

District 3 Town Hall Meeting Agenda

- **5:30 Open Floor**
 - Visit information stations
 - Engage with City staff
 - Enjoy refreshments
- **7:00 Presentation**
 - Opening Remarks from Council Member Rob Newsom Jr.
 - Overview of the Draft General Plan
 - Overview of District 3 Focus Topics
- **7:45 Questions, Comments and Discussion**
- **8:30 Meeting Wrap-up**



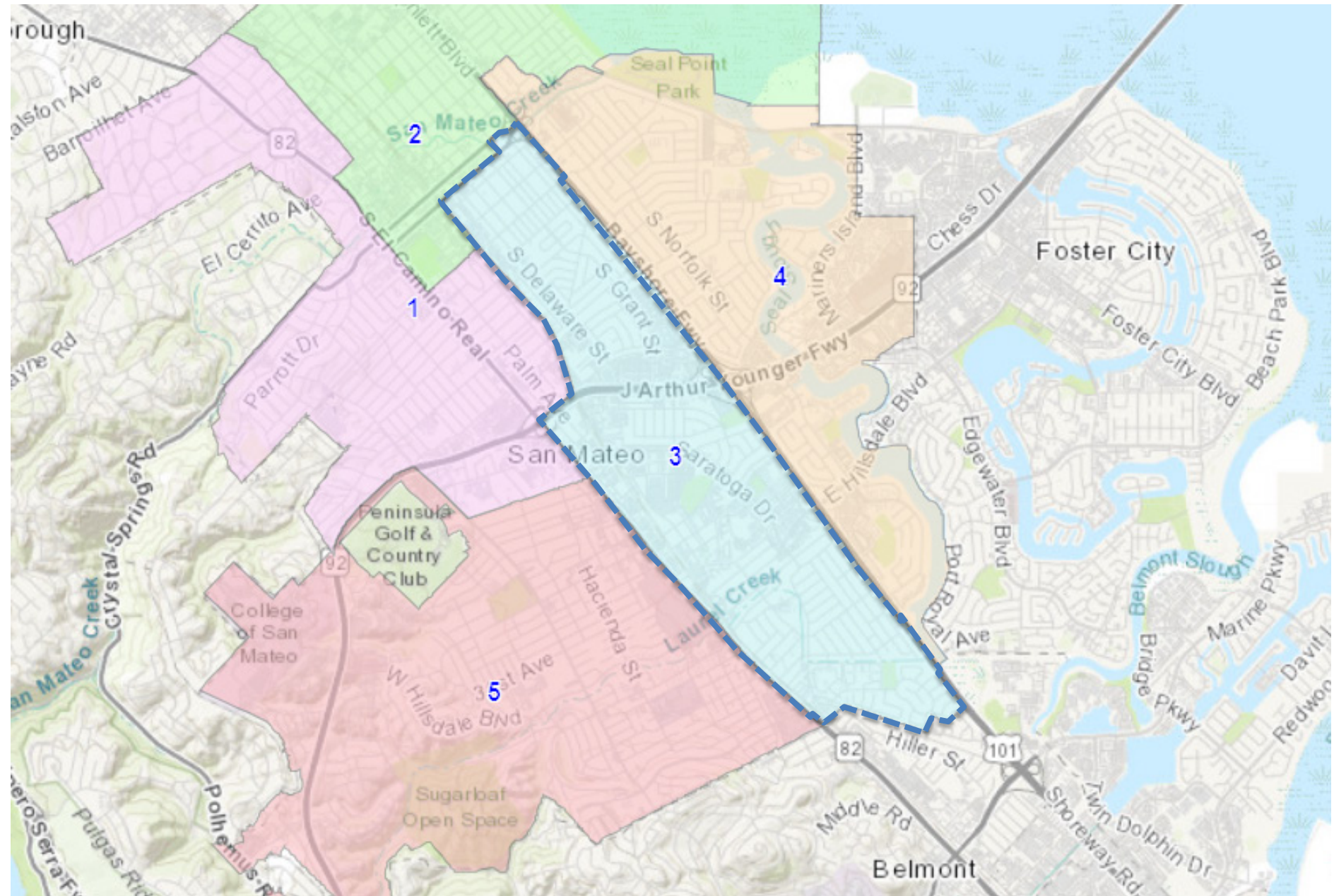
District 3 Town Hall Meeting

September 28, 2023



Council Member
Rob Newsom Jr.
District 3

District 3



General Plan Team

» City of San Mateo

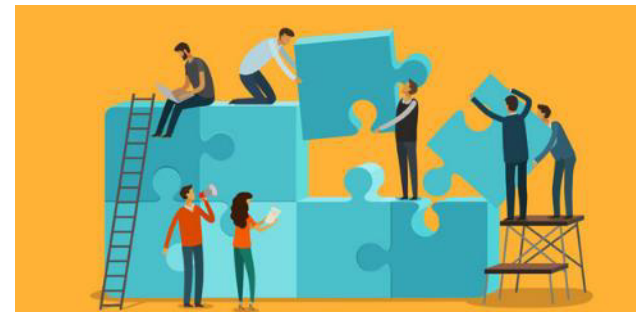
- Zachary Dahl, Interim Director
- Manira Sandhir, Planning Manager
- Somer Smith, Associate Planner
- Bethany Lopez, Senior Engineer
- Mary Way, Administrative Assistant

» 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**
- » **Overview of Draft General Plan 2040 Content**
- » **The Ten Big Ideas**
- » **District 3 Focus Topics**
 - Study Area 1S – South El Camino Real
 - Study Area 2 – Bel Mateo
 - Study Area 4 - Downtown
 - Study Area 8 – Parkside Plaza Area
 - Study Area 9 – Hillsdale/Norfolk Area
 - Study Area 3 – Hillsdale/Hayward Park
 - Local Business
 - Sea Level Rise
 - Equity Priority Communities
 - Measure Y
- » **Implementation**
- » **Community Engagement and Emerging Themes**
- » **Other City Initiatives**
- » **Next Steps**



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

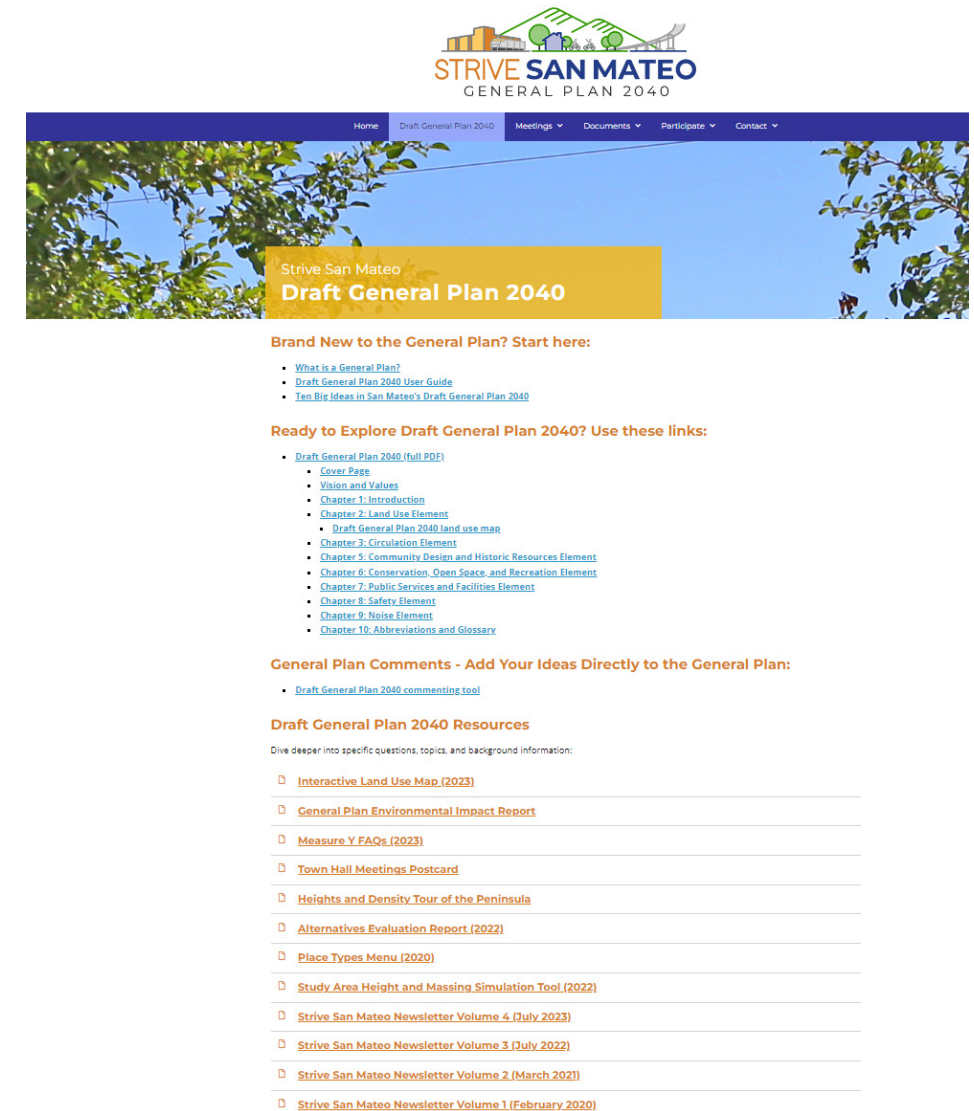
Where Are We Now and What's Next?



