Category 1L Compiled Backup Documents Table of Contents

1. General Plan 2040 - Land Use Element
2. Measure T Ordinance
3. Measure T Impartial Analysis
4. Measure T Frequently Asked Questions



CHAPTER 2
Land Use Element

STRIVE SAN MATEO
GENERAL PLAN 2040


STOP
STOP

LAND USE ELEMENT

INTRODUCTION

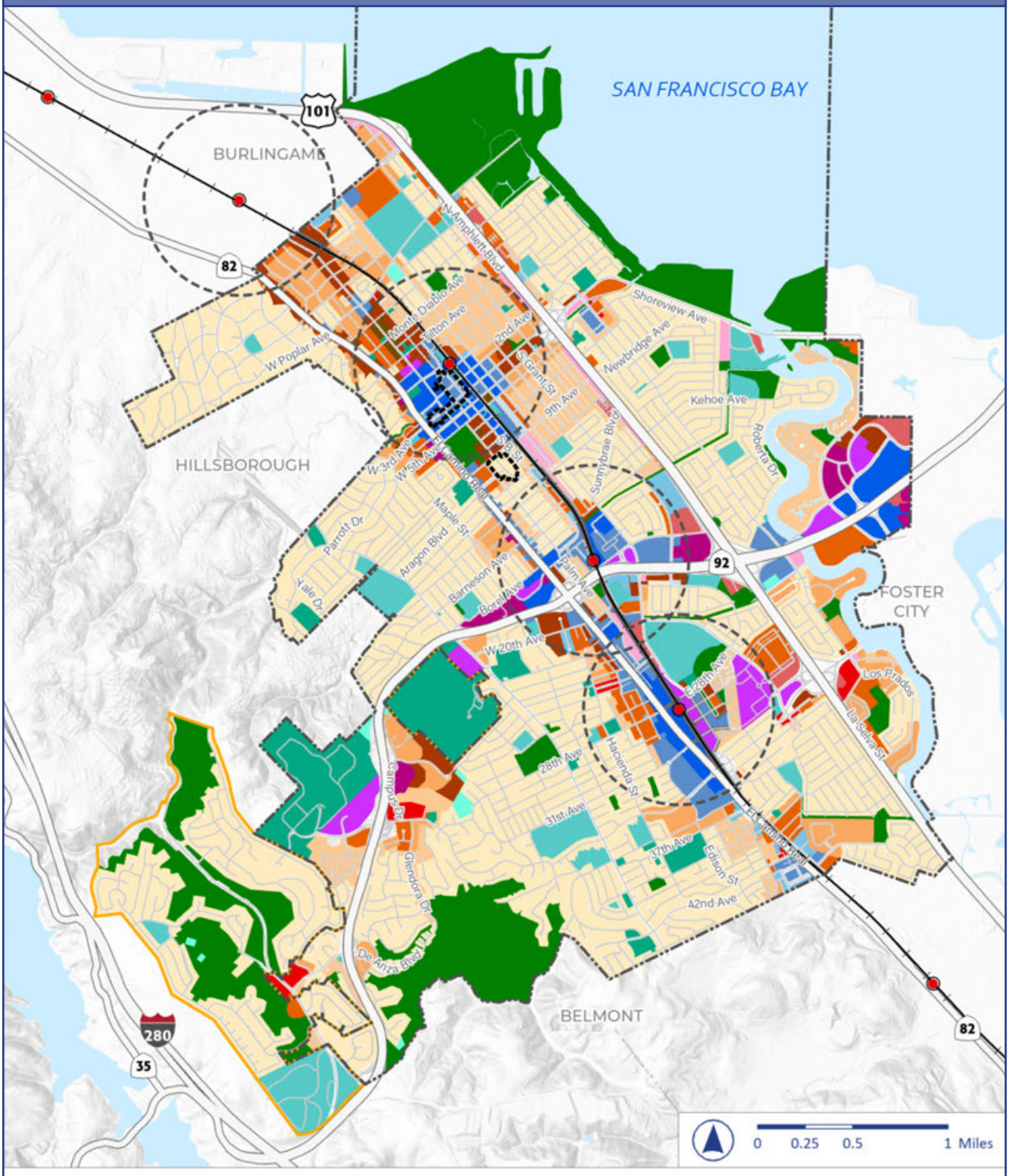
The Land Use Element sets the foundation for future growth, change, and preservation in San Mateo and serves as the blueprint for the development of public and private property in the city. The Element seeks to balance well-designed development and thoughtful preservation with a full spectrum of choices 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

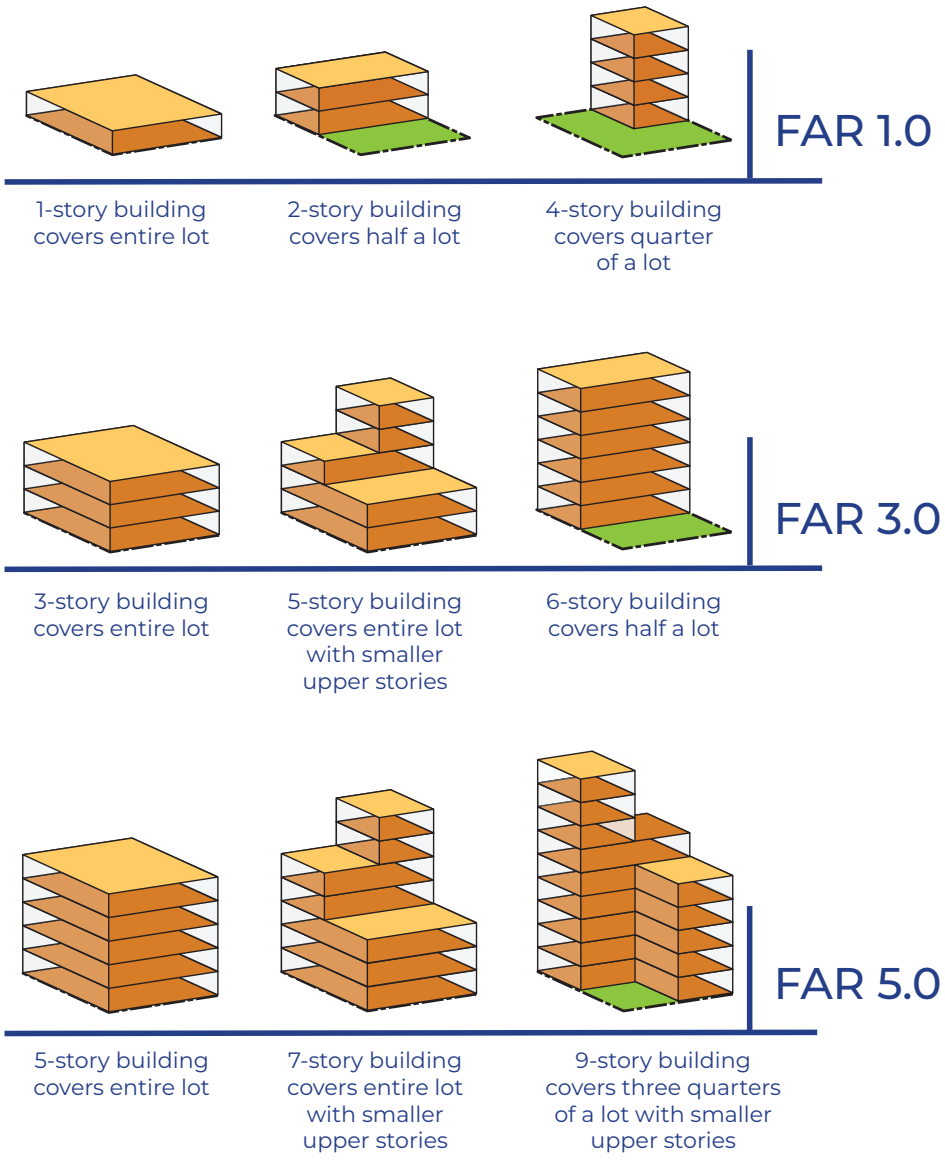


Table LU-1 Land Use Designations

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.

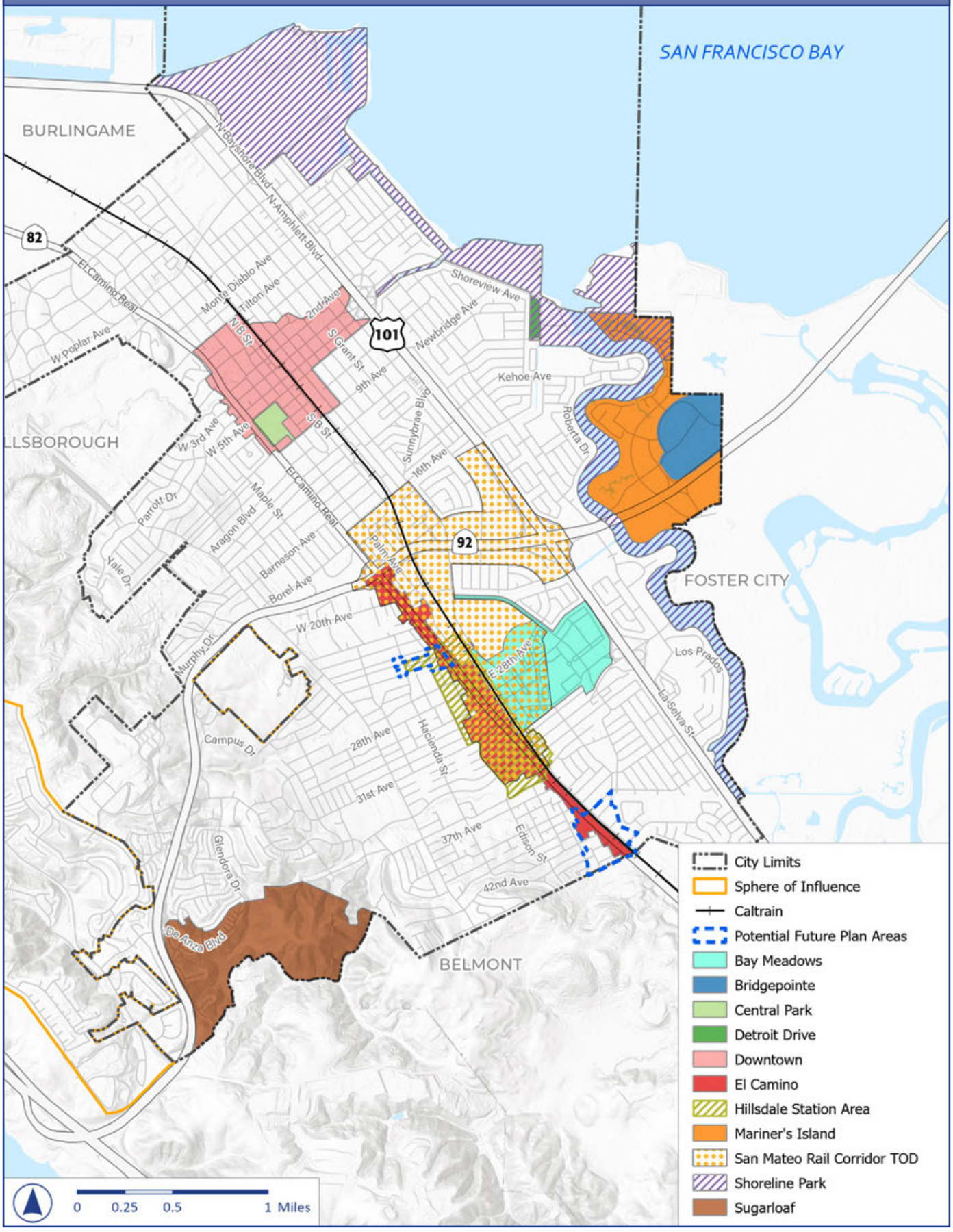
Policy LU 1.4 **Mixed-Use.** Encourage mixed-use developments to include increased residential components to provide greater proximity between jobs and housing, promote pedestrian activity, and reduce traffic congestion and vehicle miles traveled (VMT).

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.

