



City Council Meeting

2040 General Plan/Housing Element

Update

May 17, 2021



Tonight

- General Plan Overview
- Milestones Recap
- Vision Statement/Values
- Milestones
- GPU/HE Schedule
- Recent Activities
- Outreach
- Housing Element Status
- Next Steps & Questions for Council

GENERAL PLAN



Elements

Land Use Circulation
Housing Urban Design
Conservation / Open Space / Parks & Rec
Safety Noise

Values



Diversity



Balance



Inclusivity



Prosperity

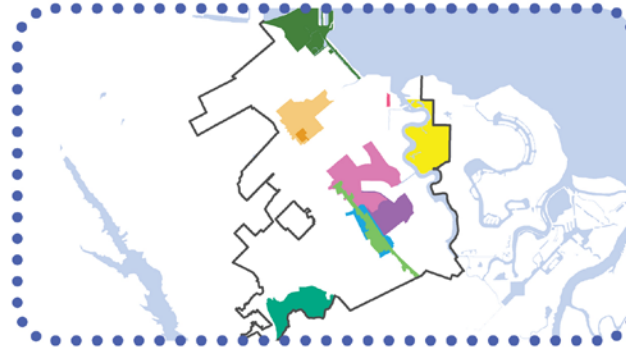


Resiliency

The General Plan guides future growth and development. It includes eight elements as well as a Vision Statement and values that express the community's vision for the future.

SPECIFIC PLANS

Geographic Area



Intensity



Design Guidelines



A Specific Plan is a customized plan that describes policies and regulations for specific geographic areas of the city.

To learn more about the General Plan Update, visit www.StriveSanMateo.org.

ZONING CODE

Building Type



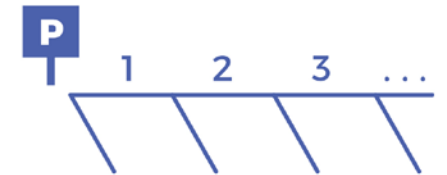
Building Form



Use Type



Parking Requirements



The Zoning Code is the primary tool for implementing the General Plan and the Specific Plans. It regulates development citywide and establishes specific rules.

Milestones

- **Vision 2040 – Fall/Winter 2018**
- **Study Areas – Spring/Summer 2019**
- **Draft Land Use Alternatives – Winter 2019/2020**
- **Shelter-in-Place – Spring/Summer 2020**
 - Shift from Land Use Alternatives to GP Goals, Policies, and Programs
 - Virtual Outreach Plan
- **Preliminary RHNA/Measure Y – Fall 2020**
- **City Council Update – January 19, 2021**
 - direction to restart community outreach
- **GPU and Housing Element outreach – February - May 2021**