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 EIR Online Resources

StriveSanMateo.org also has a webpage devoted to the EIR:

- » Draft EIR
- » CEQA notices
- » Public comments received on CEQA notices and EIR documents
- » <https://strivesanmateo.org/environmental-impact-report-documents/>
- » ***Comment Period ended on Sept. 25th***



Draft General Plan 2040

&

10 Big Ideas

Where to Find the Issues You Care About

Element	Important Topics Covered in the Element
2. Land Use	Allowed land uses, allowed heights and densities, Downtown, El Camino Real corridor, Hillsdale Station Area, environmental justice, food access, community engagement, climate change, regional cooperation, economic development, development review.
3. Circulation	Multimodal transportation, reducing the number and length of vehicle trips, reducing GHG emissions, pedestrians, bicycles, micromobility, transit services, traffic congestion, roadway improvements, streetscape beautification, parking, curb management, future mobility technologies.
4. Housing	Sets policies to meet existing and projected housing needs for all segments of the community, including various household types, special needs populations, and all income levels. <i>This element is updated every eight years, requires certification from the State and is being prepared separately from the General Plan Update process.</i>
5. Community Design and Historic Resources	Urban forest, archaeological resources, tribal coordination, historic resources, sustainable design, public art, design guidance for residential neighborhoods and commercial areas.

Where to Find the Issues You Care About

Element	Important Topics Covered in the Element
6. Conservation, Open Space, and Recreation	Natural resource protection, access to nature, open space preservation, creeks and riparian areas, air quality, parks and recreation.
7. Public Services and Facilities	Police and Fire services, water supply, wastewater, flood control, energy and telecommunications, public facilities, childcare, schools, healthcare, social services, solid waste.
8. Safety	Emergency readiness, emergency operations, geologic and seismic hazards, flood hazards, sea level rise, wildfire hazards, hazardous materials
9. Noise	Exterior noise standards, interior noise standards, measuring and regulating noise, reducing and mitigating noise

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.

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



1. Balance Growth and Change

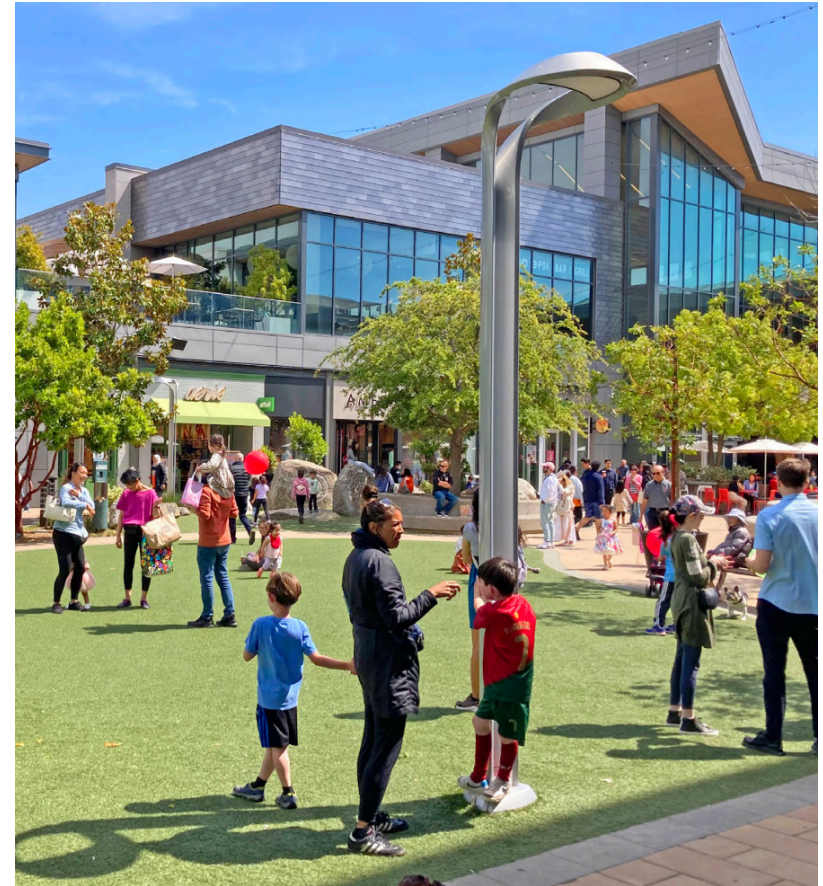
- » Locates higher density residential & mixed-use development near transit/jobs
- ↓
- » Maintains existing lower density neighborhoods
- ↓
- » Provides variety of housing
- ↓
- » Reduces vehicle miles travel (VMT) and greenhouse (GHG) emission





2. Enhance Neighborhood Fabric & Quality of Life

- » Promotes context sensitive residential design
- » Supports neighborhood shopping areas
- » Improves neighborhood walkability and traffic congestion
- » Provides for parks and recreational facilities





3. Preserve Nature as the Foundation of the City

- » Honors San Mateo's natural setting as the physical foundation of the community
- » Protects open space and natural habitat
- » Maintains the City's urban forest
- » Preserves natural views





4. Encourage All ways to Travel Around the City

- » Supports a complete streets approach that includes:
- Multimodal transportation system
 - Emphasizes safety and access for walking, bicycling, transit, and driving
 - Reducing congestion on local streets, vehicle miles traveled and greenhouse gas GHG emissions





5. Support the Local Economy

Keeps jobs and dollars in San Mateo

- Supports local businesses and neighborhood shopping centers
- Encourages new businesses that residents need and enjoy to locate in convenient locations
 - Restaurants
 - Medical Clinic
 - Gyms
 - Grocery Stores





6. Address Historic Preservation Holistically

- » **Comprehensive Blueprint for Historic Preservation**
 1. Historic Preservation Ordinance Update
 2. Citywide Historic Context Statement
 3. Historic Resources Inventory Update
- » **Balance between preservation and other important priorities such as providing new homes**





7. Initiate a Comprehensive Sea Level Rise Strategy

- » **Development of a climate change adaptation plan**
 - Comprehensive strategy for resiliency and adaptation against sea level rise and flooding.





8. Strengthen Community Outreach

- » **Prioritizes extensive community engagement**
- » **Affirms culturally sensitive outreach methods**
- » **Encourages early communication and broad representation**





10. Improve Community Safety Planning and Awareness

- » Establishes clear actions to protect the community from flooding, wildfires and earthquakes
- » Reinforces the City's emergency readiness and response capabilities
- » Provides community training programs



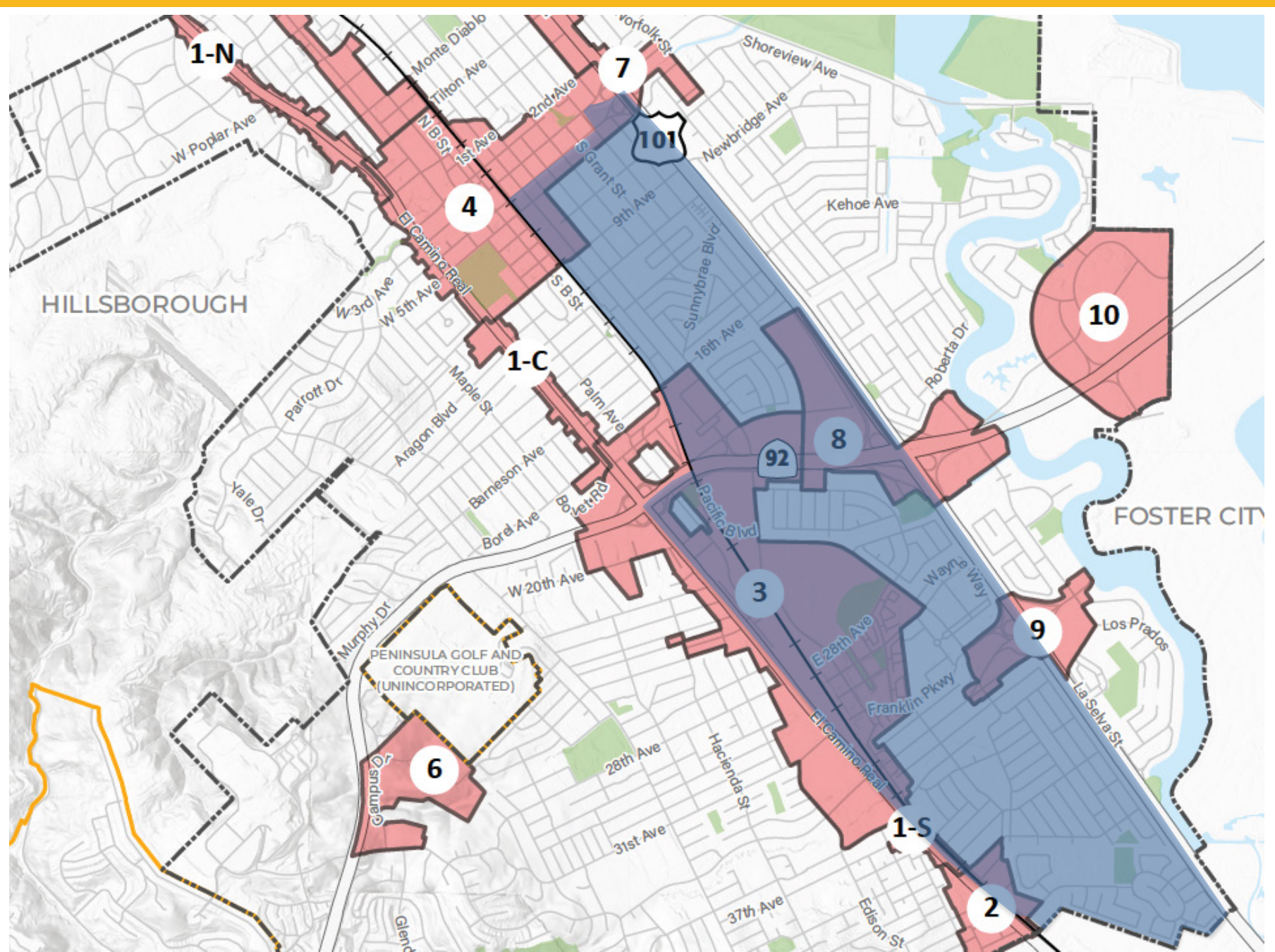
Clarifying Questions?

