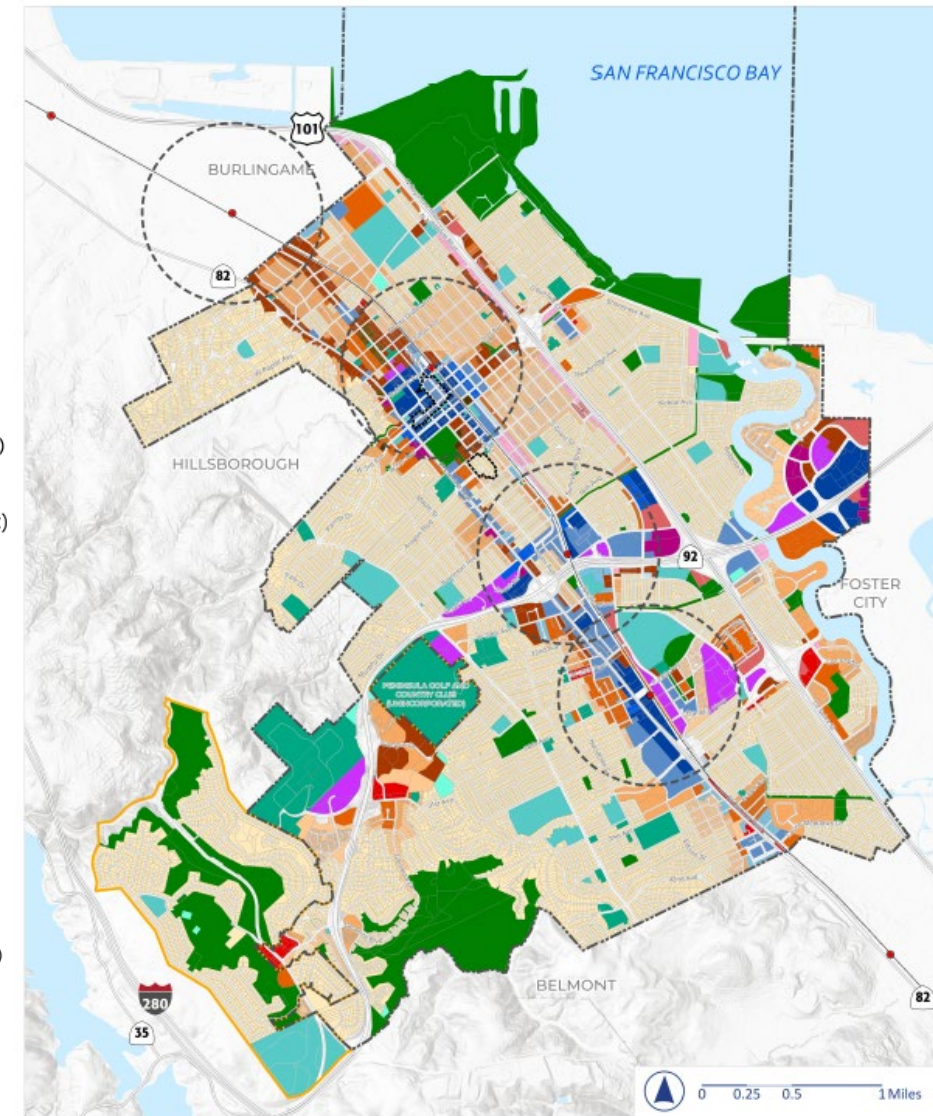
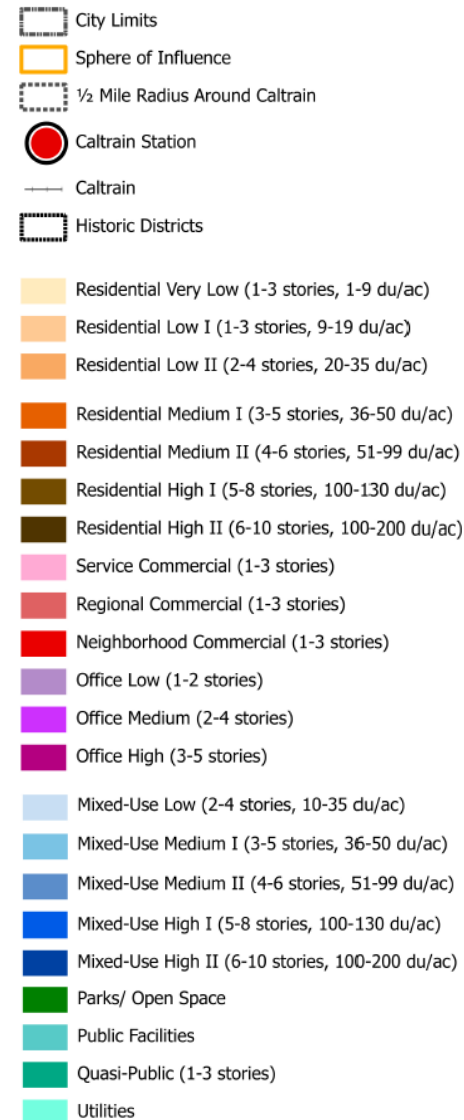