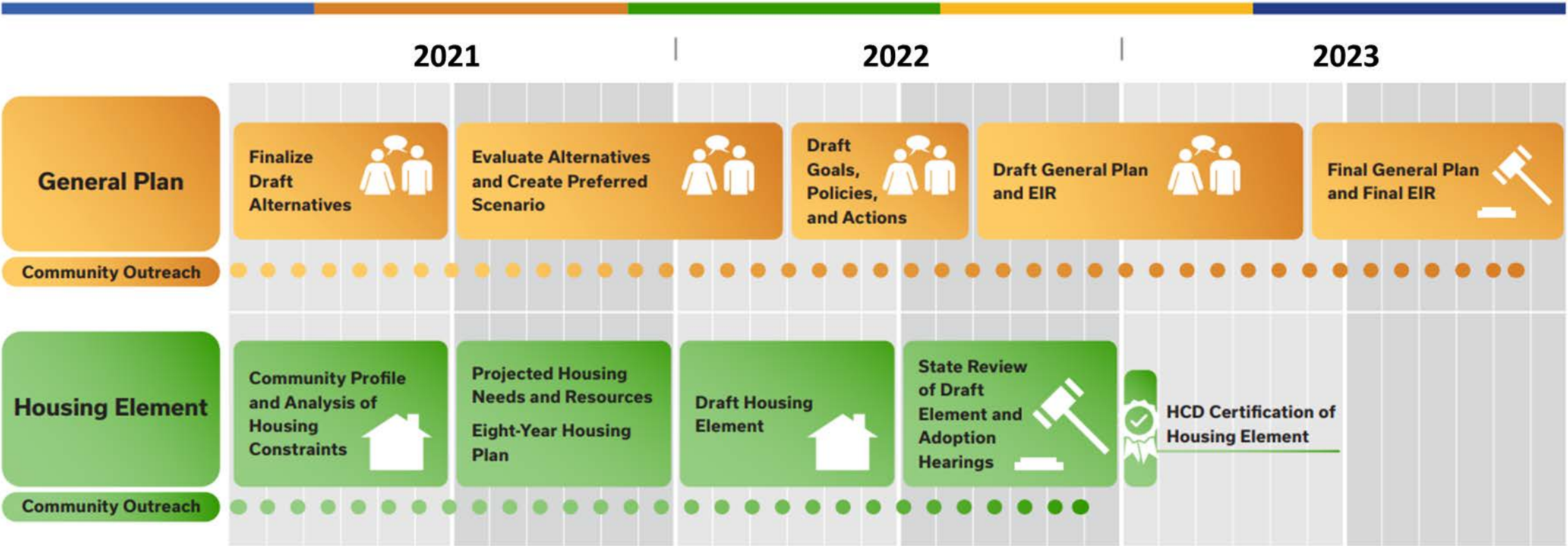
General Plan 2040: Vision Statement/Values

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:



Timeline



Each **General Plan Meeting Series** will include some combination of community workshops and events, General Plan Subcommittee meetings, Planning Commission study sessions, and City Council direction.



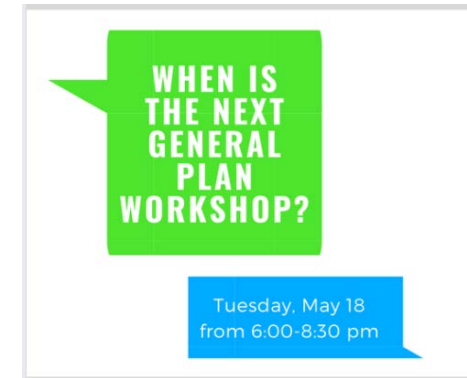
Housing Element Outreach includes stakeholder meetings, community meetings, Planning Commission hearings, and City Council hearings.

Highlight of Recent Activities

Table 1: Summary of 2021 Outreach Events to Date		
Date	Organization/Audience	Subject
Friday, February 12, 2021	Rotary Sunshine	Introduction to General Plan
Thursday, March 18, 2021	San Mateo United Homeowners Association (SMUHA)	Introduction to General Plan
Wednesday, March 24, 2021	San Mateo Community	Introduction to General Plan
Thursday, March 25, 2021	Home Association of North Central San Mateo (HANCSM)	Introduction to General Plan
Saturday, March 27, 2021	San Mateo Community	Introduction to General Plan
Tuesday, March 30, 2021	Chamber of Commerce	Introduction to General Plan
Tuesday, March 30, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)
Saturday, April 3, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)
Wednesday, April 7, 2021	One San Mateo	Introduction to General Plan
Saturday, April 10, 2021	San Mateo Community	Introduction to General Plan (Spanish)
Tuesday, April 13, 2021	Downtown San Mateo Business Association (DSMA)	Introduction to General Plan
Thursday, April 15, 2021	San Mateo Community	Land Use Alternatives Workshop
Saturday, April 17, 2021	San Mateo Community	Land Use Alternatives Workshop
Tuesday, May 4, 2021	San Mateo Community	Introduction to Housing Element (co-hosted with 21 Elements)

Promotion and Participation

- » Posted on Social Media Platforms
- » Posted Flyers at City facilities
- » Email Multiple Listservs
- » PCRC Engaging Spanish Speaking and Hard to Reach Community Members
- » Distributed Flyers Directly to Community Members
- » Digital and Prints Ads in San Mateo Daily Journal
- » Sent Mailer to More Than 50,000 Addresses
- » Targeted outreach to Latinx community and others