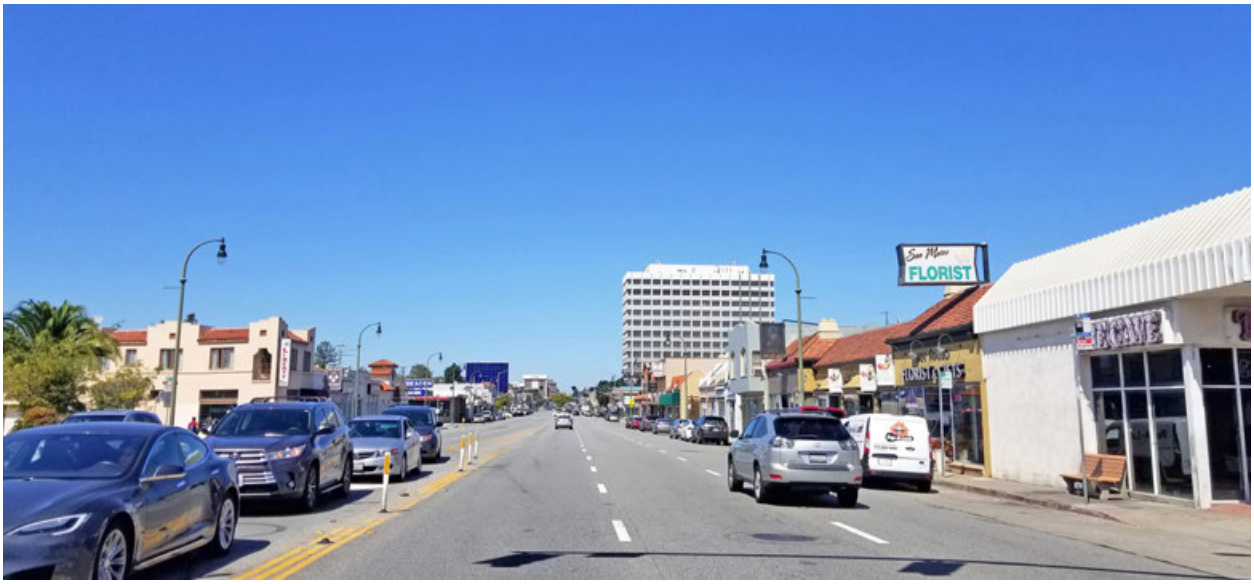
Policy LU 4.2 **Quality of Downtown Development.** Promote quality design of all new development that recognizes the regional and historical importance of Downtown San Mateo and strengthens its pedestrian-friendly, historic, and transit-oriented character.

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.

AFFIDAVIT OF PUBLICATION
SAN MATEO DAILY JOURNAL

STATE OF CALIFORNIA
County of San Mateo

The undersigned declares: That at all times hereinafter mentioned, affiant was a permanent resident of the United States, over the age of eighteen years old, and was at and during all said times, The Office Manager of the San Mateo Daily Journal, a newspaper published daily in the County of San Mateo, State of California. The notice mentioned was set in type no smaller than nonpareil and was preceded with words printed in black face type not smaller than size 6, describing and expressing in general terms, the purpose and character of the notice intended to be given; that the

PUBLIC NOTICE

CITY OF SAN MATEO

Of which the annexed is a printed copy was published and printed in said newspaper on the 20th Day of December 2024.

I declare under penalty of perjury that the foregoing is true and correct.

JP Uganiza

Dated at San Mateo, California,
this 20th day of DEC. 2024.

CITY OF SAN MATEO
ORDINANCE NO. 2024-10

Amending the City of San Mateo General Plan to modify policies, actions and other provisions limiting building heights, residential densities, and nonresidential building intensities and to make other miscellaneous modifications

The purpose of this ordinance is to amend the City of San Mateo General Plan to modify policies, actions and other provisions limiting building heights, residential densities, and nonresidential building intensities and to make other miscellaneous modifications.

I hereby certify this to be the correct summary of Ordinance 2024-10, introduced on July 15, 2024, and adopted by the voters of the City of San Mateo, State of California on the 5th day of November 2024.

Ordinance No. 2024-10 shall become effective ten days after the date of adoption. The full text of this ordinance is posted in the City Clerk's Office and a copy of the full text of the ordinance is published on the City's website www.cityofsanmateo.org under the link to the City Council agenda for the meeting of December 9, 2024.

/s/ Martin McTaggart, City Clerk

Date Published: December 20, 2024

AFFIDAVIT OF PUBLICATION
SAN MATEO DAILY JOURNAL

STATE OF CALIFORNIA
County of San Mateo

The undersigned declares: That at all times hereinafter mentioned, affiant was a permanent resident of the United States, over the age of eighteen years old, and was at and during all said times. The Office Manager of the San Mateo Daily Journal, a newspaper published daily in the County of San Mateo, State of California. The notice mentioned was set in type no smaller than nonpareil and was preceded with words printed in black face type not smaller than size 6, describing and expressing in general terms, the purpose and character of the notice intended to be given; that the

PUBLIC NOTICE

CITY OF SAN MATEO

Of which the annexed is a printed copy was published and printed in said newspaper on the 18th Day of December 2024.

I declare under penalty of perjury that the foregoing is true and correct.

JP Uganiza

Dated at San Mateo, California,
This 18th day of DEC. 2024.

CITY OF SAN MATEO
ORDINANCE NO. 2024-10

Amending San Mateo Municipal Code Chapter 2.29

The purpose of this ordinance is to amend San Mateo Municipal Code Chapter 2.29 to change the name of the Senior Citizens Commission to the Senior Advisory Commission.

I hereby certify this to be the correct summary of Ordinance 2024-10, introduced on November 18, 2024, and adopted by the City Council of the City of San Mateo, State of California on the 9th day of December 2024, by the following vote:

AYES: Council Members Diaz Nash, Newsom, Loraine, Hedges, and Lee
NOES: None
ABSENT: None

Ordinance No. 2024-10 shall become effective 30 days after the date of adoption. The full text of this ordinance is posted in the City Clerk's Office and a copy of the full text of the ordinance is published on the City's website www.cityofsanmateo.org under the link to the City Council agenda for the meeting of December 9, 2024.

/s/ Martin McTaggart, City Clerk

Date Published: December 18, 2024

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

CITY OF SAN MATEO
ORDINANCE 2024-10

AN ORDINANCE OF THE CITY OF SAN MATEO AMENDING THE CITY OF SAN MATEO GENERAL PLAN TO MODIFY POLICIES, ACTIONS AND OTHER PROVISIONS LIMITING BUILDING HEIGHTS, RESIDENTIAL DENSITIES, AND NONRESIDENTIAL BUIDLING INTENSITIES AND TO MAKE OTHER MISCELLANEOUS MODIFICATIONS

WHEREAS, on May 18, 2020, the City Council of the City of San Mateo adopted Resolution No. 47 (2020) for the purpose of submitting a proposed ordinance to amend the General Plan by extending for ten years the expiration date for certain voter-enacted policies limiting building heights, residential densities, and nonresidential building intensities, as specified ("Measure Y"); and

WHEREAS, on November 3, 2020, the voters of the City of San Mateo approved Measure Y, which extended through 2030 certain General Plan policies enacted by Measure P in 2004, which in turn amended and extended the 1991 voter initiative Measure H; and

WHEREAS, on March 18, 2024, the City Council of the City of San Mateo adopted Strive San Mateo General Plan 2040, which sets forth the community's aspirations for the City through 2040, and which plans for specified growth and change in the City primarily focused within ten study areas; and

WHEREAS, under state law, any change to Measure Y is subject to voter approval; and

WHEREAS, the City Council desires to submit a measure to the voters of San Mateo to fully allow the heights, densities and intensities permitted under General Plan 2040; and

WHEREAS, the proposed measure would maintain the height, density, and intensity limits of Measure Y throughout the City of San Mateo, except for ten study areas where growth would remain restricted but subject to higher height, density, and intensity limits than Measure Y, as specified in General Plan 2040 approved by the City Council; and

WHEREAS, the proposed measure would maintain the height, density, and intensity limits of Measure Y in the majority of the City of San Mateo, as identified on a map that is an exhibit to the measure and subject to voter approval; and

WHEREAS, the proposed measure would maintain existing heights and densities on residential neighborhoods, with a focus on planning for new development in the downtown, near Caltrain stations, and along transit corridors, all as specified in General Plan 2040.

NOW THEREFORE, THE PEOPLE OF THE CITY OF SAN MATEO DO ORDAIN AS FOLLOWS:

Section 1. The Land Use Element of the General Plan, attached hereto as Attachment 1 and incorporated by reference, is hereby approved. The Land Use Element may be modified without voter approval through the general plan amendment process set forth in the City Charter and state law,
except that voter approval shall be required to modify the density ranges, intensity or FAR, or building heights that correspond to each designation in Table LU-1 (Land Use Designations).

Section 2. New land use designations may be created, but no new land use designations may be authorized with density ranges, intensity or FAR, or building heights greater than those set forth in Table LU-1. The land use designation for any particular parcel in Figure LU-1 (Land Use Map) may be changed through the

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general plan amendment process set forth in the City Charter and state law, provided that no increase in allowed density, intensity, or FAR shall be permitted on that parcel without voter approval, except as specified in Section 5 (Specific Properties). The Land Use Map identifying individual parcels is attached hereto as Attachment 1A and incorporated by reference.

Section 3. Appendix A to the Land Use Element of the General Plan, attached hereto as Attachment 2 and incorporated by reference, is hereby approved. Appendix A is a map that identifies those areas of the City of San Mateo that will maintain the height, density, and intensity restrictions of Measure Y, as specified.

Section 4. Measure Y, attached hereto as Attachment 3 and incorporated by reference, is hereby repealed in its entirety.

Section 5. Specific Properties.

Notwithstanding Section 2, the land use designation for the properties listed in Table 5 may be changed without voter approval to allow a maximum of the height, density, or intensity shown in the Proposed Land Use column below, as applicable, subject to the general plan amendment review process as set forth in the City Charter and state law. The City makes no commitment to approval of the Proposed Land Uses and retains full discretion to approve or disapprove the Proposed Land Uses following completion of the environmental review process, without limitation or consideration of this section.

Table 5 – Specific Properties

Location/Address/APN	Current Land Use	Proposed Land Use
50 Mounds Road APN: 105160999 *(Align with density of existing multi-family use on the site)*	Residential Low II (2 to 4 stories, 20 to 35 du/ac)	Residential Medium I (3 to 5 stories, 36 to 50 du/ac)
20 and 40 W. 3rd Ave. APN: 107110999 *(Align with existing 12-story building on the site)*	Residential Medium II (4 to 6 stories, 51 to 99 du/ac)	Residential High (5 to 8 stories, 100 to 130 du/ac)
55 W. 5th Ave. APN: 034122420 *(Align with existing 16-story building on the site)*	Residential Medium I (3 to 5 stories, 36 to 50 du/ac)	Residential High (5 to 8 stories, 100 to 130 du/ac)
Office Buildings at 66 and 160 Bovet Rd. APNs: 039012050 and 039012060 *(City Council direction to consider this change)*	Office Medium (2 to 4 stories, up to 50 du/ac, 2.0 FAR)	Mixed-Use High (5 to 8 stories, 100 to 130 du/ac, 4.5 FAR)

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

Location/Address/APN	Current Land Use	Proposed Land Use
831 Monte Diablo Ave. APN: 033065130 *(Align with existing church use)*	Residential Very Low (1 to 3 stories, up to 9 du/ac)	Quasi-Public (1 to 3 stories, up to 20 du/ac)
1770 S. Amphlett Blvd. APN: 035241220 (Marriott site) *(City Council direction to consider this change)*	Regional Commercial (1 to 3 stories, up to 50 du/ac, 1.5 FAR)	Mixed-Use High (5 to 8 stories, 100 to 130 du/ac, 4.5 FAR)
3130 La Selva St. APN: 040161100 *(Better align with existing use and adjacent to Regional Commercial land uses)*	Neighborhood Commercial (1-3 stories, up to 19 du/ac, 1.0 FAR)	Regional Commercial (1-3 stories, up to 50 du/ac, 1.5 FAR)
1495 S. El Camino Real APN: 034302140 *(Align with adjacent Mixed-Use Med II land uses to north and south along ECR)*	Mixed-Use Medium I (3 to 5 stories, 15 to 50 du/ac)	Mixed-Use Medium II (4 to 6 stories, 51 to 90 du/ac)

Section 6. Conforming Changes

The City Council may make conforming changes to the General Plan that correspond to the changes authorized by this ordinance.

Section 7. Unconstitutional Takings

This ordinance is not intended, and shall not be applied or construed, to authorize the City to exercise its powers in a manner which will take private property for public use without the payment of just compensation, but shall be interpreted, applied, and implemented so as to accomplish its purposes to the maximum constitutionally permissible extent. If application of this ordinance to a specific property of record as of its effective date would create a taking, then the City Council may allow additional density or uses on said property, upon findings that the level of additional development permitted is the minimum necessary to avoid a taking, and no lesser level of development would be sufficient to avoid a taking.

Section 8. 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. It is the intent of the City Council that it would have adopted all other portions of this ordinance irrespective of any such portion declared to be invalid or unconstitutional.

Section 9. Effective Date and Duration

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

The provisions of this ordinance shall remain in effect until amended by the voters, or until January 1 2031, whichever comes first. Beginning on January 1, 2031, any provision of the General Plan approved by the voters may be amended in accordance with the City Charter and state law without voter approval.