» Community Engagement

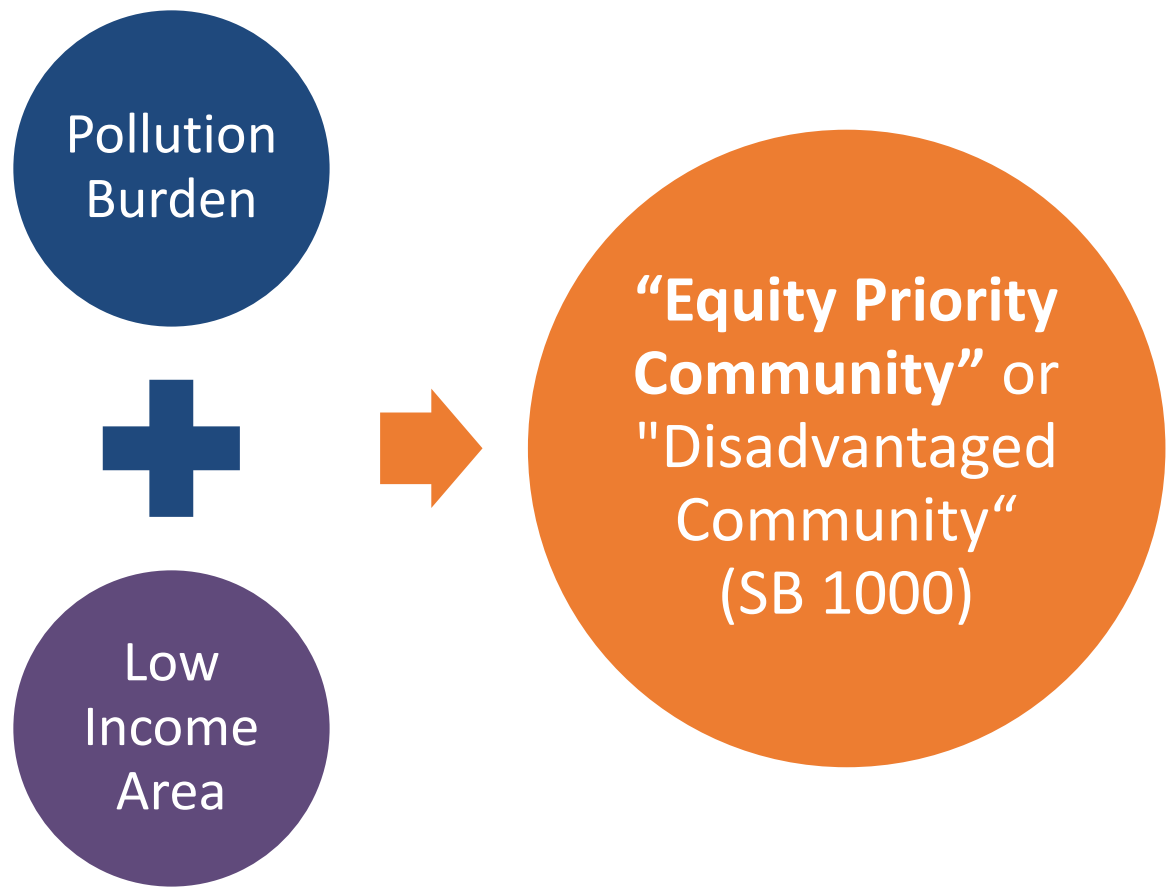
- Promotes inclusive outreach methods.
- Supports early and frequent community engagement.
- Requires development project sponsors to have early and frequent communication with the community.