High Level Summary of Outreach

- **Over 90 outreach events, 3 surveys, over 3,500 participants, almost 4,000 comments**
- **Diverse community/opinions with differing views of San Mateo's future**
 - However, agreement upon the GP Vision and Values and many shared goals
- **Roughly half (49%) of attendees of recent City-led workshops indicated that they were participating for the first time**

Housing Element Update

- **Sites Analysis work:**
 - Analyze/develop draft sites inventory to accommodate preliminary RHNA 6 (~7,100 units) + Buffer (at least 15-30% state guidance, ~50% consultant guidance)
 - Analyze RHNA 6 + buffer within General Plan Study Areas and within confines of Measure Y
 - SB 166 (2017) Housing Accountability Act's "No Net Loss".
- **Tentative estimates:**
 - Identify capacity for ~10,400 units within Study Areas and within parameters of Measure Y.
 - Approx. 47% buffer, needs further refinement & state approval
 - Still working on inventory for lower income units

Next Steps

- **Upcoming events:**

- Draft Land Use Alternatives Workshop #4 (Tuesday, May 18, 2021)
- General Plan Subcommittee (June 2021)
- Planning Commission (July 2021)
- City Council (July or August 2021)
- Statistically significant survey (late 2021/early 2022)

- » **Exploring other outreach options**

- Videos/Focus Groups/Alternative Media Platforms
- City Council Initiated – Door-to-Door engagement

Next Steps (cont.) – door to door outreach/engagement

Goals	Target Audience	Resources	Considerations
Outreach to inform	Community wide	Staff support to develop outreach materials and/or train and support Councilmembers and volunteers	<ul style="list-style-type: none"> Ensuring consistent and neutral messaging Educating volunteers on general City matters
Outreach for input	Community wide	<ul style="list-style-type: none"> Staff support to develop outreach materials and/or train and support Councilmembers and volunteers Staff and consultant time to develop systematic approach to collect and synthesize feedback received. 	<ul style="list-style-type: none"> Ensuring consistent and neutral messaging Educating volunteers on general City matters Would likely add to GPU time/cost
Targeted outreach	Underrepresented w/ limited turnout @events (e.g. Spanish speaking)	Staff support to identify areas to target, refine messaging, develop materials, support Councilmembers and volunteers.	<ul style="list-style-type: none"> Ensuring effective, consistent, and neutral messaging Educating volunteers on general City matters

Questions for Council

- 1. A City-wide informational canvassing effort;**
- 2. Canvassing for input; or**
- 3. A targeted approach in communities whose views we may be missing?**
- 4. Other ideas/suggestions?**



