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Housing Plan

The City of San Mateo has many positive attributes, especially being a desirable residential community to live in, work, and play in. Thus, one of the City's primary objectives is to expand housing opportunities and increase the diversity of housing supply. There should be a variety of housing types and sizes, a mixture of rental and ownership housing, and housing that supports special needs populations, including single-female heads of household, people with disabilities, those who are unhoused and farmworkers. This variety of housing opportunities will need to accommodate a diverse population, leading to a variety of household sizes, all age groups and a wide range of income levels in order for the City to continue to thrive into the future.

In addition, San Mateo will need to increase its housing supply to meet the housing demand caused by current and future job growth. The types of new housing created should accommodate all income levels consistent with the Regional Housing Needs Allocation. The goals, polices, and actions contained in this Housing Plan support these overarching objectives while also ensuring that the City will meet its statutory obligations, affirmatively further fair housing and facilitate housing production at all income levels.

7.1 Goals, Policies, and Programs Summary

The City has identified five goals to guide the Housing Element's policies and programs. The first three are based upon the "3Ps" framework that seeks to address the region's housing needs through a combination of Production, Preservation and Protection and is endorsed by the Association of Bay Area Governments (ABAG). The fourth goal, or "fourth P," is Promotion of community engagement and public outreach to support social resilience, and the fifth goal is to Affirmatively Further Fair Housing (AFFH). This goal provides a framework for how the City will comprehensively address fair housing issues and meet State law requirements. Many of the policies and programs that support AFFH also support the Housing Element's other goals, which just further highlights how the issue of fair housing is interwoven with achieving the City's larger housing production, preservation, protection and promotion goals.

Goal H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing

The need for additional affordable housing was the most prominent and pervasive sentiment noted throughout the Housing Element outreach process. Households of various sizes and socioeconomic backgrounds have reported feeling the pressure of the high costs of housing. To meet the targets set by RHNA, the City must facilitate the production of abundant and affordable new housing in a wide diversity of forms.

To support this goal, the City will be employing two approaches, with the first being directly involved in housing production. This can be done by utilizing public funds to build more units, partnering with nonprofits and other groups to support the production of all types of housing, including ADUs, and using local ordinances to require that developers create more affordable units that can serve a diverse variety of populations and providing incentives for additional affordable unit development. In addition, the policies outlined below would encourage and streamline housing development through the adoption of objective design standards, updates to the Zoning Code, creating minimum densities for housing projects, developing policies for missing middle housing, and streamlining the application review and processing timelines for affordable development projects. And, to address the housing constraint associated with the growth limits imposed by Measure Y, there is a policy to support adoption of General Plan 2040 and

facilitation of a community conversation about Measure Y to build consensus around a path forward for updating the growth limits. The 21 policies to support this goal are:

- **Policy H 1.1** – Monitor Regional Housing Needs Allocation
- **Policy H 1.2** – Utilize Public Funding and Properties for New Affordable Housing
- **Policy H 1.3** – Increase Affordable Housing Production
- **Policy H 1.4** – Support Increased Accessory Dwelling Unit Development
- **Policy H 1.5** – Encourage Family Housing
- **Policy H 1.6** – Streamline Housing Application Review
- **Policy H 1.7** – Update Zoning Code Development Standards to Support Housing Production
- **Policy H 1.8** – Adopt Objective Design Standards
- **Policy H 1.9** – Establish Minimum Densities for Mixed-Use Projects
- **Policy H 1.10** – Establish By-Right Housing Designation for Prior Housing Sites
- **Policy H 1.11** – Implement the SB 9 Ordinance
- **Policy H 1.12** – Encourage Development of Missing Middle Housing
- **Policy H 1.13** – Update Special Needs Group Housing Requirements
- **Policy H 1.14** – Update Supportive Housing Requirements
- **Policy H 1.15** – Update Mobile Home Parks Requirements
- **Policy H 1.16** – Update Farmworker Housing Requirements
- **Policy H 1.17** – Permitting and Development Fee Review
- **Policy H 1.18** – Increase Senior Housing Production
- **Policy H 1.19** – Ensure Adequate Water Supply for the Development of New Housing
- **Policy H 1.20** – Adopt San Mateo General Plan 2040

Goal H-2: Preservation of Existing Housing that is Affordable to Lower- and Middle-Income Residents

As the city continues to grow, it remains important to maintain and preserve existing affordable housing as well as non-deed restricted housing that is naturally affordable for middle and lower-income households. The most direct method of achieving this goal would be to prevent the conversion of existing affordable units from becoming market rate by renegotiating agreements, using public funds to acquire the units, or requiring developers to replace any lost units. Alternatively, the City can indirectly preserve affordable housing by improving the quality of life for individuals and families who currently reside in them. Residents that are able to thrive in low-income housing are less likely to be displaced. Therefore, the City proposes to incentivize upgrades to low-income homes through rehabilitation, accessibility modifications, or energy efficiency changes. In addition, enhancements to low-income neighborhoods can also be achieved through capital improvements and resiliency projects that protect against threats posed by climate change. The six policies to support this goal are:

- **Policy H 2.1** – Fund Housing Rehabilitation Efforts

- **Policy H 2.2** – Support Retention of Existing Lower Income Units
- **Policy H 2.3** – Increase Energy and Water Efficiency in Existing Units
- **Policy H 2.4** – Implement Capital Improvements in Lower-Resourced Neighborhoods
- **Policy H 2.5** – Promote Housing Resilience
- **Policy H 2.6** – Require Replacement Units

Goal H-3: Protection of Current Residents to Prevent Displacement

San Mateo's demographics will fluctuate as the city continues to grow and evolve. But while change is inevitable, the loss of the existing community is not. Therefore, it remains a priority for the City to prevent gentrification and displacement through protection of lower-income residents. Policy tools included within this goal, such as commercial linkage fees, relocation fees, documentation requirements for landlords, and right to return policies, help balance the scales against the market forces that lead to displacement while extending vital tenant protections. Programs are included to address homelessness and increase shelter capacity that can protect housing insecure individuals and families from having to leave the city entirely. These programs allow service providers an opportunity to intervene and lead clients to housing stability. The City also proactively affirms its commitment to combat inequities in housing that exist across people of protected classes through affirmative marketing, prioritizing special needs tenants in below market rate units, monitoring rental rates, displacement, and trends in evictions, and undertaking several actions to affirmatively further fair housing. The seven policies to support this goal are:

- **Policy H 3.1** – Prevent Homelessness
- **Policy H 3.2** – Investigate Fair Housing Cases
- **Policy H 3.3** – Evaluate Housing Revenue Sources
- **Policy H 3.4** – Expand Tenant Protections
- **Policy H 3.5** – Study the Creation of Below Market Rate Set Asides
- **Policy H 3.6** – Monitor Rental Rates and Displacement
- **Policy H 3.7** – Evaluate Opportunities for Expanding Homeless Shelters

GOAL H-4: Promotion of Community Engagement and Public Outreach

To increase effectiveness and successfully achieve the Housing Element's goals and policies, the City should increase access and awareness of housing programs through use of new technology as part of a robust and proactive public outreach strategy. By expanding availability of digital resources, the barriers of proximity, transportation, and time opportunity cost can be reduced for many. In addition, by providing education and information on regulatory requirements and specific programs and protections offered locally, regionally, and by the state, the City can improve access to housing for all income groups, special needs communities, and households found in AFFH analysis to have disproportionate needs. Public outreach in a diversity of methods, forms and languages can be used to reach the widest breadth of residents and program beneficiaries to ensure those in need can find supportive programs and service providers. Targeted digital, print, and in-person outreach and engagement methods can also be effective at reaching the communities most affected by housing policies and programs. Partnering with community

intermediaries to conduct outreach in Spanish and English language formats has been effective and will be a key component of affirmative marketing efforts moving forward. Such activities in the neighborhoods where priority communities live, and at events where there is a high rate of attendance by members of households with disproportionate needs, including pop-ups at priority neighborhood grocery stores, and key public events. The five policies to support this goal are:

- **Policy H 4.1** – Update the Housing Webpage
- **Policy H 4.2** – Support a Countywide Below Market Rate Unit Waitlist
- **Policy H 4.3** – Expand Community Education and Outreach
- **Policy H 4.4** – Enable Affirmative Marketing
- **Policy H 4.5** – Conduct Outreach to Sites Inventory Property Owners

Goal H-5: Affirmatively Furthering Fair Housing

To reinforce the objective that AFFH is a top priority for the City, an AFFH Fair Housing Action Plan with programs and actions has been included as the fifth goal of the Housing Element. This Action Plan cross references items that are interwoven with the Housing Plan's other four goals, policies, and programs. The actions to achieve the Fair Housing goal are meant to address the fair housing issues found in the AFFH analysis, specifically for groups that have disparate housing impacts when compared to the whole of San Mateo. This includes, for example, Hispanic and single-female heads of households who have disproportionate housing needs while being concentrated in census tracts that have high rates of poverty. Persons with disabilities are also more likely to experience housing discrimination due to low economic opportunity and failure of landlords to provide reasonable accommodations. Each of the actions identified have specific quantified objectives to reach the target households. The 14 policies to support this goal are:

- **Policy H 5.1.1** – Adjust the City's Below Market Rate (inclusionary) program to provide larger density bonuses, and/or increased City support in exchange for affordable units that address the needs of residents with disproportionate housing needs.
- **Policy H 5.1.2** – Participate in a regional down payment assistance program with affirmative marketing to households with disproportionate housing needs including persons with disabilities, single parents, and Hispanic households.
- **Policy H 5.1.3** – Support the design of a regional forgivable loan program for homeowners to construct an ADU that is held affordable for extremely low-income households for 15 years.
- **Policy H 5.2.1** – Add more City supported housing with affordability restrictions in moderate and high resource areas; and affirmatively market the units to households with disproportionate housing needs including persons with disabilities, farmworkers, single-parents, and Hispanic households.
- **Policy H 5.2.2** – Incentivize developers through direct subsidies, fee waivers, and/or density bonuses, to increase accessibility requirements beyond the federal requirement of 5% for subsidized developments.
- **Policy H 5.2.3** – Prioritize City funding proposals for City-funded affordable housing that are committed to serving hard to serve residents.
- **Policy H 5.3.1** – As part of the General Plan Update, conduct an area plan for the North Shoreview

and North Central neighborhoods and prioritize land use and design around Highway 101 to improve access and reduce the division of the urban form produced by the highway.

- **Policy H 5.3.2** – Continue to fund minor home repairs and public services in low opportunity census tracts identified in the analysis and implement a preference for projects in these areas.
- **Policy H 5.3.3** – Monitor affordable housing projects that are at risk of conversion to market rate; support regional and local efforts to examine displacement of affordable housing and lower income households; and assist with the retention of special needs housing that is at risk of expiring affordability requirements.
- **Policy H 5.4.1** – Establish tenant protections in local ordinance to extend measures of AB 1482 related to relocation, documentation, and right to return policy in eviction cases.
- **Policy H 5.4.2** – Partner with Project Sentinel to perform fair housing training for landlords and tenants; and focus enforcement efforts on race-based discrimination and reasonable accommodations.
- **Policy H 5.4.3** – Create a webpage specific to fair housing including resources for residents who feel they have experienced discrimination, information about filing fair housing complaints with HCD or HUD, and information about protected classes under the Fair Housing Act.
- **Policy H 5.4.4** – Ensure that all multifamily residential developments contain signage to explain the right to request reasonable accommodations for persons with disabilities. Make this information available and clearly transparent on the City's website and fund landlord training and outreach on reasonable accommodations.
- **Policy H 5.4.5** – Ensure that future improvements in disadvantaged communities will not produce a net loss of affordable housing or the displacement of residents and seek to increase the amount of affordable housing in disadvantaged communities.

Other Policies in Support of Goal H-5

It should be noted that, in addition to the programs and policies specifically in response to the AFFH analysis contained under Goal H-5, many of the general goals and policies of the Housing Element will also have positive impacts in addressing disparate housing needs, mobility concerns, housing choice, place-based strategies, and safeguards against displacement. The following includes, but is not limited to, those general policies with a beneficial impact on AFFH concerns:

- Policy H 1.2 – Utilize Public Funding and Properties for New Affordable Housing: provides funding for a variety of housing types, addressing the needs of lower-income households, including on sites owned by the City.
- Policy H 1.3 – Increase Affordable Housing Production: adopting an updated Density Bonus/Community Benefits program that provides additional incentives and/or streamlining options for housing projects that provide additional affordable units or the most needed unit types (including those with special needs) beyond minimum state requirements.
- Policy H 1.4 – Incentivize Accessory Dwelling Unit Development: expands the resources available for homeowners to add ADUs, which provide an important source of affordable housing. Recent analysis of ADUs permitted indicates these are being developed in highest or high resource areas, or areas of affluence, providing additional mobility options within in San Mateo:

Table 7: ADUs with Permits Issued by Resource Area (2017 to 2021)

TCAC Area (2021)	# of Units	Percent
Highest Resource	30	15.7%
High Resource	83	43.5%
Moderate Resource*	78	40.8%
TOTAL	**191**	**100.0%**

- Policy H 1.5 – Encourage Family Housing: prioritizes creation of housing that addresses the needs of large families, providing greater housing choice.
- Policy H 1.7 – Update Zoning Code Development Standards: includes an action to create an affordable housing overlay to support the development of affordable housing on religious or educational institutions' sites, thereby increasing mobility into lower-density areas.
- Policy H 1.20 – Complete the General Plan 2040 Update (GPU) process: upon adoption, the plan would increase housing capacity by at least 10,000 units, increase the base densities in the 10 Study Areas by at least 25 units/acre and height limits by at least two stories, create substantial new opportunities for housing, including that which is affordable, throughout the city in locations that are near transit, jobs, and services; and will place an updated Measure Y ballot initiative to allow for the increased heights and densities in the adopted General Plan on the November 2024 election. If the Measure Y ballot initiative does not pass, within six months, alternative plans will be presented to the City Council, including a plan for rezoning, to address the housing production constraint of Measure Y and to add at least 1,700 units of new capacity around the city to increase the City's RHNA buffer by at least 25%.
- Policy H 2.1 – Fund Housing Rehabilitation Efforts: providing funding to lower income households for rehabilitation and accessibility improvements helps prevent displacement because of poor housing conditions.
- Policy H 2.4 – Implement Capital Improvements in Lower-Resourced Neighborhoods: The City will continue to invest CDBG and other funding into lower resource neighborhoods, which include households shown to have disparate housing needs. This will include proactive outreach to the affected communities to ensure the most critical needs are addressed. See also excerpts from the Environmental Justice efforts, located after the AFFH programs, below.
- Policy H 2.5 – Promote Housing Resilience: this specifically address climate change-related environmental issues in disadvantaged neighborhoods impacted by flooding in the North Shoreview neighborhood.
- Policy H 2.6 – Require Replacement Units: this would extend replacement requirements beyond the Housing Crisis Act sunset date of 2034, thereby helping to prevent potential displacement in the future.
- Policy H 3.2 – Investigate Fair Housing Cases: continue to fund fair housing service providers to address potential households facing displacement and/or fair housing challenges, who often have disparate needs in lower-income, poorly resourced areas.

- Policy H 3.3 – Expand Tenant Protections: this action would extend the measures found in AB1482 by requiring relocation payments to tenancy of less than one year, requiring right to return policies for tenants displaced by substantial renovations, and strengthening the enforcement penalty structure to further protect tenants.
- Policy H 3.5 – Study the Creation of Below Market Rate Set Asides: conduct a best practices review to determine the feasibility of prioritizing groups with special needs, including large families, single female heads of households, and others with disparate housing needs and implement as directed by City Council.
- Policy H 4.1 – Update the Housing Webpage: this would improve the City's webpage with comprehensive housing-related materials in multiple languages, with a specific effort to ensure that households with disproportionate housing needs are targeted with this information.
- Policy H 4.3 – Expand Community Education and Outreach: The City plans a robust and adaptive community engagement program with targeting to underrepresented groups, including those with special needs, disparate housing needs, and others.
- Policy H 4.4 – Enable Affirmative Marketing: This would require developers of affordable housing to create a Marketing Plan during the final phase of construction on a project-by-project basis, focusing on outreach to special needs individuals and those least likely to apply based on racial make-up of neighborhood, including those with disparate housing needs.

Programs in Support of ELI Households and Those with Special Needs

Although some programs, such as those under **Policies H 1.13, H 1.14, H 1.16, H 1.18**, and programs addressing AFFH concerns, explicitly target special needs and ELI households, all programs in this Housing Element will ensure an ongoing review of how these programs do, or do not, reach ELI and special needs households. This information will be tracked wherever possible and reported on an annual basis through the Annual Progress Report requirements.

Related Environmental Justice Activities

The 2040 General Plan Update has identified two Equity Priority Communities within the City of San Mateo - North Central and North Shoreview. Within the Housing Element, **Policy H 2.4** (Implement Capital Improvements in Lower-Resourced Neighborhoods) focuses resources toward these two neighborhoods in support of AFFH and Environmental Justice objectives. The 2040 General Plan Update further articulates the City's commitment to Environmental Justice in these Equity Priority Communities, and proposes a number of actions to improve conditions that address additional AFFH concerns in the Land Use Element, including, but not limited to:

Action LU 8.8 – **Streetscape and Safety Improvements.** 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. Prioritize investments to address health disparities in equity priority communities in the annual Capital Improvement Program.

Action LU 8.9 – **Equity Priority Community Mapping.** Regularly update the map identifying equity priority communities with data from CalEnviroScreen or other sources, including information from community members.

Action LU 8.10 – **Equity Priority Communities Plan.** Prepare a plan for the equity priority communities that addresses the needs of each community, including health, safety, and improved circulation with

community input. The plan shall seek to ensure the streets in each community are measurably safe, include ADA accessibility, and have adequate on-street parking. Changes included in the plan shall be developed and enacted with the express purposes of improving health, safety, and welfare for the members of each community.

Action LU 8.11 – **City Services.** Work with residents in equity priority communities to identify services that the City or other partners could provide to improve safety, sanitation, and security in these neighborhoods.

Action LU 8.12 – **Neighborhood Beautification.** Support and promote neighborhood clean-up and beautification initiatives in equity priority communities, including in partnership with neighborhood organizations.

7.2 Implementation Plan

7.2.1

Table 8: Goal H-1: Production - Implementation Plan

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.1	Monitor Regional Housing Needs Allocation and Pipeline projects	Housing Division	N/A	Monitor housing production against ABAG Fair Share Allocation in compliance with no net loss requirements during planning period. In addition, monitor pipeline projects and new development applications to ensure production outcomes are meeting projections.	a) Provide an annual report on housing production to the City Council each March, prior to submittal of the Annual Progress Report to HCD by April 1st. The report will include an assessment on the City's RHNA progress and, as needed, identify additional sites to ensure ongoing compliance with "no net loss" provisions of State law. b) Conduct a mid-cycle review of realistic capacity projections and pipeline project housing production to ensure outcomes are aligned with projections. Update sites inventory to include additional sites to ensure ongoing compliance with "no net loss" provisions of State law.	a) 2023 – 2031 (Annually) b) 2027 (Mid-cycle review)	a) Existing b) New

H 1.2	Utilize Public Funding and Properties for New Affordable Housing	City of San Mateo	City funds and state, and federal funds, as available	Produce City supported housing projects with affordability restrictions utilizing local public funds; and use this funding to leverage other regional, state, and federal funding sources to increase the number of affordable housing units developed in each project. Encourage developers to include ELI units in their projects.	a) When City budgetary conditions do not anticipate a deficit, consider setting aside 20% of general fund property tax revenues from former RDA areas (aka "Boomerang Funds"), as well as the Affordable Housing Commercial Linkage Fee Funds, to use for affordable housing development, prioritizing funding allocation to projects that include units for extremely low income (ELI) households. b) Identify ways to create a stand-alone Housing Trust Fund using available funding sources and utilizing that fund to leverage new funding sources, including the Bay Area Housing Finance Authority (BAHC) and the Bay Area Preservation Pilot (BAPP). c) Prioritize available local housing funds to assist in the production of at least 543 below market rate units by 2031, including within the study areas of the General Plan that allow high-density housing by holding developer roundtable meetings at least once per year. Encourage developers to include ELI units in their projects. d) Support development of 71 units of affordable housing on the City owned parking lot at 4th and Railroad as part of the public-private partnership (Bespoke project). i. Development team has been selected as part of an RFP process, an Exclusive Negotiating Agreement (ENA) has been executed with the developer, and the project's pre-application review has been completed. ii. Complete the Planning Application Process for the project within 18 months of Housing Element adoption. iii. Facilitate permitting and project construction during the planning period. e) Support affordable housing development, including ELI units, on	a) 2023 – 2031 (Ongoing) b) 2025 c) 2023 – 2031 (Ongoing) d) 2024 e) 2023 – 2031	a) Existing b) New c) New d) Existing e) New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
					the City owned property at 4142 S. El Camino Real. i. Complete site analysis within 24 months of Housing Element adoption. ii. Issue RFP within 48 months of Housing Element adoption. iii. Select a development partner and negotiate a lease within 60 months of Housing Element adoption. iv. Facilitate development of the site throughout the planning period. Geographic Targeting: high and highest resource and RCAA areas. This item is connected to Policy H 5.1.2 and H 5.2.3.		

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.3	Increase Affordable Housing Production	Community Development Department	N/A	Update the City's Inclusionary Housing requirements for ownership and rental residential developments to allow for alternative compliance options other than on-site construction and to establish an updated Density Bonus/Community Benefits program that incentivizes production of additional affordable units.	a) Amend the Affordable Housing Ordinance (SMMC Chapter 27.16.050) and Inclusionary Housing Policy to allow for alternative compliance options to onsite inclusionary unit development within one year of Housing Element adoption. b) Adopt an updated Density Bonus/Community Benefits program that provides additional incentives and/or streamlining options for housing projects that provide additional affordable units or the most needed unit types beyond minimum state requirements. Both of these actions would include an assessment of applicable state law to ensure that the City meets or exceeds all requirements. c) Target ELI populations to the extent feasible. Geographic Targeting: high resource and RCAA areas. Outcome: 15% of new units will be developed in high/highest resource areas and/or RCAA areas. This item is connected to Policy H 5.1.1 and H 5.2.2.	a) 2024 b) 2025	New

H 1.4	Support Increased Accessory Dwelling Unit Development	Planning Division	N/A	Implement and maintain programs to encourage and support ADU production to increase missing middle and lower income housing opportunities.	a) Amend the City's ADU Ordinance (SMMC Chapter 27.19) to align with current State law and to resolve any inconsistencies identified by HCD. b) Maintain and expand the ADU information and resources available to homeowners and applicants provided on the City's website. c) Collaborate with 21 Elements and other jurisdictions in San Mateo County to find ways to enhance available ADU resources, establish uniform standards and requirements, and effective ways to monitor ADU affordability. d) Monitor ADU occupancy and rent levels to verify that affordability allocations. Tools to monitor will include, but are not limited to, collaboration with 21 Elements or ABAG to develop a uniform approach to tracking ADU affordability countywide, and surveying ADU applicants during the building permit review process to understand intended use, occupancy and rent charged. e) Continue to offer flat fees for ADU building permits, and review ADU permit fees every 2-3 years. If fees are found to be a barrier to ADU production, the City will make reductions as necessary to reduce cost barriers. f) Provide an annual report on ADU permitting data to verify that Housing Element production targets are being achieved. If ADU production targets are not achieved for two consecutive years, then, within six months, pursue additional actions, including fee reductions, increased homeowner resources and assistance, funding assistance, identifying additional sites and/or code amendments, to incentivize ADU production. Geographic Targeting: high resource and RCAA areas.	a) 2024 b) 2023 – 2031 (Ongoing) c) 2023 – 2031 (Ongoing) d) 2023 - 2031 (Ongoing) e) 2023 – 2031 (Ongoing) f) 2023 – 2031 (Annually)	a) New b) Existing c) New d) New e) Existing f) New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
					Outcome: 30% of new ADUs units will be developed in high/highest resource areas and/or RCAA areas. This item is connected to Policy H 5.1.3.		
H 1.5	Encourage Family Housing	Planning Division	N/A	Increase the number of new construction housing units that can accommodate families (larger units) when possible and require subsidized projects to include family-sized units.	a) Present options to City Council for requiring a minimum percentage of three-bedroom units in City subsidized projects; b) Present options to City Council for requiring a minimum percentage of family-sized units in private development projects as part of the Inclusionary Policy update. c) Should such policy recommendations not materialize into code amendments, explore alternative methods to promote family sized units through the community benefits program. This item is connected to Policy H 5.1.1 and H 5.2.3.	a. 2025 b) 2025 c) 2025	New New New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.6	Streamline Housing Application Review	Community Development Department	N/A	Reduce the development review timeline for housing projects by streamlining the development review process and simplifying design review and submittal requirements.	a) Update the City Council resolutions that establish the pre-application and development review processes to eliminate the pre-application requirement for housing projects and eliminate the third-party design review requirement for housing projects that meet objective standards. b) Amend the Zoning Code to allow residential projects with up to 25 units to be approved administratively. c) Update permit application submittal requirements. d) Develop Zoning Code amendments to align City requirements with SB 330 and make a recommendation to the City Council.	a) 2024 b) 2023 c) 2023-2031 (Ongoing) d) 2025	New New New New