Draft General Plan 2040

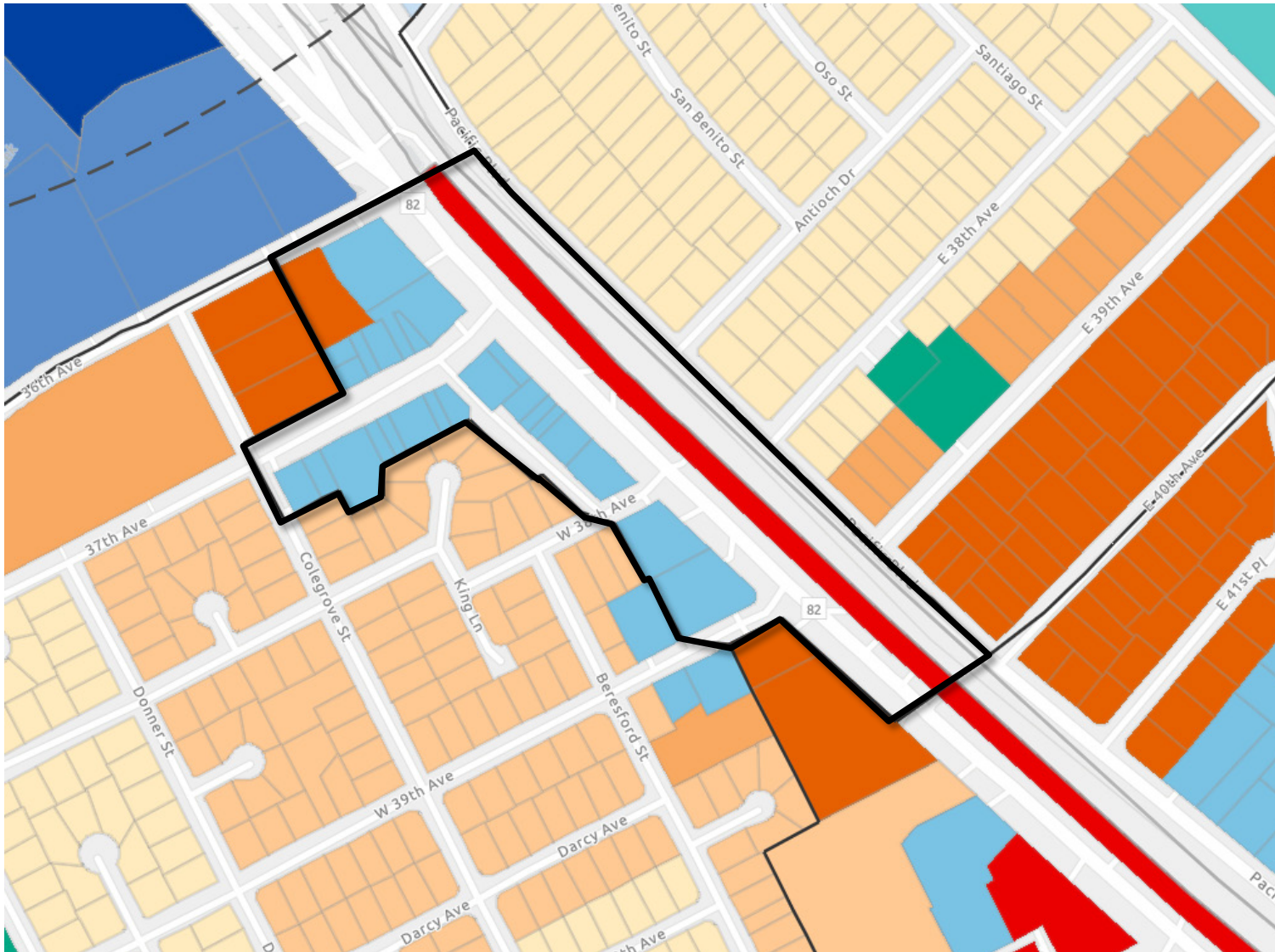
District 3

Focus Topics

District 3 Study Areas



Study Area 1S – El Camino Real



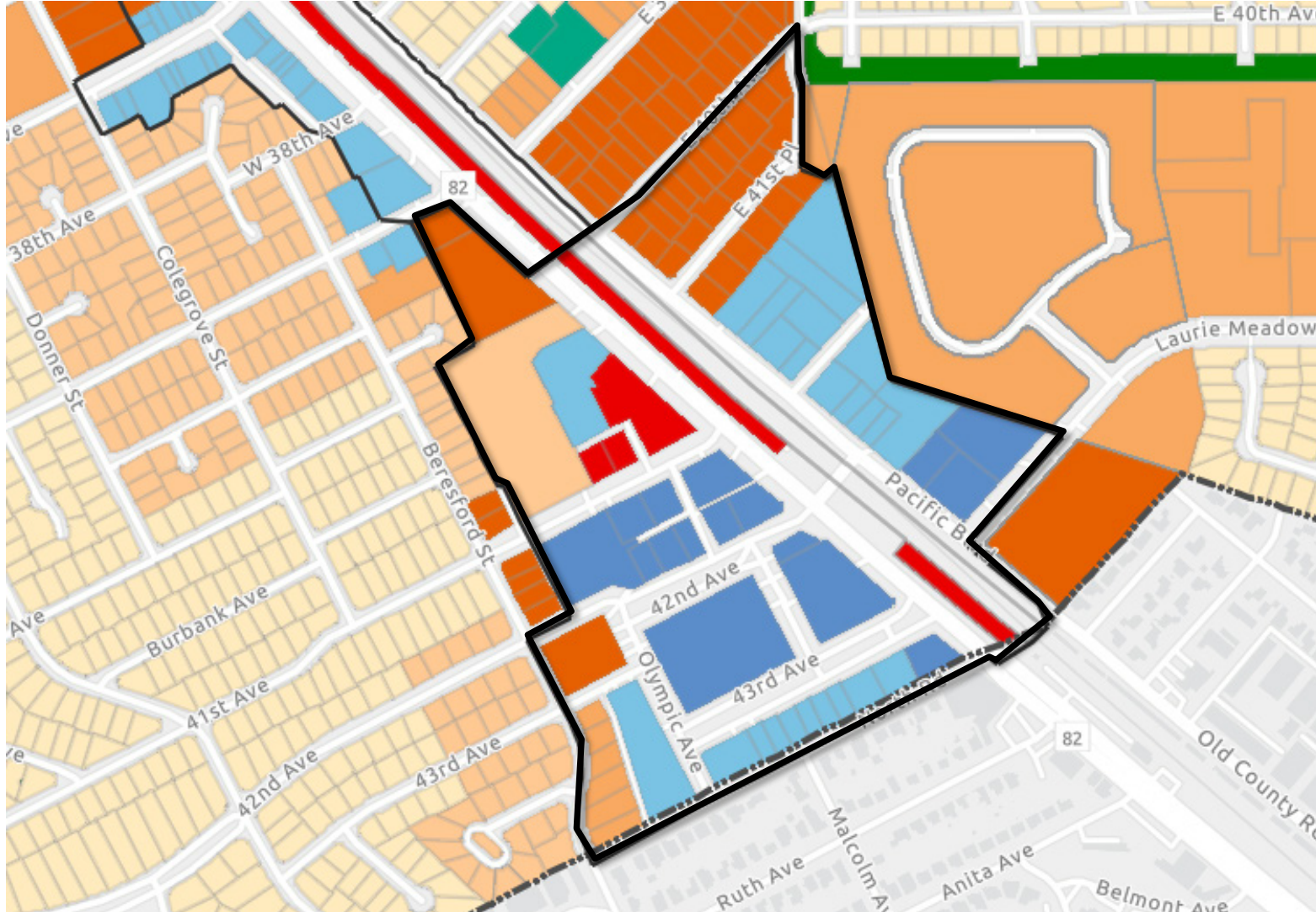
- Residential Very Low (1-3 stories, 1-9 du/ac)
- Residential Low I (1-3 stories, 9-19 du/ac)
- Residential Low II (2-4 stories, 20-35 du/ac)
- Residential Medium I (3-5 stories, 36-50 du/ac)
- Residential Medium II (4-6 stories, 51-99 du/ac)
- Residential High I (5-8 stories, 100-130 du/ac)
- Residential High II (6-10 stories, 100-200 du/ac)
- Service Commercial (1-3 stories)
- Regional Commercial (1-3 stories)
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- Office Low (1-2 stories)
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- Mixed-Use Low (2-4 stories, 10-35 du/ac)
- Mixed-Use Medium I (3-5 stories, 36-50 du/ac)
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- Parks/ Open Space
- Public Facilities
- Quasi-Public (1-3 stories)
- Utilities

El Camino Real

- » **Goal LU-5 Promote residential and mixed land uses along El Camino Real to strengthen its role as both a local and regional corridor.**
- Encourage new residential uses along El Camino Real as part of both pure residential and mixed-use development to diversify the existing commercial character (Policy LU 5-1).
 - Retain the general residential and landscaped character of El Camino Real north of Tilton Avenue. Promote the visual upgrading of El Camino Real south of 9th Avenue through increased landscaping, coordination of public improvements, property maintenance, and sign control, and through conformance with the El Camino Real Master Plan or a future consolidated Corridor Plan per Action LU 5-3 (Policy LU 5-2).
 - Prepare a Corridor Plan for El Camino Real that assembles existing planning documents for the corridor into a single comprehensive plan that implements the El Camino Real policies in General Plan 2040 (Action LU 5-3).