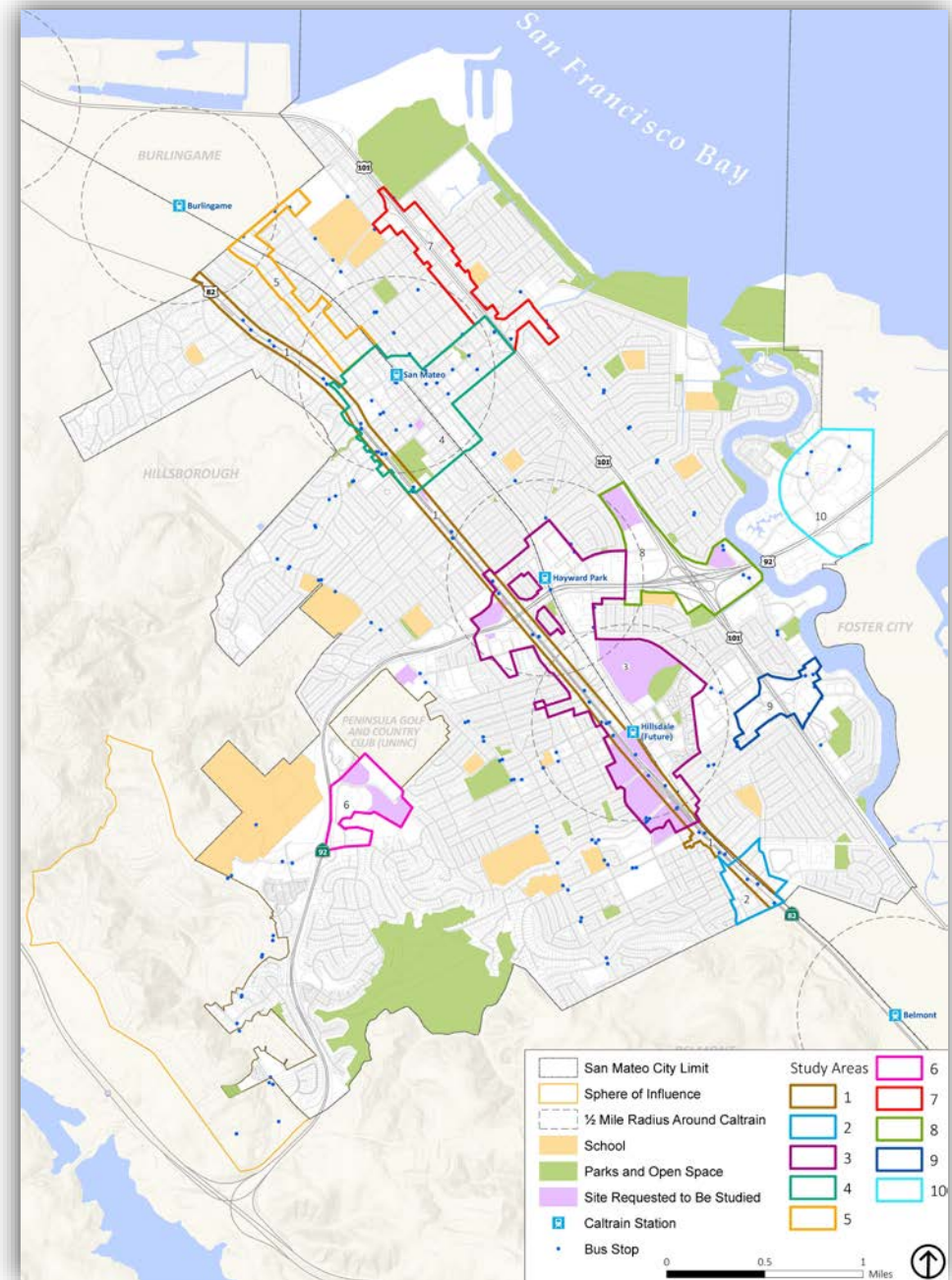
www.StriveSanMateo.org



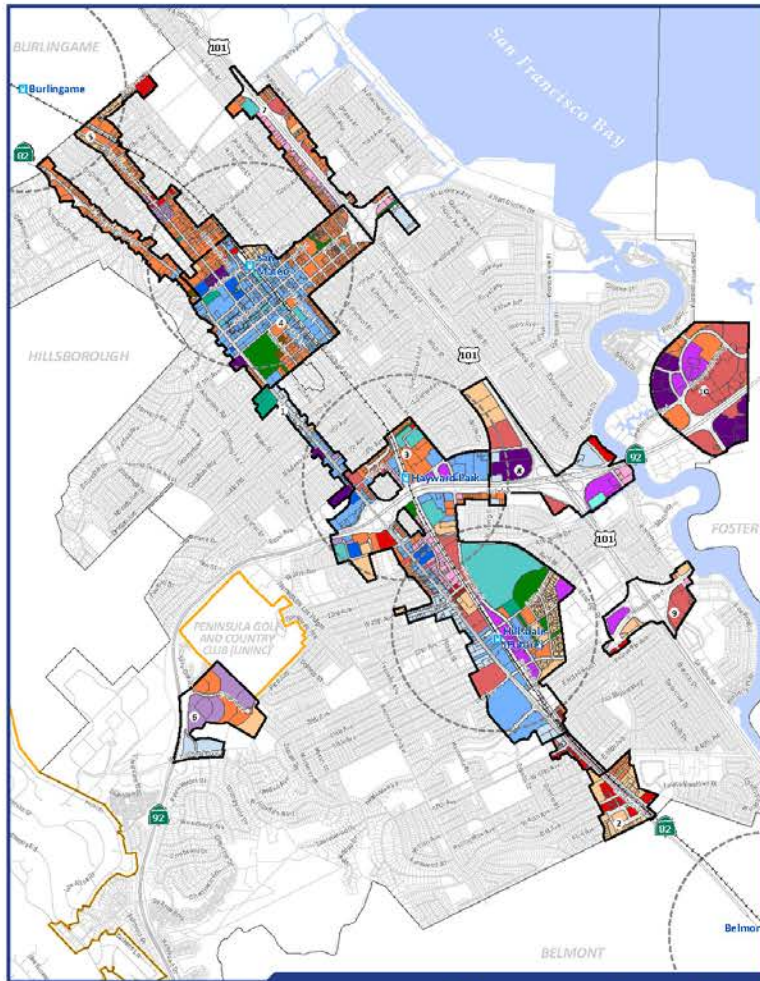
Land Use Alternatives Process

1. Choose study areas ✓
2. Explore a range of alternatives ✓
3. Finalize up to three alternatives
4. Evaluate and compare alternatives
5. Create a “preferred scenario”
6. Refine the preferred scenario to become the updated Land Use map and transportation network