H 1.7	Update Zoning Code Standards to Support Housing Production	Planning Division	N/A	Update Zoning Code development standards that apply to multi-family residential projects to reduce or eliminate constraints, incentivize production of additional housing units and support development of a variety of housing types.	a) Evaluate the standards and requirements in all zone districts that allow for multi-family residential and amend the Zoning Code as needed to reduce or eliminate constraints to housing construction. Specifically: 1) exclude covered parking and other elements as needed from Floor Area Ratio (FAR) calculation for housing projects with affordable units, 2) specify where Single-Room Occupancy (SRO) units are permitted consistent with government Code 65583(c)(1), and 3) specify that Manufactured Homes that are built on a permanent foundation are subject to the same zoning requirements and development standards as single-family homes. b) Amend the Zoning Code to reduce off-street parking requirements for residential units (SMMC Chapter 27.64) as follows: Studio and 1 Bedroom units to 1 space, 2 Bedrooms and above to 1.5 spaces; and for projects within ½ mile of transit, consistent with AB2097, no off-street parking shall be required. As part of this amendment, staff will review all other parking related requirements and make recommendations to reduce or eliminate any other parking related requirements identified as a constraint. c) Amend the Zoning Code to make residential uses, which currently require a special use permit, a permitted use in the C1, C2, C3, E1 and E2 districts for non-R Overlay areas. d) Rezone sites with quasi-public uses such as schools, churches, and other facilities of an educational, religious, charitable, or philanthropic nature, to “Quasi-Public,” following completion of the General Plan Update and allow for a variety of housing types, such as duplexes and multi-family, as permitted uses in this zone district.	a) 2025 b) 2025 c) 2024 d) 2025 e) 2026	New New New New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
					e) Evaluate the feasibility of an affordable housing quasi-public overlay or code amendment to support the production of affordable housing on quasi-public sites, such as religious or educational institutions.		
H 1.8	Adopt Objective Design Standards	Planning Division	N/A	Adopt Objective Design Standards to expedite production of housing.	Adopt Objective Design Standards for multi-family residential projects and mixed-use projects with a residential component.	2023	New
H 1.9	Establish Minimum Densities for Mixed-Use Projects	Planning Division	N/A	Create minimum residential density requirements to ensure mixed-use development will contain an appropriate amount of housing in commercial/office developments.	a) Amend the Zoning Code to require that properties designated for mixed-uses, in the Sites Inventory List, allow 100 percent residential use and require that residential use occupy 50 percent or more of the total floor area of a mixed-use project consistent with Government Code Section 65583(h), and establish a minimum residential density for mixed-use projects elsewhere in the city that include a residential component. b) Study and present to City Council options for requiring a residential component in all mixed-use projects in certain zones or areas.	a) 2024 b) 2024	New New
H 1.10	Establish By-Right Housing Designation for Prior Housing Sites	Planning Division	N/A	Designate housing sites that have carried over from the prior Housing Element to allow housing development by-right.	Amend the Zoning Code to establish a By-Right designation for housing sites reused from prior Housing Elements for housing projects that propose a minimum of 20% affordable units. Zoning for these sites must be at least 30 units/acre to meet default density requirements for lower-income households per Gov. Code Section 65583.2(c).	2024 (must be completed within one year of statutory deadline of the Housing Element update)	New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.11	Implement the SB 9 Ordinance	Planning Division	N/A	Implement the Zoning Code to allow duplexes and lot splits on appropriate single-family sites.	Continue to implement Zoning Code Chapter 27.21 (Two-Unit Development Residential Overlay District), adopted in September 2022, which facilitates the provisions of SB 9 in single-family districts (R1). Geographic Target: high or highest resource and RCAA areas and areas of lower density. Outcome: Facilitate at least 5-10 SB 9 applications, resulting in 10-30 units developed over the planning period	2023 – 2031 (ongoing)	New
H 1.12	Encourage Development of Missing Middle Housing	Planning Division	N/A	Support small infill residential construction (Missing Middle, 4-10 units) through policy updates and Zoning Code amendments.	a) Evaluate residential zoning districts that have sites with potential for Missing Middle Housing (R2, R3 and R4 zones) and identify development standards that create barriers for small-scale development, including minimum lot size, setbacks, floor area ratio, parking, and open space requirements, and amend the Zoning Code to remove any constraints, maximize developable area and increase capacity. b) Research and evaluate policies and code amendments to allow for Missing Middle housing under SB 10 and schedule for City Council consideration and adoption. Geographic Target: high and highest resource areas, RCAA areas, and lower density neighborhoods. Outcome: approximately 50 units of “missing middle”, workforce housing is developed in multi-family housing zones.	a) 2026 b) 2026	New New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.13	Update Special Needs Group Housing Requirements	Planning Division	N/A	Research current code requirement regarding special needs group homes for people with disabilities for consistency with Fair Housing Requirements. The City commits to revising procedural requirements to permit group homes for seven or more persons in all zones allowing residential uses based on objective criteria to facilitate approval certainty similar to other residential uses of the same form.	a) Review and amend the Zoning Code to allow group homes and residential care facilities for persons with special needs, including those who are ELI, in all residential zones, only subject to those objective standards that apply to other residential uses of the same type in the same zone in conformance with state law. b) Review and amend the Zoning Code definition for family, and other related regulations, to ensure consistency with State and Federal fair housing laws related to persons with disabilities. This effort may also include consideration of new definitions such as single-unit and multi-unit dwellings to accommodate various housing situations. c) Study best practices and develop a universal design ordinance that may better address housing needs for persons with disabilities. This item is connected to Policy H 5.1.1 and H 5.2.3	a) 2025 b) 2025 c) 2027	New
H 1.14	Update Supportive Housing Requirements	Planning Division	N/A	Review and amend zoning code regarding multi-family housing development.	Amend the Zoning Code to be consistent with AB 2162 to allow by-right 100% affordable housing that has 25% or 12 units of permanent supportive housing, where multi-family or mixed-use housing is permitted. This item is connected to Policy H 5.1.1 and H 5.2.3.	To be completed by December 31, 2024.	New
H 1.15	Update Mobile Home Parks Requirements	Planning Division	N/A	Amend zoning code requirements regarding mobile home parks.	Amend the Zoning Code to allow mobile home parks as a special use in all residential zones to be consistent with Government Code Section 65852.7	2025	New
H 1.16	Update Farmworker Housing Requirements	Planning Division	N/A	Amend zoning code requirements regarding farmworker housing.	Amend the Zoning Code to define and allow farmworker housing within the Agricultural District consistent with Government Code Section 17021.6. The City will comply with Health and Safety Code section 17021.5.	2025	New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.17	Permitting and Development Fee Review	Community Development Department	N/A	Regularly review development application, building permit and impact fees to identify opportunities to reduce per unit costs for housing developments, with a focus on reducing per unit costs for small multi-family projects (Missing Middle).	a) Study cumulative permit fee costs for new housing development of various sizes and use information to identify opportunities to reduce per unit permitting costs; with fee reductions for small multi-family projects being prioritized. Present findings to the City Council with recommendations for adoption. b) Conduct a comprehensive review and update of the fee schedule every 5-6 years, with a focus on evaluating and adjusting fees with potential barriers to housing production. Next review will be conducted in 2027 (last fee study completed in 2021).	a) 2026 b) 2027 (Ongoing)	New New
H 1.18	Increase Senior Housing Production	Community Development Department	N/A	Evaluate potential policies and code amendments to support the production of housing for seniors.	Evaluate code amendments and/or policies to encourage and support the development of senior housing, especially senior housing that serves the ELI and lower income senior households, including through shared- housing arrangements, community care facilities, supportive housing, and assisted living for seniors, and make a recommendation to the City Council.	2028	New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.19	Ensure Adequate Water Supply for the Development of New Housing	Community Development Department	N/A	Support the City's water and sewer providers to ensure adequate capacity for new housing development.	a) Upon adoption of the Housing Element, provide a copy of the Element to California Water Company, Estero Municipal Improvement District, and San Mateo Public Works Dept, for greater awareness of affordable housing priorities and collaboration, in compliance with AB 1087. b) Support efforts by Cal Water and EMID to expand their water supplies with new water sources and develop water efficiency and conservation methods to offset demand from new development projects. c) Pursuant to AB 1087, work with Cal Water and EMID to establish a procedure to prioritize water allocation for developments that include units set aside as affordable housing for lower income households, including affordable housing within larger, mixed-use developments and larger residential subdivisions d) Establish a written procedure for the City to grant priority sewer service to developments with units that are affordable to lower-income households.	a) 2023 b) 2023 – 2031 (Ongoing) c) 2023 d) 2023	New New New New

GOAL H-1: Production of New Housing at all Income Levels, with a Focus on Affordable Housing							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 1.20	Adopt San Mateo General Plan 2040	Community Development Department	N/A	Adopt a General Plan Update that provides sufficient development capacity to meet the City's housing needs through 2040.	a) Complete the General Plan 2040 Update (GPU) process and present to the City Council for adoption. The City is committed to adopting a General Plan that will create capacity for at least 10,000 new housing units and will increase the base densities in the 10 Study Areas by at least 25 units/acre and height limits by at least two stories. b) Commence with rezoning citywide, in phases, to implement the land use map following GPU adoption. c) The GPU public outreach and engagement process will include information on Measure Y and how it creates a constraint on housing production. d) The City will place an updated Measure Y ballot initiative to allow for the increased heights and densities in the adopted General Plan on the November 2024 election. e) If the Measure Y ballot initiative does not pass in November 2024, present alternative plans within six months to the City Council, including a plan for rezoning, to address the housing production constraint of Measure Y with an emphasis on higher densities in high and highest resource areas, and to add at least 1,700 units of new capacity around the city, thereby increasing the City's RHNA buffer by at least 25%.	a) 2024 b) 2025-2026 c) 2023 - 2024 d) November 2024 e) May 2025, if needed	a) Existing b) New c) New d) New

7.2.2

Table 9: Goal H-2: Preservation - Implementation Plan

GOAL H-2: Preservation of Existing Housing that is Affordable to Lower- and Middle-Income Residents							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 2.1	Fund Housing Rehabilitation Efforts	Housing Division	CDBG/CALHome	a) Fund minor home repairs and accessibility improvements b) Provide opportunity for home rehabilitation loans for low- income residents. c) Allow accessibility improvements on rental properties with owner permission.	a) Complete annual goals of 10 minor home repairs and 14 accessibility modifications through grants for lower-income residents, targeting ELI households where appropriate. b) Provide home rehabilitation loans for lower-income residents up to a total of approximately $500,000 available. c) Affirmatively market the availability of these funds to both homeowners and renters to increase awareness. Marketing efforts include translating flyers into Spanish and distributing flyers to various locations throughout the city, including libraries, senior and community centers and non-profit agencies. Outreach will be conducted biannually. Geographic Target: low resource areas (40% of loans and improvements), and areas with significant infrastructure needs This item is connected to Policy H 5.3.2.	2023 - 2031 (Annually by June 30)	Existing Existing New
H 2.2	Support Retention of Existing Lower Income Units	Housing Division	TBD (potential sources include: PLHA)	a) Identify funding source for preservation b) Monitor affordable housing projects that are at risk of conversion to market rate. c) Support regional and local efforts to examine displacement of affordable housing and lower income households. d) Assist with the retention of special needs housing that is at risk of expiring affordability requirements.	Bridgepointe Condominiums affordability requirements for 59 affordable units expire in 2027, out of which 24 are very low-income units (35 are at 120% AMI). Belmont Building affordability requirements for 6 units expire in 2032. The rental property is owned by a for-profit entity, potential for loss of units is high. Proactively coordinate with owners to preserve the 24 very low-income units as affordable, including identifying potential funding sources, advertise conversion units to non-profits, conduct tenant outreach and education, add a displacement preference for new affordable housing for people displaced, including those displaced as a result of conversion. Outreach and negotiate with owners for affordability extensions. Provide noticing to tenants and affected public entities in accordance with Gov. Code, § 65863.10, 65863.11, and 65863.13 This item is connected to Policy H 5.3.3.	a) 2026 (Bridgepointe Condominiums) b) 2031 (Belmont Building)	New New
H 2.3	Increase Energy and Water Efficiency in Existing Units	Community Development Department, City Manager's Office	CDBG/City Funds	Increase energy and water efficiency in all existing residential units. Fund weatherization upgrades for low- and moderate-income homeowners.	a) Complete seven weatherization upgrades through grants for lower-income residents annually, targeting ELI households when appropriate. b) Implement energy-efficiency and electrification strategies identified in the City's Climate Action Plan through updates to the City's Reach Codes as part of the building permit review process. Outreach will be conducted biannually. Geographic Target: low resource areas, and areas with significant infrastructure needs This item is connected to Policy H 5.3.2.	a) 2023 - 2031 (Annually, June 30) b) Reach codes are updated every three years.	Existing New

GOAL H-2: Preservation of Existing Housing that is Affordable to Lower- and Middle-Income Residents							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 2.4	Implement Capital Improvements in Lower-Resourced Neighborhoods	Housing Division	CDBG	Invest more resources in lower resource neighborhoods (utilize federal CDBG to provide capital improvements).	a) Use available CDBG funds to make CIP improvements in identified Equity Priority Neighborhoods (including North Central and North Shoreview neighborhoods). Potential improvements may include: street work, crosswalk implementation, ADA ramp installation, striping, sidewalk improvements, traffic signal replacement, and other pedestrian/bicycle enhancements. Allocate available CDBG funds on an annual basis. b) Implement Bike Master Plan and Pedestrian Master Plan through capital improvements in Equity Priority Neighborhoods. c) Conduct proactive public outreach to identify and prioritize capital improvements that best align with a neighborhood's most critical needs. d) Apply for funding biannually, consistent with CIP efforts and CDBG to pursue at least eight improvement projects over eight years in Equity Priority Areas. Geographic Target: low resource areas, and areas with significant infrastructure needs; Equity Priority Areas. Outcome: Pursue eight improvement projects over eight years in Equity Priority Areas	2023 - 2031 (Annually)	Existing
H 2.5	Promote Housing Resilience	Public Works Department	City Funds	Use resources to protect housing at risk of damage due to changing environmental conditions.	Provide Flood Improvements for the North Shoreview neighborhood through the levee project with Public Works.	Started in Fall 2020, with completion anticipated in Spring 2023	Existing
H 2.6	Require Replacement Units	Planning Division	N/A	Require equivalent replacement units for all housing units lost during any construction or demolition projects (Housing Crisis Act).	a) Conduct a study to determine whether the City should update the zoning ordinance and other policies to permanently require replacement of units (beyond Housing Crisis Act sunset date of 2034). This action must be completed within three years from the start of the planning period. b) The City will require replacement housing units subject to the requirements of Government Code Section 65915(c)(3), when a development project or demolition occurs on sites with existing residential units that are restricted or have been occupied by a lower income household in the past five years. Consistent with H 2.6.	a) 2026 b) Effective Immediately	New

7.2.3

Table 10: Goal H-3: Protection - Implementation Plan

GOAL H-3: Protection of Current Residents to Prevent Displacement							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 3.1	Prevent Homelessness	Housing Division	CDBG/PLHA/City	Support programs, organizations and facilities to prevent homelessness through City actions, while coordinating with County and Continuum of Care.	a) Allocate PLHA, CDBG, and other local funds to support homeless prevention; these may include the following programs: LifeMoves Rapid Rehousing Program, Safe Harbor Shelter, Vendome Hotel supportive units, LifeMoves First Step for Housing program, HIP Housing home sharing and Montara assisted units for the formerly homeless. b) Support the County in its efforts to convert the Stone Villa Hotel into a 44-room temporary shelter space as part of the Project Homekey programs. c) Adopt an emergency rental assistance program, with a goal to contribute $200,000 annually, to support individuals and families at risk of becoming homeless.	a) 2023 – 2031 (Annually by June 30) b) 2023 – 2031 (Annually) c) 2025	Existing New New
H 3.2	Investigate Fair Housing Cases	Housing Division	CDBG	Continue funding and support for outreach services for homeowners and renters at risk of being displaced and/or facing fair housing challenges.	As CDBG funding permits, achieve the Annual Fair Housing Activity Goals: • Investigate all complaint cases; • Provide consultation to at least 30 individuals; • Increase public Education/Outreach to tenants, landlords, and housing professionals by 50% over eight years (from 26 to at least 40 persons); and • Provide legal assistance to at least 185 renters. These numbers are subject to change based on funding availability. See Goal H-5/AFFH Action Plan for full list of items.	2023 - 2031 (Annually by June 30)	Existing
H 3.3	Evaluate Housing Revenue Sources	Community Development Department	N/A	a) Conduct a feasibility study to determine a potential increase of the Commercial Linkage Fee to ensure commensurate housing funding with commercial development. b) Explore other funding opportunities to support affordable housing development. Efforts include actively tracking available Federal, State, Regional and Local funding opportunities for affordable housing and determining how to leverage these funds to build or rehabilitate more affordable housing.	a) Conduct a feasibility study on increasing the fee to generate additional housing funds gathered from commercial development, analyze the study, conduct community outreach and make a recommendation to the City Council. Proceed as directed by Council. b) Examine other possible revenue sources and bring the proposals before City Council for consideration. Actively track available funding opportunities and coordinate with City partners, including non-profit housing developers on how best to leverage these resources.	a) 2026 b) 2023 - 2031 (Annually, as opportunities become available)	New New

GOAL H-3: Protection of Current Residents to Prevent Displacement							
Number	**Policy**	**Lead Dept./Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 3.4	Expand Tenant Protections	Community Development Department	N/A	Expand tenant protections in local ordinance to extend measures of AB1482 related to relocation, documentation, and right to return policy in eviction cases.	a) Extend AB1482 provisions to require tenant relocation payments for No Fault evictions for those with tenure less than one year. b) Make recommendations to the City Council for establishing tenant protection policies that include the requirement of documentation from landlords who use the substantial remodel exemption to evict tenants and a Right to Return policy for tenants displaced from homes due to demolition or substantial remodels. c) Amend the City's Tenant Relocation Ordinance (SMMC Chapter 7.50) to strengthen the City's ability to aid and support tenants displaced from unsafe or substandard units. d) Conduct outreach to the community on a biannual basis. This item is connected to Policy H 5.4.1.	a) 2024 b) 2026 c) 2024 d) 2023 – 2031 (biannually)	New New New New
H 3.5	Study the Creation of Below Market Rate Set Asides	Community Development Department	N/A	Examine the feasibility of establishing priority allocation for households with special needs, extremely low-income households and large families in City-assisted and private development projects with BMR units.	Conduct a best practices research on prioritization of households with special needs, extremely low-income households and large families. Analyze the data, conduct community outreach and make recommendations to the City Council. Proceed as directed by Council.	2026	New
H 3.6	Monitor Rental Rates and Displacement.	Community Development Department	N/A	Monitor rents, evictions, and tenant displacement citywide.	a) Research options and best practices for a rental registry list, including determining necessary financial and human resources needed to establish such a program. Make recommendations to City Council. b) Collaborate with regional partners, such as 21 Elements or ABAG, to develop ways to monitor rental rates, evictions and displacement citywide and countywide to track trends and use the information to guide policy priorities.	a) 2024 b) 2024-2031 (ongoing)	New New
H 3.7	Evaluate Opportunities for Expanding Homeless Shelters	Community Development Department	N/A	Examine best practices and policies to expand shelter capacity for individuals experiencing homelessness. Study feasibility of new shelter programs and collaborate with the County to end homelessness.	a) Study best practices for expansion of homeless shelter sites. Analyze the data, conduct community outreach and recommendations to City Council. Proceed as directed by Council. b) Regularly evaluate zoning to ensure enough sites are available to accommodate the capacity for emergency shelters, based on the countywide Point in Time Homeless Count. c) Review and amend the zoning code to allow emergency shelters in C2, C3, and other zones as needed to ensure there is sufficient capacity on available sites to accommodate the need for emergency shelter as identified in the most recent point-in-time count conducted before the start of the planning period, and to amend the definition of emergency shelters in compliance with Government Code 65583. d) Review and amend the zoning code as needed to comply with Government Code 65583 including to remove the 300 feet buffer from a single-family dwelling, clarify that emergency shelters are not required to be more than 300 feet apart and adopt objective development standards, such as parking for shelters in compliance with Government Code Section 65583(a)(4)(A)(ii). e) Review and amend the zoning code as needed to comply with requirements of AB 101 (2019) to allow Low Barrier Navigation Centers (LBNC) as a permitted use by right in areas zoned for mixed use and nonresidential zones permitting (by right or through a Special Use Permit) multifamily uses if it meets specific requirements in Government Code sections 65660 – 65668.	a) 2023 – 2031 (Ongoing) b) 2023 – 2031 (Ongoing) c) 2023-2031 (Ongoing) d) 2025 e) 2025	New New New New New

7.2.4

Table 11: Goal H-4: Promotion - Implementation Plan

GOAL H-4: Promotion of Community Engagement and Public Outreach							
Number	**Policy**	**Lead Agency/Department/Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 4.1	Update the Housing Webpage	Housing Division	N/A	Increase community outreach and availability of resources in multiple languages through the Housing Webpage.	a) Maintain and improve webpage with comprehensive housing related information and materials, and coordinate with providers to market programs electronically. b) Provide information in multiple languages using common terms. c) Ensure that households with disproportionate housing needs are targeted for information through, for example, liaisons with service providers. Ensure targeting reaches ELI households. See H.4.4 regarding partnering with community intermediaries to conduct outreach activities using these informational resources. This item is connected to Policy H 5.4.3.	2023 - 2031 (Ongoing)	Existing New
H 4.2	Support a Countywide Below Market Rate Unit Waitlist	County of San Mateo	N/A	Support development of the countywide affordable rental waitlist to streamline and centralize occupancy of BMR units by joining the County's waiting list process	Support the county's online portal for a BMR waitlist by transitioning the City's BMR waiting list to the Countywide system. In addition, work with BMR property managers/owners to advertise available BMR units on the County's portal to streamline the rental process.	2023 (Transition to Countywide portal) (and ongoing)	Existing
H 4.3	Expand Community Education and Outreach	Community Development Department	N/A	Support and engage in efforts to educate community stakeholders and residents, including those with special needs or with disproportionate needs (such as farmworkers, people with disabilities including those with developmental disability, and single-female head of household), about housing gaps and the effects of programs and policies on addressing those gaps. Proactively create opportunities for all communities to have a voice and be involved in shaping policies and programs.	a) Housing initiatives and policy implementation shall be supported with robust and adaptive community engagement including surveys, workshops, pop-up events, mailings, and targeted outreach to underrepresented groups. Outreach will be conducted biannually. b) Continue to participate in Countywide (and other) efforts to share best practices on equitable engagement and inclusive outreach. (e.g. Home For All "Learning Network") c) Actively provide information on County and State resources for tenant protections, discriminatory practices (CC&R's), special needs groups, and households with disproportionate housing needs.	2023 - 2031 (Ongoing)	Existing New

GOAL H-4: Promotion of Community Engagement and Public Outreach							
Number	**Policy**	**Lead Agency/Department/Division**	**Funding Source(s)**	**Program Measure(s)**	**Implementation Action(s)**	**Target Timeline**	**New/Existing Program**
H 4.4	Enable Affirmative Marketing	Housing Division	N/A	Develop Marketing Plan with developers of affordable housing projects during final phase of construction on a project-by-project basis. Focus outreach to special needs individuals and those least likely to apply based on racial make-up of neighborhood.	a) Research other best practices to create an affirmative marketing strategy and implement strategies in San Mateo where appropriate. b) Include farm workers, ELI households. people with disabilities, and households with disproportionate housing needs, as new target group where appropriate. c) Include Spanish marketing materials and ensure bilingual interpretation services are available. The City will conduct outreach and education on a project-by-project basis and will ensure that programs target/affirmatively market to households in impacted neighborhoods, including North Central and North Shoreview, among others. d) Partner with community intermediaries to conduct outreach activities on social media and in the community in Spanish and English language, including events with a significant representation of hard to reach communities such as the annual Dia de los Muertos and Eggstravaganza events (minimum of two per year) as well as pop-ups in the North Central and North Shoreview neighborhoods, (minimum of two per year) This item is connected to Policy H 5.1.2 and H 5.2.1.	a) 2026 b) 2023 – 2031 (ongoing) c) 2023 – 2031 (ongoing)	New New Existing
H 4.5	Conduct Outreach to Sites Inventory Property Owners	Community Development Department	N/A	Conduct focused outreach to the owners of properties on the Sites Inventory to determine interest in redevelopment or construction of additional housing.	Conduct focused outreach to the owners of properties on the Sites Inventory to determine interest in redevelopment or construction of additional housing on their site(s). The outreach shall include provision of information on the City's development process, fees, and timelines associated with such applications. Initial outreach shall be conducted within two years of adoption and shall be ongoing throughout the housing cycle.	2023 – 2031 (ongoing)	New