Draft General Plan 2040 Land Use Map

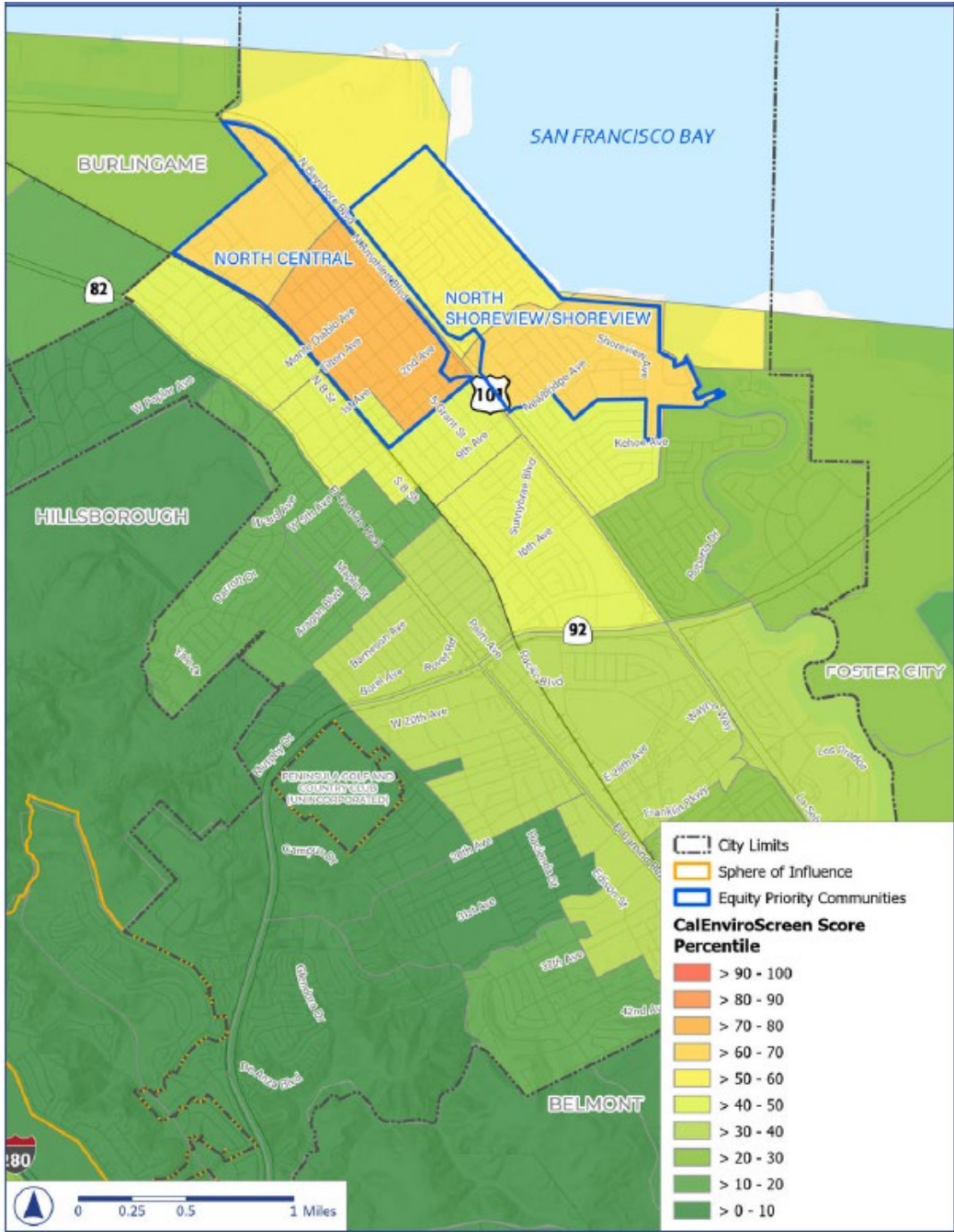
- » Designations identify where specific types of land uses may occur.
- » Allowed uses are broad enough to give the City flexibility, but also provide clear enough direction to achieve the General Plan Vision.



Equity Priority Communities



Map: Cal Enviro Screen 4.0



Circulation Element

- » **Multimodal Transportation**
- » **Transportation Demand Management**
- » **Pedestrians**
- » **Bicycles and Micromobility**
- » **Transit and Mobility Services**
- » **Safety**
- » **Traffic Congestion**
- » **Roadway Improvements**
- » **Parking Management**
- » **Future Mobility and Technology**



Circulation Element Key Themes



» Sustainability

- Increases active transportation modes to reduce greenhouse gas (GHG) emissions.
- Requires new development to reduce motor vehicle trips.



» Environmental Justice

- Reduces single-occupant vehicle trips to reduce air pollution that affects equity priority communities.
- Prioritizes new transportation amenities in equity priority communities.
- Recommends safety improvements near transit stops for residents who cannot drive or do not have access to a car.