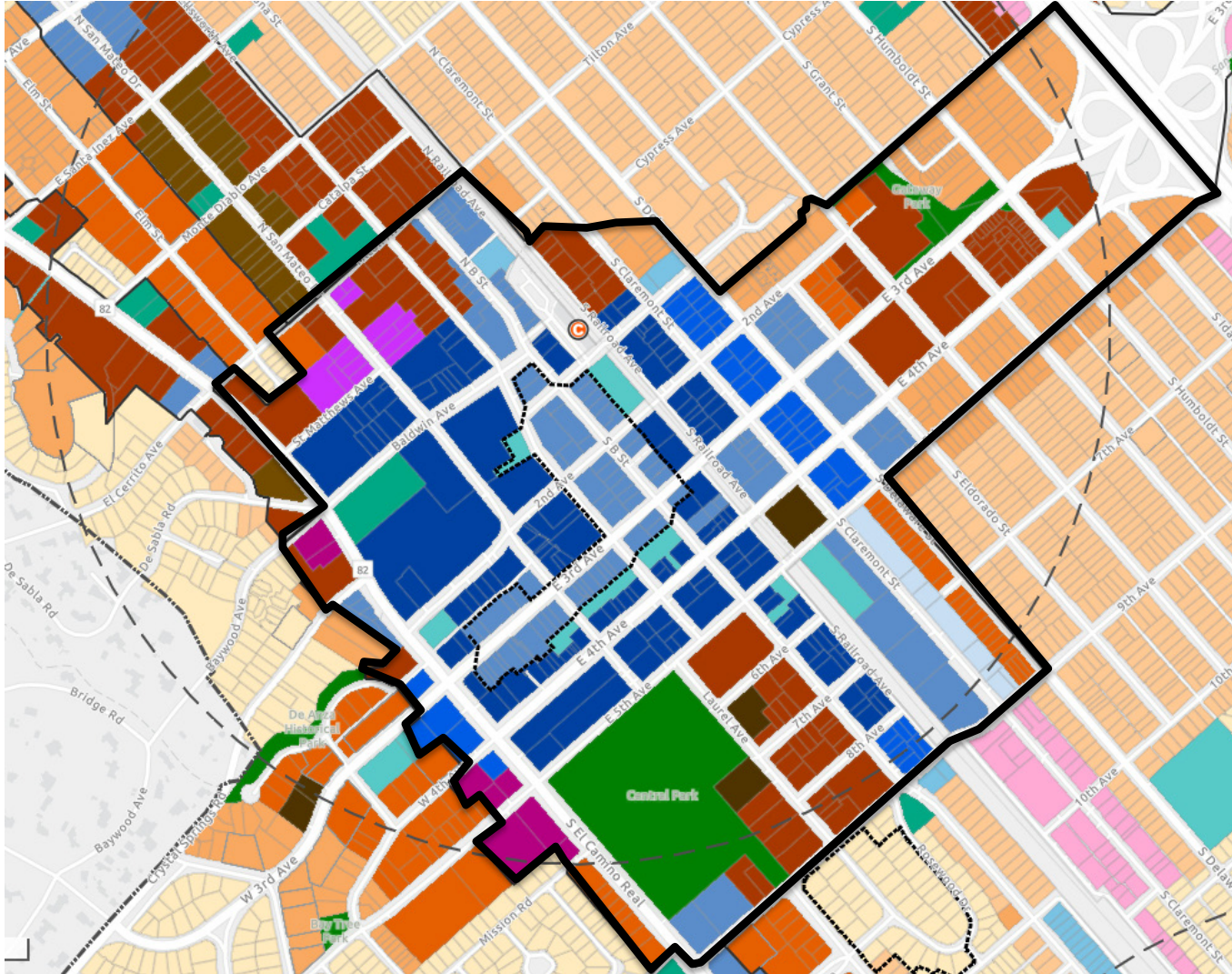
























Study Area 2 – Bel Mateo/Mollie Stone Area



- Residential Very Low (1-3 stories, 1-9 du/ac)
- Residential Low I (1-3 stories, 9-19 du/ac)
- Residential Low II (2-4 stories, 20-35 du/ac)
- Residential Medium I (3-5 stories, 36-50 du/ac)
- Residential Medium II (4-6 stories, 51-99 du/ac)
- Residential High I (5-8 stories, 100-130 du/ac)
- Residential High II (6-10 stories, 100-200 du/ac)
- Service Commercial (1-3 stories)
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- Neighborhood Commercial (1-3 stories)
- Office Low (1-2 stories)
- Office Medium (2-4 stories)
- Office High (3-5 stories)
- Mixed-Use Low (2-4 stories, 10-35 du/ac)
- Mixed-Use Medium I (3-5 stories, 36-50 du/ac)
- Mixed-Use Medium II (4-6 stories, 51-99 du/ac)
- Mixed-Use High I (5-8 stories, 100-130 du/ac)
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Study Area 4 - Downtown



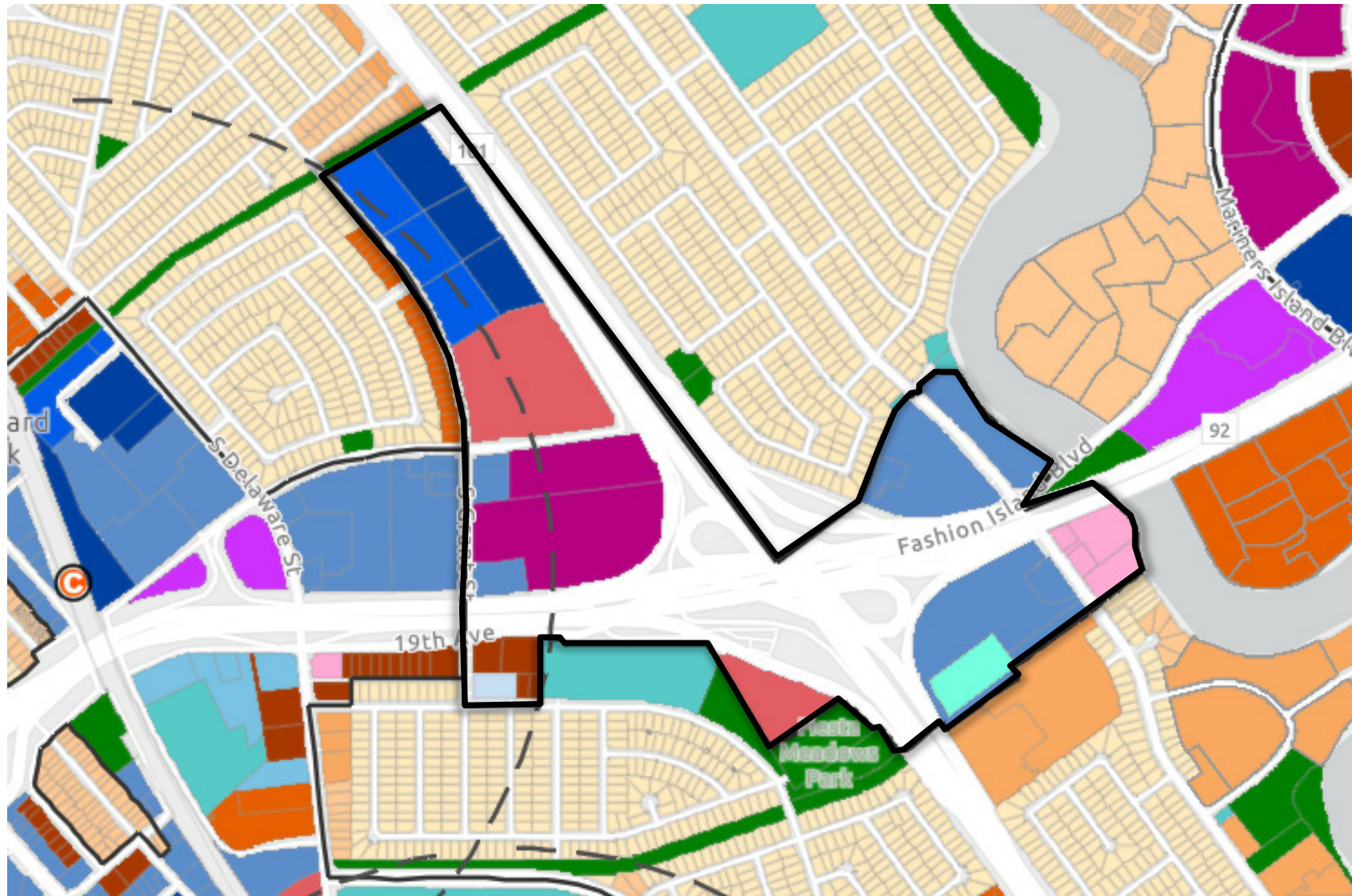
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|---|---|
|  | Residential Very Low (1-3 stories, 1-9 du/ac) |
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|  | Parks/ Open Space |
|  | Public Facilities |
|  | Quasi-Public (1-3 stories) |
|  | Utilities |

Downtown

- » **Maintain downtown San Mateo as the economic, cultural, and social center of the community. (Goal LU-4)**
- Allow and prioritize a wide range of residential, dining, entertainment, lodging, and other commercial uses downtown, at high intensities and densities, with strong multi-modal connectivity to the Caltrain station and other transit. (Policy LU 4.1)
 - Promote quality design that recognizes the regional and historical importance of Downtown San Mateo and strengthens its pedestrian-friendly, historic, and transit-oriented character. (Policy LU 4.2)
 - Update the Downtown Area Plan to support and strengthen the Downtown as a vibrant and active commercial, cultural, and community gathering district. (Action LU 4.4)
 - Support Downtown activities and events that brings Downtown to life, attract residents and visitors, promote local businesses, create inclusive community gatherings, and provide information to residents about City initiatives and services. (Action LU 4.5)