Section 10. Conflicting Ballot Measures

In the event that this ordinance and another measure or measures relating to the same or similar subject matter shall appear on the same election ballot, the provisions of the other measures shall be deemed in conflict with this ordinance. If the provisions of two or more ordinances adopted at the same election conflict, the ordinance receiving the highest number of affirmative votes shall control.

Section 11. 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 12. Legislative History And Effective Date

This ordinance was introduced by City Council on July 15, 2024 and adopted by the voters on November 5, 2024. This ordinance shall take effect ten days after certification of election results by the City Council certifying that the ordinance was approved by a majority of the voters voting at the general municipal election to be held on November 5, 2024.

ATTEST:

Martin McTaggart, City Clerk

Lisa Diaz Nash, Mayor

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

ORDINANCE ATTACHMENT 1

GENERAL PLAN LAND USE ELEMENT

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



CHAPTER 2
Land Use Element

STRIVE SAN MATEO
GENERAL PLAN 2040

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Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

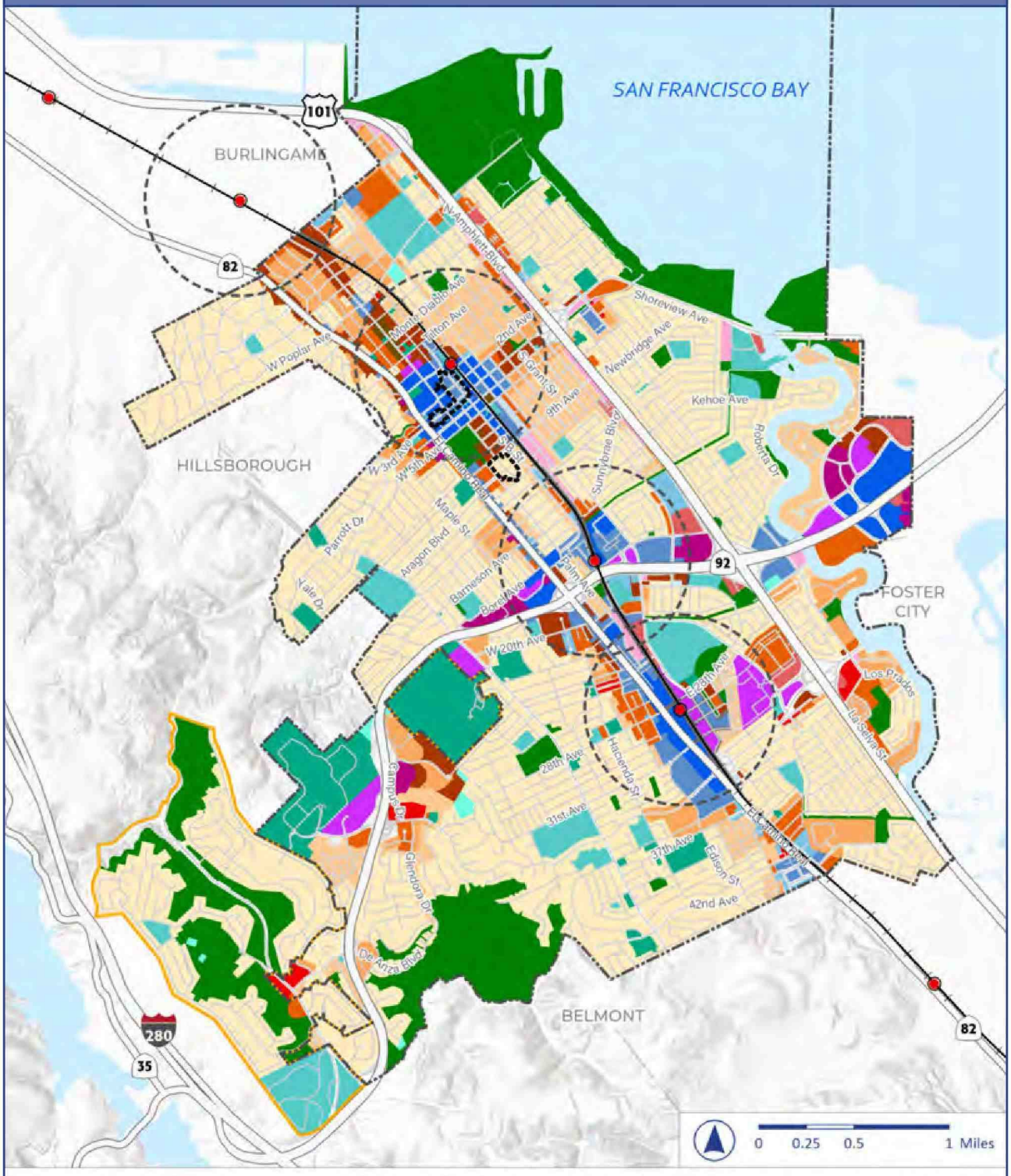
This element meets the State-mandated requirements for a Land Use Element. It defines categories for the location and type of public and private uses of land under the City's jurisdiction; it recommends standards for density on land covered by the Strive San Mateo General Plan 2040; it includes a Land 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

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

Figure LU-1 Land Use Map



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

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

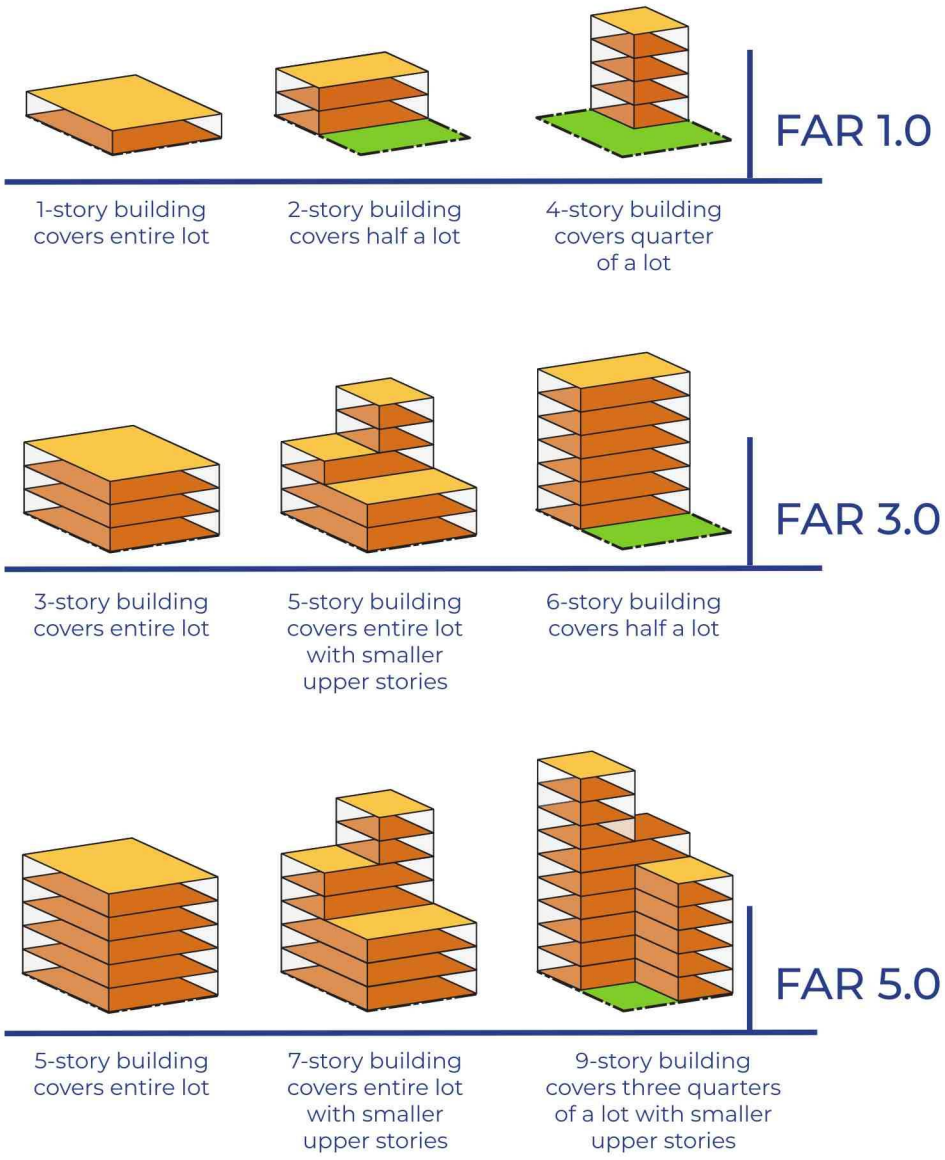


Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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



Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9





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).

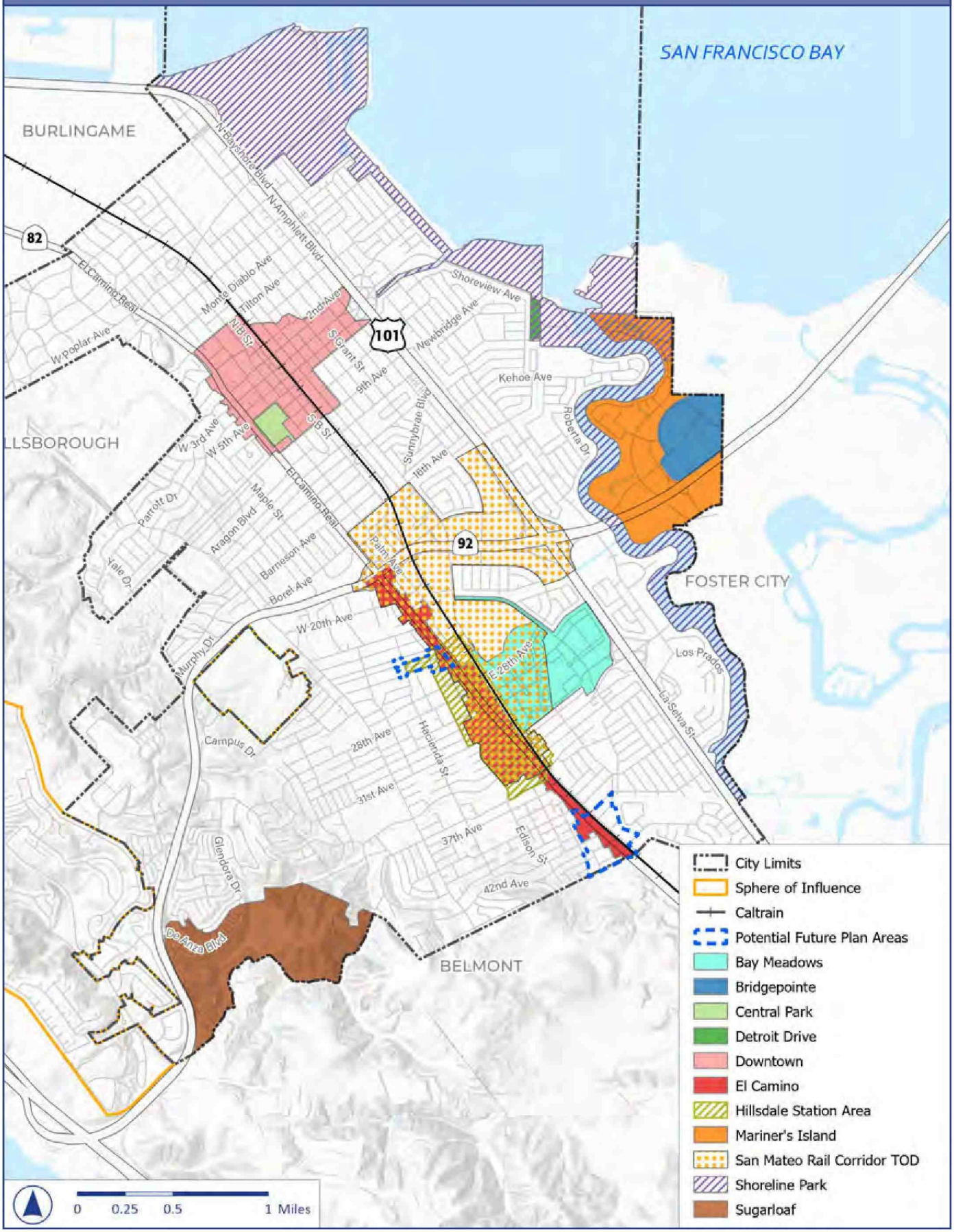
Policy LU 1.5 **Surplus Land.** Consider redesignating City-owned land not required for public services, facilities, or infrastructure for development of affordable housing.

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).

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.



Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

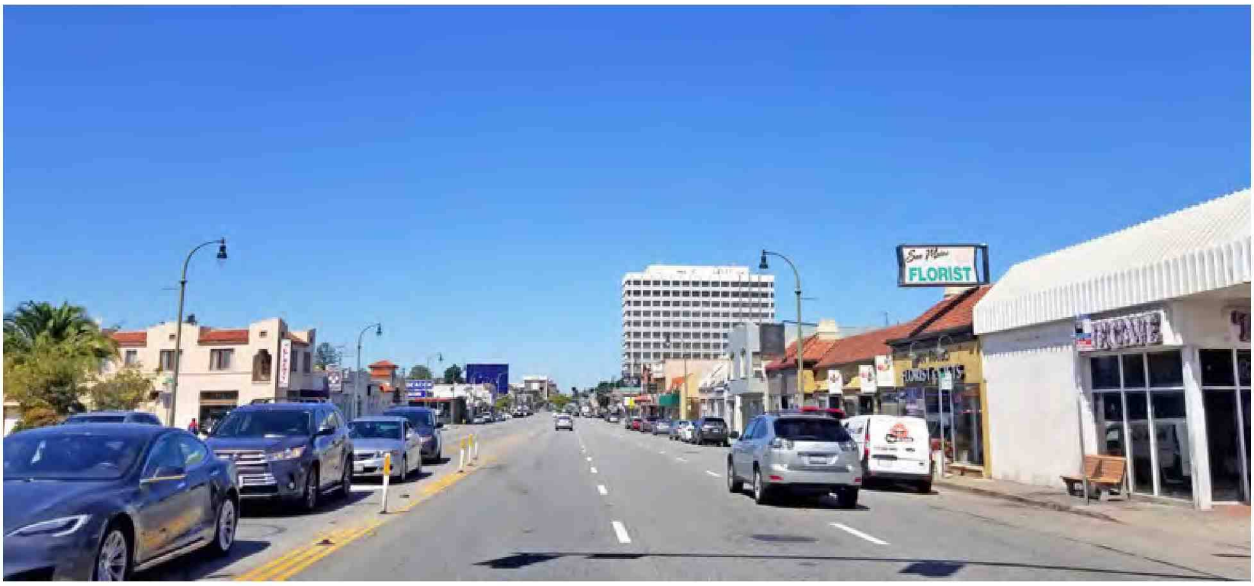
Policy LU 4.3 **Significant Historic Structures.** Protect key landmarks, historic structures, and the historic character of Downtown, as defined in the Community Design and Historic Resources Element.

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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

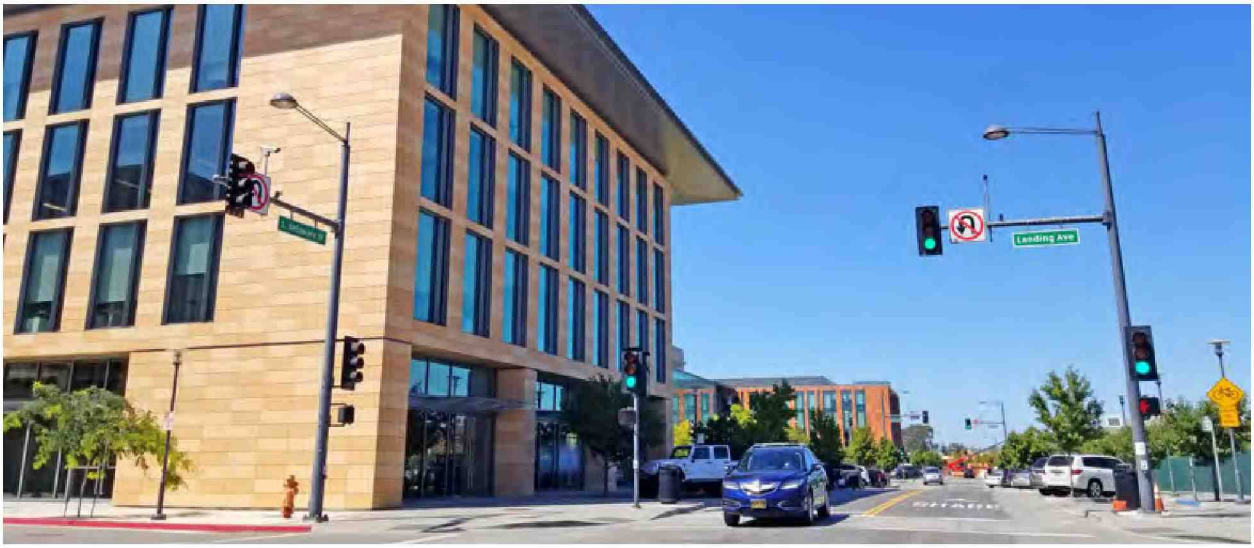
Policy LU 5.1 **Housing on El Camino Real.** Encourage new residential uses along El Camino Real as part of both pure residential and mixed-use development to diversify the existing commercial character.

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9





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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

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.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9



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.

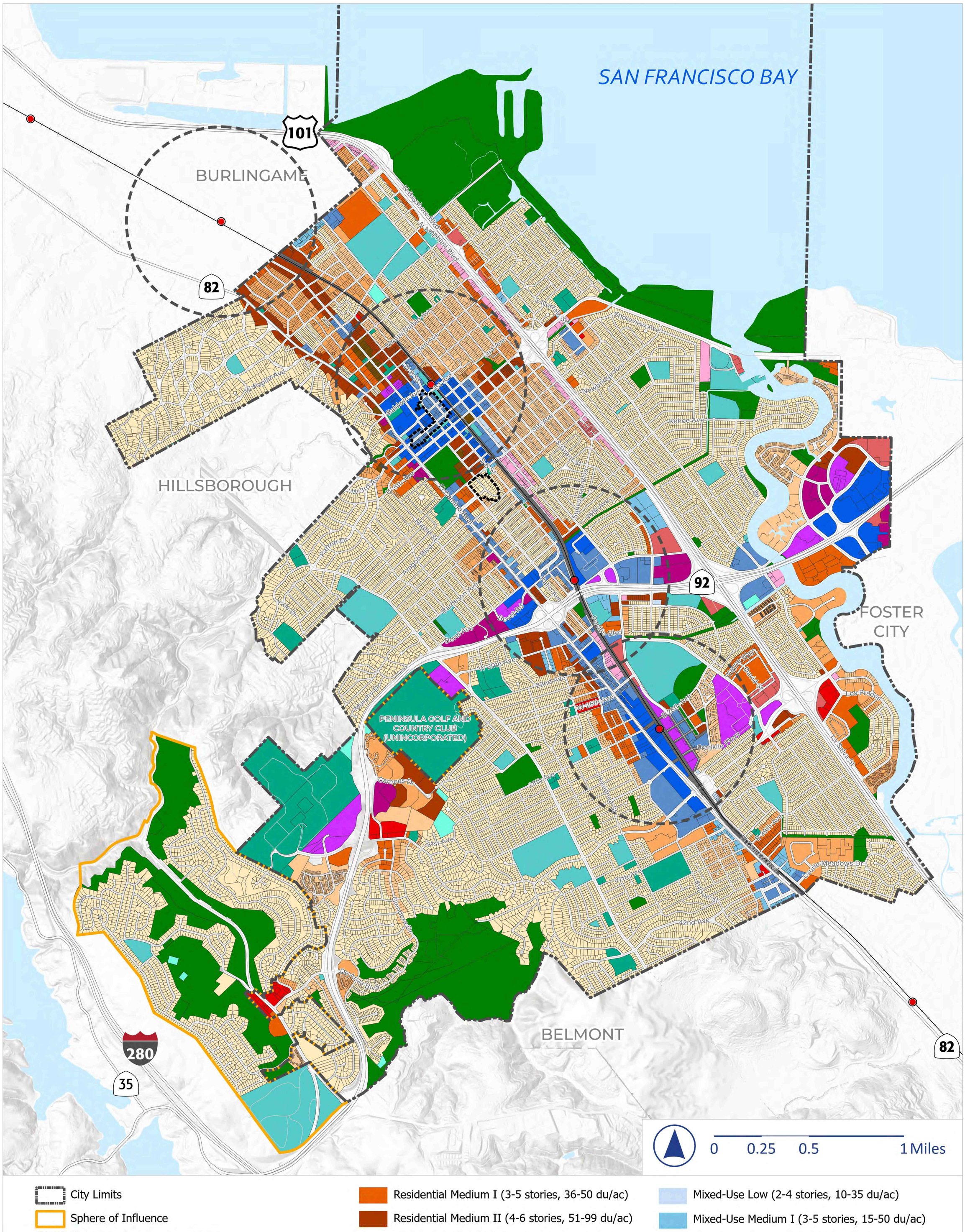
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ORDINANCE ATTACHMENT 1A

GENERAL PLAN LAND USE MAP – INDIVIDUAL PARCELS

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

General Plan 2040 Land Use Map



- City Limits
- Sphere of Influence
- ½ Mile Radius Around Caltrain
- Caltrain Station
- Caltrain
- Historic Districts
- Parcels
- Residential Very Low (1-3 stories, 1-9 du/ac)
- Residential Low I (1-3 stories, 9-19 du/ac)
- Residential Low II (2-4 stories, 20-35 du/ac)
- Residential Medium I (3-5 stories, 36-50 du/ac)
- Residential Medium II (4-6 stories, 51-99 du/ac)
- Residential High (5-8 stories, 100-130 du/ac)
- Service Commercial/Light Industrial (1-3 stories)
- Regional Commercial (1-3 stories)
- Neighborhood Commercial (1-3 stories)
- Office Low (1-2 stories)
- Office Medium (2-4 stories)
- Office High (3-5 stories)
- Mixed-Use Low (2-4 stories, 10-35 du/ac)
- Mixed-Use Medium I (3-5 stories, 15-50 du/ac)
- Mixed-Use Medium II (4-6 stories, 51-99 du/ac)
- Mixed-Use High (5-8 stories, 100-130 du/ac)
- Parks/ Open Space
- Public Facilities
- Quasi-Public (1-3 stories)
- Transportation Corridor
- Utilities

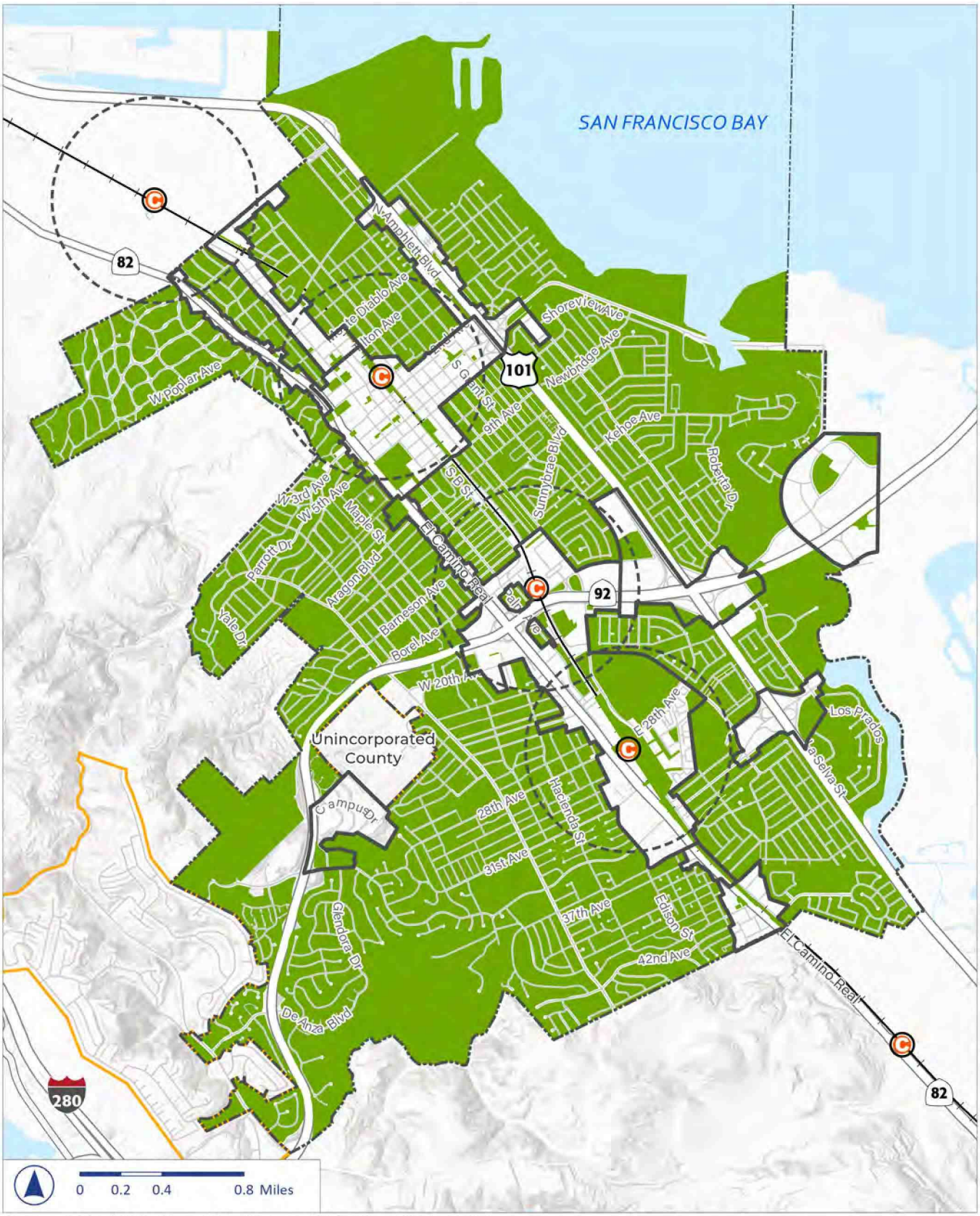
Source: City of San Mateo, 2022; ESRI, 2022; PlaceWorks, 2023