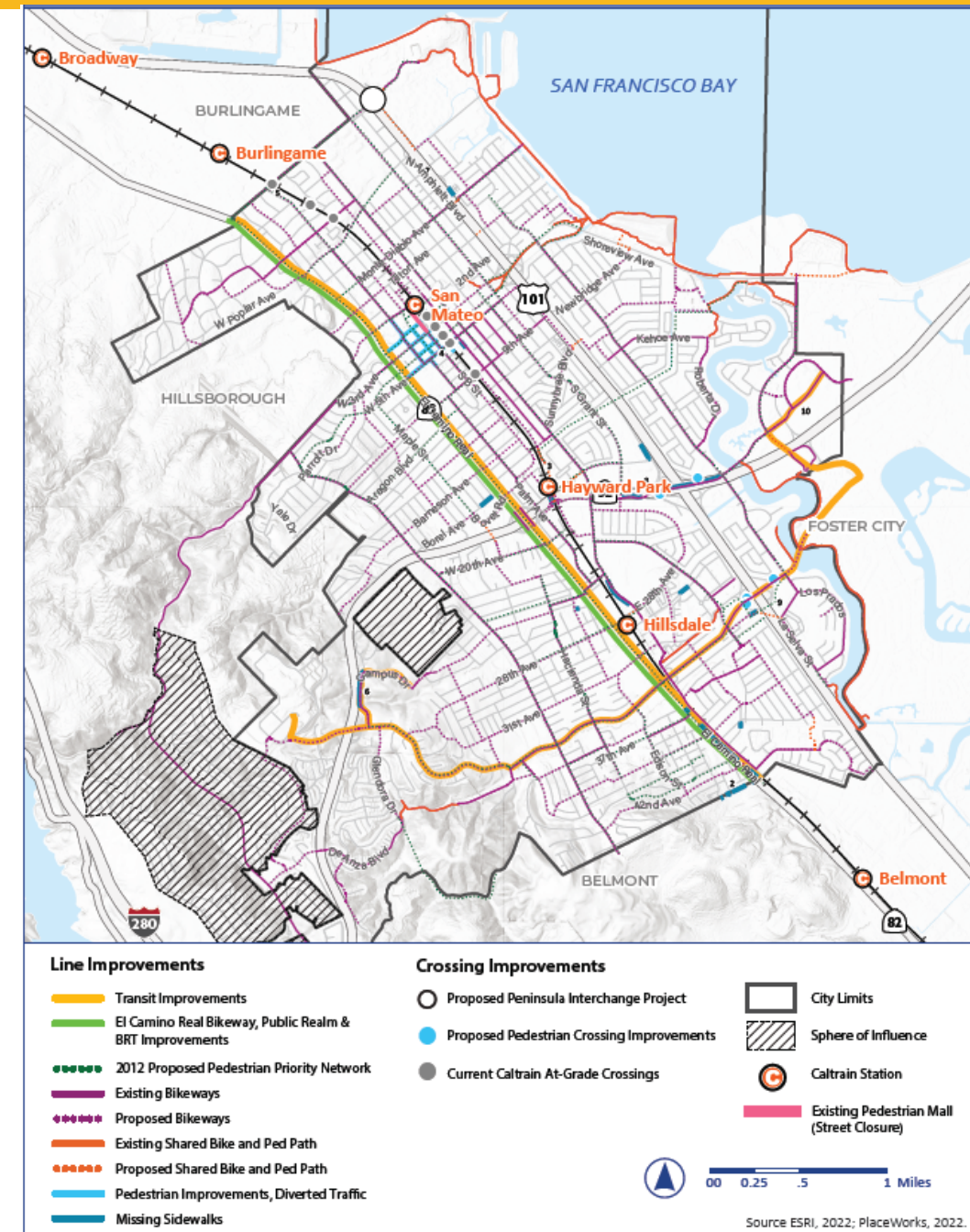


» Community Engagement

- Involves the community early in the process so that improvements reflect community input.
- Engages seniors, students, transit users, community organizations, and residents of equity priority communities to provide input on solutions for different users.

Circulation Map

- » Identifies future transit, bikeway, and pedestrian improvements
- » Other plans provide greater detail about planned improvements:
 - Pedestrian Master Plan
 - TOD Pedestrian Access Plan
 - Bicycle Master Plan



Questions and Answers on:

- » Draft General Plan 2040 process and content
- » Land Use Element
- » Circulation Element

Part 1

Use the Chat Function

Send Questions to:
“Project Questions
– Carey.”

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Type Message Here

To: Everyone ▾
Type message here...


Community Design & Historic Preservation Element

- » **Natural Landscapes and the Urban Forest**
- » **Archaeological and Paleontological Resources**
- » **Historic Resources**
- » **Sustainable Design**
- » **Public Art**
- » **Residential Design Guidance**
- » **Mixed-Use and Commercial Areas Design Guidance**



Community Design & Historic Preservation

Element Key Themes

-  » **Sustainability**
 - Encourages sustainable design features into building design.
 - Supports new development that respects and responds to the natural topography.
 - Supports the preservation of historic resources which reduces the consumption of new construction materials.
-  » **Environmental Justice**
 - Adds climate-adapted trees in neighborhoods with less street tree canopy.
 - Explores funding sources and other support for low-income homeowners to plant and/or replace trees on their properties.
-  » **Community Engagement**
 - Collaborates with Native American representatives to identify locations of importance to Native Americans.
 - Increases public appreciation of historic resources.

Conservation, Open Space and Recreation Element

- » **Natural Resources Protection**
- » **Access to Nature**
- » **Open Space Preservation**
- » **Creeks and Riparian Areas**
- » **Air Quality**
- » **Parks and Recreation**



Conservation, Open Space and Recreation Element Key Themes



Sustainability

- Protects the City's natural resources.
- Affirms all San Mateo residents should be able to breathe safe, clean air.



