

## MEMORANDUM

DATE July 12, 2021  
TO Planning Commission  
FROM Joanna Jansen and Carey Stone, PlaceWorks  
SUBJECT Summary of General Plan Subcommittee Input on Changes to the Draft Alternatives

This memorandum summarizes the General Plan Subcommittee (GPS) input received on the range of draft land use and circulation alternatives from the Thursday, June 17, 2021 GPS meeting. At this meeting, the GPS were asked to focus on two questions:

- Is this the right range of alternative scenarios?
- Are there ideas missing that you would like to see evaluated?

The June 17, 2021 GPS meeting was one step in a series of community events to confirm we are considering a sufficient range of alternatives before the General Plan team conducts an in depth evaluation to compare the pros, cons, and outcomes of each alternative on housing, character, traffic, public services, health and equity, environmental sustainability, City's fiscal health, conformance with applicable state laws, and other topics.

This synopsis focuses on GPS comments that responded to the above questions and suggested new ideas not captured in any of the draft alternatives. It does not summarize general expressions of support for or dislike of a given alternative, since the goal of collecting feedback from this meeting was to refine the range of alternatives for evaluation rather than to choose among them.

The June 17, 2021 GPS meeting materials and meeting recordings can be found at:  
<https://strivesanmateo.org/general-plan-subcommittee/>

### General Comments on the Land Use Alternatives

- General support for more mixed use to increase flexibility, especially since mixed use designations could allow pure residential projects.
- Consider adding Light industrial designations to accommodate for uses such as automotive repair (similar to uses allowed in service commercial).
- Acknowledgement that El Camino Real plays a key role in making the city more walkable, friendly, and sustainable. Transportation and safety improvements can't be considered independent from ideas about land use changes.

### Study Area 1 - North

New ideas suggested for Study Area 1 North:

- Study Area 1-North should be expanded by one block, or 500 feet, from El Camino Real to the east and west.

- Add more mixed use, especially along El Camino Real.
- The Arco gas station on El Camino Real at East Poplar Avenue may not be a good site for residential. (Note: this site is designated as Neighborhood Commercial in Alternative B but Residential Low in Alternative A and Residential Medium in Alternative C.)

### **Study Area 1 – Center**

New ideas suggested for Study Area 1 Center:

- Study Area 1-Center should be expanded by one block, or 500 feet, from El Camino Real to the east and west.

### **Study Area 1 - South**

New ideas suggested for Study Area 1 South:

- Study Area 1-South should be expanded by one block, or 500 feet, from El Camino Real to the east and west.
- Add more mixed use instead of commercial, including along the rail corridor.
- Add more residential, including at the FedEx site.

Other comments on Study Area 1 South:

- This area doesn't need additional commercial because there is lots of commercial nearby, including near Hillsdale Mall.
- Connectivity across the railroad tracks and El Camino Real is an issue here.

### **Study Area 2**

New ideas suggested for Study Area 2:

- Designate Mollie Stone's Market as mixed use.
- Add mixed use along Pacific Boulevard.
- Change Residential Low to Mixed Use Low.
- Change Residential Low to Residential Medium because this area is close to shopping.
- Add more green space, especially on northeast side (near Samaritan House Free Clinic side).

### **Study Area 3**

New ideas suggested for Study Area 3:

- Add more mixed use along Palm Place.
- Consider a single designation for the El Camino Real/Palm Place block so potential developers could combine these lots.
- Add higher intensity uses at the Lamps Plus/Tower Records sites.
- Preserve commercial destinations in this area; should not be all housing.

Other comments on Study Area 3:

- Existing parking requirements limits what can be built here.

## Study Area 4

New ideas suggested for Study Area 4:

- Expand the study area north and east of the Caltrain station, slightly into North Central, and/or to fill more of the ½ mile radius of the Caltrain station.
- For the areas with Mixed Use High, the entire block should have this designation.
- Increase densities around Caltrain station.

Other comments on Study Area 4:

- Make sure there is the correct mix of land uses to support the “superblock” concept in Circulation Alternative C.
- Preserve historic buildings in this area.

## Study Area 5

New ideas suggested for Study Area 5:

- Add more mixed use along Peninsula Avenue.
- Add green space.

Other comments on Study Area 5:

- Residents in this area could be better served by a neighborhood elementary school.

## Study Area 6

New ideas suggested for Study Area 6:

- Consider less housing in this area given potential wildfire risks.
- Manage wildfire risk in this area through building code and defensible space regulations and best practices to avoid reducing housing in this area.

## Study Area 7

New ideas suggested for Study Area 7:

- Reduce residential units along Amphlett Avenue to preserve existing commercial service uses (ex. mechanics and pet hospital).
- Amphlett Avenue is an area that could provide additional housing sites.

Other comments on Study Area 7:

- Preserving the walkability to existing commercial uses in this area is important because these residents live on the outer edge of the city with fewer nearby services.

## Study Area 8

New ideas suggested for Study Area 8:

- Preserve shopping options in Parkside Plaza.
- Add green space.

## Study Area 9

New ideas suggested for Study Area 9:

- Increase mixed use at Marina Plaza.
- Increase Residential Low to Residential Medium.

Other comments on Study Area 9:

- This area is a good opportunity for housing.

## Study Area 10

New ideas suggested for Study Area 10:

- Add mixed use in this area (i.e. ground floor retail with housing above).
- Expand mixed use to adjacent office areas.

Other comments on Study Area 10:

- Preserve existing commercial uses.

## Draft Circulation Alternatives

New ideas suggested for the Draft Circulation Alternatives:

- Add more pedestrian, bicycle, and transit improvements to the northeast part of the city.
- Add enhanced pedestrian and bicycle crossings over El Camino Real.
- Add a Caltrain crossing to connect 19<sup>th</sup> Avenue neighborhood to mixed use area along 17<sup>th</sup> Street and B Street.
- Plan for Safe Routes to School.

## Circulation General Comments

- Prioritize making entire city walkable to reduce auto trips in San Mateo.
- Need to plan for traffic calming to improve pedestrian and bicycle safety.
- Draft Circulation Alternative maps are missing existing bike lanes on El Camino Real.