



The City of South San Francisco

Application for General Plan 2040 Community Advisory Committee

DUE October 19th by 5:00 PM

Select those that apply:

☐

SSF Resident

One per each
Election District
(see attached map)

☒

Business Representative – Large
More than 150 employees

☐

Business Representative – Small
Fewer than 50 employees

Martin, Sophie C

Name (last, first, middle)

Name used on voter registration

Address of Residence (number, street, and apartment number)

E-mail address

City, State and Zip Code

Telephone number

List your Election District (see attached map)

Are you a resident of South San Francisco? Yes ☐ No ☒

If Yes – How many years as a resident? _____

If you are a SSF Business Representative, provide Name and Type of Business, Number of employees, and Title/Position at Business:

Business name: Genentech; Business type: biotechnology; Employees = 10,000+

Title: Real Estate Strategy & Urban Planning Manager

Are you currently receiving any form of compensation from the City for work performed? Yes ☐ No ☒

If yes, please explain: _____

Are you or any relatives serving on Council, Commissions, Boards and Committees or otherwise employed by the City of SSF?

None

Name

Position

Relationship

CIVIC ACTIVITIES, CLUBS, ASSOCIATIONS

N/A

RECENT WORK EXPERIENCE

January 2018 - present Genentech Real Estate Strategy & Urban Planning Manager

Dates employed

Employer

Position

Genentech Master Plan drafting and administration, transportation and housing strategy, parking mgmt, and similar

Duties

1. Why are you seeking this appointment? As South San Francisco's largest employer, and having made South San Francisco our home for over 40 years, Genentech feels strongly about having a seat at the table as the City conducts its first comprehensive update to its General Plan in nearly two decades. We sincerely value and appreciate the collaborative relationship that we have shared with the City for so long. Having a voice in how the City charts its course for the future, and having the opportunity to listen to and learn from other community members -- both residents and other businesses -- will help ensure that as Genentech grows and continues to invest in South San Francisco, that we are doing so in a way that is consistent with a shared vision for land use, transportation, and infrastructure for the East of 101 Area and the city as a whole.

2. What qualifies you for this appointment? As Genentech's Real Estate Strategy and Urban Planning Manager, my role is to focus on long-range strategy for the campus's growth and its impacts on housing, transportation, and infrastructure, both within South San Francisco and the region as a whole. Prior to serving Genentech in this capacity, I worked as an urban planner for a consulting firm in San Francisco, where my primary role was managing updates to cities' general plans all across California -- including research, community outreach and engagement, policy writing, and technical analysis. I am very familiar with general plan update processes and all of the required Plan elements, as well as how to achieve balance and "win-win" solutions to complex planning issues amongst a wide variety of stakeholders.

3. The General Plan is a long term vision for land use, open space and transportation investment -- what are your priorities for the future? Genentech's primary priority for the future is to ensure its continuing right to operate in the East of 101 Area for its full range of office, manufacturing, and lab/R&D uses, through maintaining appropriate designation of land use and development standards for Genentech property as well as for other appropriate nearby parcels in the East of 101 Area. At the same time, Genentech is acutely aware of the housing crisis in the Bay Area and wishes to use the General Plan Update process to work with the City and community to identify sites for new housing, including East of 101, that are well-served by transit and close to other services. Addressing local transportation challenges is another top priority for Genentech as the East of 101 area continues to grow and area-wide traffic worsens. We hope to leverage the General Plan to find shared solutions (such as through TMA), reduce reliance on single occupancy vehicles, and improve mobility for all users and modes.

I certify that, to the best of my knowledge, all statements in this application are complete and true. I agree and understand that any mis-statement of material fact will cause me to forfeit all rights to appointment to the Community Advisory Committee with the City of South San Francisco.

Sophie Martin

Signature

Digitally signed by Sophie Martin
Date: 2018.10.05 21:39:32 -07'00'

October 5, 2018

Date*

*Application is kept on file for one year from receipt.