Environmental Justice

- Prioritizes enhancement of natural landscapes in or near equity priority communities.
- Requires mitigation for activities that could be a source of toxic air contaminants (TACs).
- Prioritizes rehabilitation of parks and recreation facilities in equity priority communities.



Community Engagement

- Fosters appreciation for conservation opportunities through City programs and outreach.
- Provides opportunities for personal enrichment and lifelong learning.

Public Services and Facilities Element

- » **Police and Fire Services**
- » **Water Supply**
- » **Sewer and Storm Drainage**
- » **Energy and Telecommunications**
- » **Public Facilities**
- » **Children, Youth, and Schools**
- » **Healthcare and Social Services**
- » **Solid Waste**



Public Services and Facilities Element Key Themes



» Sustainability

- Manages wastewater and stormwater to protect water quality in our waterways.
- Maintains the quality of public services as the city grows.
- Supports solid waste reduction and recycling.
- Supports plans for water management and conservation.



» Environmental Justice

- Provides for the equitable distribution of public services and facilities.
- Supports efforts to provide better healthcare services in equity priority communities.
- Commits to code enforcement that advances equity.



» Community Engagement

- Supports community access to public facilities that foster connections and learning opportunities.
- Informs the community about public services and facilities improvements.

Safety Element

- » **Emergency Readiness and Emergency Operations**
- » **Geologic and Seismic Hazards**
- » **Flood Hazards**
- » **Sea Level Rise**
- » **Wildfire Hazards**
- » **Hazardous Materials**



Safety Element Key Themes



» Sustainability

- Encourages the use of natural systems to protect the community against sea level rise.
- Ensures the cleanup of hazardous materials contaminated sites.



» Environmental Justice

- Focuses emergency readiness in equity priority communities and the most vulnerable areas.
- Prioritizes locating critical facilities and resilient infrastructure outside of hazard-prone areas.



» Community Engagement

- Informs the community about safe and effective evacuation methods.
- Ensures inclusive outreach about potential hazards.
- Supports Community Emergency Response Team (CERT) training.

Noise Element

- » **Exterior Noise Standards**
- » **Interior Noise Standards**
- » **Measuring and Regulating Noise**
- » **Reducing and Mitigating Noise**



Noise Element Key Themes



» Sustainability

- Reduces noise levels to improve the health and well-being of our community and habitats.



» Environmental Justice

- Minimizes and mitigates noise impacts.



» Community Engagement

- Informs the community about upcoming land use projects that would contribute to or be affected by a noisy environment.

Questions and Answers on:

- » Community Design and Historic Resource Element
- » Conservation, Open Space and Recreation Element
- » Public Services and Facilities Element
- » Safety Element
- » Noise Element

Part 2

Use the Chat Function

Send Questions to:
“Project Questions –
Carey.”

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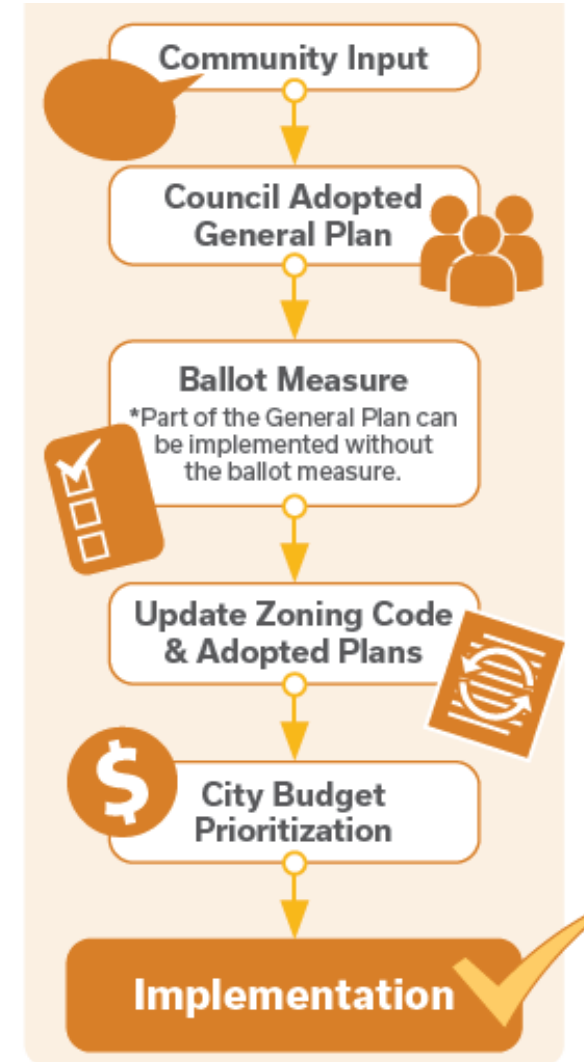
Type Message Here

To: Everyone
Type message here...

