

raimi+  
associates

SOUTH  
SAN FRANCISCO  
THE INDUSTRIAL CITY

# GENERAL PLAN, ZONING CODE + EIR UPDATE

Joint City Council + Planning Commission Study Session | April 29, 2019

# Purpose of Tonight's Presentation

- Initiate the General Plan process
- Provide an overview of the major milestones and deliverables
- Provide an overview of the community engagement program
- Discuss key issues, opportunities and measures of success for the General Plan



*What is the General Plan?*



# Purpose of the General Plan

- Long-term policy document to **guide the future actions** (policy choices + development applications) of South San Francisco
- Serves as City's "**constitution**"
- Preserves and enhances **community strengths**
- Addresses a number of **topics of concern**
- Enables the community to come together to develop a **shared vision for the future**

## What is a General Plan?

A General Plan is like a road map for the future of the City of South San Francisco.



1

General Plans describe the community's vision and identifies strategies for managing preservation and change.



The State of California requires every city and county to have a General Plan to guide growth.

2

3

General Plans typically include goals, policies, implementation strategies and supporting graphics.



These components work together to convey a long-term vision that will guide local decision making.



4

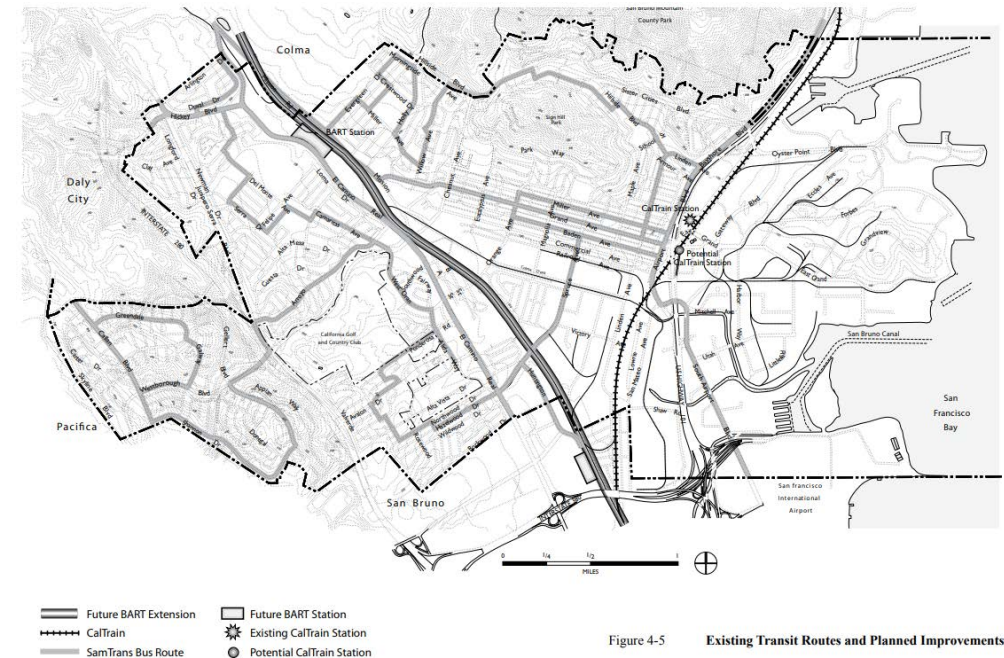
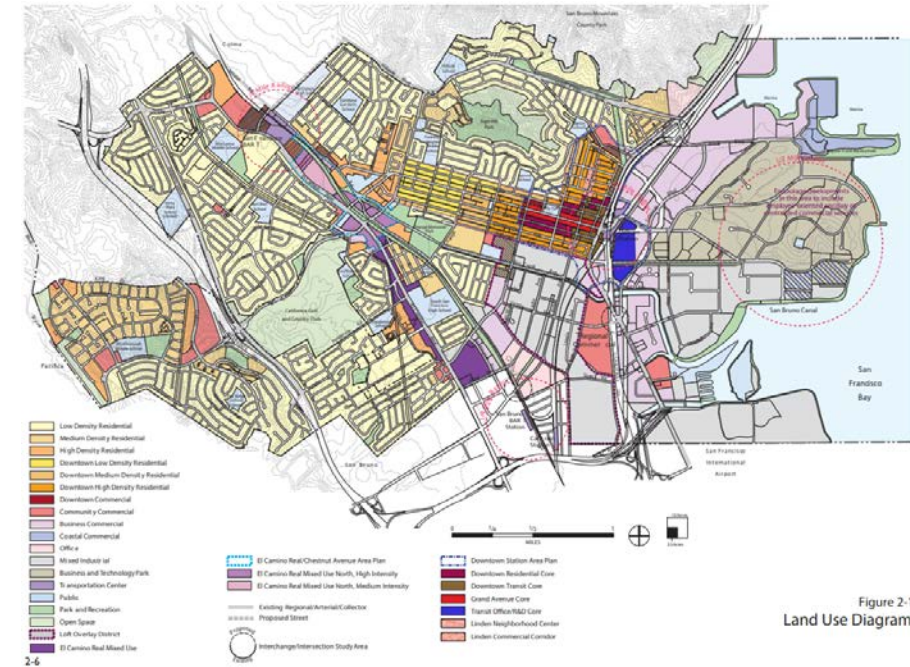
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The General Plan also plays an important role in regulating land use. Its policies and maps form the foundation for City ordinances, guidelines and plans.