7.2.5

Table 12: Goal H-5: AFFH - Implementation Plan

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Action Area 1. Enhancing housing mobility strategies: consist of removing barriers to housing in areas of opportunity and strategically enhancing access.									
Policy H 5.1.1: Adjust the City's Below Market Rate (inclusionary) program to provide larger density bonuses, and/or increased City support in exchange for affordable units in high or highest resource areas or in areas of affluence that address the needs of residents with disproportionate housing needs (e.g., accessible/visit able units for persons with disabilities child-friendly developments with day care on site for single parents, and 3-4 bedroom units for larger families).	Hispanic and single female parent households are concentrated in low opportunity census tracts. Persons with disabilities face a shortage of accessible, affordable housing.	Lack of affordable housing in high opportunity areas; Lack of accessible affordable units	Disparities in access to opportunities	Provide incentives to developers of affordable housing for low-income households and households with special needs	Land use resources	City of San Mateo	Expand the variety of housing units produced under the inclusionary housing program. Currently developments of 11 or more units require 15% affordable to moderate income families for ownership and 15% for low - income families for renters.	a) Perform a feasibility analysis to redesign the program to allow a menu of options, including targeting of units for ELI households. b) Ensure analysis includes review of housing for households with disproportionate housing needs, along with income levels. This item is connected to Policy H 1.3, Policy H 1.5., Policy H 1.14, and Policy H 1.15. Geographic Targeting: Citywide Metrics: Increase affordable housing in high-resource areas or areas of affluence by 15.	a) Complete feasibility analysis by Fall 2023; b) Implement redesigned program by Spring 2024.
Policy H 5.1.2: Participate in a regional down payment assistance program with affirmative marketing to households with disproportionate housing needs including persons with disabilities, single parents, and Hispanic households (e.g., Spanish and English, targeted to northeast neighborhoods).	Hispanic households, single female parent households and persons with disabilities have disproportionate housing needs.	Historic discrimination and continued mortgage denials; Concentration in low opportunity census tracts; High housing costs and low wages	Disparities in access to opportunities	Promote equal housing opportunity	Financial resources	Regional Partnership with HEART (San Mateo County has program with them)	Improve accessibility to home mortgage loans for Hispanic households who have the highest loan denial rates, as well as single female parent households, ELI households, and people with disabilities. Provide wealth building through homeownership for moderate income households.	a) Affirmatively market down payment assistance to 1,000 households with disproportionate housing needs, including persons with disabilities, single parents and Hispanic households; b) Provide down payment assistance to 30 total households; c) Provide homebuyer education to 200 households. d) Assist households in proportion to the demographic profile of the city In addition, the City will work with other jurisdictions to conduct outreach and education. Ensure that programs target/affirmatively market to households in impacted neighborhoods, including North Central and North Shoreview, among others. This item is connected to Policy H 4.4. Geographic Targeting: North Central and North Shoreview Neighborhoods	a) Meet quantified objectives by the end of the Housing Element period from 2023-2031; b) Conduct homebuyer/outreach and education quarterly in partnership with HEART

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Policy H 5.1.3: Explore the potential to implement a loan program for ADU construction If a City-funded ADU loan program is determined to be infeasible. The City will support the design of a regional forgivable loan program for homeowners to construct an ADU that is held affordable for extremely low-income households for 15 years.	Hispanic and single female parent households are concentrated in low opportunity census tracts. Persons with disabilities face a shortage of accessible, affordable housing.	Lack of affordable housing in high opportunity areas/areas of affluence; Lack of accessible affordable units	Disparities in access to opportunities	Incentivize accessory dwelling units (ADUs)	Land use and financial resources	21 Elements/HEART	Increase opportunities for lower-income households to find housing that is affordable.	Explore the potential for a City ADU loan program. Work with 21 Elements collaborative to design a regional loan forgiveness program. Ensure that programs target/affirmatively market to households in impacted neighborhoods, including North Central and North Shoreview, among others. To enhance mobility in high resource/areas of affluence, additionally target to areas outside lower resource areas. Target those with disproportionate housing needs, with a goal to reach 5 households annually. Provide support to 21 Elements in the development of a countywide ADU forgivable loan program. Promote the use of Housing Choice Vouchers (HCVs) for ADUs to allow lower income households the opportunity to live in lower density neighborhoods. The goal is to reach 20% of households with HCVs annually. Provide targeted outreach to ELI households. This item is connected to Policy H 1.4. Geographic Targeting: Impacted neighborhoods, including North Central and North Shoreview.	Explore City loan program Summer 2024. If joining regional collaborative, begin design in Summer 2025 and complete by winter 2026.
ADDITIONAL MOBILITY ACTIONS FROM THE GENERAL GOALS, POLICIES AND PROGRAMS									
Policy H 1.4 – Support Increased Accessory Dwelling Unit Development: expands the resources available for homeowners to add ADUs, which provide an important source of affordable housing.									
Policy H 1.7 - Update Zoning Code Development Standards: includes an action to create an affordable housing overlay to support the development of affordable housing on religious or educational institutions' sites, thereby increasing mobility into lower-density areas.									

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Action Area 2. Encouraging new housing choices and affordability in high or highest resource areas and areas of affluence: promoting housing supply, choices, and affordability in areas of high opportunity and outside of areas of concentrated poverty.									
Policy H 5.2.1: Add more City supported housing with affordability restrictions in moderate and high/highest resource areas and areas of affluence. Affirmatively market the housing to households with disproportionate housing needs including persons with disabilities, farmworkers, single parents, and Hispanic households (e.g., Spanish and English, targeted to northeast neighborhoods).	Hispanic and single female parent households are concentrated in low opportunity census tracts. Persons with disabilities face a shortage of accessible, affordable housing.	Lack of affordable housing in high opportunity areas; Lack of accessible affordable units; Concentration of Naturally Occurring Affordable Housing (NOAH) in low opportunity census tracts.	Disproportionate housing need for low-income households and protected classes	Provide additional resources to facilitate the development of housing for low-income households and households with special needs in higher opportunity/areas of affluence.	Financial resources	City of San Mateo	Affirmatively market the housing to households with disproportionate housing needs including persons with disabilities, single parents, farmworkers, and Hispanic households (e.g., Spanish and English, targeted identified neighborhoods).	Require developers to affirmatively market approximately 1,000 units to those with disproportionate housing needs over the eight-year period (approximately 125 annually) by preparing and submitting and affirmative marketing plan to the City for review. The affirmative marketing plan shall include items, such as advertising (print, social media) and targeting community organizations that serve households with disproportionate housing needs Ensure that programs target/affirmatively market to households with disproportionate housing needs. Of the 1,000 affordable units, approximately 15% will benefit special needs and/or ELI households. Continue to update the housing inventory and provide on the City's website so that developers can target housing in moderate and high opportunity areas, as well as areas of affluence. This item is connected to Policy H 1.2. and Policy H 4.4. Geographic Targeting: Areas of higher opportunities and affluence.	2023 - 2031 (Annually); as development projects come in for approvals/financing

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Policy H 5.2.2: Incentivize developers through direct subsidies, fee waivers, and/or density bonuses, to increase accessibility requirements beyond the federal requirement of 5% for subsidized developments.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts.	Disproportionate housing need for low-income households and protected classes	Promote equal housing opportunity	Financial resources	City of San Mateo	Increase development of accessible units beyond minimum requirements	a) Update development agreements for projects with City subsidies to include additional accessible units. b) Update the City's Inclusionary Housing Policy to require projects that receive City subsidies to increase the percentage of units that meet accessibility requirements. This item is connected to Policy H 1.3 c) The City will proactively outreach to developers throughout the planning period every two years, beginning in 2024. Geographic Targeting: Citywide Metrics: Approximately 10% of units within projects with City subsidies will be accessible.	a) 2023 - 2031 (ongoing) as development opportunities come available. b) 2026 Update Inclusionary Housing Policy c. Every two years, beginning in 2024
Policy H 5.2.3: Prioritize City funding proposals for City funded affordable housing that are committed to serving hard to serve residents (e.g., extremely low income, special needs, on site services)	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts.	Disparities in access to opportunity	Promote equal housing opportunity	Financial resources	City of San Mateo	Create more housing for hard to serve households.	Conduct a best practices review and develop a program to prioritize City funding for housing projects. This item is connected to Policy H 1.5, Policy H 1.14, and Policy H 1.15. Geographic Targeting: Citywide, but target high resource and RCAA areas. Metrics: A minimum of 15% of City-funded affordable housing units will be committed to serving hard to serve residents, including ELI households	2028 Conduct a review of best practices and develop a program for City Council adoption
Policy H 5.2.4: In conjunction with San Mateo County, develop a housing mobility program that provides support to tenants seeking to move to high opportunity areas in the region.	Hispanic and single female parent households are concentrated in low opportunity census tracts.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts.	Disparities in access to opportunity	Promote equal housing opportunity	Financial resources	City of San Mateo and San Mateo County	Increase the number of households with housing vouchers living in areas of high opportunity throughout the region.	There will be a 20% increase in the number of voucher holders, including ELI households, moving to areas of high opportunity.	Identify resources and develop a housing mobility program to provide housing counseling to voucher holders.

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Action Area 3. Improving place-based strategies to encourage community conservation and revitalization including preservation of existing affordable housing: involves approaches that are focused on conserving and improving assets in areas of lower opportunity and concentrated poverty. In addition to those described below, see Policy H Policy H2.4 – Implement Capital Improvements in Lower-Resourced Areas above, as well as excerpts from the General Plan Update's actions towards environmental justice, following this section.									
Policy H 5.3.1: As part of the General Plan, conduct an area plan for the North Shoreview and North Central neighborhoods and prioritize land use and design around Highway 101 to improve access and reduce the division of the urban form produced by the highway.	Hispanic and single female parent households are concentrated in low opportunity census tracts.	Lack of affordable housing in high opportunity areas; Lack of accessible affordable units; Concentration of NOAH in low opportunity census tracts.	Segregation/ integration patterns; disparities in access to opportunities	Conserve and improve the existing affordable housing stock	Land use resources	City of San Mateo	Reduce overcrowding, improve health and safety, and improve mobility and access to services in impacted neighborhoods.	Prepare an area plan for North Shoreview and North Central neighborhoods. Geographic Targeting: North Shoreview and North Central neighborhoods. Metrics: Increase housing capacity in North Shoreview and North Central by a minimum of 15%.	2029 Create plan through the General Plan Update implementation process
Policy H 5.3.2: Continue to fund minor home repairs, infrastructure improvements and public services, implementing a preference for projects in low opportunity census tracts identified in the analysis.	Hispanic and single female parent households are concentrated in low opportunity census tracts. Persons with disabilities lack accessible, affordable housing.	Lack of affordable housing in high opportunity areas; Lack of accessible affordable units.	Disparities in access to opportunity	Conserve and improve the existing affordable housing stock	Financial resources	City of San Mateo	Fund minor home repairs and accessibility improvements in order to help people with disabilities and elderly residents remain in their homes. Provide opportunity for home rehabilitation loans for low-income residents. Continue funding for service providers reaching households with disproportionate housing needs, Make additional infrastructure improvements in low resource areas.	Complete annual goals of 10 minor home repairs and 14 accessibility modifications through grants for low-income residents. Provide home rehabilitation loans for low- income homeowners and landlords making accessibility modifications. Fund service providers that target households with disproportionate housing needs, including services for seniors, ELI households, youth, and fair housing. Affirmatively market to Hispanic and single female heads of household biannually; ensure that programs target/affirmatively market to households in impacted neighborhoods, including North Central and North Shoreview, among others. Bi-annually apply for funding through the CIP or other actions to address infrastructure needs. This item is connected to Policy H 2.1 and Policy H 2.3. Geographic Targeting: Citywide, but will target impacted neighborhoods, including North Central and North Shoreview.	2023-2031 (Fund annually; consistent with Policy H 2.1; outreach biannually in target neighborhoods)

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Policy H 5.3.3: Monitor affordable housing projects that are at risk of conversion to market rate. Support regional and local efforts to examine displacement of affordable housing and lower income households. Assist with the retention of special needs housing that is at risk of expiring affordability requirements. Facilitate ownership transfer to nonprofit organizations.	Hispanic households, single parent households and persons with disabilities have disproportionate housing needs.	Historic discrimination and continued mortgage denials; Concentration in low opportunity census tracts; High housing costs and low wages	Outreach capacity and enforcement	Conserve and improve the existing affordable housing stock	Human resources	City of San Mateo	Monitor affordable units whose subsidies are set to expire within the planning period develop a plan for preservation of the units to keep them affordable long term.	Bridgepointe Condominiums affordability requirements for 59 affordable units expire in 2027, out of which 24 are very low- income units (35 are at 120% AMI). Belmont Building affordability requirements for 6 units expire in 2032. The rental property is owned by a for-profit entity, potential for loss of units is high. Proactively coordinate with owners to preserve the 24 very low- income units as affordable, including identifying potential funding sources, advertise conversion units to non-profits, provide conduct tenant outreach and education, add a displacement preference for new affordable housing for people displaced, including those displaced as a result of conversion. Provide noticing to tenants and affected public entities in accordance with Gov. Code, § 65863.10, 65863.11, and 65863.13 Outreach and negotiate with owners for affordability extensions beginning at least two years prior to the affordability expiration date. This item is connected to Policy H 2.2 Geographic Targeting: N/A, Bridgepoint Condominiums and Belmont Building.	a) 2027 (Bridgepointe Condominiums) b) 2032 (Belmont Building); Consistent with Policy H 2.2

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Action Area 4. Protecting existing residents from displacement: strategies that protects residents in areas of lower or moderate opportunity and concentrated poverty and preserves housing choices and affordability.									
Policy H 5.4.1: Establish tenant protections in local ordinance to extend measures of AB1482 related to relocation, documentation, and right to return policy in eviction cases.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts; Historic discrimination and continued mortgage denials; High housing costs and low wages	Disparities in access to opportunity	Address governmental and non-governmental constraints	Human resources	City of San Mateo	Increase tenant protections to prevent displacement of those with disproportionate housing needs.	a) Extend AB1482 provisions to require tenant relocation payments for No Fault evictions for those with tenure less than one year. b) Make recommendations to the City Council for establishing tenant protection policies that include the requirement of documentation from landlords who use the substantial remodel exemption to evict tenants and a Right to Return policy for tenants displaced from homes due to demolition or substantial remodels. c) Amend the City's Tenant Relocation Ordinance (SMMC Chapter 7.50) to strengthen the City's ability to aid and support tenants displaced from unsafe or substandard units. This item is connected to Policy H 3.4. Geographic Targeting: Citywide.	a) 2024 b) 2026 c) 2024; consistent with Policy H 3.4
Policy H 5.4.2: Partner with Project Sentinel to perform fair housing training for landlords and tenants. Focus enforcement efforts on race-based discrimination, reasonable accommodations and source of income discrimination.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts; Lack of understanding of reasonable accommodation requirements by landlords and property owners.	Outreach capacity and enforcement	Promote equal housing opportunity	Human resources	City of San Mateo/Project Sentinel	Increase awareness of fair housing laws and tenants' rights to reduce unlawful discrimination and displacement.	Provide annual funding to Project Sentinel to provide training every two years in the Spring, targeting 200 landlords each training. Awareness will be increased through outreach to landlords. Geographic Targeting: Citywide.	Annually as part of CDBG allocation in the spring (Annually by July 1)

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Policy H 5.4.3: Create a webpage specific to fair housing including resources for residents who feel they have experienced discrimination, information about filing fair housing complaints with HCD or HUD, and information about protected classes under the Fair Housing Act. The webpage will have accessibility features and a Spanish language version.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts; Lack of understanding of reasonable accommodation requirements by landlords and property owners.	Outreach capacity and enforcement	Promote equal housing opportunity	Human resources	City of San Mateo	Increase awareness of fair housing laws and tenants' rights to reduce unlawful discrimination and displacement.	Provide information on the City's website about housing discrimination, laws, and protections. Fair Housing resources will also be advertised on the City's eNewsletter, social media channels and various email listservs. Update the webpage every two years, along with other transparency updates. Geographic Targeting: Citywide Metrics will be used to focus outreach: Advertise Fair Housing resources to the community every six months. See H 4.4 regarding partnering with community intermediaries to conduct outreach activities fair housing resources in priority communities. This item is connected to Policy H 4.1. and H 4.4	2024 and bi-annually thereafter; consistent with Policy H 3.4
Policy H 5.4.4: Ensure that all multi-family residential developments contain signage in both English and Spanish to explain the right to request reasonable accommodations for persons with disabilities. Make this information available and clearly transparent on the City's website and fund landlord training and outreach on reasonable accommodations.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts; Lack of understanding of reasonable accommodation requirements by landlords and property owners.	Outreach capacity and enforcement	Promote equal housing opportunity	Human resources	City of San Mateo	Increase awareness of fair housing laws and tenants' rights to reduce unlawful discrimination and displacement.	Initially, create ongoing condition of approval to ensure both BMR and all-affordable developments contain this information. Explore options for recording against the property and/or including in the affordable housing agreement. Geographic Targeting: Citywide.	Create ongoing conditions of approval by fall 2024; conduct best practices review on options to record reasonable accommodation language by January 2025, and implement a program by January 2026

Actions	Fair Housing Issues	Contributing Factors	Fair Housing Category	Action	Type of Action	Responsible Party	Objectives	Quantified Objectives	Timeline
Policy H 5.4.5: Ensure that future improvements in disadvantaged communities will not produce a net loss of affordable housing or the displacement of residents and seek to increase the amount of affordable housing in disadvantaged communities.	Persons with disabilities and persons of color have disproportionate housing needs.	Lack of accessible affordable units; Lack of access to economic opportunity; Concentration in low income and low opportunity census tracts; Lack of investment in older housing stock.	Disparities in access to opportunity	Promote equal housing opportunity	Human resources	City of San Mateo	Ensure that lower-income and protected class households are not displaced because of community improvements.	In conjunction with Policies 5.3.1, and 5.3.2, when improvements are planned to be made to disadvantaged communities, conduct a review of existing housing units that may be impacted by such improvements. Consistent with H2.6, ensure units that may be lost are replaced. Geographic Targeting: Citywide, with a focus on disadvantaged community such as North Central and North Shoreview.	To be completed as part of the larger General Plan Update, with the expected date of completion by 2027. The development of a no-net loss of affordable housing policy will be completed by 2027.

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AGREEMENT WITH STREET LEVEL ADVISORS, LLC
FOR PROFESSIONAL CONSULTANT SERVICES
FOR CITY OF SAN MATEO INCLUSIONARY HOUSING PROGRAM UPDATE

This Agreement, made and entered into this day of **October 19, 2026**, by and between the **CITY OF SAN MATEO**, a municipal corporation existing under the laws of the State of California ("CITY"), and **STREET LEVEL ADVISORS**, a **LLC**, ("CONSULTANT"), whose address is **1717 Webster Street, Unit 1722, Oakland, CA 94612.**

RECITALS:

A. CITY desires certain **Inclusionary Housing Program Update** services hereinafter described.

B. CITY desires to engage CONSULTANT to provide these **Inclusionary Housing Program Update** services by reason of its qualifications and experience for performing such services and CONSULTANT has offered to provide the required services on the terms and in the manner set forth herein.

NOW, THEREFORE, IT IS AGREED as follows:

SECTION 1 - SCOPE OF SERVICES

The scope of services to be performed by CONSULTANT under this Agreement is as described in Exhibit A to this Agreement, attached and incorporated by reference.

SECTION 2 - DUTIES OF CONSULTANT

CONSULTANT shall be responsible for the professional quality, technical accuracy and coordination of all work furnished by CONSULTANT under this Agreement. CONSULTANT shall, without additional compensation, correct or revise any errors or deficiencies in its work.

CONSULTANT represents that it is qualified to furnish the services described under this Agreement.

CONSULTANT shall be responsible for employing or engaging all persons necessary to perform the services of CONSULTANT.

CONSULTANT agrees to comply with the City's minimum wage ordinance as codified in Municipal Code Chapter 5.92, which differs from the state minimum wage and includes a Consumer Price Index escalator.

SECTION 3 - DUTIES OF CITY

CITY shall provide pertinent information regarding its requirements for the project.

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CITY shall examine documents submitted by CONSULTANT and shall render decisions pertaining thereto promptly, to avoid unreasonable delay in the progress of CONSULTANT's work.

SECTION 4 - TERM

The services to be performed under this Agreement shall commence on **OCTOBER 19, 2026** and be completed on **OCTOBER 19, 2027**.

SECTION 5 - PAYMENT

Payment shall be made by CITY only for services rendered and upon submission of a payment request upon completion and CITY approval of the work performed. In consideration for the full performance of the services set forth in Exhibit A, CITY agrees to pay CONSULTANT a fee in an amount of **$75,000 (SEVENTY-FIVE THOUSAND DOLLARS)**, pursuant to rates stated in Exhibit B to this Agreement, attached and incorporated by reference.

SECTION 6 - TERMINATION

Without limitation to such rights or remedies as CITY shall otherwise have by law, CITY shall have the right to terminate this Agreement or suspend work on the Project for any reason, upon ten (10) days' written notice to CONSULTANT. CONSULTANT agrees to cease all work under this Agreement upon receipt of said written notice.

Upon termination and upon CITY's payment of the amount required to be paid, documents become the property of CITY, and CONSULTANT shall transfer them to CITY upon request without additional compensation.

SECTION 7 - OWNERSHIP OF DOCUMENTS

All documents prepared by CONSULTANT in the performance of this Agreement, although instruments of professional service, are and shall be the property of CITY, whether the project for which they are made is executed or not.

SECTION 8 - CONFIDENTIALITY

All reports and documents prepared by CONSULTANT in connection with the performance of this Agreement are confidential until released by CITY to the public. CONSULTANT shall not make any such documents or information available to any individual or organization not employed by CONSULTANT or CITY without the written consent of CITY before any such release.

SECTION 9 - INTEREST OF CONSULTANT

CONSULTANT (including its employees, agents, and subconsultants) covenants that it presently has no interest and shall not maintain or acquire any direct or indirect interest that conflicts with the performance of this Agreement. CONSULTANT shall comply with all requirements of the Political Reform Act (California Government Code Section 81000, *et seq.*) and other laws relating to conflicts of

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interest, including: (a) CONSULTANT shall not make or participate in a decision made by the City if it is reasonably foreseeable that the decision may have a material effect on CONSULTANT'S economic interest, and (b) if required by law, CONSULTANT shall file financial disclosure forms with the City Clerk. If CONSULTANT maintains or acquires a conflicting interest, any contract with the City (including this Agreement) involving CONSULTANT'S conflicting interest may be terminated by the City.

SECTION 10 - CONSULTANT'S STATUS

It is expressly agreed that in the performance of the professional services required under this Agreement, CONSULTANT shall at all times be considered an independent contractor as defined in Labor Code Section 3353, under control of the CITY as to the result of the work but not the means by which the result is accomplished. Nothing herein shall be construed to make CONSULTANT an agent or employee of CITY while providing services under this Agreement.

SECTION 11 - INDEMNITY

CONSULTANT agrees to hold harmless and indemnify CITY, its elected and appointed officials, employees, volunteers, and agents from and against any and all claims, loss, liability, damage, and expense arising out of CONSULTANT's performance of this Agreement, except those claims arising out of CITY's sole negligence or willful misconduct. CONSULTANT agrees to defend City, its elected and appointed officials, employees, volunteers, and agents against any such claims. The CONSULTANT'S duty to indemnify shall survive expiration or early termination of this Agreement.

SECTION 12 - INSURANCE

CONSULTANT shall procure and maintain for the duration of the contract and three years thereafter (five years for building or major improvements) the insurance specified in Exhibit C to this Agreement.

SECTION 13 - NON-ASSIGNABILITY

Both parties hereto recognize that this Agreement is for the personal services of CONSULTANT and cannot be transferred, assigned, or subcontracted by CONSULTANT without the prior written consent of CITY.

SECTION 14 - RELIANCE UPON PROFESSIONAL SKILL OF CONSULTANT

It is mutually understood and agreed by and between the parties hereto that CONSULTANT is skilled in the professional calling necessary to perform the work agreed to be done under this Agreement and that CITY relies upon the skill of CONSULTANT to do and perform the work in the most skillful manner, and CONSULTANT agrees to thus perform the work. The acceptance of CONSULTANT's work by CITY does not operate as a release of CONSULTANT from said obligation.

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SECTION 15 - WAIVERS

The waiver by either party of any breach or violation of any term, covenant, or condition of this Agreement or of any provisions of any ordinance or law shall not be deemed to be a waiver of such term, covenant, condition, ordinance or law or of any subsequent breach or violation of the same or of any other term, condition, ordinance, or law. The subsequent acceptance by either party of any fee or other money which may become due hereunder shall not be deemed to be a waiver of any preceding breach or violation by the other party of any term, covenant, or condition of this Agreement or of any applicable law or ordinance.

SECTION 16 - SEVERABILITY

If any term or portion of this Agreement is held to be invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions of this Agreement shall continue in full force and effect.

SECTION 17 - COSTS AND ATTORNEY FEES

Attorney fees in total amount not exceeding $5000, shall be recoverable as costs (by the filing of a cost bill) by the prevailing party in any action or actions to enforce the provisions of this Agreement. The above $5000 limit is the total of attorney fees recoverable whether in the trial court, appellate court, or otherwise, and regardless of the number of attorneys, trials, appeals, or actions. It is the intent of this Agreement that neither party shall have to pay the other more than $5000 for attorney fees arising out of an action, or actions to enforce the provisions of this Agreement.