Implementing the General Plan

How the General Plan Will Be Implemented

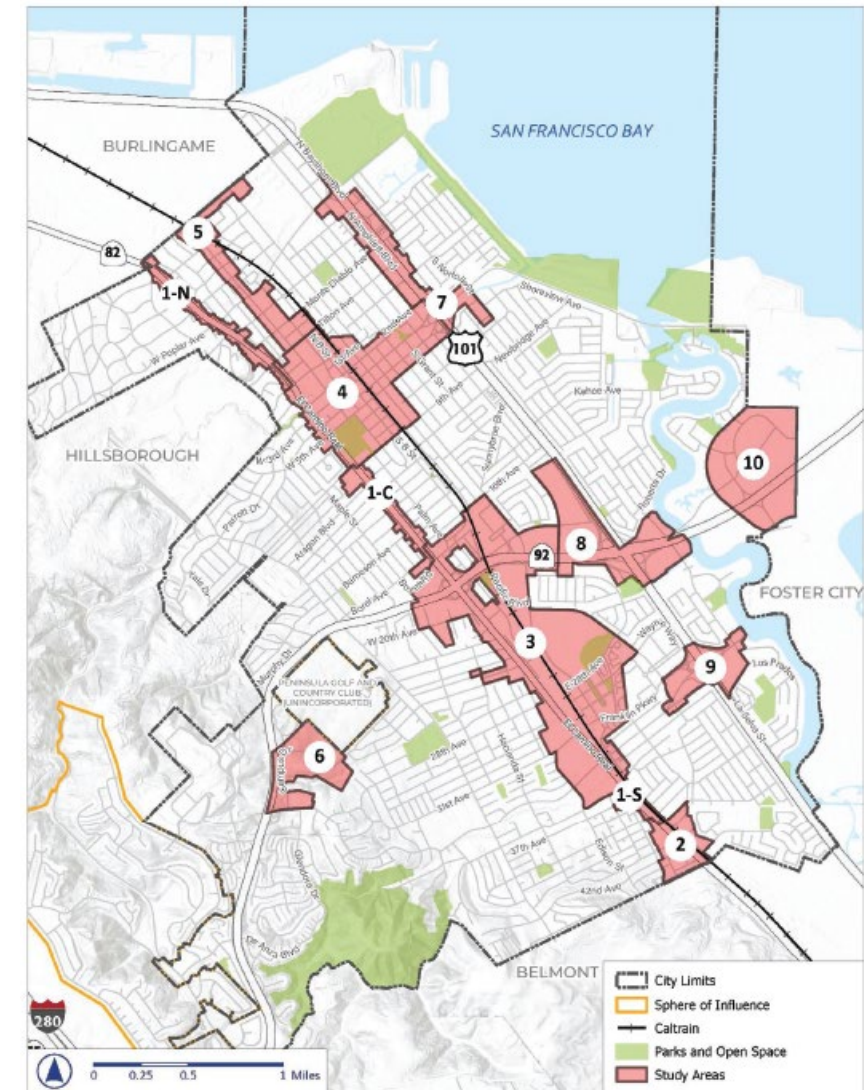
- » **After adoption, City staff will work to implement the General Plan's to-do list, or "Actions"**
- » **Level of effort for each action varies: some are ongoing, some are one-time tasks**
- » **Example actions:**
 - Prepare a comprehensive adaptation plan to reduce climate change risks
 - Inventory historic buildings
 - Encourage all ways to travel around San Mateo