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ORDINANCE ATTACHMENT 2

GENERAL PLAN LAND USE ELEMENT APPENDIX A

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Source: ESRI, 2022; City of San Mateo, 2023; PlaceWorks, 2024

- City Limits
- Sphere of Influence
- Study Areas
- Caltrain
- Caltrain Station
- ½ Mile Radius Around Caltrain
- Parcels that conform to Measure Y

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

ORDINANCE ATTACHMENT 3

Measure Y – strikethrough text

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CITY OF SAN MATEO
RESOLUTION NO. 47 (2020)

CALLING A GENERAL MUNICIPAL ELECTION ON TUESDAY, NOVEMBER 3, 2020 FOR THE PURPOSE OF SUBMITTING A PROPOSED ORDINANCE TO AMEND THE CITY OF SAN MATEO GENERAL PLAN TO EXTEND FOR TEN YEARS THE EXPIRATION DATE FOR VOTER-ENACTED POLICIES LIMITING BUILDING HEIGHTS, RESIDENTIAL DENSITIES, AND NONRESIDENTIAL BUILDING INTENSITIES, AND TO MODIFY POLICIES ESTABLISHING AN INCLUSIONARY HOUSING REQUIREMENT FOR RESIDENTIAL HOUSING PROJECTS

WHEREAS, pursuant to authority provided by statute a petition has been filed with the legislative body of the City of San Mateo, California, signed by more than 10 per cent of the number of registered voters of the city to submit a proposed ordinance relating to extending the general plan policies enacted by Measure P in 2004, which amended and extended the 1991 citizen's initiative Measure H; and

WHEREAS, Measure P extended the expiration provision until December 31, 2020; and

WHEREAS, the County Elections Department at the request of the City Clerk examined the records of registration and ascertained that the petition is signed by the requisite number of voters, and has so certified; and

WHEREAS, the City Council is authorized and directed by statute to submit the proposed ordinance to the voters;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of the laws of the State of California relating to charter cities, there is called and ordered to be held in the City of San Mateo, California, on Tuesday, November 3, 2020, a General Municipal Election for the purpose of submitting the following proposed ordinance:

Shall the proposed ordinance to amend the City of San Mateo General Plan to maintain for ten years voter-enacted policies limiting building heights, residential densities, and nonresidential building intensities, and to modify and maintain for 10 years an inclusionary housing requirement for residential projects, be adopted?	**YES**
	NO

SECTION 2. That the text of the ordinance submitted to the voters is attached as Exhibit A.

SECTION 3. That the vote requirement for the measure to pass is a majority (50%+1) of the votes cast.

SECTION 4. That the full text of the measure be printed in the voter information pamphlet.

SECTION 5. The City Clerk is directed to forward the proposed measure to the City Attorney for

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

preparation of an impartial analysis in accordance with Section 9280 of the Elections Code.

SECTION 6. Arguments for and against the proposition may be submitted to the qualified voters of the City in accordance with sections 9282 through 9287 of the California Elections Code. The deadline date for submitting ballot arguments for or against the proposition shall be Friday, August 14, 2020. Proposed arguments shall not exceed 300 words and shall be submitted to the Office of the City Clerk. The deadline for submitting rebuttal arguments shall be Monday, August 24, 2020. Proposed rebuttal arguments shall not exceed 250 words and shall be submitted to the office of the City Clerk. The provisions of Section 9285(a) of the California Elections Code shall apply to the submittal of rebuttal arguments.

SECTION 7. That the ballots to be used at the election shall be in form and content as required by law.

SECTION 8. The polls for said election shall be opened at seven o'clock a.m. of the day of said election and shall remain open continuously from said time until eight o'clock p.m. of the same day, when said polls shall be closed, except as provided in Section 14401 of the Elections Code of the State of California.

SECTION 9. The municipal election hereby called for November 3, 2020 shall be, and is hereby, ordered consolidated with the county election to be held within the City on said date, and within the territory affected by the consolidation, the election shall be held and conducted, election officers appointed, voting precincts designated, ballots printed, polls opened and closed, ballots counted and returned, returns canvassed, results declared, and all other proceedings incidental to and connected with the election shall be regulated and done in accordance with the provisions of law regulating the countywide election and as specified herein.

SECTION 10. The Board of Supervisors of the County of San Mateo is hereby requested to permit the County Elections Official to render specified services to the city relating to the conduct of the election; and is hereby authorized to canvass the returns of said municipal election; and said election shall be held in all respects as if there were only one election and only one form of ballot. The County shall certify the results of the canvass of the returns of said election to the City Council of this City which shall thereafter declare the results thereof.

SECTION 11. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION 12. That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form and manner as required by law.

SECTION 13. The City Council authorizes the City Clerk to administer said election and all reasonable and actual election expenses shall be paid by the City upon presentation of a properly submitted bill and the City Clerk is authorized to execute a service agreement for the provision of election services with the County of San Mateo with terms approved by the city attorney and provided the costs of such services have been appropriated by the City Council.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

SECTION 14. The City Clerk and other City officers are directed to do all things necessary to meet the requirements of law for the November 3, 2020, municipal election.

SECTION 15. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

RESOLUTION NO. 47 (2020) adopted by the City Council of the City of San Mateo, California, at a regular meeting held on May 18, 2020, by the following vote of the City Council:

AYES: Council Members Goethals, Rodriguez, Bonilla, Lee and Papan
NOES: None
ABSENT: None

ATTEST:

[redacted]

Patrice M. Olds, City Clerk

[redacted]

Joe Goethals, Mayor

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

To the City Council of the City of San Mateo:

We, the undersigned, registered and qualified voters of the City of San Mateo ("City"), present to the City Council this petition and request that the following proposed Ordinance ("Measure") be adopted without alteration or submitted to the registered and qualified voters of the City for their adoption or rejection at the earliest regular election for which it qualifies pursuant to Section 1405 of the California Elections Code.

The full text of the Measure is as follows:

The People of the City of San Mateo do hereby ordain as follows:

Section 1. Purpose

The purpose of this Measure is to maintain the San Mateo General Plan so as to preserve the livability and suburban character of the City of San Mateo by essentially maintaining, through the year 2030, the height limits and densities first established by San Mateo voters in 1991, then amended and extended by the voters in 2004, but that would otherwise expire in 2020, while providing for the level of economic growth projected in the San Mateo General Plan and, in a manner consistent with requirements of law, increasing the City's commitment to providing its fair share of affordable housing.

Section 2. Findings

The people of San Mateo find and declare:

A. The City of San Mateo is a mature community whose established and stable suburban character provides an economic asset for its homeowners and residents, and whose diversity is a source of pride.

B. The City of San Mateo is already a well-balanced community with a strong mix of residential, commercial and retail development. The City provides a wide range of housing opportunities for its residents. Currently, more than 44% of San Mateo's housing units are multi-family.

C. In 1990 the City Council adopted a General Plan for the City of San Mateo. The General Plan assumed that it was desirable for the City to meet a projected level of growth which was "estimated" or "anticipated" by the year 2005.

D. However, in 1991, the voters of the City of San Mateo determined that the 1990 General Plan designated land uses, building intensities and population densities which would allow far more growth than was projected, and more growth than was desirable.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

E. In 1991, the voters found that while the excess densities and intensities permissible under the 1990 General Plan were intended to allow for flexibility, and were to be reserved for projects which provided substantial public benefits, including affordable housing; the City Council at that time had approved projects in the higher range of building intensity and population density which had not provided sufficient public benefits or affordable housing.

F. In 1991, the voters determined that high-rise and high-density developments threatened the viability of the valued suburban character of the community and did not have the support of San Mateo residents. The voters found that continued approval of such projects would irrevocably change the character of San Mateo for the worse, and cause serious adverse impacts to its citizens, in the form of increased traffic congestion, air pollution and noise levels, loss of views and other adverse visual impacts, reduced emergency services and other public facilities, increased costs of government, and reduced quality of life.

G. In 1991, the voters determined that it was necessary to limit the maximum density and intensity of development in San Mateo to levels which will eliminate or mitigate the impacts set forth above. At the same time, the voters determined that such restrictions should not unduly impair the City's ability to achieve its economic development goals; and that it was of utmost importance that such limitations not reduce the amount of affordable housing production.

H. In 1991, the voters determined that the City Council had not included any mandatory inclusionary housing or other programs in the 1990 General Plan to ensure the production of affordable housing, and that it was necessary to increase the City's commitment to production of affordable housing.

I. In 1991, the voters found that the initiative Measure H and the General Plan amendments adopted by it: encouraged the production of San Mateo's fair share of housing affordable to persons defined in Health and Safety Code section 50093; did not and would not impose any numerical or percentage limit on the development of housing units in the City of San Mateo; encouraged the development of affordable housing units within City limits; and was intended to be and was consistent with Chapter 4.2 of Title 7 of the Government Code, including Government Code section 65913.1.

J. In 1991, the voters found that the initiative Measure H and the General Plan amendments adopted by it were intended to and did retain the General Plan, as amended, as an internally consistent and legally adequate General Plan.

K. In 2004, the voters approved Measure P, to amend and extend until 2020 the General Plan amendments adopted by Measure H, finding that the findings and determinations made by the voters in adopting Measure H in 1991 continued to reflect the views and desires of

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

the people of San Mateo and should continue to serve to guide the development of the community through the year 2020.

L. In 2018, the findings and determinations made by San Mateo voters in 1991 in adopting initiative Measure H, and in 2004 in adopting initiative Measure P, and the General Plan amendments approved by those measures, continue to reflect the views and desires of the people of San Mateo and should continue to serve to guide the development of the community through the year 2030.

M. In 2018, the further updates, clarifications and changes to Measure P contained in this Measure maintain all significant, substantive portions of the voter-adopted initiative Measure P, while clarifying references to building height limits for certain residential land use categories, and updating inclusionary housing requirements consistent with law.

Section 3. General Plan Amendments

A. Background: General Plan Amendments

1) Section 3 of initiative Measure H set forth specific amendments to the San Mateo General Plan as adopted by the San Mateo City Council in July 1990 (hereafter referred to as "General Plan"). The General Plan was then amended to incorporate the amendments set forth in Measure H.

2) Section 3 of initiative Measure P set forth specific additional amendments to the General Plan, which was amended to incorporate the amendments set forth in Measure P.

3) This section of this initiative sets forth amendments to the General Plan that were originally adopted by San Mateo voters in 1991, amended and re-adopted and extended through the year 2020, and that will continue to be included within the General Plan through the year 2030.

B. Amendments to General Plan, Chapter I, Introduction

1) The following paragraphs added by Measure P to the end of part B ("How the San Mateo General Plan was Developed") are amended and maintained to read:

> In November 1991, the voters adopted an initiative which amended the General Plan. The initiative made several changes to the General Plan, primarily directed at reducing maximum heights and densities for residential and most non-residential uses, while increasing the City's commitment to providing affordable housing.
>
> A comprehensive update of the General Plan, consistent with the provisions of Measure H, was approved by the City Council in1996.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

In November 2004, the voters adopted Measure P, extending Measure H. This extension included the following types of items: updates, clarifications and changes. In addition, there were significant provisions of Measure H which were maintained.

In November 2018, the voters adopted a new Measure further extending Measures H and P, and including additional updates, clarifications and changes, but maintaining all significant, substantive portions of Measure H and Measure P.