# Existing General Plan

- Last full update in 1999
- Organized into 10 chapters [last updates in “(..)”]
  - Introduction + Overview
  - Land Use (2015)
  - Planning Sub-Areas (2015)
  - Transportation (2014)
  - Parks, Public Facilities + Services (2015)
  - Economic Development (1999)
  - Open Space + Conservation (2014)
  - Health + Safety (1999)
  - Noise (1999)
  - Housing (2015)





## Downtown Specific Plan



## Community Civic Campus



## East of 101 Transportation Plan



## Resilient South City



## El Camino Real/Chestnut Avenue Area Plan



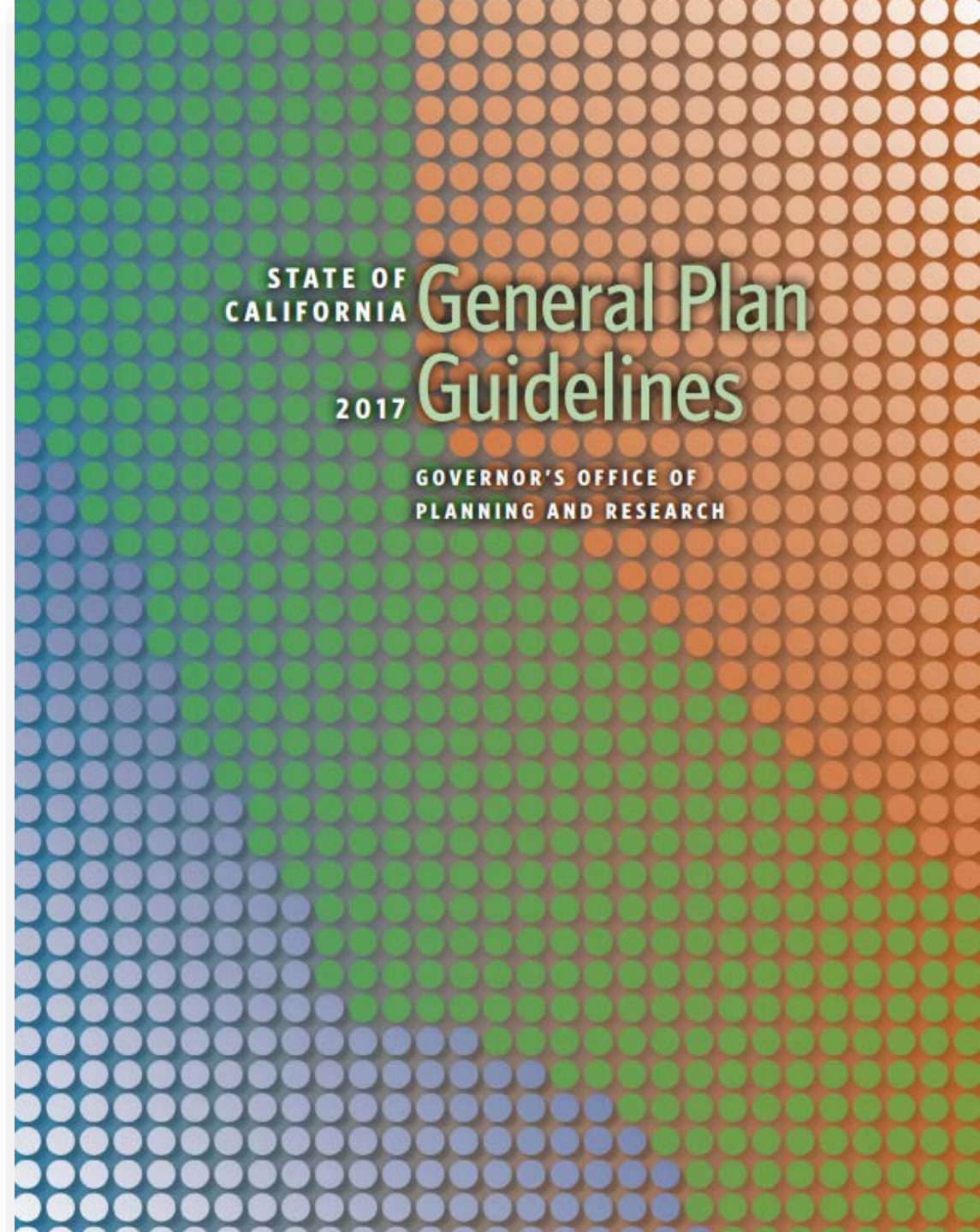
## Bicycle + Pedestrian Plans





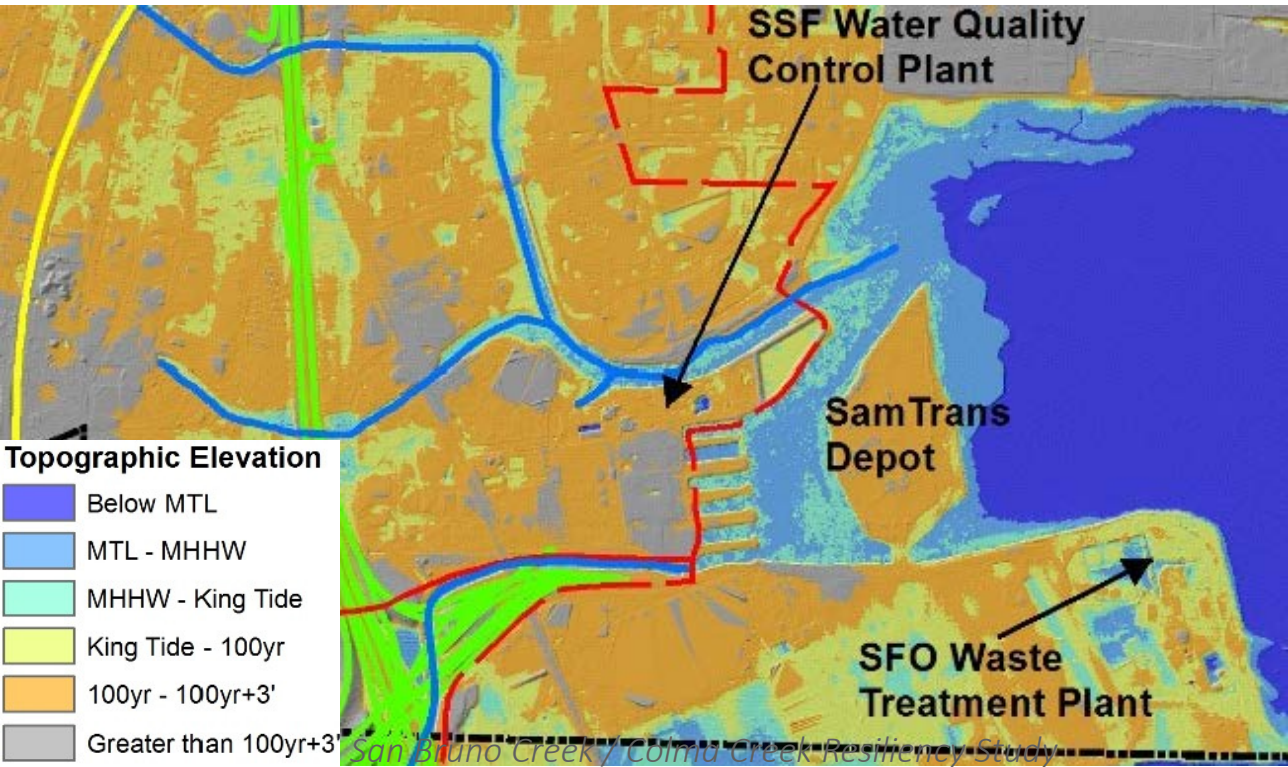
# General Plan Requirements

- 8 required Elements
- New State laws + 2017 General Plan Guidelines
- Emerging themes in planning