Draft General Plan 2040 & Measure Y

Draft General Plan 2040 and Measure Y

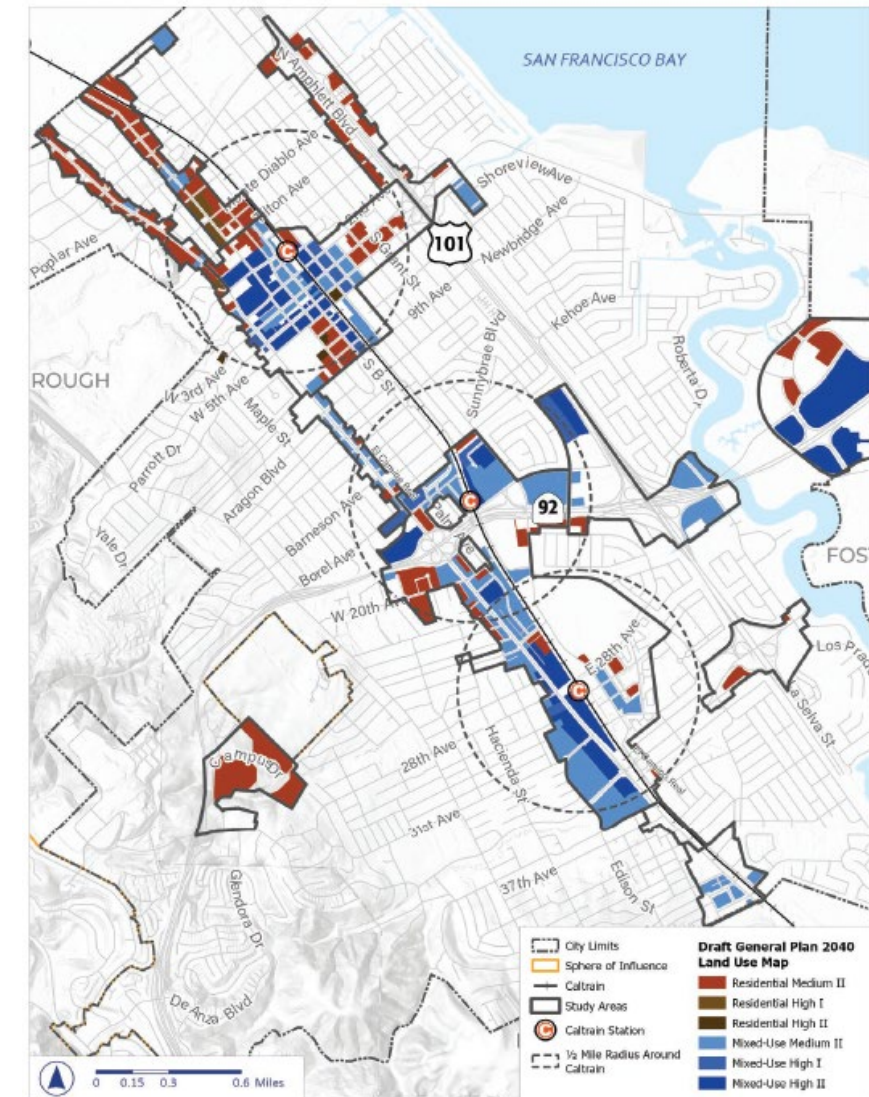
- » San Mateo voters approved Measure Y in November 2020, which set limits on new building heights and densities.
- » In 2019 and 2020, community input guided the establishment of ten General Plan study areas to accommodate future housing and jobs.
- » Draft General Plan 2040 only proposes heights and densities that exceed Measure Y limits within these ten study areas.
- » Height and density increases would help ensure the City can meet State-mandated housing requirements while maintaining lower heights and densities outside of the study areas.
- » Voters would need to approve any change to Measure Y.



Source: City of San Mateo; 2022, ESRI, 2022; PlaceWorks, 2023

How Draft General Plan 2040 Reflects Measure Y

- » **Draft General Plan 2040 Land Use Map aligns with Measure Y with these exceptions:**
 - Medium II, 4 to 6 stories, 51 to 99 units per acre
 - High I, 5 to 8 stories, 100 to 130 units per acre
 - High II, 6 to 10 stories, 100 to 200 units per acre
- » **Draft General Plan Policy LU 1.9, “Voter Approved Growth Limits,” would allow for all portions of the General Plan 2040 aligned with Measure Y to take effect.**
- » **Where there are conflicts with Measure Y, General Plan 2040 will abide by all applicable provisions of Measure Y until it is updated by the voters or sunsets in 2030.**