2) The following text is maintained as part C ("Major Proposals of the General Plan"):

a. The first paragraph in part 2 ("Maintain the Commitment to Strengthening the Downtown as a Major Commercial, Residential and Cultural Center") is maintained to read:

> The General Plan supports new commercial and residential growth in the Downtown, as well as maintaining retail shopping on the ground floors along Third and Fourth avenues and B Street. Development of substantial amounts of housing to support Downtown retail and office growth is fostered in the Gateway area, between Downtown and US 101.

b. The first paragraph in part 3 ("Concentrate Major New Development Near Transportation and Transit Corridors") is maintained to read:

> As the pre-eminent city in San Mateo County, San Mateo will continue to attract relatively intense office and residential development. Concentrating these higher intensity projects in areas having good access to freeways and the rail stations will reduce congestion on City streets and create higher value developments surrounded by supporting amenities. The creation of higher density "nodes" will also establish a more recognizable urban form. These nodes are located in areas which will minimize the impacts of dense development on surrounding neighborhoods.

c. The second paragraph in part 5 ("Improve Design Quality and Establish Height Limits") is maintained to read:

> The Plan establishes height limits which take into account the existing pattern of development and surrounding land uses, and preserve the predominant character of the City.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

C. Amendments to General Plan, Chapter II, Land Use Element

1) The paragraph designated "b. Development Buildout", which is part 2.b. in the discussion of "Land Use", is maintained to read:

> **b. Development Buildout.** Development Buildout -- the theoretical maximum development allowed the General Plan prior to its amendment by initiative in November 1991 -- would have allowed for the addition of up to 16.9 million square feet of commercial development, or a 100% increase over the existing floor space, for an overall FAR of .77. The largest concentrations of commercial space would have been in the Downtown, Hillsdale Shopping Center, and at Mariner's Island. The neighborhood shopping centers would have been able to almost double their existing floor space. Office space would have been able to more than triple, making it the largest concentration of commercial space. The SR 92 corridor would have contained the largest single concentration of office space.
>
> Maximum theoretical residential buildout would have resulted in a total of 48,700 dwellings, with multi-family accounting for over 59% of all units. The number of dwellings could have been significantly higher depending on the number of commercial/residential mixed use developments. Residential densities would have increased to a city average of 17 units/net acre, the equivalent of an R-2 (two-family dwellings) District.
>
> The November 1991 initiative General Plan amendments reduced the maximum theoretical buildout to bring it more into conformity with estimated (anticipated) development during the General Plan timeframe. The distribution of land uses remained similar to maximum theoretical buildout under the General Plan prior to the initiative, but the amount of development was reduced. Maximum theoretical residential development under the initiative is 1,815 units on vacant land, and 16,465 units in areas that are currently zoned to permit residential uses, for a total of 56,880 potential units. Maximum redevelopment for this amount of housing reduced the amount of commercial development.

2) The text following Policy LU 1.4 ("Development Intensity/Density") is maintained to read:

> The plan permits new multi-family residential development at a range of densities from 9 to 50 units net per acre, with the higher end of the density range to be used only for projects which provide substantial public benefits or amenities. Residential development is also allowed in commercial districts. If expected development takes

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

place, the city wide average density is expected to increase from 10 to at least 12 units per net acre.

Building intensity is a measurement of the amount of physical development allowed on a parcel. The Land Use Element utilizes a combination of building height and floor area ratio (FAR) (the gross floor area of a building divided by the net lot area) to measure building intensity.

The plan anticipates a range of new non-residential development by providing an FAR range of 0.5 up to a theoretical maximum of 3 .0, and by establishing a range of permitted building heights from 25 feet to 90 feet. Higher height limits and the higher end of the FAR range are available only for projects which provide public benefits or amenities substantially greater than code requirements.

The city-wide average FAR is expected to increase from .59, but to stay below .70, while average height will remain less than 45 feet.

3) The following text in Policy 1.5 ("Building Height") is maintained to read:

Requests for height changes consistent with the height ranges for specific land uses as designated in Appendix C, entitled "Building Height", may be considered by the City Council only when accompanied by a request for change in land use designation. Such requests may be approved only if the following findings are made:

1. The building has high design quality, which is enhanced by additional building height.

2. Increased building heights are visually related to surrounding building heights and promote the creation of a coherent City image.

3. Increased building heights will still provide for a variety of building heights in the vicinity of the project and the surrounding areas;

4. Increased building heights are compatible with surrounding land uses, and will not create adverse shadow or visual impacts on surrounding residential uses; and

5. The City's infrastructure is adequate to accommodate the proposed development.

3a) The text following Policy LU 1.5 ("Building Height") is amended and maintained to read:

Maximum height limits are intended to permit development which will not overburden the City's infrastructure or circulation system, which is consistent with the plan's intensity/density standards, and is compatible with surrounding land uses,

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

and which will preserve, to the extent feasible, the City's existing character. Height limits range from 24 feet to 90 feet, and are contained in Appendices B and C of the General Plan.

Generally the residential areas are restricted to low maximum heights (24 feet) to protect established neighborhoods, although medium- and high-density multi-family areas have height limits up to 55 feet, to accommodate increased density.

Non-residential maximum heights range from 25 feet (nearest low density residential areas) to 90 feet (manufacturing, public facilities, and major institutions). Generally, the maximum height is 55 feet.

4) The text following Policy LU 1.9 ("Single-Family and Duplex Preservation") is maintained to read:

Maximum permitted density ranges for development are established to promote the increase of housing stock consistent with the desired character of development. Residential density ranges are:

DENSITY	UNITS/NET ACRE	POPULATION/NET ACRE
Single-Family	0-9	0-20
Low Density Multi-Family	9-17	21-39
Medium Density Multi-Family	18-35	40-80
High Density Multi-Family	36-50	81-115

The low-density category is intended for duplex and townhouse development which is generally in close proximity to single-family areas, and often provides a buffer from higher density residential or non-residential uses.

The medium-density category generally consists of apartment and condominium buildings developed at two to four stories in height. The high-density category includes multi-unit buildings of up to 55 feet and three to five stories in height, generally located on or near major streets, in non-residential areas, surrounding the Downtown, and near train stations.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

5) The text following Policy LU 1.10 ("Commercial Development") is maintained to read:

> All categories of residential development are allowed in all non-residential land use categories other than the service and industrial categories and those listed as categories 7-11 in part B of Appendix B of the General Plan; except that the maximum density residential category allowed in areas designated as neighborhood commercial is medium-density multi-family.
>
> Residential development in these commercial zones would be consistent with the descriptions in the discussion of Policy LU-1.9.

6) Policy LU 1.11 ("Commercial Focal Areas") and the following text is maintained to read:

> **LU 1.11: Commercial Focal Areas.** Concentrate the most intense office and retail uses at locations delineated on the Land Use Plan. Discourage such uses outside the commercial nodes delineated on the Land Use Plan.
>
> By concentrating major commercial development in nodal areas such as the Downtown, Mariner's Island, and along SR 92, the City achieves comparatively efficient design of its infrastructure and greater opportunities for transit usage. The viability and value of commercial areas are also enhanced by concentrating high quality development in compatible areas. Additionally, a more distinctive city image is established, and neighborhood impacts caused by regional traffic are minimized.

7) Policy LU 6.1 ("Periodic General Plan Review") is maintained to read:

> **LU 6.1: Periodic General Plan Review.** Report to the City Council yearly on the status of the implementation of the General Plan and on the need to update the plan. Review annually projections made in the General Plan for housing, population, commercial growth, economic growth, public service and safety levels that are not considered as part of the budget review; review projections on the fair share housing allocation and update the General Plan at least every five years, consistent with the maximum building heights and densities as originally adopted by the voters in November 1991 and again adopted in November 2004 and November 2018.

8) Goal 6A and Policies 6A.1 and 6A.2 are maintained as follows:

> 6. GENERAL PLAN IMPLEMENTATION
>
> **GOAL 6A:** Ensure that all development in the City is consistent with and implements the General Plan.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

POLICIES:

LU 6A.1: Specific Plan, Zoning, Permit and Subdivision Review. The City shall not approve any specific plan, rezoning, permit, subdivision, variance, or other land use permit which is not consistent with and does not implement the General Plan. Specific Plan and zoning ordinances were amended so as to conform to the General Plan by the end of 1992.

LU 6A.2: Building Height and Building Intensity Maps/Plans. Maintain Building Height and Building Intensity maps/plans which delineate development intensity in the form of building heights and FARs in a manner which implements the height, intensity, density and design standards in the General Plan, consistent with the Building Heights and Intensities maps/plans as amended by initiative in November 1991, November 2004, and November 2018. General Plan standards for building heights and intensities are specifically set forth in the Building Height Plan and the Building Intensity Plan included in the General Plan, and designated respectively as figure LU-4 and LU-5.

9) Policy PA 1.1 ("North El Camino Real (SR 82)") shall be maintained by replacing the term "medium-high density" if and wherever it occurs with the term "high density".

10) The Area Specific Policy for the Downtown, which makes up subpart 3 of the part entitled "Area Specific Policies" is maintained as Policy PA 3, and is maintained to read:

a. A Specific Plan for the Downtown was adopted by the City Council in July 1985 and amended in 1993, consistent with the provisions of Measure H as adopted by the voters in November 1991. This Specific Plan also constituted an amendment to the previous General Plan.

b. Densities up to 75 units per acre, heights up to 75 feet and appropriate FARs may be allowed in the following areas of the Downtown, for projects which provide public benefits or amenities substantially greater than code requirements:

1. the area designated on the Land Use Plan (LU-3) as Downtown which is bounded by El Camino Real (SR 82), East Fourth and East Fifth Avenues and the SPRR railroad tracks;

2. the area designated on the Land Use Plan (LU-3) as Downtown which is bounded by El Camino Real (SR 82) and Ellsworth, Baldwin and Second Avenues;

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

3. the area designated on the Land Use Plan (LU-3) as Mixed-Use (Executive Office) which is bounded by El Camino Real (SR 82), San Mateo Drive, St. Matthews Avenue, and Baldwin Avenue; and

4. those properties in the area designated on the Land Use Plan (LU-3) as Mixed-Use (Neighborhood Commercial) which are between San Mateo Drive and Ellsworth Avenue, and which have frontage on the north side of Baldwin Avenue as of 1 January 1992.

c. Densities up to 75 units per acre, heights up to 75 feet, and appropriate FARs may be allowed in the following areas of the Downtown for projects which to the greatest extent feasible protect and preserve key historic resources in accordance with the following conditions:

1. the area designated on the Land Use Plan (LU-3) as Downtown which is bounded by B Street, Ellsworth Avenue, First Avenue and Second Avenue;

2. all buildings on the site with frontage along Second Avenue or B Street which are identified as Individually Eligible for the National Register of Historic Places or contributory to a National Register Eligible Historic District as per the City of San Mateo Historic Building Survey dated September 1989 (in this area changes in the facade or significant exterior or interior features shall be reviewed for their consistency with the architectural character of the building by applying criteria outlined in the Secretary of the Interior's Standards for Rehabilitation);

3. FARs and residential densities may be calculated based on the total site square footage; however the FARs and densities for building protected in accordance with paragraph (c)(2) immediately preceding may be excluded from the allowable FARs and densities for new construction permitted on the site.

11) Numbered paragraph 2 of Policy PA 4.5 ("Norfolk/SR 92 Vicinity") is maintained to read:

2. Retain the Parkside Shopping Center, allowing limited expansion of low-scale commercial uses. Any redevelopment shall be contingent on retaining neighborhood retail uses and on finding no appreciable increase in through traffic in residential neighborhoods or significant impacts on Norfolk Street service levels. Provide development incentives to encourage mixed retail and high density housing, should redevelopment occur. Permit heights greater than 35 feet, but to a maximum of 55

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

feet, for projects which meet the following criteria and are approved by the City Council.

[Subparagraphs (a) - (e) remain unchanged.]

12) Policy PA 5.1 ("Mid-El Camino Real (SR 82)") and the text following it are maintained as follows:

a. Paragraph 1 of Policy P A 5.1 is maintained to replace the term "medium-high density" if and wherever it occurs with the term "high-density".

b. Paragraph 2 of Policy PA 5.1 and the following text is amended to read:

2. For lots 100 feet deep and less, maximum building height is 40 feet. For lots more than 100 feet deep, permit heights up to 55 feet for projects which meet the following criteria and are approved by the City Council:

[Subparagraphs (a) - (e) remain unchanged.]

Prepare design criteria to implement this policy prior to approval of any building over 40 feet high.

In this area, El Camino Real (SR 82) is characterized by a mixture of commercial uses ranging from single story to high rise. It is expected that most new development will be medium scale commercial or high-density residential or mixed-use due to the limited depth lots and potential impact on adjacent residential sites.

13) Numbered paragraph 3 of Policy PA 5.2 ("SR 92/Grant Street/Concar Drive/Delaware Street Vicinity") is maintained to read:

3. Permit densities up to 75 units per acre, and heights greater than 40 feet but up to a maximum of 75 feet for projects in the area designated in the Land Use Plan (LU-3) as Regional/Community Commercial which is bounded by South Grant Street, US 101, SR 92, and the north property line of the Dunfey Hotel for projects which meet the following criteria and are approved by the City Council:

[Subparagraphs (a) - (e) remain unchanged.]

