



CITY OF SAN MATEO

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Administrative Report

Agenda Number: 2., Status: Reported to Council

File ID: 2019-186

TO: Planning Commission

FROM: Ronald Munekawa, Chief of Planning

PREPARED BY: Community Development Department

MEETING DATE: Tuesday, March 12, 2019

SUBJECT:
General Plan Update - Draft Vision Statement

RECOMMENDATION

Review and recommend City Council acceptance of the General Plan Vision Statement.

BACKGROUND

On April 16, 2018, the City Council authorized the update of the General Plan (GP) which serves as a “blueprint” for the future of the City. The GP is intended to cover a wide range of topics including land use, urban design, circulation/transportation, housing, noise, safety, and parks, open-space and conservation throughout the city.

In authorizing the General Plan Update (GPU) project, the Council emphasized the importance of community outreach and input in shaping the city’s future. The project kick-off was held in September 2018, and there have been several events/meetings about the GPU effort including nine events to gather input for the vision statement (see Attachment 1). Additionally, an online survey was utilized to provide an alternative means for community members to share their ideas for the future. Online feedback for the visioning statement was collected from 9/19/2018 through 12/2/2018 via the project website. The survey results are available at <http://strivesanmateo.org/online-participation-results/>

In addition to the nine workshops/meetings, the Council also appointed a seven-member General Plan Subcommittee (GPS) to serve as a sounding board for the GPU process. The GPS met three times in 2018 and at the last meeting held on December 17, 2018, a draft vision statement was presented. The project team (staff and consultants) received public comments and GPS feedback to substantially revamp the vision statement. Additionally, concerns were raised on the GPU process with a sentiment that it was being rushed. At the January 22, 2019 City Council meeting, staff provided a status update and received Council feedback to extend the GPS meeting time, expand community outreach and adjust the GPU project scope. Additionally, Council provided feedback that a revised, more succinct and aspirational vision statement should go back to the GPS for review.

On February 27, 2019, a revised draft vision statement was presented to the GPS (see Attachment 2). GPS provided specific comments on some items and asked the project team to make a proposal for others. The following is a summary of GPS comments:

- In Vision - incorporate concept of “healthy” community,
- In Values - incorporate concepts of “culture” and “recreation”,

- In Values - add word “effective” in front of transportation,
- In Values - somehow incorporate concepts of “education” and “the arts” (GPS left it to staff/consultants to propose something).

The GPS meeting materials are available at www.StriveSanMateo.org <<http://www.StriveSanMateo.org>>, and public comments are organized online at <http://strivesanmateo.org/documents/publiccomments/>.

Following the GPS meeting, the project team updated the draft vision statement. The “redline” version of the updated vision statement is included in Attachment 3. With regards to “education” and “the arts”, the following were taken into consideration in the team’s recommendation of the text changes, and included thoughts as to where to best incorporate these two concepts in a high-level way:

- Education - Several different approaches were considered and ultimately decided to word this as “learning opportunities” rather than “schools” (which may be too specific to primary schools) or “education” (which the City does not have jurisdiction over). This also seemed to fit best in the value of *Prosperity*.
- Arts - This was difficult to find a natural home for and ultimately attempted to incorporate it under value of *Diversity*, and referred to as “We celebrate arts and culture.” which is much longer and more cumbersome than “arts”; but seemed to be more high level and consistent with the other concepts there.

Additionally, while not explicitly discussed, the project team recommends relocating the word “choices” under *Balance* to better reflect GPS comments on range of transportation options.

PUBLIC COMMENTS

Public comments received prior to packet production are available online at <http://strivesanmateo.org/documents/publiccomments/>, which include comments from the beginning of the GPU effort in September 2018. Public comments received after packet production will be provided at the March 12, 2019 meeting.

NOTICE PROVIDED

In accordance with Government Code section 65090, notice of this meeting was published in the Daily Journal newspaper, and posted in at least 3 public facilities, at least 10 days before this Study Session. In accordance with Government Code section 65091 and the City’s Municipal Code noticing requirements, an email for this meeting was sent to the following parties ten days in advance of the Planning Commission meeting:

- The City’s “900 List” which contains nearly 100 Homeowner Associations, Neighborhood Associations, local utilities, media & other organizations interested in citywide planning projects;
- The City’s Planning “Notify Me” email list; and
- The interested parties list which includes interested individuals who contacted the City and requested to be added to the project email notification list.

ENVIRONMENTAL DETERMINATION

In accordance with Public Resources Code section 21065, the Planning Commission’s recommendation with regards to the General Plan vision statement is not a project subject to CEQA in that it is not an activity that will result in either a direct or indirect physical change in the environment.

SUMMARY AND NEXT STEPS

At the March 12, 2019 meeting, staff is seeking Commission input on the draft vision statement. Following this meeting, the Commission’s comments and recommendations will be forwarded to the City Council for their

review and consideration at the April 1, 2019 Council meeting.

ATTACHMENTS

Att 1 - General Plan Meetings
Att 2 - Draft Vision Statement (provided to GPS)
Att 3 - Draft Vision Statement (redline for PC)
Att 4 - Public Comments

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