Draft General Plan Community Outreach

Community Engagement

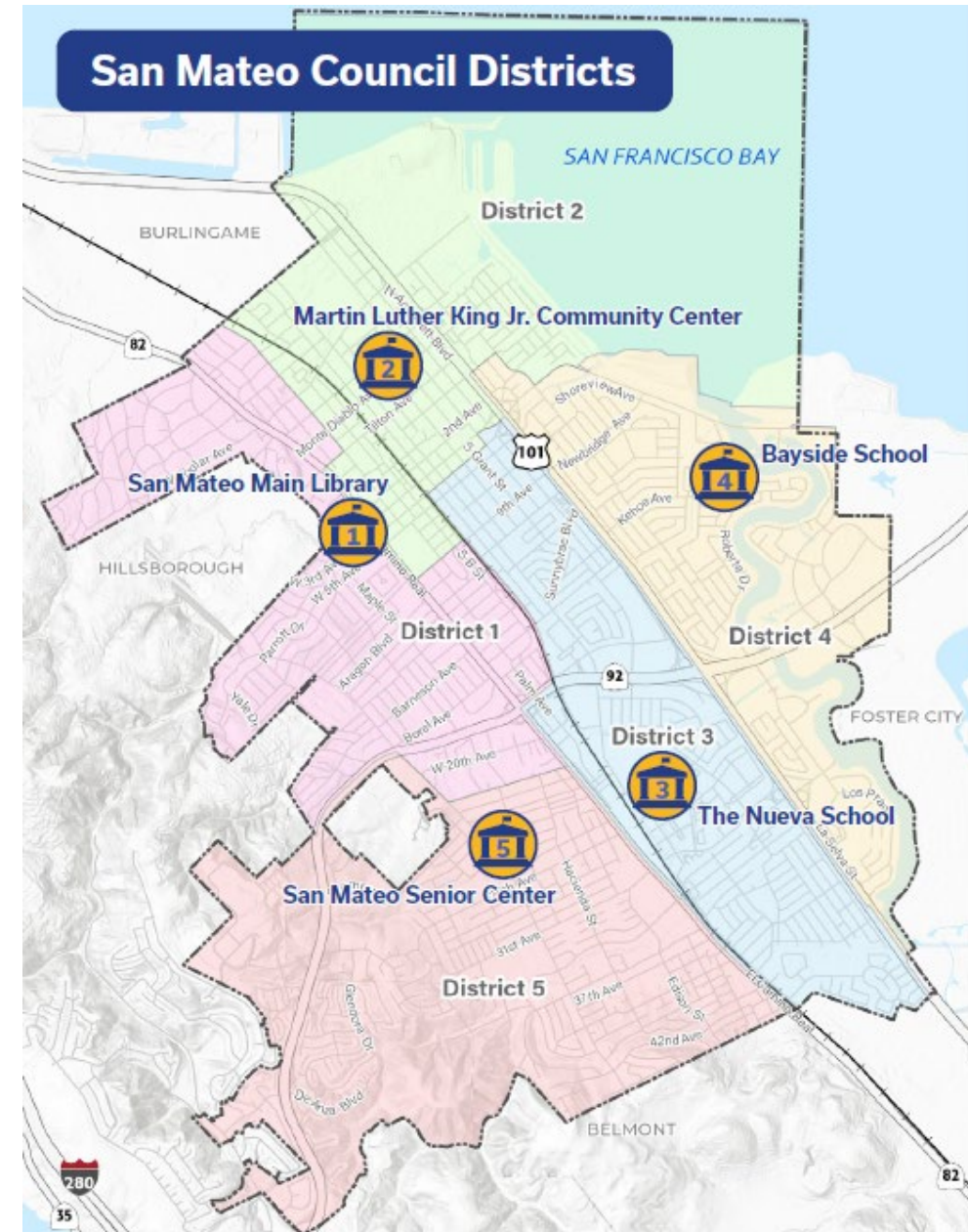
» Direct Engagement

- Citywide newsletter, mailed July 2023
- 1 Virtual Workshop (tonight)
- 5 District Town Hall Meetings
- Presentations to community groups
- Self-guided Open Houses at City facilities
- Pop-up events throughout the City



Town Hall Meetings

- » Meetings start at 5:30pm, with 7pm presentation
- » **Thursday, August 31 – District 5**
San Mateo Senior Center
 - Council Member Adam Loraine
- » **Wednesday, September 6 – District 1**
San Mateo Main Library
 - Deputy Mayor Lisa Diaz Nash
- » **Wednesday, September 13 – District 2**
Martin Luther King Jr. Community Center
 - Mayor Amourence Lee
- » **Wednesday, September 20 – District 4**
Bayside School, Old Gym
 - Council Member Richard Hedges
- » **Thursday, September 28 – District 3**
The Nueva School Gym
 - Council Member Rob Newsom Jr.



Community Engagement

» General Plan Subcommittee Meeting

- Tuesday, August 29 at 6pm

» Planning Commission Meetings

- Tuesday, September 12 at 6pm - Draft Environmental Impact Report (DEIR)
- Tuesday, September 26 at 6pm - Draft General Plan

» City Council Meetings

- Monday, October 2 at 7pm – DEIR, Community Design, Noise & COS&P
- Monday, October 16 at 7pm – Safety, Public Services and Circulation
- Monday, October 30 at 6pm – Survey Results and Land Use Element
- City Council will review community, GPS and Planning Commission input, and provide direction on how to finalize the General Plan, *but no final decisions will be made.*
- Final adoption hearings for the General Plan will come in the beginning of 2024.

Provide Input at Your Convenience

- » **Add feedback directly in the Draft 2040 General Plan:**
<https://strivesanmateo.konveio.com/>
- » **Email your comments to:**
generalplan@cityofsanmateo.org

Next Steps

Next Steps

» **July to October 2023**

- Community Outreach

» **August 11**

- Published Draft Environmental Impact Report (DEIR)

» **August 11 to September 25**

- DEIR Public Review Period

» **October 2, 16, and 30 2023**

- Council direction on Draft General Plan 2040

» **January 2024**

- Publish Final EIR

» **January to March 2024**

- General Plan 2040 Adoption Hearings

Questions and Answers on:

- » Implementing the General Plan
- » Draft General Plan 2040 and Measure Y
- » Draft General Plan 2040 Community Outreach

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Choose “Project questions? Ask me!” or “Zoom questions? Ask me!” in drop-down menu

Type Message Here

Participants (22)

Find a participant

Janet Chang (Me)

Tammy Seale (Host)

GR Grant R

SC Sloan Campi

MT Mark Teague (Co-host)

Zoom Group Chat

To: Everyone

Type message here...

Next Steps

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 - Community Outreach
- » **August 11**
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Thank you!