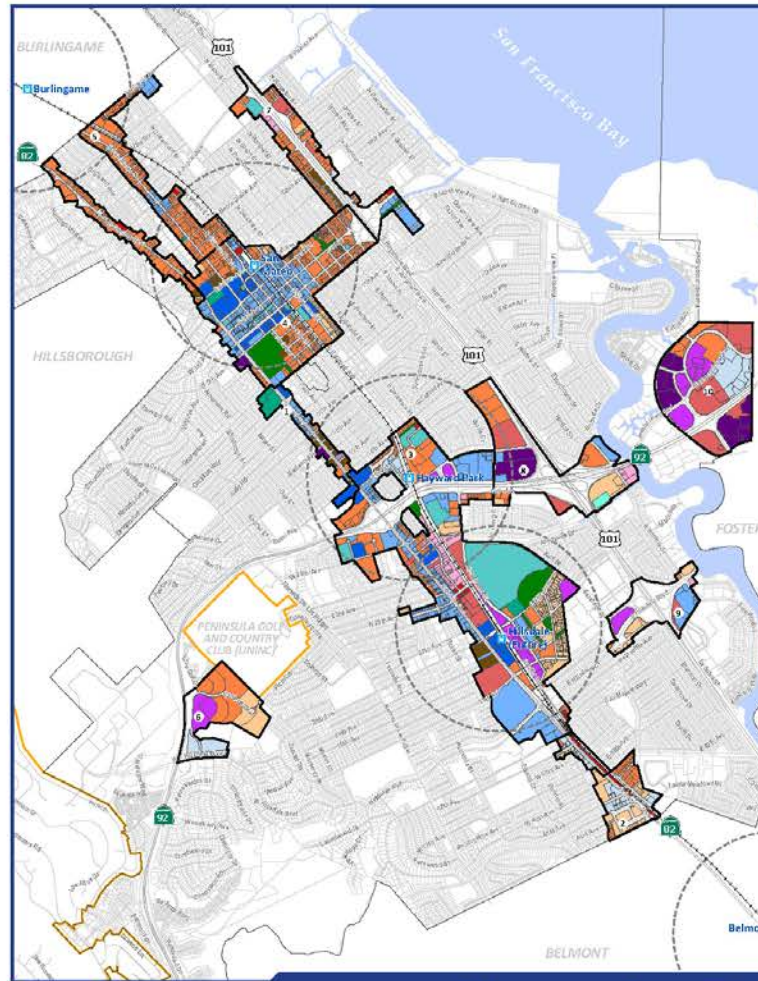
We are here



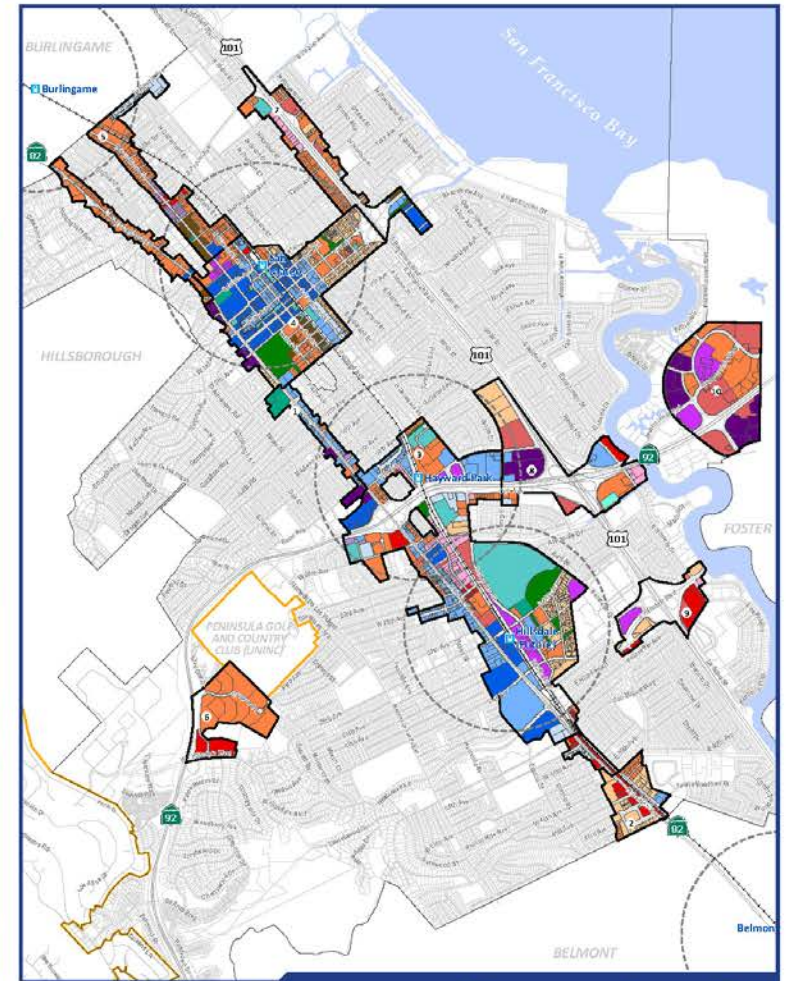
Overview of Land Use Alternatives



Alternative A



Alternative B



Alternative C

Overview of Draft Land Use Alternatives

	Existing (2018)	Alternative A (Net New)	Alternative B (Net New)	Alternative C (Net New)
Homes	39,200	+10,910	+15,820	+20,830
Population	104,500	+33,050	+39,235	+58,320
Jobs	52,800	+15,430	+15,430	+14,990

Draft Land Use Alternatives Implications

	Alt A	Alt B	Alt C
Accommodates 6th Cycle RHNA?	Unknown	Yes	Yes
Accommodates expected 7th Cycle RHNA?	No	Probably	Yes
Plans for 2040 horizon?	No	Yes	Yes
Consistent with Measure Y height/density limits?	Unknown	Partially	No
Would require housing sites outside Study Areas?	Unknown	No	No
Would require new ballot measure?	Unknown	Yes	Yes

General Plan and Housing Element Schedule

Timeframe	General Plan	Housing Element
January to June 2021	Finalize range of alternatives	Prepare community profile and housing constraints analysis; Draft RHNA in Spring 2021
July to December 2021	Evaluate alternatives	Final RHNA in Winter 2021
January to June 2022	Select preferred scenario	Publish Draft Housing Element and EIR
July to December 2022	Revise goals, policies, and actions	Public review; revise Draft Housing Element; Adoption hearings
January to June 2023	Public review	January 2023: Submit Housing Element to HCD
July to December 2023	Revise Draft General Plan; Adoption Hearings	