



Community’s Vision for Future Reaches Major Milestone

Draft General Plan Released After Years of Community Engagement, Outlines San Mateo’s 20-Year Plan

San Mateo, CA — Following years of extensive public outreach and engagement, the City of San Mateo published its Draft General Plan outlining the community’s vision for how the City will look, feel, and change over the next 20 years.

This pivotal document is now available at www.strivesanmateo.org and has a major influence on future housing, transportation, sustainability, economic development, public safety, recreation and much more.

The release of the Draft General Plan 2040 is a major milestone made possible thanks to the input of thousands of community members who’ve engaged in the process since 2018. Another round of public outreach is now kicking off with a virtual workshop and five Town Hall meetings scheduled throughout the City in the coming months. Community members can also weigh in on their priorities through new interactive online tools, at pop-up events, and during upcoming public hearings.

“Community feedback is really the foundation of this plan and we are incredibly proud of all the work that’s led us to this point. San Mateo’s General Plan will help guide how our community adapts to the future while outlining a wide array of goals and priorities residents want to address in the coming years,” said Christina Horrisberger, Community Development Director and Interim City Manager.

Strive San Mateo has had well over 5,000 interactions with members of the public, including at 44 public meetings, 23 community workshops, 26 pop-up events, over 20 staff presentations to community groups, and five online activities. Engaging historically-underrepresented groups has been a priority and involved two youth events, three Spanish-language events, and working with a community-based organization to visit community local markets, transit stops, food distribution sites, churches and other places where residents naturally gather. Visit www.strivesanmateo.org for more opportunities to get involved in the coming months.

Based on community feedback and to meet state-mandated housing needs, the General Plan proposes targeted increases to current Measure Y height and density limits in 10 areas near transit, employment and other amenities. By focusing growth and change in these areas, the heights and densities around the rest of the City can be maintained. But, in order for the General Plan to implement these increased height and density limits, voter approval is required. If an updated ballot measure in 2024 is not approved, the City will need to look at increasing heights/densities citywide, in all neighborhoods, to accommodate the City’s future housing needs.



Community members talk with City staff about the Strive San Mateo General Plan during a pop-up event at Central Park.

Ten Big Ideas in San Mateo's Draft General Plan 2040

The Draft General Plan includes the following big ideas that will guide the next 20 years of San Mateo!



Balance Growth & Change



Enhance San Mateo's Neighborhood Fabric & Quality of Life



Preserve Nature as the Foundation of the City



Encourage All Ways to Travel Around the City



Support the Local Economy



Address Historic Preservation Holistically



Initiate a Comprehensive Sea Level Rise Strategy



Strengthen Community Outreach



Focus on Equity for All Residents



Improve Community Safety Planning & Awareness

Join Us at an Upcoming Meeting!

Please join us in-person at your local Council District Town Hall meeting. Doors open at 5:30pm and City Staff will be available to answer questions about the Draft General Plan 2040. The presentation and discussion begins at 7:00pm. Can't attend in-person? Join the virtual workshop!

Scan here to view the virtual meetings calendar for the latest information on meetings and community events.



Virtual Community Workshop

- Wednesday, August 16, 2023
- 6:30pm
- Visit [StriveSanMateo.org](https://www.strivesanmateo.org) to register for the meeting



District 2 Town Hall Meeting

- Mayor Amourence Lee
- Wednesday, September 13, 2023
- **Martin Luther King Jr. Community Center**, 725 Monte Diablo Ave
- Starts at 5:30pm, 7pm presentation



District 5 Town Hall Meeting

- Council Member Adam Loraine
- Thursday, August 31, 2023
- **San Mateo Senior Center**, 2645 Alameda de las Pulgas
- Starts at 5:30pm, 7pm presentation



District 4 Town Hall Meeting

- Council Member Richard Hedges
- Wednesday, September 20, 2023
- **Bayside School, Old Gym**, 2025 Kehoe Ave
- Starts at 5:30pm, 7pm presentation



District 1 Town Hall Meeting

- Deputy Mayor Lisa Diaz Nash
- Wednesday, September 6, 2023
- **San Mateo Main Library**, 55 W 3rd Ave
- Starts at 5:30pm, 7pm presentation



District 3 Town Hall Meeting

- Council Member Rob Newsom Jr.
- Monday, September 25, 2023
- **The Nueva School**, 131 E 28th Ave
- Starts at 5:30pm, 7pm presentation