14) Policy P A 6.3 ("Mariner's Island Specific Plan") is maintained, as follows:

3. Height Limits. Maximum densities of up to 75 units per acre and maximum heights of up to 75 feet and appropriate FARs may be allowed in the following areas

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

of Mariner's Island, for projects which provide public benefits or amenities substantially greater than code requirements:

a) the area designated on the Land Use Plan (LU-3) as Mixed-Use Incentive (Regional/Community Commercial) which is commonly described as Fashion Island Shopping Center and is circumscribed by Arthur Hansen Drive; and

b) the area designated Executive Office on the Land Use Plan (LU-3) which is north of SR 92 and bounded by Fashion Island Boulevard, Mariner's Island Boulevard, and Fashion Island Shopping Center.

15) Policy PA 7.6 ("South El Camino Real (SR 82)") and the following text is maintained as follows:

a. Numbered paragraph 1 is maintained to replace the term "medium-high density" if and wherever it occurs with the term "high density".

b. Numbered paragraph 2 and the following text is maintained to read:

2. For lots 100 feet deep and less, maximum building height is 40 feet. For lots more than 100 feet deep, permit heights up to 55 feet for projects which meet the following criteria and are approved by the City Council.

[Subparagraphs (a) - (e) remain unchanged.]

Prepare design criteria to implement this policy prior to approval of any building over 40 feet high.

In this area, El Camino Real (SR 82) is characterized by a mixture of low scale commercial uses. It is expected that most new development will be medium scale commercial or high density residential or mixed use, due to urban design concerns and traffic congestion.

16) Policy PA 8.1 ("South El Camino Real (SR 82)") and the following text is maintained as follows:

a. Numbered paragraph 1 is maintained to replace the term "medium-high density" if and wherever it occurs with the term "high density".

b. Numbered paragraph 2 and the following text is maintained to read:

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

2. For lots 100 feet deep and less, maximum building height is 40 feet. For lots more than 100 feet deep, permit heights up to 55 feet for projects which meet the following criteria and are approved by the City Council.

[Subparagraphs (a) - (e) remain unchanged.]

Prepare design criteria to implement this policy prior to approval of any building over 40 feet high.

The intent of this policy is the same as for other provisions of El Camino Real (SR 82) as described in Policies PA7.6.

17) Numbered paragraph 1 of Policy PA 8.2 ("Twentieth Avenue Vicinity") is maintained to replace the term "medium-high density" if and wherever it occurs and replacing it with the term "high-density".

18) Beginning with numbered paragraph 2, Policy PA 9.2 ("South El Camino Real (SR 82)") and the following text is maintained to read:

2. For lots 100 feet deep and less, maximum building height is 40 feet. For lots more than 100 feet deep, permit heights up to 55 feet which meet the following criteria and are approved by the City Council.

[Subparagraphs (a) - (e) remain unchanged.]

Prepare design criteria to implement this policy prior to approval of any building over 40 feet high.

D. Amendments to General Plan, Chapter IV, Housing Element

1) In section H of the Housing Element, entitled "Constraints on Housing Development, Governmental Constraints, Zoning," the following language is maintained to read as follows:

Multi-family densities permitted under the General Plan reach 50 units per acre, and the zoning code has been amended to conform to this maximum, although it will continue to be subject to state statutes mandating density bonuses under certain conditions.

2) a. Policy H 2.4 and Program H 2.4 are amended and maintained to read:

H 2.4: Private Development of Affordable Housing. Encourage the provision of affordable housing by the private sector through:

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

1. Requiring, to the extent allowed by law, that a percentage of the units, excluding bonus units, in specified residential projects be affordable.

2. Requiring construction or subsidy of new affordable housing as a condition for approval of any commercial development which affects the demand for housing in the City.

3. Providing density bonuses and priority processing for projects which qualify for density bonuses under State law.

Program H 2.4: Private Development of Affordable Housing.

1. Maintain an inclusionary housing ordinance to implement Policy H 2.4 The ordinance shall include:

a) At a minimum require, to the extent allowed by law, that all projects which include more than 10 residential units, including mixed-use projects, to include 10% of the residential units for exclusive use as housing units affordable to, and occupied by, households with incomes that do not exceed the limits for moderate-income, lower income, very low income, or extremely low income households specified in Sections 50079.5, 50093, 50105, and 50106 of the Health and Safety Code.

b) The project proponent shall build the unit(s) on site, either in partnership with a public or nonprofit housing agency, or on its own. Consistent with Government Code section 65850, off-site building, or other alternative means of compliance shall be allowed; and in any event, any off-site units must be built within the City of San Mateo.

No in-lieu fees shall be allowed except for:

i. Projects which include 10 units or less; or

ii. Fractional affordable housing unit requirements of less than .5.

c) The affordable units shall be as similar in exterior design and appearance as possible to the remaining units in the project.

d) Affordable rental units shall carry deed restrictions which guarantee their affordability.

e) Affordable for sale units shall have deed restrictions which allow for first right of refusal to the local government, upon the sale of the unit. The City local government should only refuse the option of purchase if it has already expended all of its financial

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

resources available for housing, including Community Development Block Grant funds, local housing trust fund monies, and any other federal, state or local funds typically available for affordable housing purposes.

Lead: Neighborhood Improvement and Housing Division (Ongoing)

If changes in State or Federal law render any provisions of the ordinance adopted by this Measure invalid or unenforceable, such that modifications are necessary to allow continued operation of the ordinance, the City Council may modify the ordinance without voter approval, but only to the limited extent necessary to cure the inconsistency with State or Federal law.

2. Evaluate and study the impacts on development costs to housing by increasing the inclusionary housing production requirements. Areas for consideration include increasing the percentage of units required, lowering the affordability pricing, lowering the project size that triggers the requirement, and including an in lieu payment for small projects.

Lead: Neighborhood Improvement and Housing Division

Implementation Goal: Ongoing for existing program; bring proposal on new requirements to Council by 2002.

3. Develop, hold public hearings on, and if possible, adopt a commercial/housing linkage program, based on empirical data applicable to the City of San Mateo. The program should match the housing constructed and/or subsidized to the demand created by commercial development, in terms of affordability levels, type of tenancy, number of bedrooms, and other relevant factors.

Lead: Neighborhood Improvement and Housing Division

Implementation Goal: Bring to the Council by 2002

4. Develop a density bonus program Consistent with State law.

Lead: Planning Division (Ongoing)

5. Provide information to developers on density bonus provisions for affordable housing. Give processing priority to applications which include substantial proportions of affordable housing.

Lead: Planning Division (Ongoing)

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

b. The text following Program H 2.10 ("Housing Densities"), are maintained to read:

> One means of increasing housing potential is through redesignation of commercially zoned and lower density residential properties to multi-family land use. The redesignations approved in Policy H 2.10 will increase the potential for construction of new units.
>
> San Mateo's multi-family zoning districts allow relatively high densities in an effort to encourage the production of housing. In 1989, the R-3 District (the lowest density multi-family zoning district) allowed up to 43 units per acre. Prior to the amendments necessary to make them conform to the initiative adopted by the voters in November 1991, the R-4 District allowed up to 58 units per acre and the R-5 District allowed up to 124 units per acre. However, very few projects were built up to the maximum allowable densities. On average, most developments achieved between one-third and one-half the allowable densities in these zoning districts, due to other constraints such as parking, open space requirements and the costs of high-rise building construction or multiple floors of underground parking.
>
> The high range of allowable densities permitted by the zoning districts can result in property owners over-valuing their properties based on unrealistic development expectations. This in turn results in properties remaining undeveloped or reduces the affordability of units constructed with inflated land prices. It can also render density bonuses for affordable housing production useless.

c. Program H 2.12 ("Mixed-Use") is maintained to read:

> Publicize the advantages of constructing housing or mixed-use projects in commercial areas. Publicize the ability to locate residences in commercial areas.
>
> Lead: Planning Division. (Ongoing)

d. The second full paragraph in the discussion of Program H 2.11 ("Mixed-Use") is maintained to read:

> The City currently allows the mixing of housing and commercial uses, in various locations, including properties along El Camino Real (SR 82) south of the Downtown, office sites along 20th Avenue, the KMART site at Delaware and Concar, the Parkside Shopping Center at Norfolk, and the Fashion Island Shopping Center. In addition, once adopted, the programs called for in Program H 2.4 should encourage the construction of affordable housing in the redevelopment of commercial areas.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

E. Amendments to General Plan, Chapter V, Urban Design Element

The last full paragraph of Focal Points is maintained to read:

> Many things can be done to strengthen major focal points. The Downtown Specific Plan includes requirements for ground floor retail, and the General Plan permits mixed uses and building heights of up to 75 feet in the Downtown. Hillsdale Mall could be strengthened by higher floor area ratios (the ratio of building floor area to lot area), visible retail uses (outward focusing), and a more consistent architectural or landscape treatment. The office development along SR 92 could be enhanced by permitting buildings up to 75 feet in height, altering higher floor area ratios and architectural and landscape treatments. Focal points can be discouraged in the middle sections of El Camino Real (SR 82) and many other commercial zones by changing the zoning to permit no high rises or buildings with excessive bulk.

F. Amendments to General Plan Appendices

1) Appendix B, entitled "Land Use Categories", is maintained as follows:

a. The land use category "Medium High Density Multi-Family Residential, if and wherever it occurs, is deleted.

b. Section A.2.c., "High-DensityMulti-Family Residential" is maintained to read:

> High-Density Multi-Family Residential.
>
> (36-50 units per acre -- 81-115 persons per acre)
>
> Higher density multi-family areas, typically three to five stories, usually located near transportation corridors, major streets, commercial areas, the Downtown and train stations.

c. The text at the beginning of section B ("Non-Residential Land Use Categories") is maintained to read:

> Non-residential land use categories include a wide range of commercial and industrial uses and public facilities. The intensity or scale of development is limited by a combination of building height and floor area ratio. Residential uses ranging from low to high densities are allowed in all non-residential land use categories except service commercial, manufacturing/industrial and parks/open space, and where otherwise excluded by specific area policies.

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

d. The fourth sentence of Section B.2., entitled "Regional/Community Commercial", is amended and maintained to read:

> Characterized by medium to high FARs of 1.0 to 2.5 and heights of 35 feet to 55 feet*, with the exception of the Hillsdale Mall which has a maximum height of 60 feet as shown on the Site Plan entitled "Hillsdale Shopping Center", dated April 19, 2004 and which has been incorporated into the Building Height Plan, Figure LU-4.

e. The last sentence of section B.3., entitled "Downtown Commercial", is maintained to read:

> Characterized by medium to high FARs of 1.0 to 3.0 and heights of 35 to 55 feet.*

f. The last sentence of section B.6., entitled "Executive Office", is maintained to read:

> Characterized by low to medium FARs of .62 to 1.0 and heights of 35 to 55 feet.*

g. The last sentence of section B.12., entitled "Mixed-Use Incentive", is maintained to read:

> Characterized by a wide range of medium to high FARs of 1.0 to 3.0 and heights of 25 to 55 feet.*

h. A note is maintained at the end of Appendix B, which reads as follows:

> * Densities up to 75 units per acre, and height limits up to a maximum of 75 feet may be allowed in some areas within these land use categories, as specified in the area specific policy for Downtown (PA 3), and Policies PA 5.2 and PA 6.3 of the Land Use Element.

2) Appendix C, entitled "Building Height", is amended and maintained to contain the following land uses and building heights. No new land use categories shall be authorized with building heights greater than 55 feet:

LAND USE CATEGORY	**Maximum Height**
Residential:	
Single Family	24'
Low Density Multi-Family	24'
Medium Density Multi-Family	35' to 55'
High-Density Multi-Family	35' to 55'

Docusign Envelope ID: 4D75293D-0E5F-4830-8DC3-7995727D09A9

Non-Residential:	
Neighborhood Commercial	25' to 55'
Regional/Community Commercial	35' to 55'* **
Downtown	55'*
Service Commercial	30'
Manufacturing	35' to 90'
Executive Office	25' to 55'*
Public Facility	25' to 75'
Parks/Open Space	32'
Utilities	32'
Transportation Corridors	32'
Major Institution/Special Facility	35' to 90'
Mixed Use:	
Executive Office/Low Density Multi-Family	25' to 45'
Executive Office/Medium Density Multi-Family	25' to 45'
Executive Office/High Density Multi-Family	25' to 55'*
Neighborhood Commercial/Medium Density Multi-Family	35'
Neighborhood Commercial/High Density Multi-Family	25' to 55'
Regional/Community Commercial/High Density Multi-Family	25' to 55'*

* Height limits up to a maximum of 75 feet may be allowed in some areas within these land use categories, as specified the area specific policy for Downtown (PA 3), and Policies PA 5.2 and PA 6.3 of the Land Use Element.