SECTION 18 - NON-DISCRIMINATION

CONSULTANT warrants that it is an Equal Opportunity Employer and shall comply with applicable regulations governing equal employment opportunity. Neither CONSULTANT nor any of its subcontractors shall discriminate in the employment of any person because of race, color, national origin, ancestry, physical handicap, medical condition, marital status, sex, or age, unless based upon a bona fide occupational qualification pursuant to the California Fair Employment and Housing Act.

SECTION 19 - MEDIATION

Should any dispute arise out of this Agreement, any party may request that it be submitted to mediation. The parties shall meet in mediation within 30 days of a request. The mediator shall be agreed to by the mediating parties; in the absence of an agreement, the parties shall each submit one name from mediators listed by either the American Arbitration Association, the State Mediation and Conciliation Service, or other agreed-upon service. The mediator shall be selected by a blind draw.

The cost of mediation shall be borne equally by the parties. Neither party shall be deemed the prevailing party. No party shall be permitted to file a legal action without first meeting in mediation and making a good faith attempt to reach a mediated settlement. The mediation process, once commenced by a meeting with the mediator, shall last until agreement is reached by the parties but not more than 60 days, unless the maximum time is extended by the parties.

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SECTION 20 - LITIGATION

CONSULTANT shall testify at CITY'S request if litigation is brought against CITY in connection with CONSULTANT's services under this Agreement. Unless the action is brought by CONSULTANT, or is based upon CONSULTANT's wrongdoing, CITY shall compensate CONSULTANT for preparation for testimony, testimony, and travel at CONSULTANT's standard hourly rates at the time of actual testimony.

SECTION 21 - NOTICES

All notices hereunder shall be given in writing and mailed, postage prepaid, addressed as follows:

To CITY:
RACHEL HORST, HOUSING MANAGER
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

To CONSULTANT:
STREET LEVEL ADVISORS, LLC
Attn: **RICK JACOBUS, PRINCIPAL**
1717 Webster Street, Unit 1722
Oakland, CA 94612

SECTION 22 - AGREEMENT CONTAINS ALL UNDERSTANDINGS; AMENDMENT

This document represents the entire and integrated agreement between CITY and CONSULTANT and supersedes all prior negotiations, representations, and agreements, either written or oral.

This document may be amended only by written instrument, signed by both CITY and CONSULTANT.

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SECTION 23 - CONFLICTS

In the event of any conflict between the provisions of this Agreement and any other referenced exhibit or document attached to this Agreement, the language and terms of this Agreement shall control.

SECTION 24 - AUTHORITY TO ENTER INTO AGREEMENT

CONSULTANT has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and to bind each respective party.

SECTION 24 - GOVERNING LAW AND VENUE

This Agreement shall be governed by the laws of the State of California and, in the event of litigation, venue will be in the County of San Mateo.

[SIGNATURE PAGE FOLLOWS]

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IN WITNESS WHEREOF, CITY OF SAN MATEO and **STREET LEVEL ADVISORS, LLC** have executed this Agreement the day and year first above written.

CITY OF SAN MATEO

Alex Khojikian 10/13/2026

ALEX KHOJIKIAN Date
City Manager

APPROVED AS TO FORM

Mazarin Vakharia 10/13/2026

MAZARIN VAKHARIA Date
Assistant City Attorney

CONSULTANT

Rick Jacobus 10/13/2026

RICK JACOBUS Date
Its Authorized Agent
Principal

If a Corporation, can be either 1) President or 2) Vice President plus an additional corporate officer (i.e., Secretary, Treasurer) who shall sign below.

ADDITIONAL CORPORATE OFFICER
(if necessary per the above)

<Insert Name> Date
<Insert Title>

Attachments:

Exhibit A: Scope of Services
Exhibit B: Fee Rates
Exhibit C: Insurance Requirements

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EXHIBIT A
SCOPE OF SERVICES

Project Scope

Task 1. Project Management and Staff Coordination

- Maintain regular coordination with Housing Division staff across the project, including working calls, with agenda prepared beforehand and notes after each meeting.

Task 2. Outreach Support and Public Meetings

- This will include one Community Relations Commission meeting, two community outreach meetings, and a developer feedback session convened through the Chamber.
- For the developer session, SLA will design and lead the discussion. For the Community Relations Commission meeting and the two community meetings, staff will lead and SLA will provide content.
- SLA will prepare the discussion materials for each session, along with a short summary after each session identifying the themes and how they bear on the policy questions.

Task 3. Program Review and Policy Options

At a minimum, SLA will review the following:

- The current BMR Guidelines, the two sets of administrative guidelines, Section 27.16.050, the Local Preference Policy, the relevant Housing Element programs, and the City's data on units produced to date.
- Any performance data the City has on the program's results, including a list of the concessions and waivers most often requested in recent projects.
- Public and City Council feedback generated during the Housing Element process and any comparable input collected since.
- Results of the Grand Nexus Study evaluate options with staff for changes to the core inclusionary requirements, including the percentage of units required and the income levels targeted, and the in lieu fee.

SLA will conduct limited supplemental feasibility testing specific to San Mateo, for example, modeling the cost of a three bedroom requirement or of an extremely low income tier against the Grand Nexus prototypes.

The product of this task will be a single Policy Options Memo covering:

- Income targeting within the requirement, bedroom mix and family sized units, extremely low income targeting, households with disproportionate housing needs including accessibility, unit

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standards and comparability, Density Bonus interaction, ADUs, SB 330 relocation and replacement, and timing of BMR agreement recordation for mixed tenure and phased projects.
- Method used to determine the required BMR unit mix, including the proportionality and square footage calculations.

Task 4. BMR Program Administrative Document

- SLA will consolidate the BMR Guidelines, the rental administrative guidelines, and the for-sale administrative guidelines into a single BMR Program Administrative Document.
- SLA will produce an administrative draft for staff and City Attorney review, a public draft, and a final draft.
- Budget assumes two rounds of comment with consolidated comments from all reviewers.

Task 5. Template Attachments.

SLA will prepare:

- A spreadsheet tool to help developers consider unit mix requirements
- Complete draft forms for the alternative compliance proposal and the marketing plan.
- Annotated term sheets for the affordable housing agreement and the resale restriction agreement for the City Attorney's Office to convert into executable instruments.
- An MS Excel template for calculation of the proportionality and square footage requirements.

Budget assumes one round of revisions covering all five templates.

Task 6. Ordinance Support and Adoption.

- SLA will prepare a recommended ordinance outline identifying which provisions should move from the Guidelines into Section 27.16.050 and which should stay administrative, with model language from comparable California ordinances for the provisions that are new.
- SLA will review and comment on up to two drafts of the ordinance and will attend up to two working meetings with the City Attorney's Office on code language.
- Budget includes virtual participation in study sessions (Council and Planning Commission) and public hearings for the new ordinance.

Additional Services

The following are outside the base scope and would require additional hours at the stated hourly rate in the budget.

a. Additional policy analysis and outreach if the City decides to change the core inclusionary requirements in response to the Grand Nexus results. e.g., change to the percentage requirement or introduction of geographic tiers.

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b. A comparison of the City's existing resale restriction agreements.

c. Design of the updated Density Bonus and Community Benefits program contemplated by Housing Element Policy H1.3.

d. Support for changes to the Local Preference Policy.

e. Additional public meetings, in person attendance, and additional rounds of comment beyond those assumed above.

Schedule

Dates may be adjusted in consultation with staff

October 12, 2026 – Project kick-off

October/November 2026 -- Meet weekly with Housing staff; develop initial policy alternatives

November 18, 2026-- Community Relations Commission meeting and stakeholder feedback

November/December 2026 – Public outreach meeting

January/February 2027– Developer outreach at Developer Roundtable (led by San Mateo Chamber)

February 2027 – Public outreach meeting (possibly Community Relations Commission)

February-April 2027 – Assist with Draft BMR Ordinance and Guidelines

March/April 2027 – Planning Commission/City Council study session(s)

May/June 2027 – Final BMR Ordinance and Guidelines

Rates

Rick Jacobus –$300/hr

Kearstin Dischinger – $250/hr

Docusign Envelope ID: 9A0D5D73-1C18-8614-83A3-1EB3CD33C625

EXHIBIT B
FEE RATES

Budget assumes a total of **$57,500** based on tasks in the Scope in Exhibit A. If Additional Services are selected and/or if additional consultant time is required beyond that allotted for the tasks below:

- City and Consultant shall produce a scope for the Additional Services and increase the not-to-exceed amount by the total; or
- City and Consultant shall agree to allocate additional hours to one of the tasks above using the hourly rate in this Agreement.

In no event shall the total budget exceed **$75,000**.

Proposed Budget by Task

	Rick Jacobus 300	Kearstin Dischinger 250	
Project Management			
Regular Coordination Meetings	20		$ 6,000
Community Engagement/feedback			
Develop content for Community meetings and developer session	10		$ 3,000
Participate in up to 4 community input sessions	8		$ 2,400
Program Review and Policy Options			
Review Grand Nexus and Idenitfy Options	4		$ 1,200
Review other performance and program data	6		$ 1,800
Additional feasibility testing	15		$ 4,500
Draft Program Options Memo	21.5		$ 6,450
BMR Guidelines			
topics	5		$ 1,500
Revise, edit and consolidate existing documents into one document	10		$ 3,000
Draft selected additional topics	8		$ 2,400
Two Revisions to draft guidelines document	8		$ 2,400
Template Attachments			
Draft Alternative Compliance Proposal Form		4	$ 1,000
Draft Marketing Plan Template		4	$ 1,000
BMR Unit Mix Spreadsheet Template	10		$ 3,000
Annotated Outline for Affordable Housing Agreement		8	$ 2,000
Annotated Outline for Resale Agreement		8	$ 2,000
One set of revisions for all documents	5	5	$ 2,750
Ordinance Support			
Draft Ordinance Outline and Recommendations	12		$ 3,600
Review and Comment on draft ordinance	5		$ 1,500
Meeting with Attorneys as needed	4		$ 1,200
Prepare slides for Council/commission meetings	8		$ 2,400
Participate in two study sessions	4		$ 1,200
Participate in two public hearings	4		$ 1,200
TOTAL	***167.5***	***29***	**$ 57,500**

Docusign Envelope ID: 9A0D5D73-1C18-8614-83A3-1EB3CD33C625

EXHIBIT C
INSURANCE REQUIREMENTS

MINIMUM SCOPE OF INSURANCE
Coverage shall be at least as broad as:

1. **Commercial General Liability (CGL)**: Insurance Services Office (ISO) Form CG 00 01 12 07 covering CGL on an "occurrence" basis, including products-completed operations, personal & advertising injury, with limits no less than **$2,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. **Automobile Liability:** ISO Form Number CA 00 01 covering any auto (Code 1), or if CONSULTANT has no owned autos, hired, (Code 8) and non-owned autos (Code 9), with limit no less than **$1,000,000** per accident for bodily injury and property damage.
3. **Workers' Compensation:** as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than **$1,000,000** per accident for bodily injury or disease.
4. **Professional Liability (Errors and Omissions):** Insurance appropriate to the CONSULTANT's profession, with limit no less than **$1,000,000** per occurrence or claim, **$2,000,000** aggregate.

If the CONSULTANT maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for the higher limits maintained by the CONSULTANT.

Other Insurance Provisions
The insurance policies are to contain, or be endorsed to contain, the following provisions:

Additional Insured Status
The City, its elected and appointed officials, employees, volunteers, and agents are to be covered as insureds on the auto policy for liability arising out of automobiles owned, leased, hired or borrowed by or on behalf of the CONSULTANT; and on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the CONSULTANT including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the CONSULTANT's insurance (at least as broad as ISO Form CG 20 10, 11 85 or both CG 20 10 and CG 20 37 forms if later revisions used).

Primary Coverage
For any claims related to this contract, the **CONSULTANT's insurance coverage shall be primary** insurance as respects the City, its elected and appointed officials, employees, volunteers, and agents. Any insurance or self-insurance maintained by the City, its elected and appointed officials, employees, volunteers, or agents shall be excess of the CONSULTANT's insurance and shall not contribute with it.

Notice of Cancellation
Each insurance policy required above shall provide that **coverage shall not be canceled, except after thirty (30) days' prior written notice** (10 days for non-payment) has been given to the City.

Docusign Envelope ID: 9A0D5D73-1C18-8614-83A3-1EB3CD33C625

Waiver of Subrogation

CONSULTANT hereby grants to City a waiver of any right to subrogation which any insurer of said CONSULTANT may acquire against the City by virtue of the payment of any loss under such insurance. CONSULTANT agrees to obtain any endorsement that may be necessary to effect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.

Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by the City. The City may require the CONSULTANT to purchase coverage with a lower deductible or retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

Verification of Coverage

CONSULTANT shall furnish the City with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the CONSULTANT's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.



CHAPTER 2
Land Use Element

STRIVE SAN MATEO
GENERAL PLAN 2040


STOP
STOP

LAND USE ELEMENT

INTRODUCTION

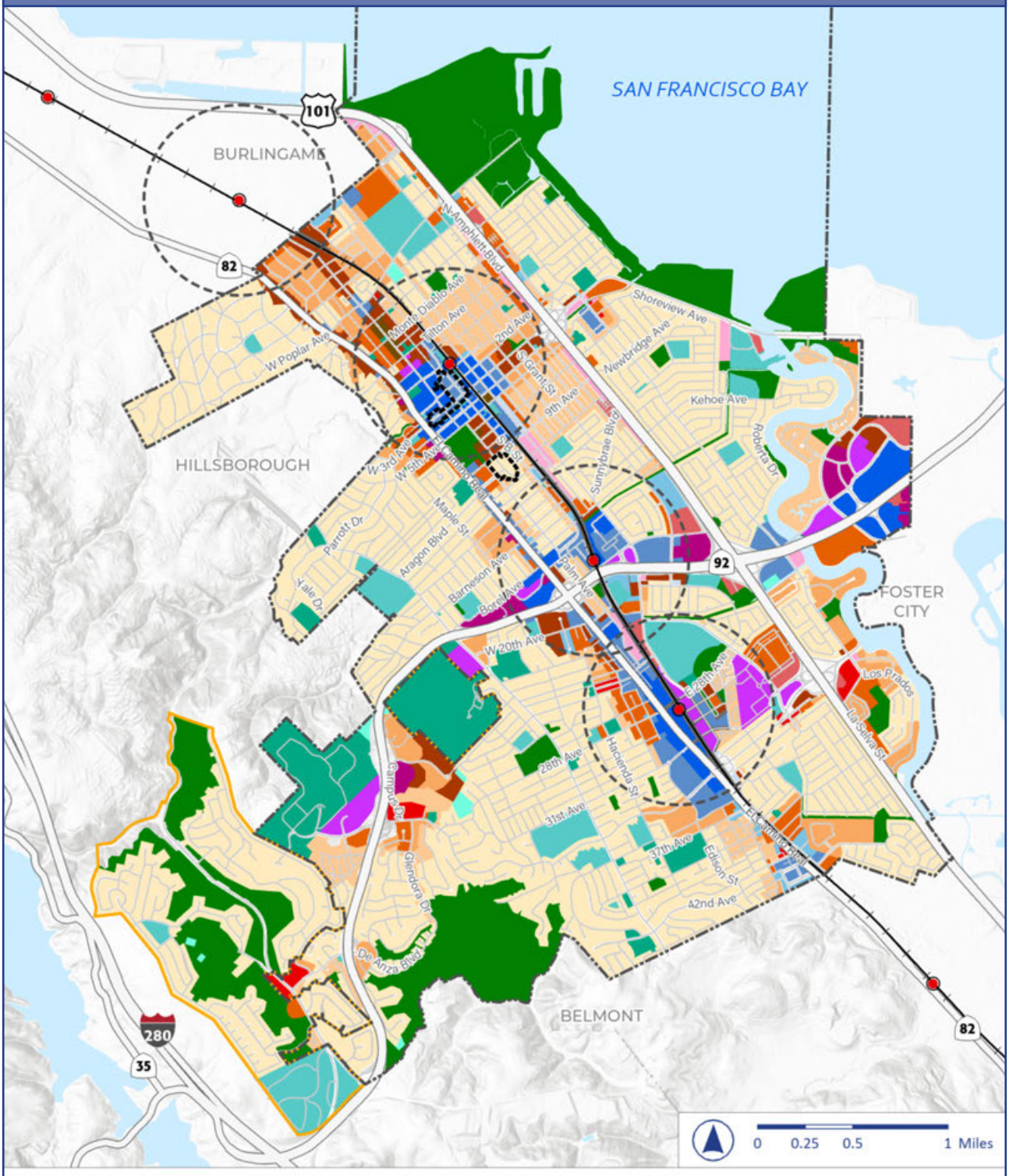
The Land Use Element sets the foundation for future growth, change, and preservation in San Mateo and serves as the blueprint for the development of public and private property in the city. The Element seeks to balance well-designed development and thoughtful preservation with a full spectrum of choices for housing, while also cultivating a diverse economy and supporting resiliency. It includes goals, policies, and actions that support the equitable health and well-being of all neighborhoods in San Mateo and all members of the community. It also encourages a diverse range of land uses to meet the needs of the community, including housing, parks, open space, recreation, retail, commercial services, offices, and industrial.

This element meets the State-mandated requirements for a Land Use Element. It defines categories for the location and type of public and private uses of land under the City's jurisdiction; it recommends standards for density on land covered by the Strive San Mateo General Plan 2040; it includes a Land Use Map (Figure LU-1); and includes goals, policies, and actions to guide land use distribution throughout the city. By satisfying these requirements, the Land Use Element lays out basic guidelines and standards that act as building blocks for the General Plan's other elements. Each element, such as Circulation or Conservation, Open Space, and Recreation, provide more specialized guidance and corresponds with a land use category of the Land Use Element. For more information about environmental justice, please also refer to Chapter 1, Introduction.

The Land Use Element addresses the following topic areas:

- Balanced and Equitable Growth and Preservation
- A Diverse Range of Land Uses
- Focused Planning Areas
  - » Downtown
  - » El Camino Real Corridor
  - » Hillsdale Station Area
- Shopping Areas in Transition
- Environmental Justice
  - » Community Health
  - » Equity Priority Communities
  - » Access to Healthy Food
- Community Engagement
- Climate Change and Land Use
- A Sustainable Economy
- Development Review
- Regional Cooperation
- General Plan Maintenance

Figure LU-1 Land Use Map



Source: City of San Mateo, 2022; ESRI, 2022; PlaceWorks, 2024.

RELEVANCE TO GENERAL PLAN THEMES

The Strive San Mateo General Plan 2040 has three important themes that are woven throughout every element – sustainability, environmental justice, and community engagement – and this element addresses them in the following ways.

Sustainability in this Element:

- Encourages higher-density multifamily and mixed-use development in proximity to transit and jobs, and improves transit, bicycle, and pedestrian access to support a multimodal transportation network, both of which reduce car dependency and vehicle miles traveled (VMT).
- Supports infill development that provides benefits for preservation and ecological function.
- Supports efforts to transition to cleaner energy sources that reduce greenhouse gas (GHG) emissions, consistent with the City's adopted Climate Action Plan.

Environmental Justice in this Element:

- Helps address vulnerabilities in equity priority communities, such as poverty, low educational attainment, and housing instability, by supporting affordable housing and economic development.
- Prioritizes City investment in public improvements that address health and infrastructure disparities in equity priority communities.
- Increases access to fresh food by allowing and encouraging local food production, micro agriculture, edible landscapes, rooftop gardens, community gardens, and urban farms.
- Supports collaboration between the City and local partners to improve healthy food access programs, such as the CalFresh Restaurant Meals Program.

Community Engagement in this Element:

- Promotes inclusive outreach methods that encourage broad representation and are culturally sensitive, such as preparing notices and other materials in the predominant language spoken in the community and scheduling meetings at convenient times for community members.
- Supports early and frequent community engagement by clearly outlining when and how members of the public can provide input for development projects under review.
- Requires sponsors of new development projects to have early, frequent, and meaningful communication with community members and stakeholders.
- Encourages a recurring, statistically reliable community survey to gauge community service needs, policy preferences, and effective communication methods.

STRIVE SAN MATEO
GENERAL PLAN 2040

GENERAL PLAN HEIGHT AND INTENSITY STANDARDS

Measure Y is a ballot measure that was passed by voters in November 2020. It retained the existing height, density and intensity limits on new development that were originally adopted under earlier ballot measures (Measure H in 1991 and Measure P in 2004), and has a sunset date of 2030. Overall, the Measure Y height limit is set to 55 feet and three to five stories, the density limit allows up to 50 units per acre and the nonresidential intensity allows up to a 3.0 floor area ratio (FAR). The height, density and intensity limits allow for exceptions in certain locations with provision of public benefits, and State Density Bonus law allows projects to exceed these limits when certain percentages of affordable units are provided.

General Plan Land Use Designations and Land Use Map

The General Plan land use designations are grouped into the following categories: Residential, Mixed-Use, Commercial, Office, Parks and Open Space, Public Facilities, Quasi-Public Facilities, and Utilities.

The land use designations identify the locations in the city where specific types of land uses may occur. The designations are meant to be broad enough to give the City flexibility, but also provide clear enough direction to achieve the vision of the General Plan. Figure LU-1 shows where each land use designation is applied within San Mateo.

The General Plan provides the overall parameters of density and intensity for urban land use designations, but each project must also comply with the specific rules of the relevant zoning district in the City's Zoning Code.

Residential densities for the land use designations are expressed in terms of dwelling units per acre (du/ac). Building heights are expressed by the number of stories. Building intensities for nonresidential uses are expressed in terms of floor-area ratio (FAR), which is the ratio of gross building floor area to net lot area, both expressed in square feet. For example, on a site with 10,000 square feet of land area, a FAR of 1.0 will allow 10,000 gross square feet of building floor area to be built. On the same site, a FAR of 2.0 would allow 20,000 square feet of floor area. FAR does not regulate building placement, form, or height, only the spatial relationship between building size and lot size; it represents an expectation of the overall intensity of future development. Figure LU-2 shows a visual representation of the relationship between height and FAR.

The maximum density assigned to each land use designation does not constitute entitlement, nor are property owners or developers guaranteed that an individual project, when tested against the General Plan's policies, will be able or permitted to achieve these maximums.



Some of the land use designations in the ten study areas shown on Figure I-1 include building heights, densities and FARs that exceed the limits set by Measure Y. Any components in the General Plan that are inconsistent with Measure Y will require voter approval before they can take effect. If voters approve a ballot measure to allow the heights, denisities and intensities that exceed the limits set by Measure Y, those higher limits would only apply within the ten study areas. The areas outside of the ten study areas would still be subject to the height, density, and intensity limits of Measure Y. As required by law, for the duration that Measure Y is in effect, any inconsistency between the measure and other provisions of the Strive San Mateo General Plan 2040 shall default to the provisions specified in Measure Y, as stated in Policy LU 1-9.

Table LU-1 lists land use designations and their density, intensity (FAR), height limit, and description of uses that can occur in the designation. The density ranges in Table LU-1 establish a maximum density. The lower end of the density range is not a required minimum density.