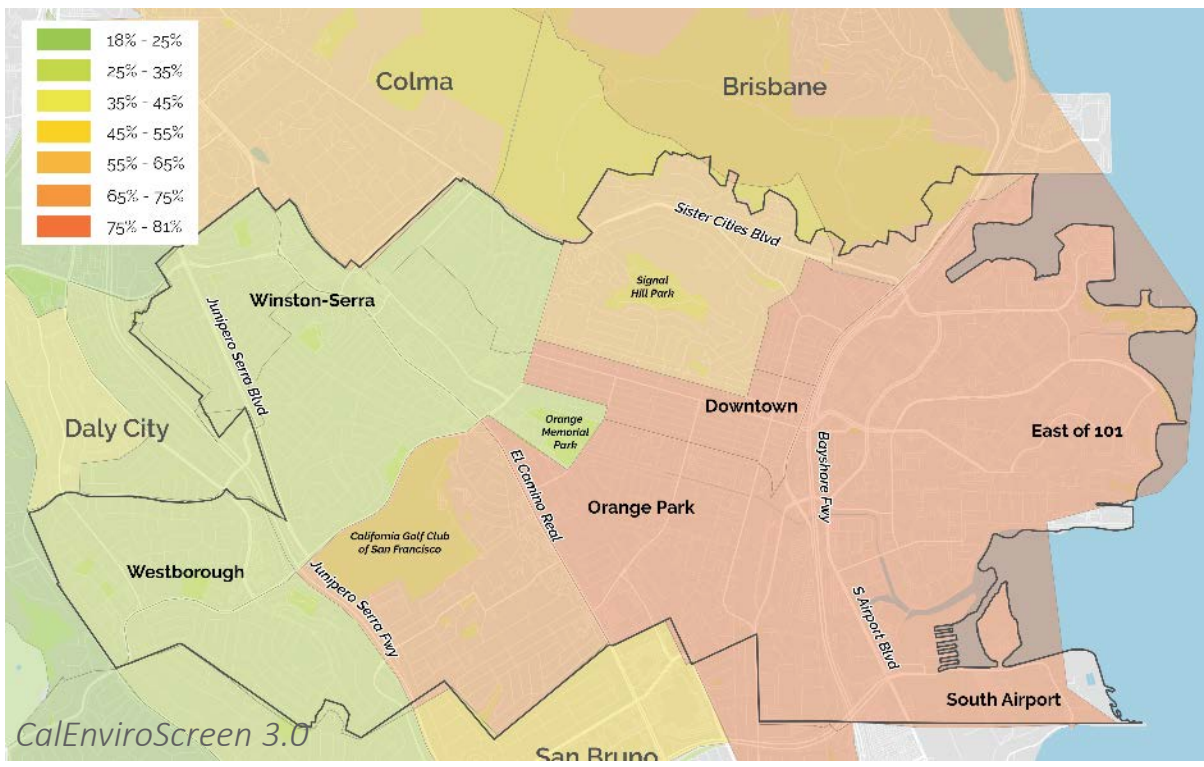




# Climate Impacts + Adaptation



# Environmental Justice, Health + Equity



# Vehicle Miles Traveled



# 2017 Housing Package



# GHG + Sustainability





# Major Components of This Project

## SOUTH SAN FRANCISCO GENERAL PLAN



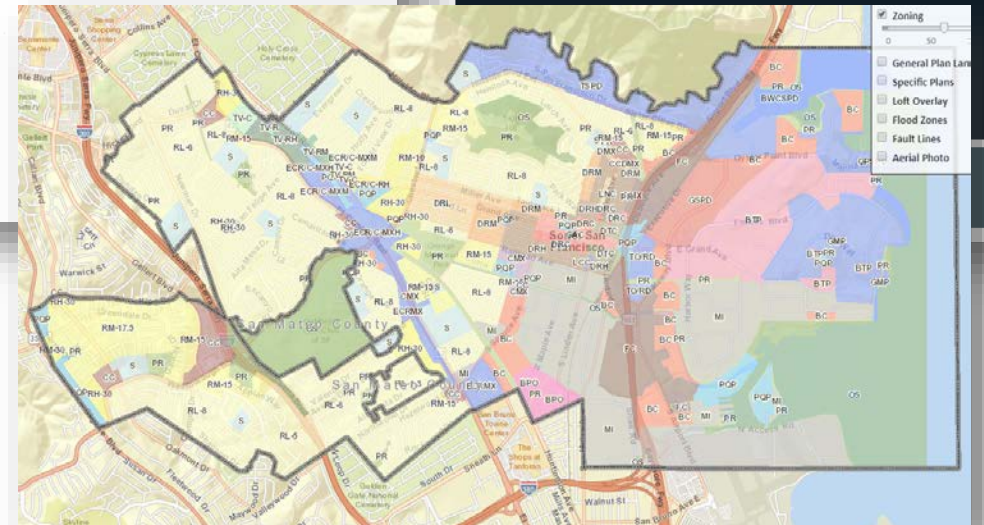
*Adopted*  
OCTOBER 1999

South San Francisco  
General Plan Update

## DRAFT ENVIRONMENTAL IMPACT REPORT

SCH NO. 97122030

CITY OF  
SOUTH SAN FRANCISCO  
CLIMATE ACTION PLAN







PRIME

## Raimi + Associates

Project Management, Land Use, Health, Equity,  
Sustainability, Community Engagement