** Height limits up to a maximum of 60 feet are also established for the Hillsdale Shopping Center as shown on the Site Plan entitled "Hillsdale Shopping Center", dated April19, 2004.

Section 4. Subsequent General Plan Amendments

A. The General Plan and all of its elements and parts may be reviewed and amended pursuant to Policy LU 6-2 and as may be required to conform to state law, without limitation; except that the City Council may not amend the General Plan in a manner

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inconsistent with the purposes, intent, or operative provisions of this initiative, including, but not necessarily limited to, provisions reducing maximum height limits and densities for specified uses.

B. Should the City Council determine that it is impossible to comply with the requirements of state law without amending the General Plan in a manner inconsistent with the purposes, intent, or operative provisions of this initiative, it shall first seek voter approval of any proposed inconsistent amendments. Failing this, it shall then seek appropriate judicial relief.

Section 5. Implementation/No Unconstitutional Taking

This initiative is not intended, and shall not be applied or construed, to authorize the City to exercise its powers in a manner which will take private property for public use without the payment of just compensation, but shall be interpreted, applied and implemented so as to accomplish its purposes to the maximum constitutionally permissible extent. If application of this initiative to a specific property of record as of its effective date would create a taking, then the City Council may allow additional density or uses on said property, upon findings that the level of additional development permitted is the minimum necessary to avoid a taking, and no lesser level of development would be sufficient to avoid a taking.

Such findings shall be based on full environmental review and economic feasibility studies which are circulated in the same manner as Draft Environmental Impact Reports, and must be supported by a preponderance of the evidence.

Section 6. Severability

If any portion of this initiative is hereafter determined to be invalid by a court of competent jurisdiction, all remaining portions of this initiative shall remain in full force and effect. Each section, subsection, sentence, phrase, part, or portion of this initiative would have been adopted and passed irrespective of the fact that any one or more sections, subsections, sentences, phrases, parts of portions be declared invalid or unconstitutional.

Section 7. Effective Date and Duration

A. The provisions of this initiative shall remain in effect through the year 2030.

B. This initiative shall take effect 10 days after the city council declares the results of the election approving this measure.

Section 8. Conflicting Ballot Measures

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~~In the event that this Measure and another measure or measures relating to the same or similar subject matter shall appear on the same election ballot, the provisions of the other measures shall be deemed in conflict with this measure. In the event that this Measure shall receive a greater number of affirmative votes, the provisions of this Measure shall prevail in their entirety, and the provisions of the other measure or measures shall be null and void.~~

City of San Mateo
City Attorney's Office
(650) 522-7020

330 W. 20th Avenue
San Mateo, CA 94403
www.cityofsanmateo.org

City Attorney's Impartial Analysis of Measure T

Measure T would increase certain limits on building heights, residential densities, and nonresidential building intensities previously enacted by the voters. The changes would occur primarily in the Downtown, near Caltrain stations, and along transit corridors such as El Camino Real.

These locations are known as "study areas" and were approved by the San Mateo City Council. Buildings in the study areas could be six to eight stories in height and allow for increased density over current limits. Further increases for individual projects throughout the City could be obtained under state law in exchange for providing affordable housing units. A map that is an attachment to Measure T identifies the location of study areas, and what areas would retain current limits.

Existing limits were enacted by the voters in November 2020. Commonly known as Measure Y, it extended current limits through 2030 and represented an extension of policies enacted by the voters in 2004 and 1991.

Approval of Measure T would allow buildout of the General Plan approved by the City Council in March 2024. The General Plan is a document required by state law that plans for overall growth in the City through 2040. Measure T would repeal the text of Measure Y to ensure internal consistency of the recently adopted General Plan.

Measure T seeks voter approval of the General Plan's Land Use Element, which includes the Land Use Map. The Land Use Element sets forth goals, policies, and actions that govern development projects in the City. The Land Use Map applies land use designations that specify height and other limits to individual parcels.

The measure would permit new land use designations, but no new designation could allow for increased height, density, or building intensity than currently allowed for in the General Plan. The land use designation for any parcel could also be changed, but no such change could allow greater height, density, or intensity than currently allowed under the new General Plan on that specific parcel.

If Measure T passes, the land use designation for eight locations identified in the text of the measure could be also changed without voter approval, but only up to specific height and density limits, and subject to a General Plan amendment process involving public hearings before the Planning Commission and City Council.

Measure T would remain in effect through 2030, consistent with the timeframe of Measure Y, after which the City Council could amend the General Plan as it deems appropriate without seeking voter approval. While Measure T is in effect, no changes to its terms would be permitted without voter approval.

Measure T requires a simple majority vote for approval. The measure was placed on the ballot by the City Council.

If approved by the voters at the November 5, 2024 election, Measure T would become operative 10 days after certification of election results by the City Council.

A YES vote approves the measure.

A NO vote rejects the measure.

The above statement is an impartial analysis of Measure T. If you desire a copy of the measure, please call the City Clerk's office at (650) 522-7040 and a copy will be mailed at no cost to you. A copy of Measure T is also available online at www.cityofsanmateo.org.



Prasanna W. Rasiah
City Attorney



November 2024 Ballot Measure

Measure T

Ballot Measure Language

- Resolution with Attachments (2.88MB)
  - Resolution 63 (2024) (2.27 MB)
  - Exhibit A - Ordinance (2.31 MB)
    - Ordinance Att 1 - General Plan Land Use Element (2.67 MB)
    - Ordinance Att 1a - General Plan Use Map - Individual Parcels (22.6 MB)
    - Ordinance Att 2 - General Plan Land Use Map Appendix A (2.43 MB)
    - Ordinance Att 3 - Measure Y (strikethrough text) (1.49 MB)

Related Links

- Housing Element
- General Plan
- Map of Unchanged Areas

Ballot Measure Arguments

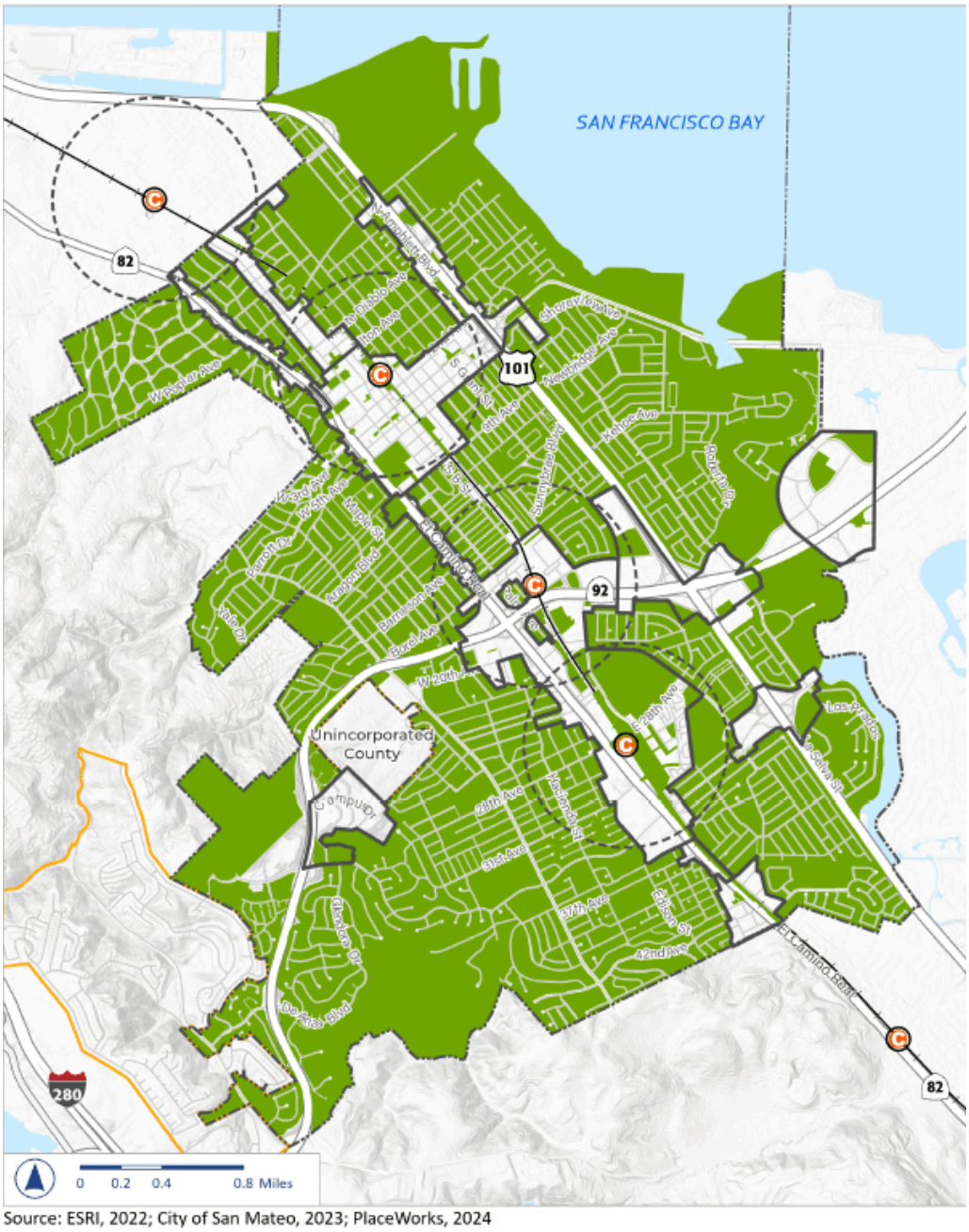
- Ballot Measure Arguments: Arguments for and against a particular ballot measures are published in the San Mateo County's Official Voter Information Guide. Requirements are outlined in the Election Code.

Frequently Asked Questions (see new information below)

If Measure T passes, most of the city - 75% - will still follow the current development limits from Measure Y. Here's the simple breakdown:

- **90% of the city** (excluding the Bay) fits within the Measure Y guidelines.
- But **15%** of that land includes things like roads, sidewalks, the Marina Lagoon, and train tracks, which can't be developed.

So, after subtracting those areas, 75% of the city will still follow the same rules as now, even if Measure T passes.



Q: What will be the impact on single-family residential areas if Measure T passes? How about if it fails and Measure Y remains in effect?

A: If Measure T passes, then its density limits for single-family residential areas, designated as "Residential Very Low" in General Plan 2040, will go into effect. Specifically, Measure T limits density in these areas to nine units per acre. For most parcels that would mean one dwelling unit per parcel, except where state law authorizes additional units, such as an ADU or SB9 units. These limits would remain through 2030.

If Measure T fails, then under our adopted Housing Element, the City must plan to add at least 1,700 additional housing units with an emphasis on high and highest resource areas. Many of the parcels that are large enough to accommodate 2-4 units, as specified below, are in the San Mateo Park neighborhood. However, all residential districts could potentially be affected.

More specifically, the City could amend the zoning code to allow duplexes and triplexes in single-family residential areas, most likely without an owner-occupancy requirement, but only within the limits of Measure Y. A zoning code change would only impact larger lots that could accommodate duplexes and triplexes (approximately 9,680 and 14,520 square feet respectively). Some even larger sites could potentially accommodate four or more units. Again, because Measure Y would remain in effect in this scenario, and zoning changes would need to comply with Measure Y.

Otherwise, San Mateo's land use rules under Measure Y would remain in their current state, also through 2030, if Measure T fails. For single-family residential areas, designed "Residential Very Low" in General Plan 2040, density is limited to nine units per acre, just like Measure T. Again, for most parcels that would mean one dwelling unit per parcel, except where state law authorizes additional units, such as an ADU or SB9 units.

Q: If Measure T passes, what happens to the affordable housing requirements in Measure Y?

A: The City has an existing Below Market Rate (Affordable Housing) Policy that requires 15% of proposed units in new development to be designated as affordable. The City's existing Affordable Housing Policy goes beyond Measure Y's requirement for 10% of units to be affordable in new developments.

Also, if Measure T passes, the City Council could not repeal the Affordable Housing Policy on its own. Instead, the City would need review and approval from the California Department of Housing and Community Development (HCD). This is because repealing the Affordable Housing Policy would undermine implementation of the City's adopted Housing Element, which HCD approved, and which contains goals and policies designed to support the development of affordable housing. It is also unlikely that the City would reduce or eliminate its affordable housing requirements in light of the recently adopted Housing Element that supports affordable housing.

This Policy was adopted by the City Council separate from Measure Y and was most recently updated in 2018 and 2020. These requirements were adopted to align with State Density Bonus Law at the time. For rental units, the City's regulations mandate that 15% of proposed units be set aside for low- or very low-income households. For ownership units, the percentage is the same and requires affordability for moderate-income households. Smaller projects with 5-10 new units may pay a fee in-lieu of providing affordable unit(s).