Figure LU-2 Floor Area Ratio and Height

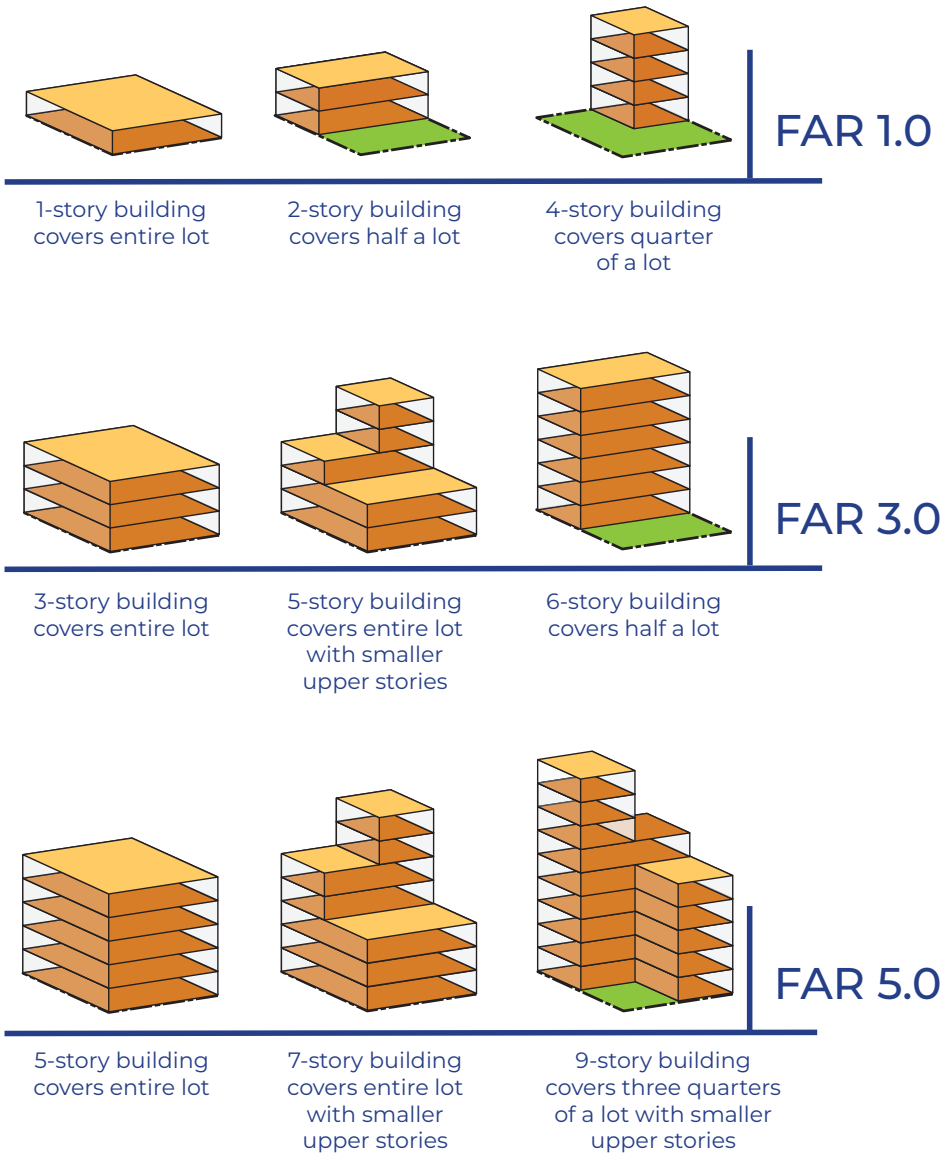


Table LU-1 Land Use Designations

Designation	Maximum Density Range (Residential Uses)*	Intensity/ Maximum FAR (Nonresi-dential uses)	Height Limit	Description
Residential				
Residential Very Low	Up to 9 du/ac	n/a	1-3 stories	This designation allows very low-density residential dwellings, such as detached single-family homes, detached townhouses and duplexes, and accessory dwelling units (ADUs).
Residential Low I	9 to 19 du/ac	n/a	1-3 stories	This designation allows low-density residential dwellings, such as townhomes, duplexes, triplexes, fourplexes, low rise condominium and apartment buildings, and ADUs.
Residential Low II	20 to 35 du/ac	n/a	2-4 stories	This designation allows lower-density residential and multifamily dwellings, such as townhomes, duplexes, triplexes, fourplexes, condominiums, and apartments.
Residential Medium I	36 to 50 du/ac	n/a	3-5 stories	This designation allows medium-density multifamily dwellings, such as townhomes, condominiums, and apartments.
Residential Medium II	51 to 99 du/ac	n/a	4-6 stories	This designation allows medium-density multifamily residential dwellings, such as condominiums and apartments, near mixed-use, office, and/or commercial areas. This designation can also be found along major streets, such as El Camino Real and near residential low or residential high areas of the city.
Residential High	100 to 130 du/ac	n/a	5-8 stories	This designation allows higher-density multifamily residential dwellings, such as condominiums and apartments, in Downtown, in proximity to Caltrain stations, and along major streets, such as El Camino Real.
Mixed-Use				
Mixed-Use Low	10 to 35 du/ac	2.0	2-4 stories	This designation allows low-density mixed-use buildings that provide a mix of commercial, office, and/or residential uses within the same site or building. It is intended to allow a mix of uses that encourages people to live, work, play, and shop in close proximity.
Mixed-Use Medium I	15 to 50 du/ac	3.0	3-5 stories	This designation allows medium-density mixed-use buildings that provide a mix of commercial, office, and/or residential uses within the same site or building. It is intended to allow a mix of uses that encourages people to live, work, play, and shop in close proximity.
Mixed-Use Medium II	51 to 99 du/ac	4.0	4-6 stories	This designation allows medium-density mixed-use buildings that provide a mix of commercial, office, and/or residential uses within the same site or building. It is intended to allow a mix of uses near other mixed-use, commercial, or residential areas, and within Downtown.

Designation	Maximum Density Range (Residential Uses)*	Intensity/ Maximum FAR (Nonresi-dential uses)	Height Limit	Description
Mixed-Use High	100 to 130 du/ac	4.5	5-8 stories	This designation allows high-density mixed-use buildings that provide a mix of commercial, office, and/or residential uses within the same site or building. It is intended to allow a mix of uses near major streets, train stations, and shopping centers, and within Downtown.
Commercial				
Neighborhood Commercial	Up to 19 du/ac	1.0	1-3 stories	This designation is intended for a mix of neighborhood-serving commercial uses that include small-scale retail stores and other commercial uses that serve the immediate neighborhood, such as grocery stores and pharmacies. Typical commercial uses include supermarkets, bakeries, drugstores, restaurants, delicatessens, barber shops, hair salons, laundromats, hardware stores, dry cleaners, small offices, and other personal services. Residential may also be allowed above the ground floor.
Service Commercial/ Light Industrial	n/a	1.0	1-3 stories	This designation is intended for a wide range of service commercial and light industrial facilities. Examples of uses in this land use include facilities that provide city-wide and regional services, such as auto repair services, building material yards, overnight boarding of animals, and industrial uses with light manufacturing, warehousing, and/ or distribution facilities. These uses do not necessarily benefit from being in high-volume pedestrian areas, such as shopping centers or Downtown and can instead be found along North and South Amphlett Ave, and portions of South Claremont St, Railroad Ave and Palm Ave. New residential uses are not allowed.
Regional Commercial	Up to 50 du/ac	1.5	1-3 stories	This designation is intended for large-scale commercial developments that serve residents and visitors from the surrounding region, such as the Hillsdale Mall and Bridgepointe Shopping Center. Examples of commercial uses in this land use include shopping centers, large-format retail, auto sales, and travel-related services, such as hotels, gas stations, and restaurants. Residential may also be allowed.
Office				
Office Low	Up to 35 du/ac	1.0	1-2 stories	This designation is intended for low-density office uses, such as medical, administrative, or professional offices. Supportive uses, including personal services, restaurants, health clubs, residential, day care, and limited retail sales are permitted. Research facilities that support the development of new products and may include professional uses, manufacturing, laboratories, and/or maker's spaces in the same building or site may be permitted depending on the type and intensity of the use.

Designation	Maximum Density Range (Residential Uses)*	Intensity/ Maximum FAR (Nonresi-dential uses)	Height Limit	Description
Office Medium	Up to 50 du/ac	2.0	2-4 stories	This designation is intended for medium-density office uses, such as medical, administrative, or professional offices. Supportive uses, including personal services, restaurants, health clubs, residential, day care, and limited retail sales are permitted. Research facilities that support the development of new products and may include professional uses, manufacturing, laboratories, and/or maker's spaces in the same building or site may be permitted depending on the type and intensity of the use.
Office High	Up to 130 du/ac	3.0	3-5 stories	This designation is intended for high-density office uses, such as medical, administrative, or professional offices, and for research and science facilities that support the development of new products and may include professional uses, manufacturing, laboratories, and/or maker's spaces in the same building or site. Supportive uses including personal services, restaurants, health clubs, residential, day care, and limited retail sales are permitted.
Other Designations				
Parks and Open Space	n/a	n/a	n/a	This designation is intended for public parks, City-owned conservation lands, and private open space or recreation facilities. Parks and open space areas can be found throughout the city and are important to preserve because they provide community members with access to nature, encourage healthy lifestyles, and support a mixture of active and passive recreation opportunities.
Public Facilities	n/a	See Zoning District or Specific Plans for maximum FAR	n/a	This designation is intended for facilities owned and/or operated by the City or other governmental agencies, such as City Hall, libraries, public school sites, San Mateo County's Event Center, and the public parking lots in Downtown.
Quasi-Public	Up to 20 du/ac	See Zoning District or Specific Plans for maximum FAR	1-3 stories	This designation is intended for facilities owned and/or operated by quasi-public agencies and organizations, such as schools and faith-based organization facilities. Examples of these facilities include St. Matthew Catholic Church and the Nueva School. Ancillary residential uses, with a focus on affordable housing, may also be allowed when aligned with the organization's mission or to provide employee housing.
Utilities	n/a	n/a	n/a	This designation is intended for facilities owned and/or operated by public utilities to serve the public with electricity, gas, water, and communications. Examples of uses in this designation include electricity substations, water tank sites, and the sewer treatment plant.
Transportation Corridor	n/a	n/a	n/a	Fixed transit lines along the railroad corridor that provide mass transportation. Portions of the railroad corridor not required for transportation purposes may be considered for other uses.

*Note: Table LU-1 establishes the maximum allowed density range for this land use designation, with associated Zoning district setting a maximum density within this range; but this range does not set a minimum required density.

BALANCED AND EQUITABLE GROWTH AND PRESERVATION

It is important to plan future development and growth in the city in a way that maximizes efficient use of available land and infrastructure; limits adverse impacts to the environment; and improves social, economic, environmental, and health equity. The General Plan itself does not mandate change, but over time, change will occur based on market forces and the decisions of property owners. Climate change will also likely influence land use changes over the next 20 years in ways that are not currently fully known, which is why sustainability is a key theme throughout the General Plan.

Over the lifetime of this General Plan, the areas that are likely to change in the city include the El Camino Real corridor, Downtown, Hayward Park Caltrain station area, Hillsdale Mall and the surrounding Hillsdale Caltrain station area, and older shopping centers and office parks. The Strive San Mateo General Plan 2040 includes policies and actions that promote transit-oriented development around the Caltrain stations; encourages residential and mixed uses along El Camino Real; prioritizes a wide range of residential, lodging, restaurant, leisure, recreational, cultural, and other commercial uses in Downtown; and supports incorporating a mix of housing, shopping, services, and jobs into older shopping centers to create vibrant neighborhoods.

The Strive San Mateo General Plan 2040 also encourages innovative urban design approaches for Downtown, inspired by Barcelona's "superblocks," that focus on vehicle access at the periphery and reducing cut-through vehicle traffic to create pedestrian-focused, car-light spaces downtown. The Circulation Element adds more detail about the superblock concept and pedestrian improvements.

In addition to the General Plan, San Mateo has other plans that guide future development in specific areas of the city, including specific plans, master plans, and area plans. The City's existing specific plans, area plans, and master plans are shown on Figure LU-3. This figure also identifies two areas – Bel Mateo and 25th Avenue – that are opportunities for future focused planning efforts. This section is focused on balancing growth through land use. Policy direction on maintaining and improving the transportation network as the city grows can be found in the Circulation Element.

GOALS, POLICIES, AND ACTIONS

GOAL LU-1 Plan carefully for balanced growth that provides ample housing that is affordable at all levels and job opportunities for all community members; maximizes efficient use of infrastructure; limits adverse impacts to the environment; and improves social, economic, environmental, and health equity.

POLICIES

Policy LU 1.1 **Equitable Development.** Prioritize development projects that meet social and economic needs of the economically vulnerable populations to address and reverse the underlying socioeconomic factors in the community that contribute to residential and social segregation in the city. Provide a range of housing types, sizes, and affordability levels in all San Mateo neighborhoods.





Policy LU 1.2 **General Plan 2040 Maximum Development.** Maintain the City's ability to rely on the General Plan EIR to approve future discretionary actions. When approved development within City Limits and unincorporated properties within the Sphere of Influence reaches the number of new residential units and net new nonresidential square feet below, require that environmental review conducted for any subsequent development project address growth impacts that would occur from further development:

- 19,764 new dwelling units
- 3,186,000 square feet of new nonresidential floor area

When approved nonresidential development reaches half of the anticipated development, evaluate the citywide jobs-housing balance.[1]

Policy LU 1.3 **Optimize Development Opportunities.** Encourage new development in major commercial and transit-oriented development areas, including the Downtown, Caltrain station areas, and the El Camino Real corridor, to maximize the density and intensity specified in the Land Use Plan and to efficiently use land and infrastructure resources.

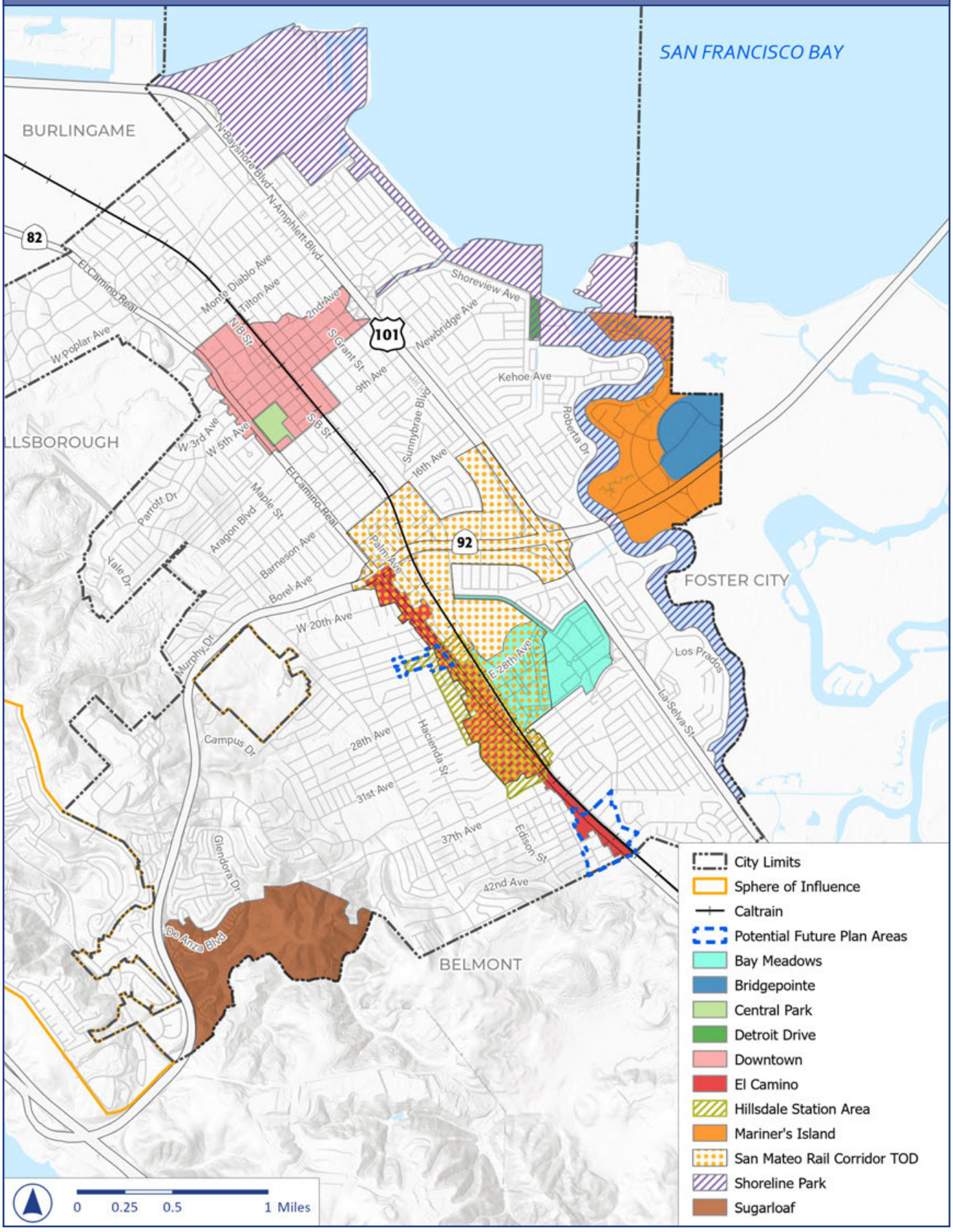
Policy LU 1.4 **Mixed-Use.** Encourage mixed-use developments to include increased residential components to provide greater proximity between jobs and housing, promote pedestrian activity, and reduce traffic congestion and vehicle miles traveled (VMT).

Policy LU 1.5 **Surplus Land.** Consider redesignating City-owned land not required for public services, facilities, or infrastructure for development of affordable housing.

Policy LU 1.6 **Legal Nonconforming Developments.** Allow legally established nonconforming uses and buildings to be maintained, have minor expansions where appropriate, and be reconstructed if destroyed by fire or natural disaster. Encourage reconstruction and/or minor expansions to have a design that is visually compatible with surrounding development and complies with the City's development standards.

1 The General Plan Update Draft EIR (August 2023) analyzed a buildout potential of 21,410 new dwelling units and 4,325,000 square feet of new nonresidential floor area. During the public review period for the Draft General Plan 2040 and Draft EIR, changes were incorporated into the final adopted General Plan that reduced the residential and nonresidential development capacity. This policy reflects the reduced amounts, as acknowledged in the General Plan Update Final EIR (January 2024).

Figure LU-3 Specific Plan, Master Plan, and Area Plans



Source: City of San Mateo, 2022; ESRI, 2022; PlaceWorks, 2023.
Note: This map is included for informational purposes and is not adopted as part of this General Plan.

Policy LU 1.7 **Annexation.** Annex urbanized areas of the unincorporated land adjacent to the City Limits where landowners petition the City to be annexed, subject to the following conditions:

- The annexation is comprehensive, rather than piecemeal; and
- Landowners will pay the full cost of City services, will assume a proportionate share of existing City debts, and will contribute to the existing capital improvements of the City, which will benefit the area to be annexed.

Policy LU 1.8 **New Development within the Sphere of Influence.** Work with the County of San Mateo to require new developments and related infrastructure within the Sphere of Influence to be consistent with the City's General Plan, Zoning Code requirements, and development standards.

Policy LU 1.9 **Voter-Approved Growth Limits.** As required by law, for the duration that Measure Y is in effect, any inconsistency between the measure and other provisions of the General Plan's Land Use Element shall default to the provisions specified in Measure Y.

ACTION

Action LU 1.10 **Review of New Development.** Track actual growth of both new housing units and net new nonresidential floor area annually, and review every two to three years. Use this information to monitor nonresidential floor area and housing units in San Mateo and to adjust this General Plan, infrastructure plans, and circulation plans, as necessary, if actual growth is exceeding projections. When approved nonresidential development reaches half of the anticipated development, evaluate the citywide jobs-housing balance.

GOAL LU-2 Balance well-designed development with thoughtful preservation.

POLICIES

Policy LU 2.1 **Development Intensity/Density.** Regulate development density/intensity to recognize natural environmental constraints, such as floodplains, earthquake faults, debris flow areas and other hazards, availability of urban services, and transportation and circulation constraints.

Policy LU 2.2 **Caltrain Stations and El Camino Real Minimum Densities.** Require new residential development within a half mile of a Caltrain station or within one block of the El Camino Real corridor to meet the minimum density established by the applied land use designation and encourage new development to achieve maximum density.

Policy LU 2.3 **Community Benefits.** Develop a framework to allow density/intensity bonuses and concessions in exchange for the provision of community benefits, such as additional affordable housing, increased open space, public plazas or recreational facilities, subsidized retail space for small businesses, subsidized community space for nonprofits that provide community support services or childcare facilities, pedestrian and multimodal safety improvements, and/or off-site infrastructure improvements above minimum requirements.

- The framework shall allow for nonresidential development (office and commercial) within ¼-mile of the Hayward Park and Hillsdale Caltrain stations to have heights up to eight-stories when commensurate community benefits are provided.

Policy LU 2.4 **Clustering.** Encourage clustered development where benefits to natural ecology, habitat conservation, and/or preservation of historic resources can be achieved.

ACTION

Action LU 2.5 **Community Benefits Dashboard.** Create an online public portal that highlights the community benefits derived from new development projects, such as payment of in-lieu fees, contribution to the childcare fund, contribution to the public art fund, and other benefits to improve and standardize communication about new development projects and their benefits.



A DIVERSE RANGE OF LAND USES

To help keep San Mateo a great place to live, work, visit, and raise a family, it is important to plan for a diverse range of land uses that support one another. Placing housing, job centers, shopping, and eating areas close together and near transit encourages people to live, work, play, and shop without needing a car to travel between destinations. Commercial centers and an active Downtown provide a space where people can work, recreate, and build community through cultural and entertainment events while also supporting the city's fiscal health.

The Strive San Mateo General Plan 2040 includes land use designations and policies that concentrate higher-density residential, mixed-use, office, and commercial uses in and around Downtown, along the El Camino Real corridor or within a half mile from a Caltrain station. It also supports locating and preserving certain commercial uses, such as convenience retail or grocery stores, adjacent to residential neighborhoods, which encourages walkability and increases access to healthy foods. This General Plan supports the development of office buildings and business parks that facilitate transit, pedestrian, and bicycle commutes. It also promotes parks, open space, cultural venues and recreational facilities, and community gathering spaces for all members of the San Mateo community. For background information and policies about parks, open space, and recreational facilities, please refer to the Conservation, Open Space and Recreation Element.

GOALS, POLICIES, AND ACTIONS

GOAL LU-3 Provide a wide range of land uses, including housing, parks, open space, recreation, retail, commercial services, office, and industrial to adequately meet the full spectrum of needs in the community.

POLICIES

Policy LU 3.1 **Housing Diversity.** Promote safe, attractive, and walkable residential neighborhoods with diverse types and sizes of homes for individuals, families, and households of all income levels.

Policy LU 3.2 **Commercial Development.** Encourage development that builds on the strengths and unique qualities of existing neighborhoods and provides appropriate transition in terms of intensity of use, height, bulk, and design. Require commercial development adjacent to residential areas to appropriately address circulation, traffic, truck loading, trash/recycling, noise, visual impacts, public safety, hazardous materials storage, fire safety, air pollutant emissions, and odors in a way that minimizes impacts on neighboring uses.

Policy LU 3.3 **Neighborhood Commercial and Service Uses.** Encourage the preservation of local-serving commercial retail and service uses in neighborhood shopping districts and adjacent to residential neighborhoods, including as part of new mixed-use development.

Policy LU 3.4 **Neighborhood Commercial Preservation.** Support neighborhood serving shopping area vibrancy and maintain commercial concentrations by encouraging new development to retain existing ground floor retail and commercial uses, to continue to meet the needs of the surrounding neighborhoods.



Policy LU 3.5 **Support Service Uses.** Encourage businesses that provide a variety of services, such as restaurants, child care facilities, medical clinics, gyms, pharmacies, hardware stores, and grocery stores in locations that serve residential neighborhoods and commercial/office uses. Prioritize the development of these services in equity priority communities in the city.

Policy LU 3.6 **Service Commercial/Light Industrial.** Retain service commercial and light industrial uses in San Mateo to support local businesses and to meet the needs of residents locally. Preserve properties that are zoned for service commercial uses and discourage uses that are allowed elsewhere in the city from locating in service commercial and light industrial areas.

Policy LU 3.7 **Hotels.** Recognizing the importance of transient occupancy tax revenue to the City's budget, encourage development of hotels in commercial areas and allow small hotels in mixed-use districts where they are consistent with the density of adjacent uses.

Policy LU 3.8 **Visitor Economy.** Collaborate with other Peninsula cities and the San Mateo County/ Silicon Valley Convention and Visitors Bureau to support the continued development of the visitor economy of both the city and the region, including lodging, entertainment, cultural, recreation, retail, and local events; encourage uses that attract visitors. 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.

Policy LU 3.9 **Workplaces.** Develop office buildings and business parks to facilitate transit, pedestrian, and bicycle commutes. Provide compact development, mixed uses, and connectivity to transit to reduce vehicle miles traveled (VMT).

Policy LU 3.10 **Office Park Evolution.** Support the transition of single-use office parks into mixed-use districts that include residential, retail, office, services, and/or parks and open space. Within an office site that is redeveloping as mixed-use, locate offices and commercial space closest to high-volume roadways and locate new residential uses and outdoor spaces as far as possible from high-volume roadways.

Policy LU 3.11 **Community Gathering Places.** Provide and maintain inviting public spaces and streets that provide space for all members of the San Mateo community to meet, gather, and enjoy.

Policy LU 3.12 **Publicly Accessible Spaces.** Integrate a variety of privately owned and maintained publicly accessible spaces into new development. Spaces should be safe, welcoming, easy to access, and include signage that clearly identifies these spaces as publicly accessible.

Policy LU 3.13 **Cultural Facilities and Public Art.** Recognize cultural facilities, entertainment events, performing arts, and public art as part of a healthy and thriving community. Use funds from the City's art in-lieu fee to enhance existing public art and cultural facilities and encourage new facilities that reflect the character and identity of the surrounding neighborhoods.

Policy LU 3.14 **School Site Reuse.** Encourage the school district to prioritize affordable housing and community recreation needs when a school site is planned for reuse or redevelopment, in accordance with the priorities in the Housing Element and Conservation, Open Space, and Recreation Element.

Policy LU 3.15 **Residential Uses to Support Institutions.** Support the development of housing at quasi-public institutions such as schools, churches, and other facilities of an educational, religious, charitable, or philanthropic nature, consistent with the mission of these organizations. Encourage the development of ancillary residential uses when aligned with the organization's mission or to provide housing for employees.

Policy LU 3.16 **Public Facilities.** Encourage reuse or redevelopment of public facilities to residential and/or recreational uses that provide a public benefit to the community, such as community gardens.

Policy LU 3.17 **Peninsula Golf and Country Club.** Support the retention of the existing club and recreation use. If the site is redeveloped, residential development that is compatible with adjacent uses in terms of density and intensity should be encouraged.

ACTIONS

Action LU 3.18 **Permitted Uses.** Re-evaluate the types of commercial uses that are permitted and that require a special-use permit in all commercial districts to ensure requirements are forward looking and aligned with current economic needs and trends.