### Plan to Place

Community Engagement

### Lisa Wise Consulting

Zoning Code Update

### FirstCarbon Solutions

Environmental Impact Report and  
Technical Element Support

### Fehr + Peers

Circulation, Mobility , and  
VMT Analysis

### Strategic Economics

Economic Development and  
Social Equity

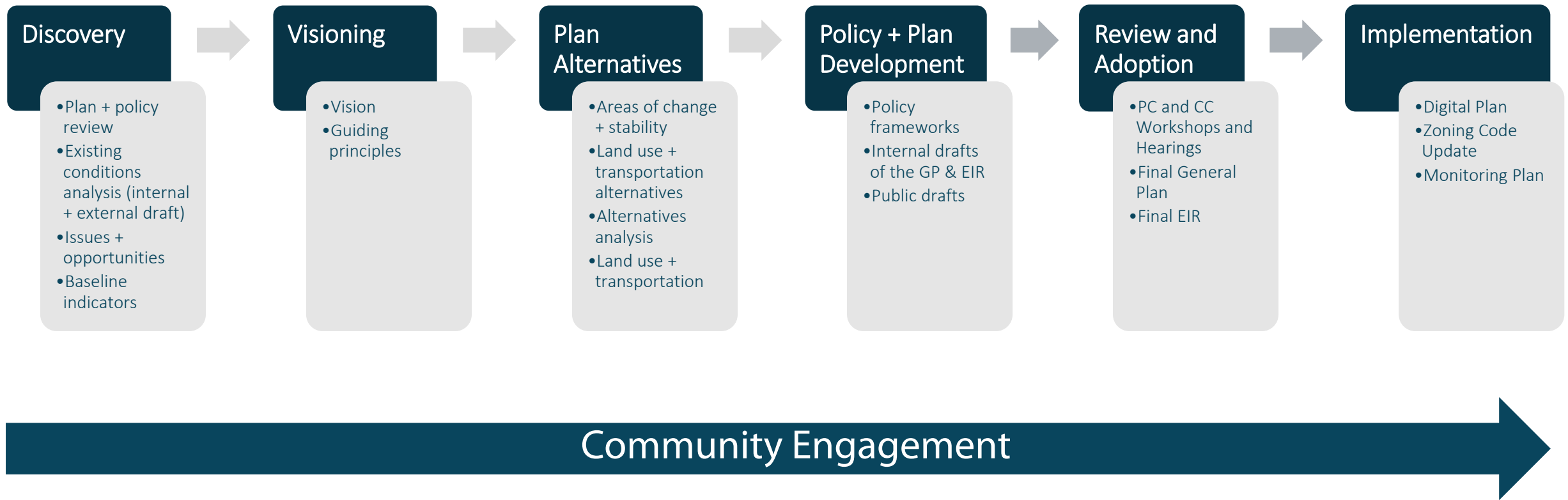
### January Advisors

Digital General Plan and Project  
Website

SUBCONSULTANTS



# Approach to the General Plan Process





# Key Deliverables

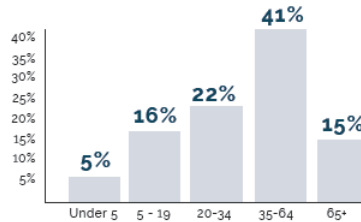
## south san francisco at-a-glance

### Demographic

#### TOTAL POPULATION

**67,429** people in South San Francisco  
**8.7%** of San Mateo County

#### AGE OF POPULATION



#### FAMILIES WITH CHILDREN

**30%** of households have one or more people under 18 years

**70%** of families in South San Francisco city