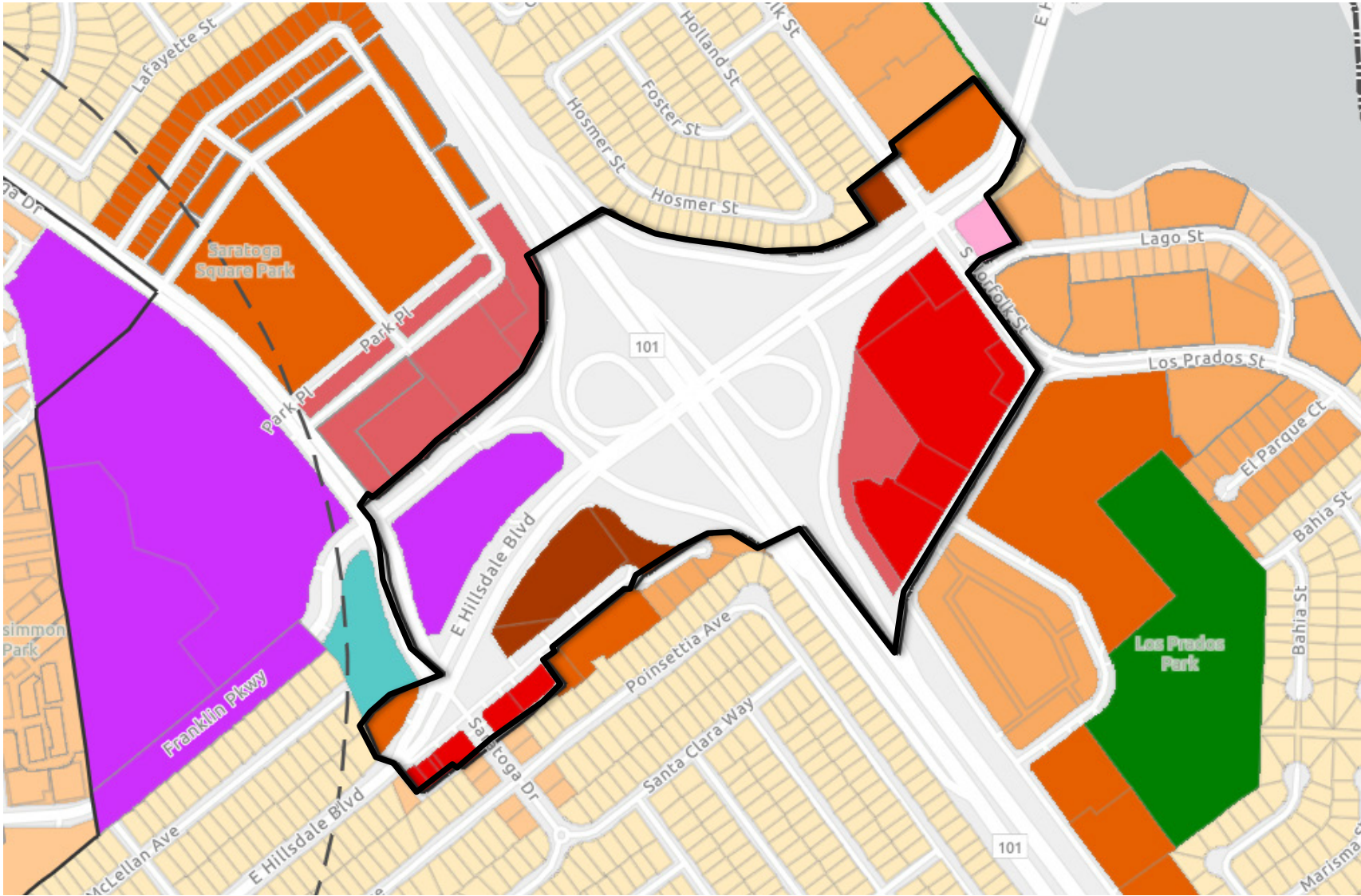


Study Area 8 – Parkside Plaza Area

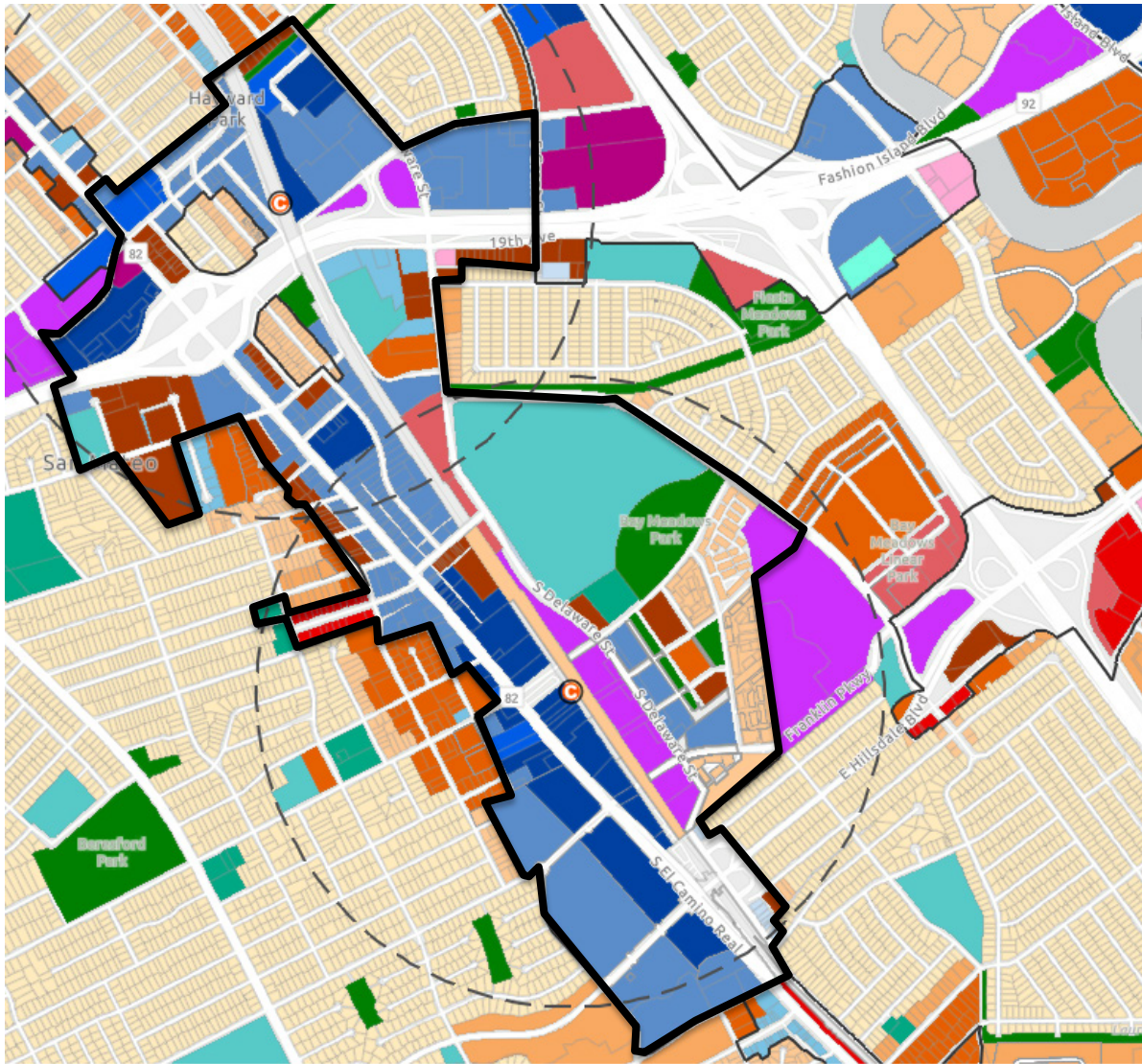


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- Quasi-Public (1-3 stories)
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Study Area 9 – Hillsdale/Norfolk Area



Study Area 3 – Hillsdale/Hayward Park



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Hillsdale

» **Promote transit-oriented development around the Hillsdale Caltrain station (Goal LU-6)**

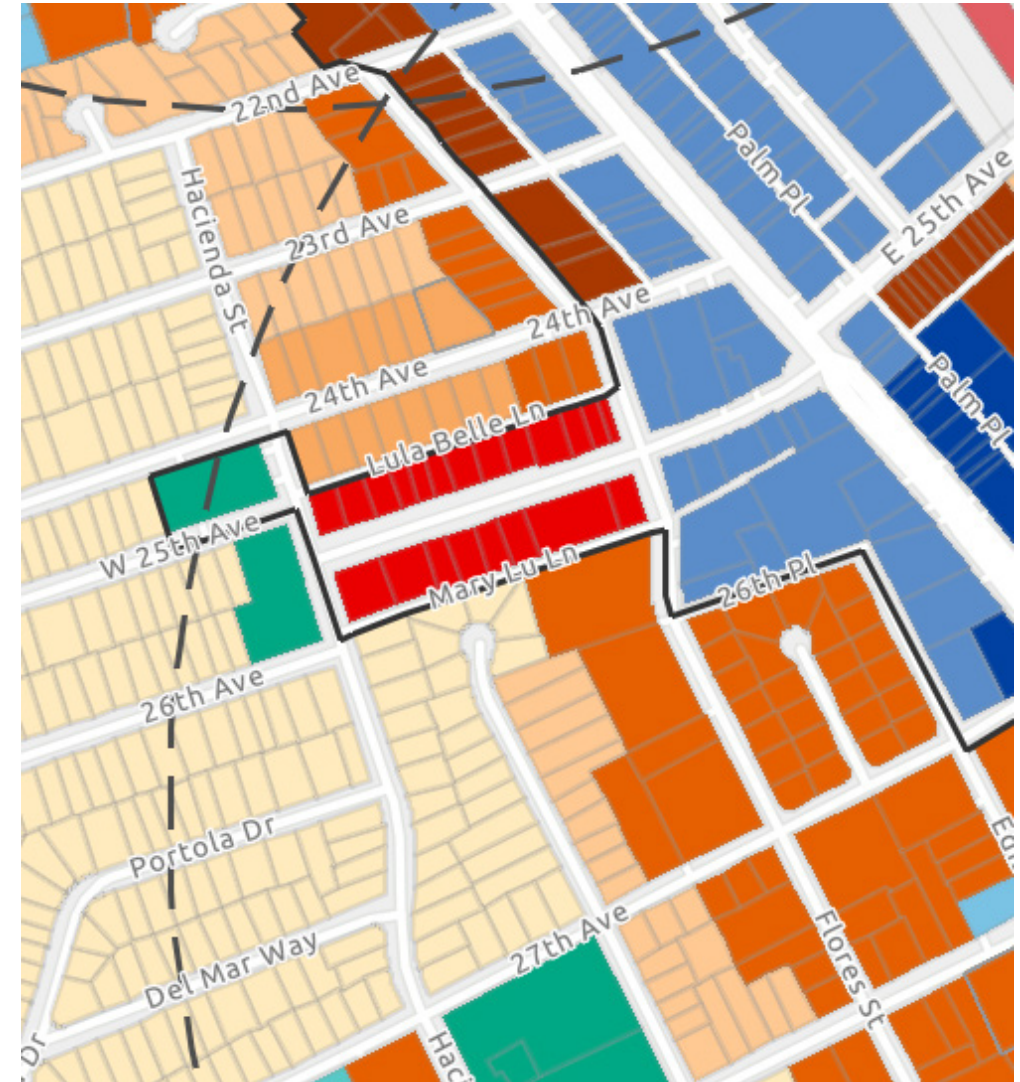
- Continue to implement the Rail Corridor Plan to allow, encourage, and provide guidance for the creation of world-class transit-oriented, mixed-use development (TOD) within a half-mile radius of the Hillsdale and Hayward Park Caltrain stations. (Policy LU 6.1)
- Allow redevelopment of the Hillsdale Shopping Center for a mix of uses, including commercial, retail, office, hotel, and residential uses. (Policy LU 6.2)
- Update the Hillsdale Station Area Plan to foster higher-density residential, office and mixed-use, transit-oriented development that connects to neighborhoods to the east and west, improves bicycle and pedestrian circulation to the station, and increases park and open space areas. (Action LU 6.3)