Action LU 3.19 **Major Institutions/Special Facilities.** Work with relevant agencies and organizations to support the long-term viability of major institutions and special facilities that provide important recreational, educational, or medical services, such as the San Mateo County Events Center, College of San Mateo, San Mateo County Hospital, Mills Health Center, and Peninsula Golf and Country Club. Require a Specific Plan and/or Master Plan to guide reuse or redevelopment of institutions and special facilities when appropriate.

FOCUSED PLANNING AREAS

This section focuses on three specific areas around the city – Downtown, the El Camino Real Corridor, and the Hillsdale Station Area. These areas are near transit and are designated for future growth and change in this General Plan as well as in other adopted planning documents:

- **The Downtown Area Plan**, adopted in 2003 and revised in 2009, covers about 70 blocks traditionally known as Downtown, plus the area known as the Gateway and portions of adjacent neighborhoods. This plan pertains to new Downtown development and focuses on preserving existing Downtown resources and enhancing its vitality and activity while also maintaining a sense of place.
- **The El Camino Real Master Plan**, adopted in 2001, provides guidance on streetscape, design guidelines, and implementation strategies for the future of the El Camino Real corridor, from State Route 92 to the Belmont city border.
- **The Hillsdale Station Area Plan**, adopted in 2011, is the guiding document for the Hillsdale Station Area that sets forth the regulatory framework, goals, and policies to transform the area surrounding the Hillsdale Caltrain station into a sustainable, pedestrian-oriented transit hub.



This General Plan includes additional policy guidance to help plan for the growth and change that is anticipated and encouraged in these three focused planning areas. Policy guidance focused on historic resources, city image, and the design of mixed-use and commercial areas can be found in the Community Design and Historic Resources Element. The Circulation Element also includes policies focused on promoting walking and multi-modal transportation improvements in Downtown and facilitating efficient travel and pedestrian safety along the El Camino Real corridor. It also includes policy guidance for transit stations, including the Hillsdale Station.

GOALS, POLICIES, AND ACTIONS

Downtown

GOAL LU-4 Maintain downtown San Mateo as the economic, cultural, and social center of the community.

POLICIES

Policy LU 4.1 **Downtown Land Uses.** Allow and prioritize a wide range of residential, dining, cultural, entertainment, lodging, and other commercial uses downtown, at high intensities and densities, with strong multi-modal connectivity to the San Mateo Caltrain station and other transit.

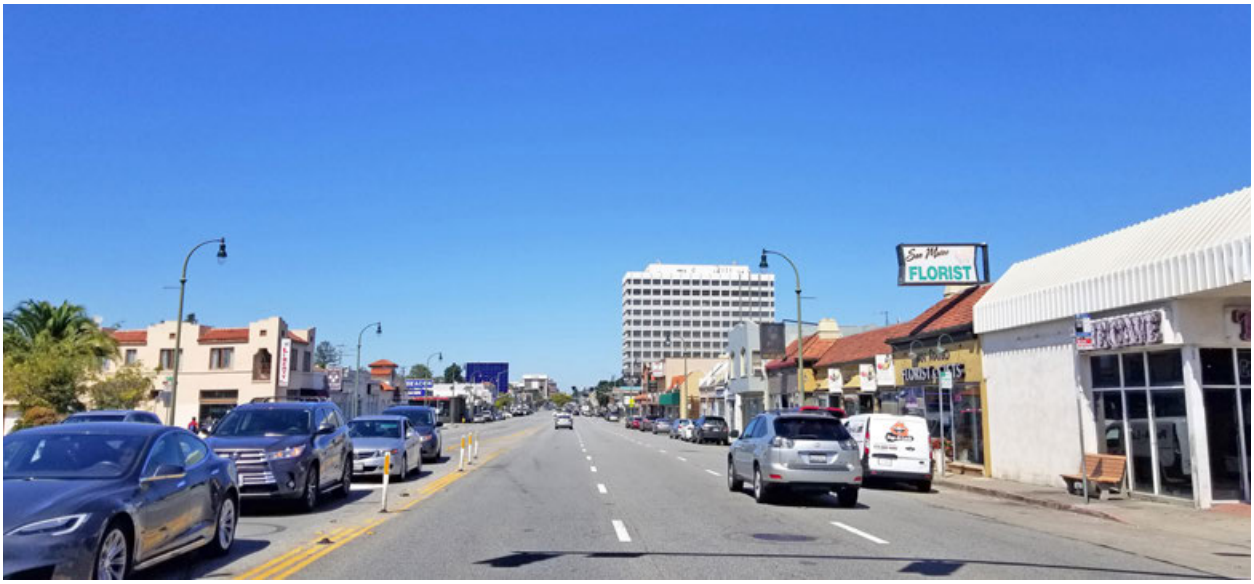
Policy LU 4.2 **Quality of Downtown Development.** Promote quality design of all new development that recognizes the regional and historical importance of Downtown San Mateo and strengthens its pedestrian-friendly, historic, and transit-oriented character.

Policy LU 4.3 **Significant Historic Structures.** Protect key landmarks, historic structures, and the historic character of Downtown, as defined in the Community Design and Historic Resources Element.

ACTIONS

Action LU 4.4 **Downtown Area Plan.** Update the Downtown Area Plan to support and strengthen the Downtown as a vibrant and active commercial, cultural, entertainment, and community gathering district. The updated Downtown Area Plan shall align with the General Plan, integrate recommendations from other concurrent City efforts, focus growth and intensity in proximity to the Caltrain station, encourage superblock concepts or approaches and allow parklets, update parking standards and parking management strategies, allow for increased housing units and density, and support high-quality, pedestrian-oriented design and architecture.

Action LU 4.5 **Downtown Special Events.** Sponsor and support Downtown activities and events that brings Downtown to life, attracts residents and visitors, promotes local businesses, creates inclusive community gatherings, and provides information to residents about City initiatives and services.



El Camino Real Corridor

GOAL LU-5 Promote residential and mixed land uses along El Camino Real to strengthen its role as both a local and regional corridor.

POLICIES

Policy LU 5.1 **Housing on El Camino Real.** 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 5.2 **El Camino Real Landscaping.** 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.

ACTION

Action LU 5.3 **El Camino Real Corridor Plan.** 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.



Hillsdale Station Area

GOAL LU-6 Promote transit-oriented development around the Hillsdale Caltrain station.

POLICIES

Policy LU 6.1 **Rail Corridor Transit-Oriented Development Plan (Rail Corridor Plan).** 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, while maintaining and improving the quality of life for those who already live and work in the area.

Policy LU 6.2 **Hillsdale Shopping Center.** Allow redevelopment of the Hillsdale Shopping Center for a mix of uses, including commercial, retail, office, hotel, and residential uses. Update the Hillsdale Station Area Plan or require preparation of a master development plan to ensure the site is developed comprehensively and provides appropriate transitions to the adjacent neighborhoods.

ACTION

Action LU 6.3 **Hillsdale Station Area Plan.** 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 connectivity west of the station, and increases park and open space areas.



SHOPPING AREAS IN TRANSITION

Over the lifetime of this General Plan, some older shopping centers in the city are likely to change as old formats of brick-and-mortar retail evolve. The Hillsdale Mall, Bridgepointe Shopping Center, and Bel Mateo commercial area (Olympic Village) are three areas around the city that appear likely to experience meaningful transition over the next 20 years. Since these shopping areas provide neighborhood-serving uses that support nearby residences, the intent of this section is to support preservation while allowing for transition to a different mix of housing, shopping, services, and jobs. Policy guidance for other neighborhood shopping areas is contained under Goal LU-3 and policies related to the Hillsdale Mall are under Goal LU-6. Policies focused on the design of mixed-use and commercial areas can be found in the Community Design and Historic Resources Element.

GOALS, POLICIES, AND ACTIONS

GOAL LU-7 Support the transition of shopping areas designated for new uses into vibrant districts with a range of housing, shopping, services, and jobs.

POLICY

Policy LU 7.1 **Shopping Areas in Transition.** 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.

ACTIONS

Action LU 7.2 **Bridgepointe Area Plan.** Update and consolidate the Bridgepointe Master Plan and Mariner's Island Specific Plan into one planning document to guide redevelopment of the Bridgepointe Shopping Center and the surrounding properties into a mixed-use neighborhood that maintains its regional retail component while developing a diverse range of housing types, including affordable housing; new parks and recreational facilities; community gathering places; ample facilities to support transit, bicycling, and walking; and a range of businesses and services. The plan shall include safe access for pedestrians, cyclists, and transit riders from Bridgepoint to the City's transit corridors, such as Caltrain and El Camino Real.

Action LU 7.3 **Bel Mateo Area Plan.** Prepare a Specific Plan or Master Plan to guide redevelopment of the Bel Mateo area into a mixed-use neighborhood with a diverse range of neighborhood-serving commercial uses and amenities; new market-rate and affordable housing; ample facilities to support bicycling and walking; and publicly accessible park and open space areas.

ENVIRONMENTAL JUSTICE

The Strive San Mateo General Plan 2040 includes policies and actions that support the equitable distribution of resources and opportunities and reduce the impacts of environmental hazards in the areas of the city that experience the highest levels of pollution and negative health outcomes, such as asthma and low birth weight babies, as well as the greatest social and economic disadvantages, such as poverty and housing instability. This General Plan uses the term equity priority community for these neighborhoods and focuses on improving environmental justice and public health for the people who live in these communities by promoting meaningful community engagement and prioritizing improvements that address their needs.

During the development of this General Plan, the City identified two equity priority communities using local knowledge and CalEnviroScreen: North Central and North Shoreview/Shoreview. Figure I-5 in Chapter 1, Introduction, shows the location of these communities and provides more context about the health and socioeconomic issues affecting residents in these neighborhoods.

This section includes policy guidance focused on improving community health and access to healthy foods, with specific policies focused on the identified equity priority communities. State law allows cities and counties to address environmental justice either by adopting a stand-alone Environmental Justice Element or by incorporating environmental justice goals, policies, and actions into other elements. This General Plan takes the approach of incorporating environmental justice goals, policies, and actions into all of its elements; therefore, policies and actions focused on environmental justice can also be found throughout the Strive San Mateo General Plan 2040. Safe and sanitary housing, as required by Senate Bill (SB) 1000, is addressed in the Housing Element. Please refer to the Housing Element for housing-related programs that are focused on equity priority communities.

In addition to policies and actions that the City will implement through the Strive San Mateo General Plan 2040 and other City plans, other agencies and organizations, such as the County of San Mateo, nonprofits, and religious groups, also provide resources and help to support equity priority communities. It is important to note that the State regularly updates CalEnviroScreen, and new data sources may become available. The equity priority communities mapped in this General Plan may change as conditions change.

GOALS, POLICIES, AND ACTIONS

GOAL LU-8 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.

Community Health

POLICY

Policy LU 8.1 **Prioritizing Community Health.** Continue to support the physical and mental health and well-being in equity priority communities by prioritizing public safety, resolving land use conflicts and incompatible uses that pose risks to health or safety, remediating contamination, and enforcing building code standards.

ACTIONS

Action LU 8.2 **Collaborations for Community Health.** Develop intentional, strategic, and mutually beneficial relationships with organizations engaged in improving health and well-being, reducing environmental health disparities, expanding access to affordable quality healthcare and mental healthcare, and mitigating negative environmental health hazards. Encourage greater emphasis on expanding or improving health services, including mental health services, in equity priority communities.

Action LU 8.3 **Health Disparities.** Coordinate with the San Mateo County Public Health Department to promote healthier communities through education, prevention, intervention programs, and other activities that address the health disparities and inequities that exist in San Mateo.

Action LU 8.4 **City Investment.** Use funds from the park impact fee and other sources to invest in programs and public improvements that connect residents with opportunities to increase their physical activity and improve their physical and mental health, especially in equity priority communities with higher risk of negative public health outcomes. Identify new funding sources for programs and public improvements, if needed.

Equity Priority Communities

POLICIES

Policy LU 8.5 **Community Preservation.** Prevent displacement in equity priority communities by protecting tenants, helping homeowners remain in place, and funding affordable housing.

Policy LU 8.6 **Safe and Sanitary Homes.** Encourage homes and neighborhoods that are free of environmental health hazards.

Policy LU 8.7 **Access to Parks and Recreation.** Provide attractive, comfortable, and safe pedestrian and cyclist access to public parks and recreational facilities in and near equity priority communities.

ACTIONS

Action LU 8.8 **Streetscape and Safety Improvements.** 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. Prioritize investments that address health disparities in equity priority communities in the annual Capital Improvement Program.

Action LU 8.9 **Equity Priority Community Mapping.** Regularly update the map identifying equity priority communities with data from CalEnviroScreen or other sources, including information from community members.

Action LU 8.10 **Equity Priority Communities Plan.** Prepare a plan for the equity priority communities that addresses the needs of each community, including health, safety, and improved circulation with community input. The plan shall seek to ensure the streets in each community are measurably safe, include ADA accessibility, and have adequate on-street parking. Changes included in the plan shall be developed and enacted with the expressed purpose of improving health, safety, and welfare of the members of each community.

Action LU 8.11 **City Services.** Work with residents in equity priority communities to improve services provided by the City or other partners related to safety, sanitation, and security in these neighborhoods.

Action LU 8.12 **Neighborhood Beautification.** Support and promote neighborhood clean-up and beautification initiatives in equity priority communities, including street tree planting and maintenance, through partnerships with neighborhood organizations.

Access to Healthy Food

POLICIES

Policy LU 8.13 **Locally Grown Food.** Increase access to fresh food by allowing and encouraging local food production, micro agriculture, edible landscapes, rooftop gardens, community gardens, and urban farms, and by distributing information about community-supported agriculture programs that provide affordable access to fresh food.

Policy LU 8.14 **Retail Food Sources.** Strive to ensure that all households in San Mateo, including those in equity priority communities, have access to retail sources of affordable healthy food, including organic options, such as full-service grocery stores, specialty food markets, farmers markets and/or community gardens, and convenience stores with fresh food options, by working to retain existing retail sources and attract new ones.

ACTIONS

Action LU 8.15 **Healthy Food Access.** Support the work of San Mateo County Health and other local partners to:

- Continue and expand the ability to use the Electronic Benefit Transfer (EBT) program at farmers' markets and other sources of healthy food.
- Implement programs to encourage markets and convenience stores to stock fresh produce and other healthy foods.
- Encourage restaurants to enlist restaurants in the CalFresh Restaurant Meals Program, which allows people at a high risk of chronic hunger to use CalFresh benefits to buy prepared meals at participating restaurants.
- Continue to provide and expand the subsidized senior lunch program at the San Mateo Senior Center and the Congregate Nutrition Program at the King Center Community Center.

Action LU 8.16 **Urban Agriculture.** Develop City regulations that encourage urban agriculture, community gardens, and farm stands, as appropriate.





COMMUNITY ENGAGEMENT

Community engagement and resident participation is a high priority for San Mateo. The Strive San Mateo General Plan 2040 aims to engage all residents and stakeholders on matters of development, growth, and public policy in ways that are inclusive, equitable, and give everyone an opportunity to participate in the process. Public engagement with disadvantaged communities can help identify programming and policy changes to allow for improvements where it is needed most. However, many members of vulnerable populations and disadvantaged communities face barriers to meaningful engagement. For example, people with disabilities may have difficulty accessing a meeting location or hearing verbal dialogue. Non-English speakers may have difficulty reading meeting notices or meeting materials in English. Low-income households may be more likely to work multiple jobs or do shift work that precludes attending evening meetings. It is important to understand the specific vulnerable populations and disadvantages faced by San Mateo residents to minimize the barriers to their participation. This General Plan takes the approach of incorporating community engagement goals, policies, and actions into all of its elements; therefore, policies and actions focused on community engagement can also be found throughout the General Plan.

GOALS, POLICIES, AND ACTIONS

GOAL LU-9 Include everyone in community development decisions for a shared, sustainable future.

POLICIES

Policy LU 9.1 **Inclusive Outreach.** Notify the community when planning and development decisions are being considered and inform community members about how they can engage in the process. Use outreach and engagement methods that encourage broad representation and are culturally sensitive, particularly for equity priority communities.

Policy LU 9.2 **Equitable Engagement.** Provide support for increased community participation in the planning and development processes, particularly in areas with language barriers or a concentration of low-income households that have been historically underrepresented and/or disproportionately impacted by traffic and municipal or industrial uses.

Policy LU 9.3 **Development Projects.** Communicate clearly how and at what stages members of the public can provide input on development projects under review and ensure public awareness of all the factors the City must consider in approving or denying a project.

Policy LU 9.4 **Applicant Communications.** Require that sponsors of new development projects, especially those that require Planning Commission and/or City Council approval, have early, frequent, and meaningful communication with affected community members and stakeholders, including members of equity priority communities.

ACTIONS

Action LU 9.5 **Community Partners.** Work with community-based organizations and community partners to engage members of equity priority communities in planning and policy decisions.

Action LU 9.6 **Community Surveys.** Periodically conduct statistically reliable community surveys, representative of the demographics of the population, to gauge community service needs, policy preferences, and effective communication methods.

Action LU 9.7 **Communications Strategy.** Develop a communications strategy that outlines goals and tactics to engage a broad cross-section of the community.

- Prepare public notices and other materials in the predominant language(s) spoken in the community and provide interpretation services at meetings as needed.
- Make public notices and other important documents available in print at local libraries, community centers, or other gathering places.
- Use culturally appropriate approaches.
- When possible, schedule and locate meetings to be convenient for community members to attend.
- Use the City's website, social media, and other communication channels to share information about how community members can participate in public meetings.
- Gather data to understand the economic, gender, age, and racial diversity of the affected population before designing communication approaches aimed at reaching the affected population.
- Provide notification and outreach for development projects using clear and easy-to-understand language to ensure all stakeholders and interested community members understand and have the ability to engage in the development review process.



CLIMATE CHANGE AND LAND USE

Climate change is driven by an increase in GHGs in Earth's atmosphere, trapping more heat near the surface and changing Earth's climate in a number of ways. These changes often include increasing the frequency and severity of natural hazards, either directly (such as causing summer temperatures to reach dangerously high levels) or indirectly (such as warm temperatures and droughts leading to more dry vegetation, increasing wildfire risks). The hazardous situations created or exacerbated by climate change may result in an increased chance of personal injury or other harm, a greater risk of damage to buildings and infrastructure, and disruption of essential services, among other hardships. San Mateo, like most communities in California, is expected to experience multiple direct impacts as a result of climate change, including potential flooding, sea level rise, wildfires, drought, extreme heat, and negative effects on public health and biodiversity.

Land use decisions and regulations can decrease GHG emissions by affecting how frequently and how far people drive (the single greatest source of GHGs in San Mateo) and how much electricity or natural gas is used in buildings. Land use decisions can also reduce the exposure of people and assets to climate change hazards by locating new development outside of hazard areas and/or designing it to withstand expected future events. This element includes policies and actions aimed at significantly reducing GHG emissions by encouraging sustainable urban design, requiring transit-oriented and mixed-use development, and reducing car dependency. It also supports San Mateo's adopted Climate Action Plan, which is the City's comprehensive strategy to reduce GHG emissions.

Most buildings, both residential and nonresidential, use electricity and natural gas to operate appliances and other pieces of equipment. While sources of electricity have become much cleaner over time and will continue to become cleaner due to State law and utility policies, the GHG emissions associated with using a unit of natural gas has remained constant, as natural gas is a fossil fuel and cannot become a cleaner energy source. To reduce GHG emissions, buildings can be "decarbonized," or constructed to be mostly electric or all electric, and existing buildings can be electrified as part of retrofit activities. Advances in electric equipment, such as those used for space heating, water heating, and cooking, can also help make building electrification easier and more cost-effective.

Both this Land Use Element and the Safety Element include policies and actions to plan ahead for future climate conditions and protect San Mateo residents from climate hazards. The Public Services and Facilities Element includes policies and actions to promote energy conservation and renewable energy.

While this General Plan includes policy guidance to help reduce GHG emissions, data about existing and projected GHG emissions in San Mateo and strategies for the reduction of GHG emissions can also be found in the City's Climate Action Plan.

GOALS, POLICIES, AND ACTIONS

GOAL LU-10 Make San Mateo strong and resilient by acting to significantly reduce greenhouse gas emissions and adapt to a changing climate.

POLICIES

Policy LU 10.1 **Effects of Climate Change.** Account for the effects of climate change in updating or amending the General Plan or Zoning Code, disaster planning efforts, City projects, infrastructure planning, future policies, and long-term strategies, as feasible. Recognize potential climate change consequences, such as sea level rise, flooding, higher groundwater, less availability of drinking water, hotter temperatures, increased wildfire risk, and changing air quality. Prioritize protecting equity priority communities from the disproportionate burden of climate hazards, including against risks of displacement and challenges in rebuilding after major incidents.

Policy LU 10.2 **Decarbonized Building Stock.** Eliminate the use of fossil fuels as an energy source in all new building construction and reduce the use of fossil fuels as an energy source in the existing building stock at the time of building alteration through requirements for all-electric construction.

Policy LU 10.3 **Sustainable Improvements.** Ensure that all improvements to existing structures are developed or remodeled in a sustainable and resilient manner.

ACTIONS

Action LU 10.4 **Climate Action Plan Implementation.** Implement the greenhouse gas reduction strategies to meet the City's Climate Action Plan emission-reduction goals.

Action LU 10.5 **Climate Action Plan Monitoring.** Monitor and report progress on the implementation of the City's Climate Action Plan on an annual basis. Regularly review new opportunities and approaches to reduce emissions consistent with the Climate Action Plan's goals.

Action LU 10.6 **Greenhouse Gas Inventory.** Every five years, prepare an updated greenhouse gas emissions inventory consistent with the Climate Action Plan.

Action LU 10.7 **Engage the Public in the Climate Action Plan.** Provide public information to educate residents and businesses on the Climate Action Plan and to spark behavioral changes in individual energy and water consumption, transportation mode choices, and waste reduction.

Action LU 10.8 **Building Decarbonization.** Evaluate and adopt reach codes and other policies to decarbonize the building stock.

Action LU 10.9 **Resilience of Critical Facilities and Public Infrastructure.** Identify critical facilities and public infrastructure in areas vulnerable to climate change hazards, and work to site, design, and upgrade these facilities with consideration for future increases in severity that may occur over the anticipated life of the development. In cases where facilities cannot be sustainably maintained, evaluate the costs and benefits of relocation. Where facilities can be safely sited for the near term, but future impacts are likely, prepare an adaptive management plan detailing steps for maintenance, retrofitting, and/or relocation.

Action LU 10.10 **Clean Fuel Infrastructure.** Support efforts to build electric vehicle charging stations and clean fuel stations in San Mateo, including hydrogen and sustainably sourced biofuels, as supported by market conditions.



A SUSTAINABLE ECONOMY

The City's fiscal health and livability depend on maintaining a diverse community of businesses that are supported by residents, visitors, and workers. High-quality public services, reliable infrastructure, and local quality of life are critical to attracting, retaining, and growing local businesses. In addition to providing land where businesses can locate and expand, the City plays a key role in building, maintaining, and/or coordinating infrastructure to support businesses, including roadways, water and sewer services, solid waste disposal, and energy and telecommunications systems. The financial resources to address these needs require that the City maintain a healthy and fiscally sustainable budget. This, in turn, depends on cultivating a diverse tax base that includes a broad mix of businesses and balances the need for both housing and job-generating land uses.

The economic success of regional industry clusters, such as technology, life science, and entertainment has generated a concentration of jobs on the Peninsula. As a result, demand for housing from workers moving to the area for job opportunities has increased at a much higher rate than housing production. Limited housing production in the Bay Area region has created a housing shortage, which has in turn led to rising costs and other housing challenges, such as overcrowding and displacement.

A sustainable economy in 2040 will harness the strength of the regional job market to create quality jobs, support the growth of local businesses, and provide local housing opportunities for residents and workers at all income levels. An important component of a sustainable economy includes balancing job growth with housing development to ensure that all workers have an opportunity to live in proximity to their job. There is also a need to support local workers and the local economy by encouraging local hires, living wages, and training for workers, such as an apprenticeship program. The City currently charges a Commercial Linkage Fee for new job-generating construction like offices, hotels, medical buildings, retail, and restaurants to support the creation or preservation of affordable housing to assist lower- and moderate-wage workers who cannot afford the current housing market prices.

During the development of the Strive San Mateo General Plan 2040, the City completed a comprehensive update to the Housing Element. Please refer to the Housing Element for programs aimed at supporting households facing housing challenges, such as overcrowding and potential displacement. The Housing Element also encourages housing for all income groups.

GOALS, POLICIES, AND ACTIONS

GOAL LU-11 Cultivate a diverse, thriving, inclusive, and green economy.

POLICIES

Policy LU 11.1 **Economic Development.** Prioritize the retention and expansion of existing businesses and attract new businesses that strengthen and diversify the City's economic base.

Policy LU 11.2 **Local Employment.** Encourage a diverse mix of uses that provide opportunities for employment of residents of all skill and education levels.

Policy LU 11.3 **Local Hiring and a Living Wage.** Encourage developers and contractors doing work in the city to evaluate hiring local labor from the Bay Area region and providing living wages.