have children under 18 years old and 2 working (married) parents

#### RACE / ETHNICITY

##### South San Francisco



##### San Mateo County



#### LANGUAGE

**58%** speak a language other than English at home in San Mateo

25% speak spanish  
 23% speak Tagalog, Mandarin or Cantonese  
 10% other

### Income + Poverty

#### MEDIAN HOUSEHOLD INCOME

South San Francisco  
**\$92,074**

San Mateo County  
**\$105,667**

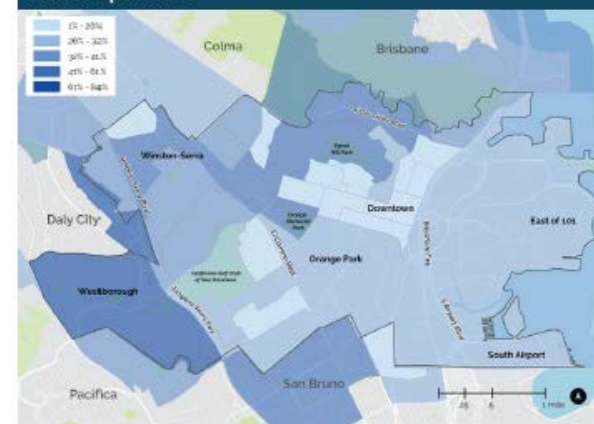
#### % IN POVERTY

**7%**  
 South San Francisco

**6%**  
 San Mateo County

**63%** of children have 1+ foreign-born parent(s) in South San Francisco

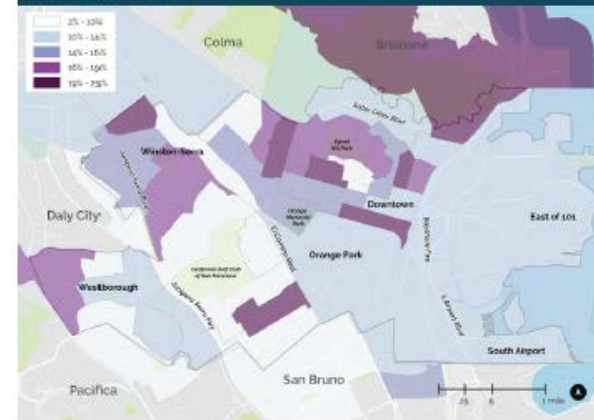
### Asian Population



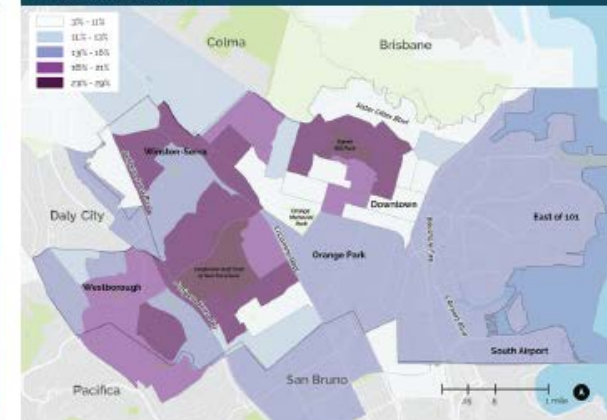
### Hispanic/Latino Population



### Children (5-17)



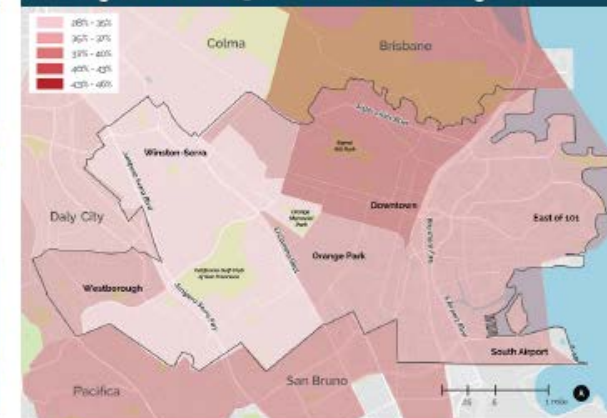
### Older Adults (65+)