25th Avenue Commercial District

- » **Encourage the preservation of local-serving commercial retail and service uses in neighborhood shopping districts.**

(Policy LU 3.3)

- Develop and adopt objective design standards that define and require appropriate design transitions from commercial to residential zones. (Action CD 8.7)
- Support the long-term viability of shopping centers and districts that provide neighborhood-serving uses by allowing these sites to redevelop with higher-density, mixed-use development that includes restaurants, services, other commercial uses, housing and open space, while preserving core neighborhood-serving uses. (Policy LU 7.1)



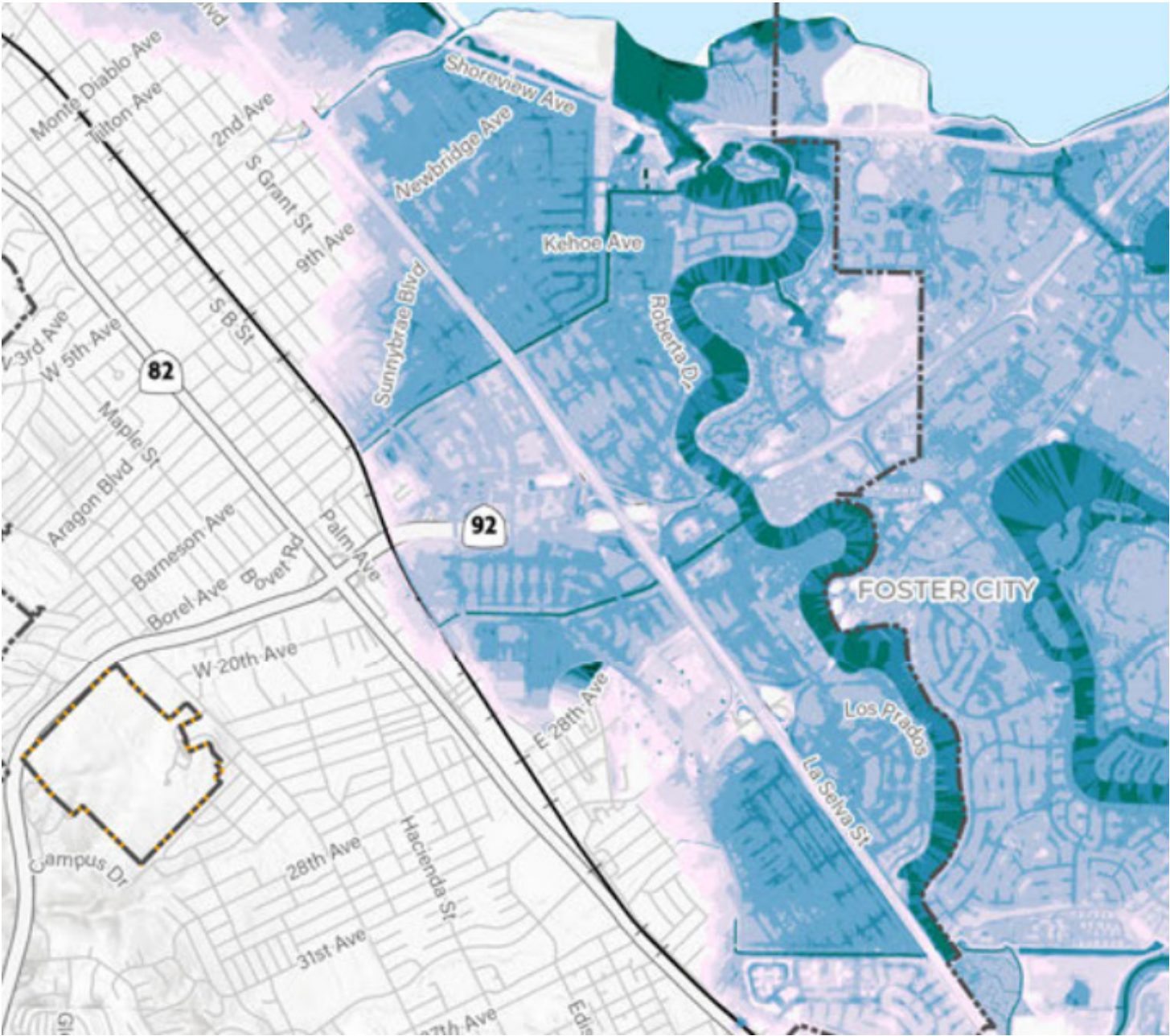
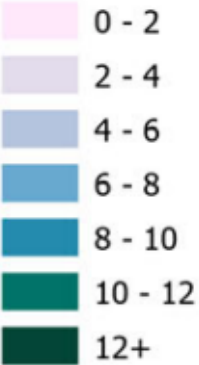
Local Businesses

- » **Prioritize the retention and expansion of existing businesses and attract new businesses that strengthen and diversify the City's economic base. (Policy LU-11)**
- » **Retain service commercial and light industrial uses to support local businesses and to meet the needs of residents locally. (Policy LU 3.10)**
- » **Help small businesses stay and grow by offering tools and support, such as multilingual outreach, assistance accessing free educational services and financing opportunities, connecting with the Chamber of Commerce and Downtown San Mateo Association, and assistance understanding City requirements and preparing for code compliance. (Action LU 11.10)**
- » **Provide proactive support to local businesses affected by construction and redevelopment. (Action LU 11.11)**



Sea Level Rise

Sea Level Rise 2050 + 100
Year Storm (in feet)



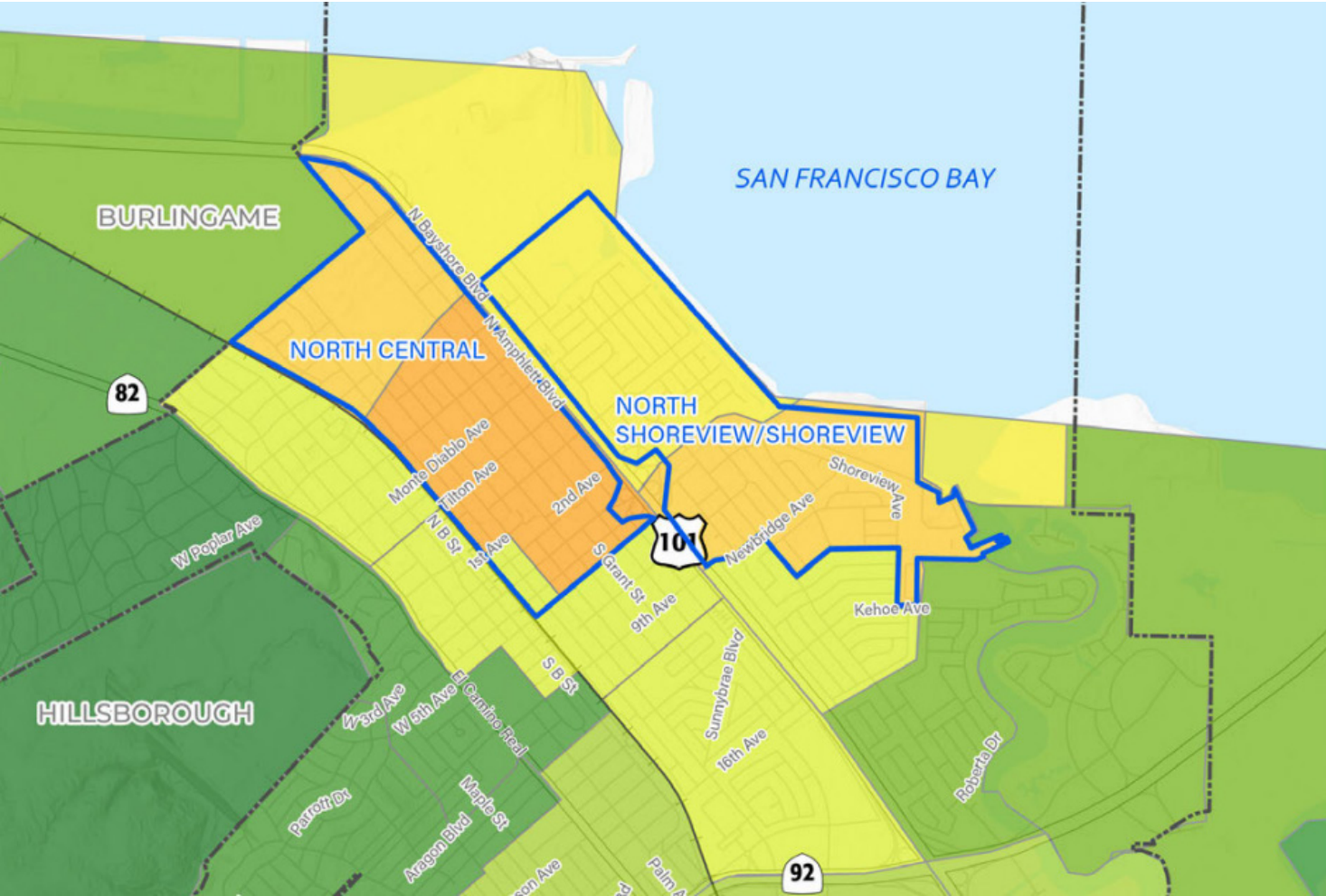
Sea Level Rise Policies

» Develop regionally coordinated sea level rise adaptation measures and programs. (Goal S-4)