Policy LU 11.4 **Diverse Economic Base.** Strive to maintain a reasonable similarity between potential job generation and the local job market by maintaining a diverse economic base.

Policy LU 11.5 **Jobs to Housing Balance.** Strive to maintain a reasonable balance between income levels, housing types, and housing costs within the city. In future area-wide planning efforts, rather than with individual projects, recognize the importance of matching housing choice and affordability with job generation in the city, through an emphasis on the jobs-housing balance.

Policy LU 11.6 **Job Training Programs.** Collaborate with educational services, nonprofits, labor, and businesses to provide job training programs that meet the needs of businesses and industries. Help connect local businesses with programs, organizations, or educational institutions, such as NOVAworks, College of San Mateo, the San Mateo County Community College District, San Mateo Union High School District, and Small Business Development Centers.

Policy LU 11.7 **Apprenticeship Programs.** Encourage employers within San Mateo, especially building and construction companies, to evaluate hiring from or contributing to apprenticeship training programs that provide on-the-job training and are certified by the State's Division of Apprenticeship Standards (DAS).

Policy LU 11.8 **State-of-the-Art Telecommunications.** Support the development of telecommunications policies and infrastructure, including public Wi-Fi, to meet the needs of local businesses and residents and support remote work.

ACTIONS

Action LU 11.9 **Quality Local Jobs.** 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.

Action LU 11.10 **Small Business Support.** 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 11.11 **Commercial Displacement.** Provide proactive support to local businesses affected by construction and redevelopment by communicating with business owners well in advance of construction and assisting in identifying potential locations for temporary relocation. Encourage and support the retention of existing businesses in new or renovated spaces that are a part of redevelopment projects.

Action LU 11.12 **First Source Hiring.** Explore the feasibility of establishing a First Source Hiring Program that encourages developers and contractors to make best efforts to hire new employees, workers, and subcontractors that are based in San Mateo County, and to partner with organizations that offer job training programs, such as the San Mateo County Community College District and San Mateo Union High School District.

Action LU 11.13 **Living Wage Incentives.** Maintain provisions in the Affordable Housing Commercial Linkage Fee that offer fee reductions to developers who voluntarily enter into Area Standard Wage Participation Agreements with the City.

GOAL LU-12 Create financial stability for the City by maintaining its ability to pay for public improvements, core infrastructure, and essential services.

POLICIES

Policy LU 12.1 **Revenue Generators.** Retain and grow existing businesses and attract new businesses that can generate and diversify the City's tax revenue, including from transient occupancy tax and other sources, and increase job opportunities to ensure the City has adequate resources for infrastructure improvements and essential City services, such as police, fire, parks, recreation, and libraries.

Policy LU 12.2 **Commercial Linkage Fee.** Maintain the City's Affordable Housing Commercial Linkage Fee assessed to new nonresidential construction that recognizes the connection between increased workers in San Mateo and increased demand for housing at all levels. 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.

ACTION

Action LU 12.3 **Fiscal Neutrality.** Study the feasibility and potential impacts of adopting a Fiscal Neutrality Policy that would require new development to offset any difference between future tax revenue and the cost of City services to that development. The policy should also consider the City's goals to provide for a diverse range of housing that is affordable to all members of the community.

DEVELOPMENT REVIEW



New development projects in San Mateo go through a planning review process to ensure that all applicable City standards and requirements are addressed. Most development projects require a Planning Application, which is a written request for approval of a project before a building permit application can be submitted. Before a formal Planning Application, applicants usually meet with staff in the Community Development Department to discuss the scope of the project, application requirements, and applicable codes and policies. Most projects also require community outreach and engagement, usually in the form of mailed notification and a neighborhood meeting, prior to a Planning Application submittal to collect early input from residents. Larger projects can also include a Planning Commission study session. These early steps help to ensure success when a project's formal Planning Application is submitted.

Once the Community Development Department receives the plans and required application materials, the project is reviewed by other City departments, like Public Works, Parks and Recreation, Police, and Fire, for completeness and compliance with applicable codes, policies, and City requirements. During this time, the City also determines the scope of the environmental review, which could include an exemption, an Initial Study/Mitigated Negative Declaration, or an Environmental Impact Report, consistent with the California Environmental Quality Act (CEQA). After being deemed complete and finishing the environmental review process, City staff prepare findings and conditions of approval for the project. Depending on the size and scope of the project, and the type of approval being sought, final approval may come from the Zoning Administrator, the Planning Commission, or the City Council.

GOALS, POLICIES, AND ACTIONS

GOAL LU-13 Maintain Development Review and Building Permit processes that are comprehensive and efficient.

POLICIES

Policy LU 13.1 **Development Review Process.** Review development proposals and building permit applications in an efficient and timely manner while maintaining quality standards in accordance with City codes, policies, and regulations, and in compliance with State requirements.

Policy LU 13.2 **Public Education.** Promote public awareness of the development review and permitting process.

Policy LU 13.3 **Fee Information.** Maintain an updated schedule of fees and housing development affordability requirements, all zoning ordinances and development standards, and annual fee or finance reports on the City's website. In addition, maintain archives of impact fee nexus studies, cost of service studies, or equivalent reports for ease of information sharing with the public.

REGIONAL COOPERATION

Many issues addressed in the Strive San Mateo General Plan 2040 extend beyond the city boundaries; therefore, it is important to highlight the need for collaboration between the City and other public agencies on these issues. This General Plan encourages inter-agency cooperation and engagement by the City in current and long-range plans prepared by other regional agencies, such as Plan Bay Area. The Metropolitan Transportation Commission (MTC), in partnership with the Association of Bay Area Governments (ABAG), prepared Plan Bay Area 2050, which includes strategies that connect housing, the economy, transportation, and the environment. The vision of the plan is to ensure the Bay Area is affordable, connected, diverse, healthy, and vibrant for all by the year 2050. Plan Bay Area focuses on land use and transportation investments in Priority Development Areas, which are areas identified by local jurisdictions where housing and job growth will be concentrated close to public transit. San Mateo has identified five Priority Development Areas that are included in Plan Bay Area 2050.

GOALS, POLICIES, AND ACTIONS

GOAL LU-14 Collaborate and communicate with other public agencies regarding regional issues.

POLICIES

Policy LU 14.1 **Interagency Cooperation.** Promote and participate in cooperative planning with other public agencies and the jurisdictions within San Mateo County, such as the 21 Elements regional collaboration, regarding regional issues such as water supply, traffic congestion, rail transportation, wildfire hazards, air pollution, waste management, fire services, emergency medical services, and climate change.

Policy LU 14.2 **Public Agency Developments.** Require developments constructed by other governmental agencies to conform to the City's General Plan, Zoning Ordinance, and other development regulations, to the extent possible.

Policy LU 14.3 **Plan Bay Area.** Remain engaged in current and future long-range plans prepared by Metropolitan Transportation Commission (MTC), Association of Bay Area Governments (ABAG), and other regional organizations to influence and be aware of projected growth assumptions for San Mateo and regional priorities for transportation, infrastructure, and the economy that could affect the city.

Policy LU 14.4 **Priority Development Areas.** Support the strategies outlined in Plan Bay Area 2050, especially within City-identified Priority Development Areas.



GENERAL PLAN MAINTENANCE

Long-range planning in San Mateo does not end with the adoption of the Strive San Mateo General Plan 2040. To achieve the community's vision, decisions about development projects, capital improvements, specific plans, and other plans and policies affecting land use, transportation, and the physical environment will need to be consistent with this General Plan.

GOALS, POLICIES, AND ACTIONS

GOAL LU-15 Ensure that the City's General Plan is consistent with State law, legally adequate, and up to date.

POLICIES

Policy LU 15.1 **General Plan Amendments.** Amendments to the General Plan shall be considered as needed. Revisions to the General Plan may be needed to ensure that elements remain consistent with each other and in compliance with State law.

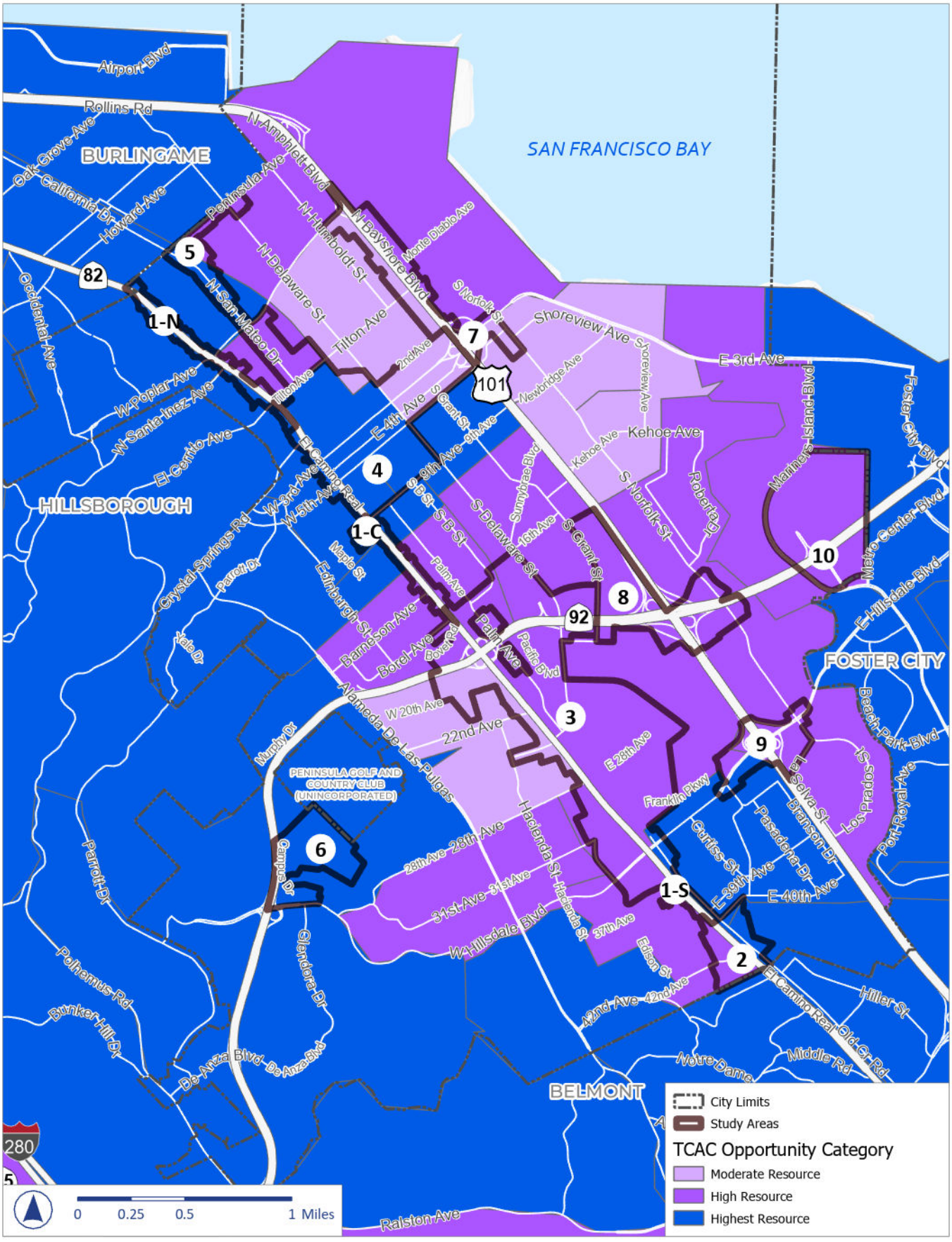
Policy LU 15.2 **Specific and Master Plans.** All adopted plans, including transportation plans, Specific Plans, and Master Plans, shall be consistent with this General Plan.

ACTIONS

Action LU 15.3 **Annual General Plan Progress Report.** Submit an Annual Progress Report on the status of the General Plan implementation to the City Council and to the Office of Planning and Research by April 1 of each year, per Government Code Section 65400. The Annual Progress Report should also include population projection information.

Action LU 15.4 **Specific Plans and Master Plans.** Review all adopted Specific Plans and Master Plans and determine if updates are needed for consistency with this General Plan or if any out-of-date plans should be retired.

General Plan 2040 Study Areas



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CITY OF SAN MATEO
ORDINANCE NO. 2025-03

Amending Several Chapters of Title 27, Zoning, of the San Mateo Municipal Code to Implement the 2023-2031 San Mateo Housing Element (Sixth Housing Cycle)

WHEREAS, the State Housing Element Law (Government Code Section 65580 et seq.) requires that the City Council adopt a Housing Element for the 2023-2031 period to accommodate the City of San Mateo ("City") regional housing need allocation (RHNA) of 7,015 housing units; and

WHEREAS, on May 20, 2024, the City Council adopted a resolution to adopt the revised Housing Element of the General Plan for the period of 2023-2031 (Housing Element); and

WHEREAS, under Housing Element Goal 1 – Production and the Policies H1.7, H1.13, H1.14, H1.15, and H1.16, the City commits to reviewing and amending the City's Zoning Code to increase affordable housing production, update standards to support housing production, and address special needs groups and supportive housing requirements; and

WHEREAS, under Housing Element Goal 3 – Protection, the City commits to facilitating and supporting protection of current residents to prevent displacement. Policy H3.7 requires the City to evaluate opportunities for expanding homeless shelters; and

WHEREAS, the Environmental Impact Report (EIR) for the San Mateo General Plan 2040 analyzed new residential development of up to 19,764 new housing units and growth around the City through 2040; and

WHEREAS, on March 18, 2024, at a duly noticed public hearing, the City Council certified the EIR for the San Mateo General Plan 2040, pursuant to the California Environmental Quality Act of 1970, together with related State implementation guidelines promulgated thereunder (CEQA); and

WHEREAS, on February 11, 2025, the Planning Commission held a duly noticed public hearing, received all written and oral public comments, and recommended that the City Council approve the proposed ordinance to amend several Chapters of Title 27, Zoning, of the San Mateo Municipal Code to Implement the 2023-2031 San Mateo Housing Element (Sixth Housing Cycle), except for the 50-unit threshold for Zoning Administrator approval of housing development projects consistent with the City's Objective Design Standards, where the Commission instead recommended a threshold of 150 units, or, in the alternative, no threshold at all for such projects.

NOW, THEREFORE, THE COUNCIL OF THE CITY OF SAN MATEO ORDAINS AS FOLLOWS:

Section 1. Legislative Findings. At a duly noticed public hearing on March 17, 2025, the City Council of the City of San Mateo reviewed and considered the accompanying staff report and attachments thereto, the exemption from environmental review, together with comments received during the public review process, and hereby finds and determines that the proposed ordinance is consistent with the adopted General Plan in that it supports the development of housing and achieves the General Plan's stated goals and policies.

Section 2. Section 27.04.130 of the San Mateo Municipal Code is amended as follows:

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27.04.130 COMMUNITY CARE FACILITY.

A "community care facility" means any place or building which is maintained and operated to provide 24-hour non-medical residential care, or day care services for children, adults, or both, limited to the following:

(a) Residential Care Facility. A residential care facility means a family home, group home, residential care facility for the elderly, foster home, intermediate care facility or similar facility, for 24-hour non-medical care of persons in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual;

(b) Day Care Center. A day care facility means any facility which provides non-medical care to persons (adults and/or children) in need of personal services, supervision, or assistance essential for sustaining the activities of daily living or for the protection of the individual on less than a 24-hour basis;

(c) Family Day Care Home. A family day care home means a facility which provides care, protection, and supervision of no more than 14 children in the caregiver's own home, for periods of less than 24 hours per day, while the parents or guardians are away.

Section 3. Section 27.04.165 of the San Mateo Municipal Code is amended as follows:

27.04.165 DWELLING.

"Dwelling" means a building or portion thereof, designed or used exclusively for residential occupancy, including a one-family dwelling unit, an accessory dwelling unit, a junior accessory dwelling unit, a two-family dwelling unit, a multiple-family dwelling unit, or a single room occupancy but does not include a hotel, motel, boarding or lodging houses or other lodging facilities, or a vessel or boat, or a house trailer.

(a) "Accessory dwelling unit" means an attached or detached residential dwelling unit which provides complete independent living facilities for one or more persons, is accessory to the primary residential dwelling unit or units, and includes permanent provisions for living, sleeping, eating, cooking facilities and sanitation on the same parcel as the primary residential dwelling unit.

(b) "Studio unit" means a dwelling unit consisting of one principal room used for living and sleeping purposes, plus cooking facilities, and a bathroom.

(c) "Junior accessory dwelling unit" means an additional, independent living unit constructed within the walls of a proposed or legally existing single-family residence, including attached garages.

(d) "Multiple-family dwelling" means a building or portion thereof, designed or altered for occupancy by three or more families living independently of each other.

(e) "One-family dwelling" means a building containing one cooking facility only and designed exclusively for use and occupancy by one family, including the provision of interior access to all bedrooms, and may include a junior accessory dwelling unit within the principal dwelling.

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(f) "Primary residential dwelling unit" means a building or separate portion thereof designated and/or customarily used as a residence by not more than one family and typically situated on a parcel or lot on which no other primary dwelling is located. Each dwelling unit within a multiple-family or two-family dwelling is also considered a primary residential dwelling unit (does not apply to junior accessories dwelling units or attached accessory dwelling units). The primary residential dwelling unit shall be larger, in terms of floor area, than any other residential unit situated on the same parcel or lot.

(g) "Single Room Occupancy" (SRO) means housing composed of individual efficiency dwelling units, where each unit has a minimum floor area of 150 square feet and a maximum size of 500 square feet. To qualify as an SRO development, no more than 10% of the units in a development may contain individual kitchens and bathrooms. Any unit not developed with an individual kitchen or bathroom must have access to common areas containing kitchen and bathroom facilities. SROs must be leased for a minimum of 30 consecutive days and also include apartment hotels. SROs are not required to provide any residential care or supportive services.

(h) "Two-family dwelling" means a building(s) designed or altered to provide attached (duplex) or detached dwelling units for occupancy by two families living independently of each other.

Section 4. Section 27.04.170 of the San Mateo Municipal Code is amended as follows:

27.04.170 DWELLING UNIT

"Dwelling unit" means one or more rooms in a structure which are arranged or designed for use by one family, which includes provisions for living, sleeping, eating, cooking and sanitation, and if located on multiple levels/stories, the unit provides interior connections from a common living area (including but not limited to a living room, family room, dining room, kitchen, or other common living areas as determined by the Zoning Administrator).

Section 5. Section 27.04.177 of the San Mateo Municipal Code is amended as follows:

27.04.177 EMERGENCY SHELTER.

"Emergency shelter" means overnight emergency housing typically operated by a governmental or nonprofit agency. It serves as the principal shelter of the inhabitants for a temporary period and may include services like food, sanitation, laundry, health and childcare, transportation, and social services. Emergency shelters include other interim interventions, including, but not limited to, a navigation center, bridge housing, and respite or recuperative care.

Emergency shelters are subject to the following: (a) The shelter must maintain a documented management plan that outlines strategies for staff training, community outreach, security measures, resident intake, and, when relevant, programs like job training or counseling; (b) each emergency shelter is restricted to a maximum of one hundred (100) beds, serving no more than one hundred (100) people at one time; (c) individuals or families may reside at the shelter for up to 180 days consecutively, except when longer stays are part of ongoing training or rehabilitation efforts outlined in the management plan; (d) the shelter may provide

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one or more common facilities, such as central cooking and dining rooms, recreation rooms, counseling centers, childcare centers, or other support services, exclusively for residents; (e) the shelter must have designated staff on-premises during all operational hours;(f) no more than one (1) emergency shelter shall be allowed within a radius of three hundred (300) feet from another such facility, measured from the nearest property lines; (g) the interior on-site waiting and intake area must be at least two hundred (200) square feet; and (h) minimum on-site parking requirement of two off-street parking spaces plus one additional off-street parking space for each 10 beds and one additional parking space per each employee on site.

Section 6. Section 27.04.222 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.222 GROUP HOME

"Group home" means a one-family dwelling providing 24-hour residential care for a wide variety of persons with special needs, including but not limited to licensed group homes, unlicensed group homes, and recovery residences or sober living homes. Residents may share cooking, dining, and living areas, and may, in some group homes, participate in cooking, housekeeping, and other communal living activities.

Section 7. Section 27.04.250 of the San Mateo Municipal Code is repealed.

Section 8. Section 27.04.306 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.306 LOW-BARRIER NAVIGATION CENTER

"Low-barrier navigation center" means a temporary shelter that provides services for individuals experiencing homelessness, as defined by California Government Code Section 65660. Low-barrier navigation centers are subject to the following: (a) It offers services to connect people to permanent housing through a services plan that identifies services staffing; (b) It is linked to a coordinated entry system, so that staff in the interim facility or staff who co-locate in the facility may conduct assessments and provide services to connect people to permanent housing. "Coordinated entry system" means a centralized or coordinated assessment system developed pursuant to Section 576.400(d) or Section 578.7(a)(8), as applicable, of Title 24 of the Code of Federal Regulations, as those sections read on January 1, 2020, and any related requirements, designed to coordinate program participant intake, assessment, and referrals; (c) It complies with Welfare and Institutions Code Section 8255 et seq; and (d) It has a system for entering information regarding client stays, client demographics, client income, and exit destination through the local Homeless Management Information System, as defined by Section 578.3 of Title 24 of the Code of Federal Regulations.

Section 9. Section 27.04.308 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.308 MANUFACTURED HOME

(a) "Manufactured home" shall mean a structure, transportable in one or more sections, which, in the traveling mode, is eight body feet or more in width, or forty (40) feet or more in length, or when erected on site, is 320 or more square feet, and which is built on a permanent chassis and designed to be used as a dwelling installed on a permanent foundation when connected to the required utilities, and the plumbing, heating, air

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conditioning, and electrical systems are contained within the structure. "Manufactured home" shall also include any structure which meets all the requirements of this subsection except the size requirements and to which the manufacturer voluntarily has filed a certification and complies with the standards established by the Health and Safety Code. "Manufactured home" shall also include a mobilehome subject to the National Manufactured Housing Construction and Safety Act of 1974. "Manufactured home" shall include only those structures that contain two or less dwelling units, and that conform to the applicable requirements of the laws of the State of California or United States.

Section 10. Section 27.04.313.1 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.313.1 MOBILEHOME PARK

"Mobilehome park" means any area or tract of land where two or more lots are rented or leased, held out for rent or lease, or were formerly held out for rent or lease and later converted to a subdivision, cooperative, condominium, or other form of resident ownership, to accommodate manufactured homes, mobilehomes, or recreational vehicles used for human habitation as defined in Section 18214 of the Health and Safety Code, as amended from time to time. The rent paid for a manufactured home, a mobilehome, or a recreational vehicle shall be deemed to include rent for the lot it occupies. "Mobilehome park" also means a mobilehome development constructed according to the requirements of Part 2.1 (commencing with Section 18200) of Division 13 of the Health and Safety Code, and intended for use and sale as a mobilehome condominium or cooperative park, or as a mobilehome planned unit development.

Section 11. Section 27.04.203 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.203 FOUNDATION

"Permanent foundation" shall mean assembly of materials constructed below, or partially below grade, not intended to be removed from its installation site, which is designed to support a manufactured home structure and engineered to resist the imposition of external natural forces, as defined by the Health and Safety Code or the Building Code, whichever is more restrictive.

Section 12. Section 27.04.467 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.467 SUPPORTIVE HOUSING

(a) "Supportive Housing" means housing with no limit on length of stay, that is occupied by the target population, and that is linked to onsite or offsite services that assist the supportive housing resident in retaining the housing, improving their health status, and maximizing their ability to live and, when possible, work in the community. Supportive housing shall only be subject to those restrictions that apply to other residential dwellings of the same type in the same zone

(b) "Target Population" means persons, including persons with disabilities, and families who are "homeless," as that term is defined by Section 11302 of Title 42 of the United States Code, or who are

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"homeless youth," as that term is defined by paragraph (2) of subdivision (e) of Section 12957 of the Government Code as may be amended from time to time.

Section 13. Section 27.04.486 of the San Mateo Municipal Code is added to Chapter 27.04 as follows:

27.04.486 TRANSITIONAL HOUSING

"Transitional housing" and "transitional housing development" means buildings configured as rental housing developments but operated under program requirements that call for the termination of assistance and recirculation of the assisted unit to another eligible program recipient at some predetermined future point in time, which shall be no less than six months. Transitional housing shall only be subject to those restrictions that apply to other residential dwellings of the same type in the same zone.

Section 14. Subsection (h)(1)(A) of Section 27.06.020 of the San Mateo Municipal Code is amended as follows:

27.06.020 ZONING ADMINISTRATOR - POWERS AND DUTIES.

The Zoning Administrator shall enforce the provisions of this Title, and shall:

(h) Have the authority to review and approve, conditionally approve, or disapprove the following types of projects, provided that the projects do not result in any significant impacts pursuant to the California Environmental Quality Act (CEQA), subject to public notice and to appeal of the final action to the Planning Commission:

(1) Site plan and architectural review for projects that incorporate:

(A) Up to ninety-nine (99) residential dwelling units that meet objective design standards as adopted by resolution of the City Council; or

Section 15. Subsection (a)(3)(A) of Section 27.06.040 of the San Mateo Municipal Code is amended as follows:

27.06.040 PLANNING COMMISSION—JURISDICTION.

(a) The Commission shall review and take final action, subject to appeal to the Council, upon all applications for:

(3) Site plan and architectural review for projects that incorporate:

(A) One hundred (100) or more residential dwelling units that meet objective design standards as adopted by resolution of the City Council; or

Section 16. Chapter 27.17 of the San Mateo Municipal Code is repealed.