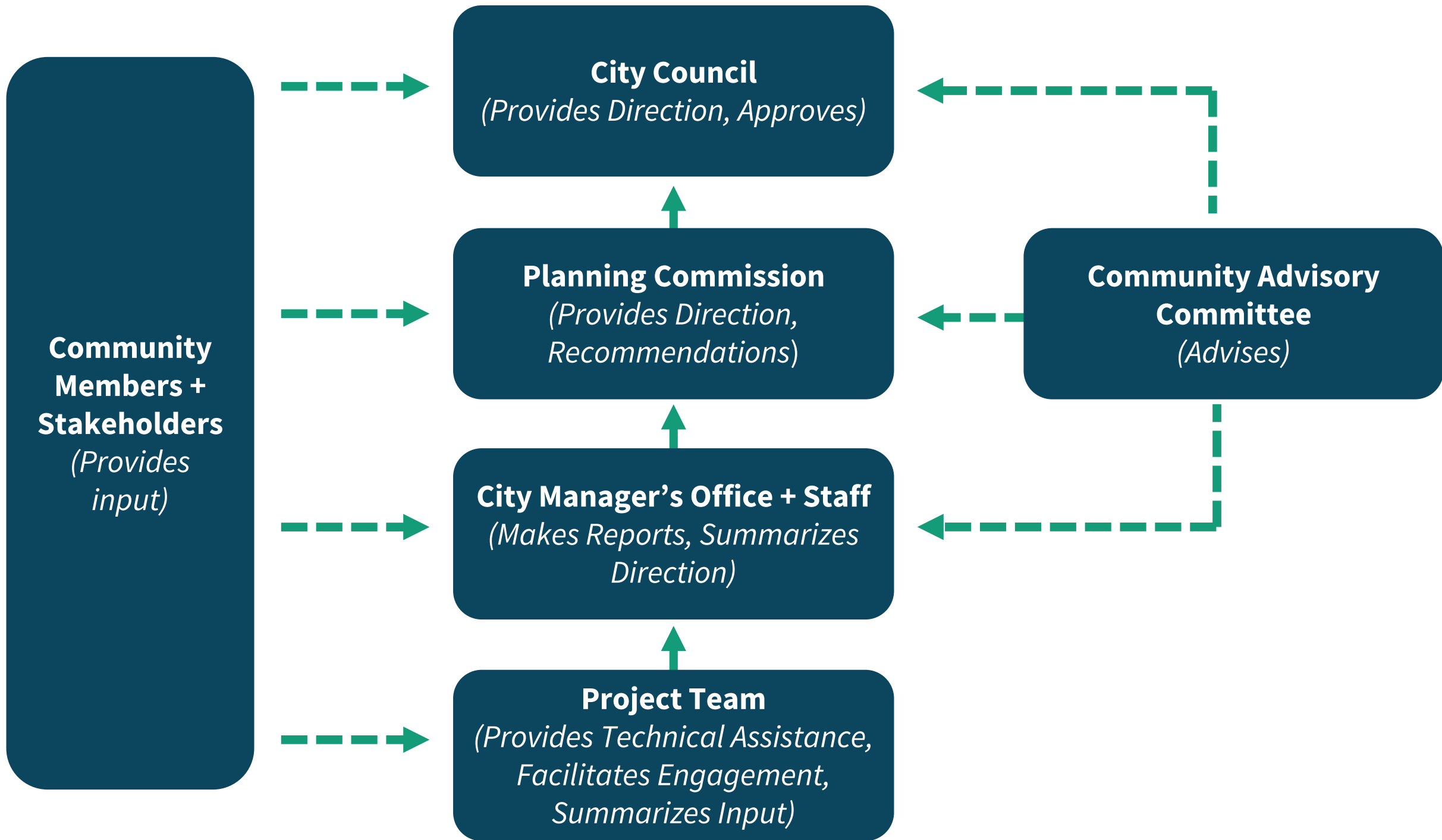


### Median Household Income



### Housing Cost Burden (30% of income on housing)







# Community Advisory Committee

- Advises City Council, Planning Commission, City staff/team on policy + implementation ideas
- Collaborates with staff/team on community engagement
- Committee Representation
  - Residents – 5
  - Planning Commission – 2
  - Park & Recreation Commission – 1
  - Business Owner (large) – 2
  - Business Owner (small) – 1
  - School Board Member – 1



# *Community Engagement*





- Engage the community **at key points**
- Use a **range of interactive activities**
- Keep the **public informed** throughout the process
- Build community **ownership** of the plan
- Develop **community leaders**





22% Youth + Teenagers

## Engagement Activities



## Community Partners





SMC Union Community Alliance  
SERVING WORKERS AND THEIR FAMILIES IN SAN MATEO



Everything South City  
Organically Grown, Not Corporate Owned







Stakeholder + Social Equity Meetings





Sub-Area Meetings + Community Workshops





Pop-up Events





### Next Steps

- Next Meeting – March 21, 2018 – 6:00PM
- [www.diridonst.org](http://www.diridonst.org)