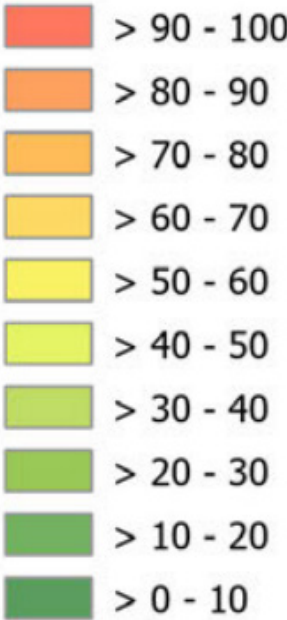
- Coordinate with OneShoreline to develop and implement coordinated approaches to sea level rise with other San Mateo County jurisdictions. (Policy S 4.4)
- Study the feasibility of establishing a sea level rise overlay zone that would allow for the creation of adaptation policies, rules, or construction codes unique to this area, and consistent with OneShoreline guidance, to require properties be made resilient to sea level rise. (Action S 4.9)
- Explore creation of a new fee for new development along the bay shoreline to fund sea level rise protection measures and adaptation strategies. (Action S 4.11)
- See Safety Element for more policies and actions.



Equity Priority Communities – North Central and North Shoreview/Shoreview



CalEnviroScreen Score Percentile



Environmental Justice Policies

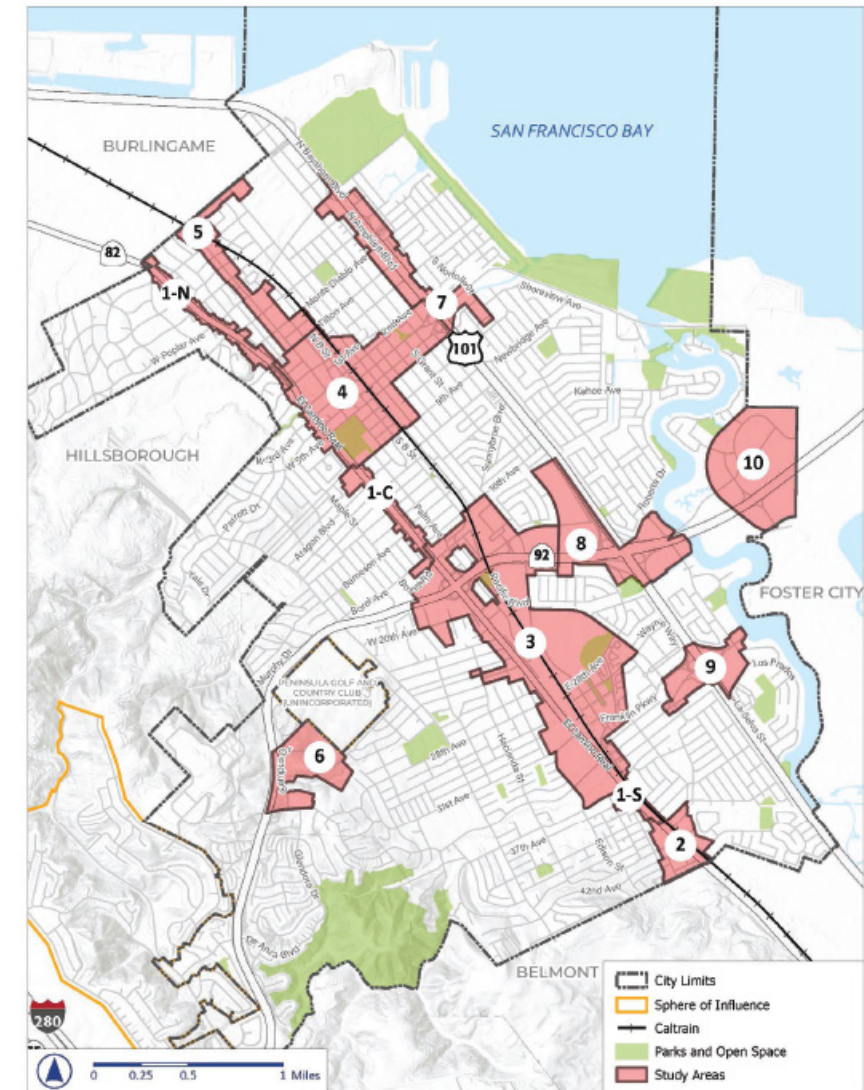
- » **Support the equitable health and well-being of all neighborhoods in San Mateo and all members of the San Mateo community by improving conditions in equity priority communities. (Goal LU-8)**
- Prepare a plan for the equity priority communities that addresses the needs of each community, including health, safety, and improved circulation with community input. (Action LU 8.10)
 - Work with residents in equity priority communities to identify sidewalk, lighting, landscaping, and roadway improvements needed to improve routes to parks, schools, recreation facilities, and other destinations within the community. (Action LU 8.8)
 - Environmental Justice policies and actions can be found throughout the General Plan.



- ☐ Community Health
- ☐ Access to Healthy Food
- ☐ Inclusive Outreach
- ☐ Access to Parks and Recreation
- ☐ Job Training Programs
- ☐ Air Quality
- ☐ Public Safety
- ☐ Water Quality
- ☐ Urban Tree Canopy

Draft General Plan 2040 and Measure Y

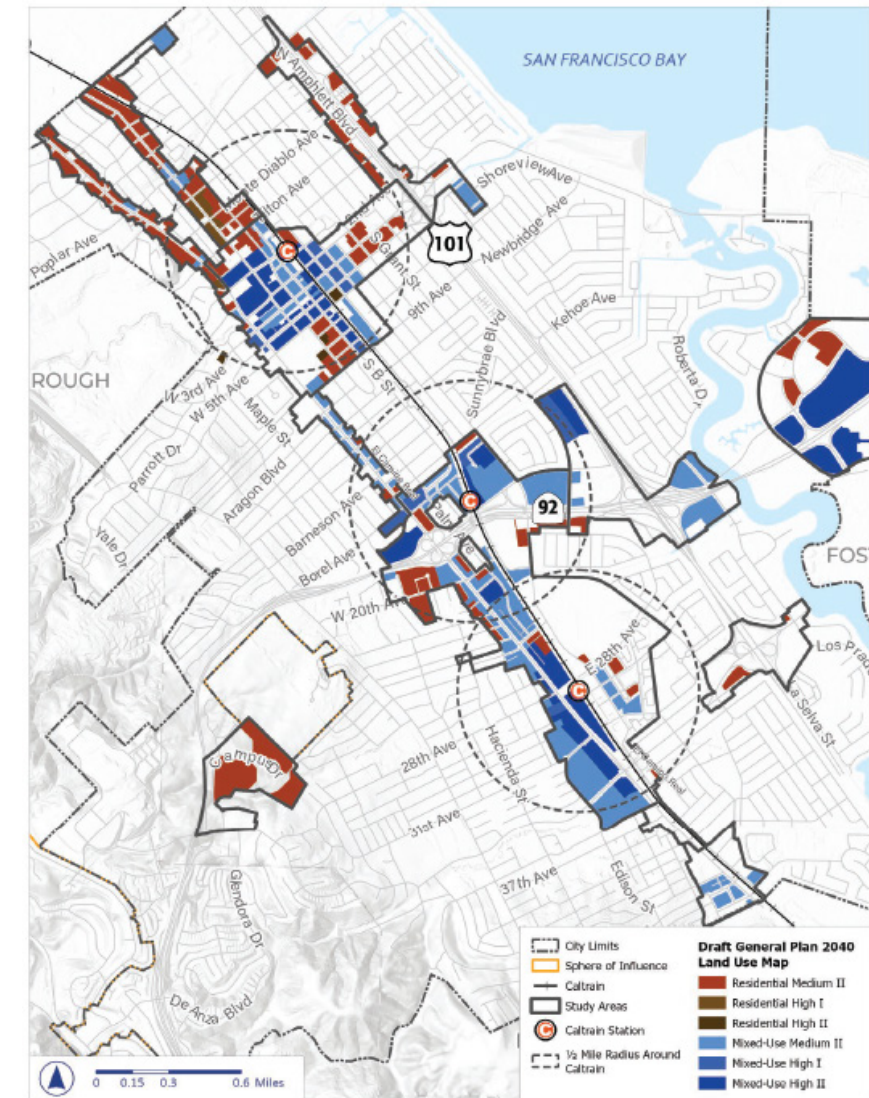
- » San Mateo voters approved Measure Y in November 2020, which set limits on new building heights and densities.
- » In 2019 and 2020, community input guided the establishment of ten General Plan study areas to accommodate future housing and jobs.
- » Draft General Plan 2040 only proposes heights and 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