Section 17. Section 27.18.020 of the San Mateo Municipal Code is amended as follows:

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27.18.020 PERMITTED USES.

The following uses are permitted:

(a) One-family detached dwellings, including manufactured homes on permanent foundations;

(b) Accessory dwelling units and junior accessory dwelling units subject to the provisions of Chapter 27.19;

(c) Accessory uses and structures;

(d) Detached accessory structures containing no more than two (2) plumbing fixtures or waste lines;

(e) Home occupations, subject to provisions of Section 27.16.040;

(f) Community care facilities as follows:

(1) Unlicensed group homes subject to the objective development standards that apply to other residential uses of the same type in the same zone;

(2) Licensed residential care facilities including group homes with six (6) or fewer residents, in addition to the caregiver's family, subject to the objective development standards that apply to other residential uses of the same type in the same zone. Certain licensed group homes shall be subject to separation requirements pursuant to Health and Safety Code Section 1267.9, as amended from time to time; and

(3) Family day care for fourteen (14) or fewer occupants, in addition to the caregiver's family, when managed in the caregiver's residence and in accordance with State law.

(g) Temporary buildings for construction purposes for a period not to exceed the duration of such construction;

(h) Transitional housing and supportive housing subject to the objective development standards that apply to other residential uses of the same type in the same zone.

Section 18. Section 27.18.030 of the San Mateo Municipal Code is amended as follows:

27.18.030 SPECIAL USES.

The following uses may also be allowed if a special use permit is approved:

(a) Detached accessory structures, other than accessory dwelling units, containing more than two (2) plumbing fixtures or waste lines;

(b) Swimming pools, hot tubs and spas located in required front yard or street side yard;

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(c) Cemeteries, mausoleums, and columbaria, subject to the provisions of the Section 27.18.120;

(d) Churches, convents, parish houses, and monasteries, including as a permitted accessory use emergency shelters subject to the requirements in a residential zone;

(e) Community services including but not limited to libraries, parks, playgrounds, and community centers;

(f) Group homes that provide licensed services to seven (7) or more residents without disabilities, in addition to the caregiver's family, subject to the objective development standards that apply to other residential uses of the same type in the same zone. Certain licensed group homes shall be subject to separation requirements pursuant to Health and Safety Code Section 1267.9;

(g) Public and private educational facilities;

(h) Day care centers when located within a public or quasi-public structure such as a school, recreation center, church, temple or similar facility;

(i) Philanthropic and eleemosynary uses;

(j) Public utility facilities; and

(k) Temporary real estate sales offices for a period not to exceed the duration of the construction and sale of homes within the subdivision wherein the sales office is to be located.

Section 19. Section 27.20.010 of the San Mateo Municipal Code is amended as follows:

27.20.010 PERMITTED USES.

No building or land in the R2 district shall be used and no building shall be hereafter erected, structurally altered or enlarged, unless otherwise provided in this title, except for the following:

(a) Any use permitted in the R1 districts, subject to the same regulations and exceptions;

(b) Two family dwellings;

(c) Accessory uses which are necessary to the above-mentioned buildings and uses.

Section 20. Section 27.20.020 of the San Mateo Municipal Code is amended as follows:

27.20.020 SPECIAL USES.

(a) Special uses in the R2 districts shall be any special uses permitted in the R1 district, subject to the same regulations and exceptions;

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(b) Mobilehome parks.

Section 21. Section 27.22.010 of the San Mateo Municipal Code is amended as follows:

27.22.010 PERMITTED USES.

Use of buildings or land in this district and buildings hereafter erected, structurally altered or enlarged, shall be limited to the following:

(a) Any use permitted in the R1 and R2 districts;

(b) Multiple family dwellings, as defined in this title;

(c) One family row dwellings, as defined in this title;

(d) Supportive housing in compliance with Government Code Sections 65650 - 65656, shall be considered a use by-right use. “Use by right” shall have the same meaning as defined in Government Code Section 65583.2(i). Supportive housing shall also be in compliance with Section 27.94.020 By-Right Residential Use Requirements and subject only to those objective development standards and policies that apply to other multifamily development within the same zone.

(e) Accessory uses which are necessary to the above-mentioned buildings and uses.

Section 22. Section 27.22.020 of the San Mateo Municipal Code is amended as follows:

27.22.020 SPECIAL USES.

Unless otherwise provided, the following uses may be allowed if a special use permit is approved:

(a) Any special use permitted in the R1 and R2 districts;

(b) Bed and breakfast inns;

(c) Boarding and lodging houses with a five (5) resident limitation;

(d) Residential care facility (excluding group homes) with seven (7) or more residents in addition to the caregiver. Certain licensed care facilities shall be subject to separation requirements pursuant to Health and Safety Code Section 1267.9;

(e) Day care centers.

Section 23. Section 27.24.010 of the San Mateo Municipal Code is amended as follows:

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27.24.010 PERMITTED USES.

Use of buildings or land in this district and buildings hereafter erected, structurally altered or enlarged, shall be limited to the following:

(a) Any use permitted in the R1, R2, or R3 districts;

(b) Single Room Occupancy Units;

(c) Accessory uses which are necessary to the above-mentioned buildings and uses.

Section 24. Chapter 27.27 of the San Mateo Municipal Code is repealed.

Section 25. Section 27.30.010 of the San Mateo Municipal Code is amended as follows:

27.30.010 PERMITTED USES.

The following uses are permitted provided that the use limitations contained in Section 27.30.025, "Permitted and special uses—Twenty-Fifth Avenue Improvement Area," shall apply to properties in the Twenty-Fifth Avenue Improvement Area and the use limitations contained in Section 27.30.027, "Permitted and special uses—Hillsdale Station Area Plan Active Zone," shall apply to properties in the Hillsdale Station Area Plan Active Zone:

(a) Animal grooming, provided no overnight boarding occurs on the site;

(b) Bakeries;

(c) Barber shops and hair salons;

(d) Delicatessens;

(e) Dry cleaners, with customer service areas;

(f) Financial institutions, provided the ground floor area devoted to this use does not exceed 2,500 square feet per establishment;

(g) Health studios and spas;

(h) Laundromats;

(i) Libraries;

(j) Low Barrier Navigation Center above the ground floor in compliance with Government Code Sections 65660-65668 shall be considered a use by-right. “Use by right” shall have the same meaning as defined in subdivision (i) of Section 65583.2. Supportive housing shall also be in compliance with Section 27.94.020 By-

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Right Residential Use Requirements and subject only to those objective development standards and policies that apply to other multifamily development within the same zone.

(k) Newspaper publishing;

(l) Offices, provided the ground floor area devoted to this use does not exceed 2,500 square feet per establishment;

(m) Photo processing;

(n) Picture framing;

(o) Real estate establishments;

(p) Residential units above the ground floor, subject to R3 district "Minimum Development Standards" in Section 27.22.040 and affordable housing requirements as adopted by City Council resolution, unless otherwise specified in Chapter 27.29;

(q) Restaurants and accessory outdoor dining areas, without drive-through facilities;

(r) Retail uses, such as, but not limited to, the following uses, subject to a maximum of 15,000 square feet of floor area per establishment except for supermarkets and drug stores:

(1) Antique shops,

(2) Apparel sales, tailoring and repair stores,

(3) Drug stores,

(4) Hardware and garden supply stores,

(5) Household furnishings,

(6) Pet shops,

(7) Supermarkets and grocery stores;

(s) Reverse vending machines, subject to regulations established in Chapter 27.69;

(t) Schools and day care facilities;

(u) Travel agencies;

(v) Accessory uses to principle uses permitted; and

(w) Other compatible uses as determined by the zoning administrator.

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Section 26. Section 27.30.020 of the San Mateo Municipal Code is amended as follows:

27.30.020 SPECIAL USES.

The following uses may also be permitted subject to approval of a special use permit, provided that the use limitations contained in Section 27.30.025, "Permitted and special uses—Twenty-Fifth Avenue Improvement Area," shall apply to properties in the Twenty-Fifth Avenue improvement Area and the use limitations contained in Section 27.30.027, "Permitted and special uses—Hillsdale Station Area Plan Active Zone," shall apply to properties in the Hillsdale Station Area Plan Active Zone:

(a) Accessory buildings containing plumbing;

(b) Alternative financial services subject to the following requirements:

(1) A maximum of four alternative financial services may be located in the City of San Mateo.

(2) No alternative financial service may be located within a radius of 1,000 feet from the nearest existing alternative financial service.

(3) Any alternative financial service seeking to begin operations after the effective date of the ordinance codified in this section shall meet the following minimum standards of performance, which shall be included as conditions of approval for such uses:

(A) A lighting plan shall be reviewed and approved by the Police Department and the Building Division for conformance with the City's security ordinance prior to the issuance of building permits.

(B) Storefronts shall have glass or transparent glazing in the windows and doors. No more than 10% of any window or door area shall be covered by signs, banners, or opaque coverings of any kind.

(C) Hours of operation shall be limited to 7:00 a.m. to 7:00 p.m.

(D) At least one uniformed security guard will be on duty at all times the business is open. The security guard shall patrol the interior and all exterior portions of the property under the control of the owner or operator of the alternative financial service, including, but not limited to, parking lots and any open public spaces such as lobbies.

(c) Automobile gasoline service stations;

(d) Boarding, lodging, or rooming houses;

(e) Community care facilities serving seven or more persons in addition to the caregiver. Certain licensed care facilities shall be subject to separation requirements pursuant to Health and Safety Code Section 1267.9 ;

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(f) Convalescent homes, rest homes, nursing homes, limited to the housing of not more than six persons in addition to the owner or manager, and family;

(g) Drive-through facilities for financial institutions and for pharmacies dispensing only prescriptions or medicinal goods at the drive-through facility. Drive-through facilities for pharmacies shall be subject to the parking requirements for financial institution drive-through uses, as enumerated in Section 27.64.160(7)(a).

(h) Fast food establishments without drive-through facilities;

(i) Financial institutions, exceeding 2,500 square feet of ground floor area per establishment up to a maximum of 15,000 square feet of floor area;

(j) Offices exceeding 2,500 square feet of ground floor area per establishment up to a maximum of 15,000 square feet of floor area;

(k) Parking facilities, as a principal use;

(l) Public utility and public service uses;

(m) Recreational vehicle storage, subject to regulations established in Section 27.64.267, and only on those parcels designated for such use in Section 27.60.180;

(n) Recycling facilities subject to regulations established in Chapter 27.69;

(o) Religious institutions;

(p) Businesses selling or renting firearms as defined by Penal Code Section 12001(b); and

(q) Other compatible uses as determined by the zoning administrator subject to the granting of a special use permit.

Section 27. Section 27.32.010 of the San Mateo Municipal Code is amended as follows:

27.32.010 PERMITTED USES.

The following uses are permitted:

(a) Permitted uses in the C1 district;

(b) Art galleries;

(c) Automotive accessory stores, excluding on-site service and repair of vehicles;

(d) Boarding, lodging, or rooming houses;

(e) Catering services;

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(f) Hotels and motels, including restaurant and meeting rooms;

(g) Laundries;

(h) Medical and dental clinics, including laboratories;

(i) Offices;

(j) Parking facilities;

(k) Printing, lithographing, or publishing establishments for newspaper, business cards, and other similar uses;

(l) Radio and television broadcasting stations;

(m) Reproduction services;

(n) Residential units, subject to R4 district "Minimum Development Standards" in Section 27.24.040 and affordable housing requirements as adopted by City Council resolution, except as otherwise specified in Chapter 27.29;

(o) Retail uses, including incidental rental and repair;

(p) Emergency Shelters ;

(q) Accessory uses to principle uses permitted; and

(r) Other compatible uses as determined by the zoning administrator.

Section 28. Section 27.32.020 of the San Mateo Municipal Code is amended as follows:

27.32.020 SPECIAL USES.

The following uses may also be permitted, subject to approval of a special use permit:

(a) Special uses permitted in the residential and C1 districts, except increases in floor area ratios;

(b) Clubs, lodges, and fraternal organizations;

(c) Commercial recreation uses;

(d) Hospitals;

(e) Mortuaries;

(f) Public transportation facilities and terminals; and other similar uses;

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(g) Recreational vehicle storage, subject to the provisions of Section 27.64.267 of this Title;

(h) Theaters, excluding drive-in theaters; and

(i) Other compatible uses as determined by the zoning administrator subject to the granting of a special permit.

Section 29. Section 27.34.010 of the San Mateo Municipal Code is amended as follows:

27.34.010 PERMITTED USES.

The following uses are permitted:

(a) Permitted uses in the C1 and C2 districts provided that residential uses are subject to R4 district "Minimum Development Standards" in Chapter 27.24 and affordable housing requirements as adopted by City Council resolution, except as otherwise specified in Chapter 27.29;

(b) Ambulance service;

(c) Automobile, boat, and truck sales and rental, including service and repair as accessory to the primary sales use, sales may occur on open lot;

(d) Automobile service, parts, and repairs, classified as minor motor vehicle repair in Section 27.04.325;

(e) Car wash and detailing facilities, may not occur on open lot;

(f) Laboratories, research, experimental, and testing, provided no production or manufacturing of products occurs on the premises;

(g) Accessory uses to principle uses permitted; and

(h) Other compatible uses as determined by the Zoning Administrator.

Section 30. Section 27.36.010 of the San Mateo Municipal Code is amended as follows:

27.36.010 PERMITTED USES.

The following uses are permitted:

(a) Permitted uses in the C1, C2, and C3 districts, except that residential uses, low barrier navigation centers, office uses on the properties along Palm Avenue between Twentieth and Twenty-fifth Avenues, and emergency shelters are prohibited;

Section 31. Section 27.38.020 of the San Mateo Municipal Code is amended as follows:

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27.38.020 PERMITTED USES.

Unless otherwise provided in this title, uses of building or land in this district and buildings hereafter erected, structurally altered or enlarged shall be limited to the following uses:

(a) Any use permitted in the C2 District, except an animal hospital and emergency shelters; provided that the use limitations contained in Section 27.38.110, Required Retail Frontage, shall apply to properties located within the required retail frontage area, as shown in the Downtown Plan.

(b) Multiple-family dwellings, when part of a mixed use development, subject to CBD residential development standards and affordable housing requirements as adopted by City Council resolution;

(c) Name plates and signs, as classified and regulated in Title 25.

Section 32. Section 27.44.020 of the San Mateo Municipal Code is amended as follows:

27.44.020 PERMITTED USES.

The following uses shall be permitted:

(a) Administrative, executive, and professional offices, provided that the professional offices are limited to those professions listed in Section 5.24.160, and including similar professional occupations, and provided that no office of a veterinarian shall include an animal hospital or kennel.

(b) Accessory uses; including, but not limited to:

(1) Sale of personal goods and services, when provided in the principal building, including, but not limited to, the following:

(A) Flower, food, and news vending;

(B) Printing and photocopying;

(C) Travel agencies;

(D) Ticket outlets;

(2) Other services which are customary appurtenant uses.

(c) Health and recreation facilities.

(d) Public utility and service uses.

(e) Financial and business offices and related facilities.

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(f) Research laboratories (experimental and testing), provided no production or manufacturing occurs, and provided that all activities conform with the performance standards established for the M1 district.

(g) Residential units, subject to R3 district "Minimum Development Standards" in Section 27.22.040 and affordable housing requirements as adopted by City Council resolution, unless otherwise specified in Chapter 27.29.

(h) Restaurants without drive-through facilities.

(i) Schools and day care facilities.

(j) Warehousing, storage, and distribution facilities as accessory uses but not exceeding 10,000 square feet per establishment or not more than 60% of gross floor area per establishment.

(k) Other compatible uses as determined by the Zoning Administrator.

Section 33. Section 27.44.030 of the San Mateo Municipal Code is amended as follows:

27.44.030 SPECIAL USES.

The following uses may also be permitted subject to approval of a special use permit:

(a) Alternative financial services, subject to the restrictions set forth in Section 27.30.020;

(b) Automobile gasoline service station;

(c) Clubs, lodges, and fraternal organizations;

(d) Hotels;

(e) Parking facilities, as a principle use;

(f) Religious institutions; and

(g) Other compatible uses as determined by the Zoning Administrator subject to the granting of a special use permit.

Section 34. Section 27.48.020 of the San Mateo Municipal Code is amended as follows:

27.48.020 PERMITTED USES.

The following uses are permitted:

(a) Permitted uses in the E1 district

Section 35. Section 27.48.030 of the San Mateo Municipal Code is amended as follows:

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27.48.030 SPECIAL USES.

Reserved.

Section 36. Section 27.60.020 of the San Mateo Municipal Code is added to Chapter 27.60 as follows:

27.060.020 DEFINITIONS

The following definitions apply to this chapter.

(a) "Farmworker housing" means an agricultural employee housing development that satisfies all of the following:

(1) The agricultural employee housing does not contain dormitory-style housing

(2) The development consists of no more than 36 units or spaces designed for use by a single family or household

(3) Except as otherwise provided in subparagraph (2), the agricultural employee housing will be maintained and operated by a qualified affordable housing organization that has been certified pursuant to Government Code Section 17030.10 or operated by a local public housing agency or a multicounty, state, or multistate agency that has been certified as a qualified affordable housing organization

(4) An affordability covenant is recorded on the property to ensure the affordability of the proposed agricultural employee housing for agricultural employees for not less than 55 years.

Section 37. Section 27.60.030 of the San Mateo Municipal Code is amended as follows:

27.60.030 PERMITTED USES.

Permitted uses shall be as follows:

(a) All uses commonly classed as agriculture, horticulture or forestry, including crop and tree farming, and nursery operation.

(b) Horse racetracks and related uses, including, but not limited to, veterinary facilities, feed storage facilities, stables, offices, restaurants, sleeping quarters, plant nurseries and equipment storage facilities.

(c) One-family detached dwelling and accessory buildings provided the property (or zoning plot) upon which the dwelling is located has as its principal use one of the agricultural uses permitted above.

(d) Accessory dwelling units, when a primary dwelling is located on the site.

(e) Parks, forest preserves and recreational areas, when publicly owned and operated.

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(f) Golf courses, regulation size, but not including "par 3" golf courses, commercially operated driving ranges or miniature golf courses; and provided, that no clubhouse or accessory building shall be located nearer than five feet to any dwelling.

(g) Signs, advertising the sale or rental of the property upon which the sign is located.

(h) Public utility facilities.

(i) Farmworker housing consisting of no more than 36 beds in group quarters or 12 units or spaces designed for use by a single family or household.

Section 38. Section 27.60.040 of the San Mateo Municipal Code is amended as follows:

27.60.040 SPECIAL USES.

The following uses may also be permitted if their site locations and proposed development plans are first approved, as provided for in Chapters 27.06 through 27.12, 27.62, 27.74, 27.78 and 27.80:

(a) Mining, dredging, loading, and hauling of sand, shells, salt, dirt, gravel or other aggregate, but not including equipment, buildings or structures for screening, refining, crushing, mixing, washing or storage.

(b) Railroad Rights-of-Way and Trackage. Airports or aircraft landing fields. Radio and television towers, commercial.

(c) Filling of lowland with noncombustible material free from refuse and food wastes.

(d) Sanitary land fill, when operated or supervised by the City.

(e) Kennels, commercial, and animal hospitals.

(f) Public service uses:

(g) Filtration plant, pumping station, and water reservoir;

(h) Sewage treatment plant;

(i) Other governmental uses.

(j) Temporary farmworker housing consisting of more than 36 beds in group quarters or more than 12 units or spaces designed for use by a single family or household.

Section 39. Section 27.60.050 of the San Mateo Municipal Code is amended as follows:

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27.60.050 CONDITIONS OF USE.

No horses, cattle, or other domestic animals shall be bred, raised, or maintained within 500 feet of any residential district as established in this zoning title.

Section 40. Section 27.60.090 of the San Mateo Municipal Code is amended as follows

27.60.090 SPECIAL USES.

The following uses may also be allowed if a special use permit is approved:

(a) Detached accessory structures, containing more than two plumbing fixtures or waste lines;

(b) Swimming pools, hot tubs and spas located in required front yard or street side yard;

(c) Cemeteries and mausoleums;

(d) Churches, convents, parish houses, and monasteries;

(e) Community services, including, but not limited to, libraries, parks, playgrounds, and community centers;

(f) Public and private educational facilities;

(g) Day care centers serving more than six persons or family day care centers serving more than 14 children;

(h) Philanthropic and eleemosynary uses;

(i) Public utility facilities; and

(j) Temporary real estate sales offices for a period not to exceed the duration of the construction and sale of homes within the subdivision wherein the sales office is to be located.

Section 41. Environmental Determination. In accordance with California Environmental Quality Act (CEQA) Guidelines, section 15183, this zoning amendment to establish a by-right residential overlay district and reclassify parcels with the overlay district ("project") is exempt from further environmental review because the Project which generally allows for more housing types to be permitted uses in specific zoning districts and remove regulatory barriers from the zoning code is consistent with the anticipated land uses under the land use designations for the sites adopted as part of the General Plan 2040 for which an EIR was certified by the City Council on March 18, 2024. Also, there are no specific proposed changes to residential development densities and is consistent with the development density established by the General Plan. The Project is also consistent with the implementation policies of the adopted and certified Housing Element and pursuant to certain mandates in state law. There are no project specific effects that are peculiar to the project or the sites; there are no project specific impacts that the General Plan Update EIR failed to analyze as significant effects; there are

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no potentially significant off-site and cumulative impacts that the general plan EIR failed to evaluate; and there is no substantial new information which results in more severe impacts than anticipated by the general plan EIR.

Section 42. Severability. In the event any section, clause or provision of this ordinance shall be determined invalid or unconstitutional, such section, clause or provision shall be deemed severable and all other sections or portions hereof shall remain in full force and effect.

Section 43. Publication. This Ordinance shall be published in summary in a newspaper of general circulation, posted in the City Clerk's Office, and posted on the City's website, all in accord with Section 2.15 of the City Charter.

Section 44. Legislative History and Effective Date. This ordinance was introduced on March 17, 2025, and adopted on April 7, 2025, and shall be effective 30 days after its adoption.

The foregoing Ordinance was adopted by the City Council of the City of San Mateo, State of California by the following vote:

AYES: Council Members Newsom, Loraine, Fernandez, Cwirko-Godycki and Diaz Nash

NOES: None

ABSENT: None

ATTEST:

Martin McTaggart, City Clerk

Robert Newsom Jr., Mayor

City of San Mateo Zoning Map

LEGEND

Zoning Districts

See text on map for complete Zoning District

- C1- Neighborhood Commercial
- C2- Regional/Community Commercial
- C3- Regional/Community Commercial
- C4- Service Commercial
- CBD- Central Business
- CBD/S- Central Business Support
- E1- Executive Park
- E2- Executive Offices
- M1- Manufacturing
- R1A- One Family Dwelling "A"
- R1B- One Family Dwelling "B"
- R1C- One Family Dwelling "C"
- R2- Two Family Dwellings
- R3- Multiple Family Dwellings (Med. Density)
- R4- Multiple Family Dwellings (High Density)
- R5- Multiple Family Dwellings (High Density)
- R6-D- Multiple Family Dwellings Downtown
- A- Agricultural
- OS- Open Space
- S- Shoreline
- BMSP- Bay Meadows Specific Plan
- TC- Transportation Corridor
- TOD- Transit Oriented Development

Overlay Districts Noted on Map:

/QC- Qualified
/SC- Senior Citizen Overlay
/R- Residential Overlay District
-D- Downtown Residential
/H- Housing Opportunities Overlay

- San Mateo City Limits
- San Francisco Bay & Lagoon
- Assessor Parcels

Disclaimer:
These maps are provided for planning and reference purposes only. Accuracy of boundary information contained is not guaranteed. The official records should be consulted for exact information.

SCALE
1" = 1,000'

N
W E
S

Ordinance # / Other	Effective Date
2007-3	June 6, 2007
Updated Assessor Parcel Layer	March, 2009
2010-9	July 21, 2010
Updated OS APN's @ Laurelwood to R1B/ phc	July 30, 2013
Administrative Cleanup - p.chan	February 16, 2017
Resolution #96 (2018) PA16-060 C1-1 to C2-1 APN 040161110	September 6, 2018
Ordinance #2 (2019) PA-2018-013 E1-0.4 to R3 APNs 035401440 & 035401450	May 1, 2019
Ordinance #7 (2019) PA-2018-069 R1B to R1B/Q8 APNs 039040150 & 039040160	July 17, 2019
Ordinance #9 (2022) PA-2022-002 C1-2/R5 to CBD APN 034154030	October 19, 2022
Ordinance #4 (2024) Housing Opportunities Overlay District (H)	August 16, 2024
Ordinance #5 (2024) R-4D to R-4D/H APN 033163160	August 16, 2024
Ordinance #6 (2024) PA-2023-057 R-3 to C2-1/R-4 APN 034413290	August 16, 2024

Prepared by
Planning Division