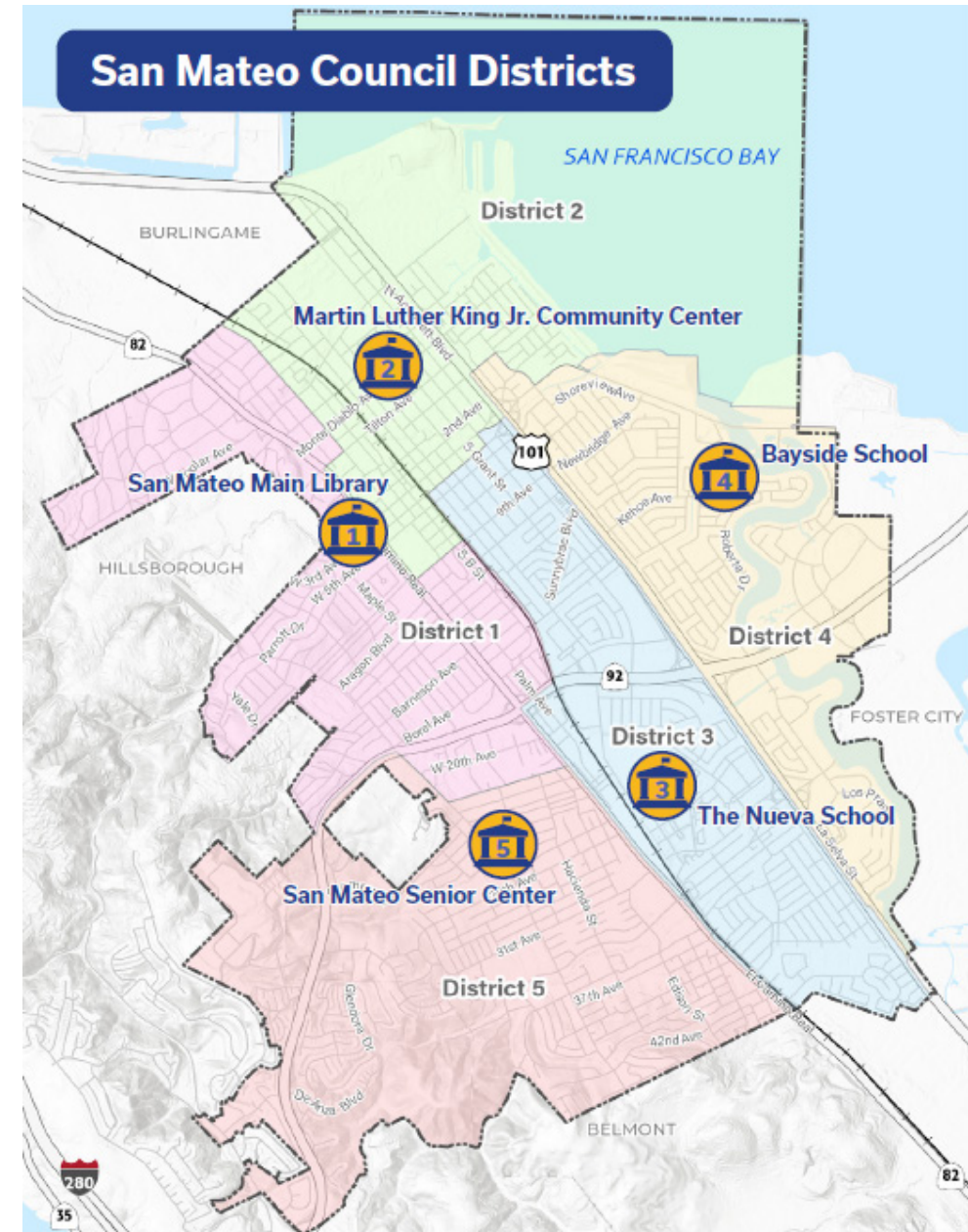
» Direct Engagement

- Citywide newsletter, mailed July 2023
- 1 Virtual Workshop held on August 16
- 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 **tonight****
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.

Emerging Themes

- **Community input themes since Draft General Plan publication in July:**
 - More policies and focus on senior issues; support Age Friendly Action
 - New development – both concern and support for planned housing and density increases
 - Request for improved safety of the circulation system
 - Reduce congestion and ensure adequate parking
 - Does proposed growth align with current State population projections
 - Ensure sufficient retail and commercial space as housing supply increases
 - Enhance community design, including increased street trees
 - Maintain quality of life, such as public safety, City services and park facilities, with new growth and development
 - More focus and detailed attention to storm and flood preparedness
 - Protect neighborhood serving commercial areas

Updates

- **Land Use Map Updates**
 - Update site designations – when identified - to align with existing uses
 - Study Area 3 boundary modification – Remove the church parking lot site on Hacienda
- **Additional policy guidance seniors/aging**
 - Add a focused section in Public Services and Facilities Element
- **Flooding and Stormwater Sections**
 - Updating applicable goals, policies and actions to align with current community priorities
- **More focus on supporting small businesses and neighborhood serving commercial**
- **Additional focus on safety in Circulation Element**

Other City Initiatives

Community Flood & Storm Protection Initiative



**Safer Today,
Stronger Tomorrow**

San Mateo's Protection From Flood & Storms



Remember the tough floods & storms last winter? The City's stormwater infrastructure was **over capacity**.



San Mateo's Aging Stormwater Infrastructure is Overwhelmed

The Community Flood & Storm Protection Initiative is a **mailed ballot measure** that would provide funding to expand the capacity of the **aging** stormwater system.

A more reliable storm water system **protects** the community from floods & storms

San Mateo's Stormwater System Protects Our Community From Flooding

- 130 Miles of Storm Drains
- 20 Miles of Creeks & Drainage Channels
- 10 Pump Stations
- 3-Mile Bayfront Levee
- 1 Flood Control Lagoon



SAN MATEO COMPLETE STREETS PLAN

The citywide Complete Streets Plan will serve as a roadmap for developing a safe, accessible transportation network designed for all travel modes. The final Plan is anticipated to be adopted in Spring 2024.

What is a Complete Street?

A complete street is a safe, accessible road designed for all travelers, including pedestrians, bicyclists, drivers, and public transit users.



GOALS

**Transportation
Options**

**Safe and Comfortable
Travel**

**Equitable Mobility
and Access**

Inclusive Engagement

OUTCOMES

Prioritized Project List

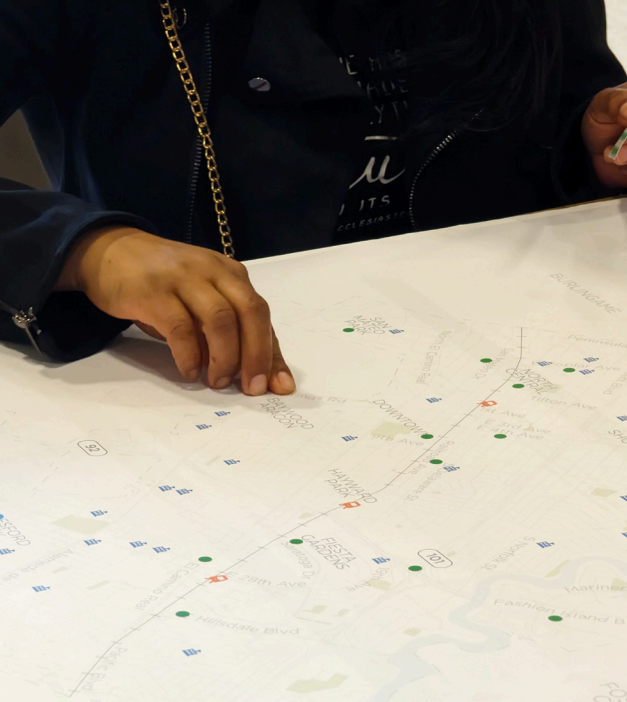
Identify and prioritize future infrastructure and non-infrastructure improvements

Design Manual

Develop design standards and guidelines for transportation improvements rooted in safety and equity for all modes

Conceptual Designs

Preliminary design plans for the highest priority projects



Complete Streets North Central Plan

- Comprehensive evaluation of transportation in North Central
- Working with community to understand safety concerns, needs and establish goals
- Result in data supported recommendations for improvements
- Engagement includes focus groups, canvassing, walking tours, and workshops



Sustainability Initiatives

» Climate Action Plan (CAP) 2023 Technical Update

- The City's CAP is a comprehensive roadmap to reducing communitywide greenhouse gas (GHG) emissions.
- The CAP was updated to align with the General Plan 2040 update and to be consistent with state laws.

» Sustainable Buildings Strategy

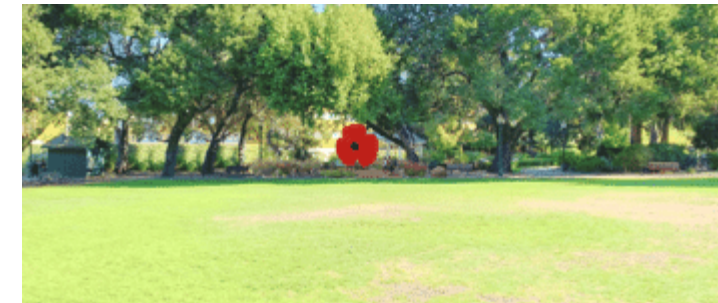
- The City is developing a strategy to upgrade existing buildings from natural gas to carbon-free electricity.
- This transition is expected to provide long-term health, safety, and economic benefits to the community and is critical in achieving our climate goals.



Central Park Master Plan Implementation



Central Park Playground



Fallen Heroes Memorial

Provide Input at Your Convenience

- » **Add feedback directly in the Draft 2040 General Plan:**
<https://strivesanmateo.konveio.com/>
 - **Submit comments on the interactive General Plan online by Sunday, October 1st.**

- » **Email your comments to:**
generalplan@cityofsanmateo.org

Next Steps

» **July to October 2023**

- Draft General Plan Community Outreach

» **City Council Meetings**

- October 2 – Community Design, Conservation & Open Space, and Noise
- October 16 – Circulation, Public Services, and Safety
- October 30 – Land Use

» **January 2024**

- Publish General Plan 2040 and Final EIR

» **February and March 2024**

- General Plan 2040 Adoption Hearings

Questions, Comments and Discussion