- **NEW POSITION** – Diridon Station Area Civic Engagement Manager

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## ABOUT

Learn more about the planning process and the Plan Area.



## RESOURCES

Read and download the latest documents, as well as other resources.



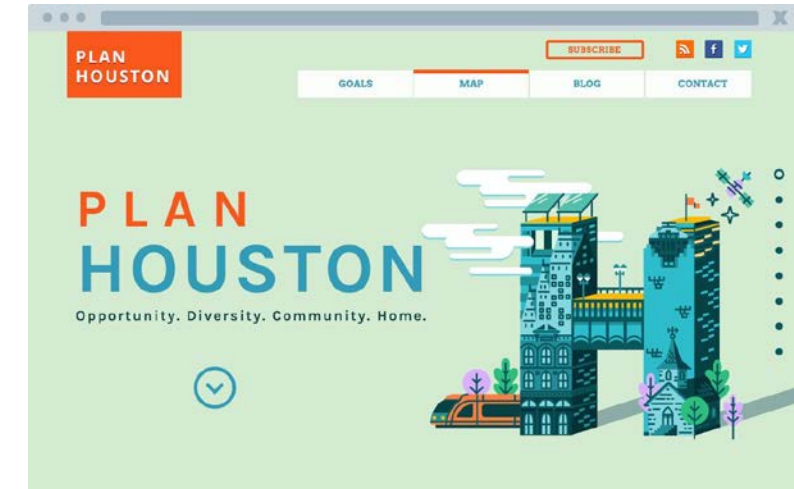
## GET INVOLVED!

Mark your calendars for upcoming events and other ways to get involved.



## CONVERSATION

A place for online surveys and community forums.



### LA HEALTHY HEALTH PROFILES City Neighborhoods

#### Silver Lake - Echo Park - Elysian Valley



Community Planning Areas  
LOW average HIGH

**TOTAL POPULATION**  
70,088 people  
2% of Los Angeles

**POPULATION DENSITY**  
9,725 per sq mile

**POPULATION AGE**  
Under 5: 3,614  
Under 18: 12,419  
Over 65: 7,420

**RACE & ETHNICITY**  
Non-white: 69%  
Linguistically isolated: 17%

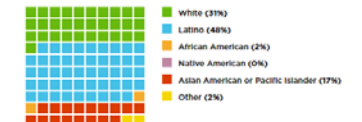
[MORE INFORMATION](#) [DOWNLOAD A GUIDE TO USING THE PROFILES AND SOURCES](#)

#### Percentage Asian American or Pacific Islander Alone Population

Silver Lake - Echo Park - Elysian Valley: 17%  
City of Los Angeles: 11%

#### DEMOGRAPHIC AND SOCIAL CHARACTERISTICS

##### Race and Ethnicity

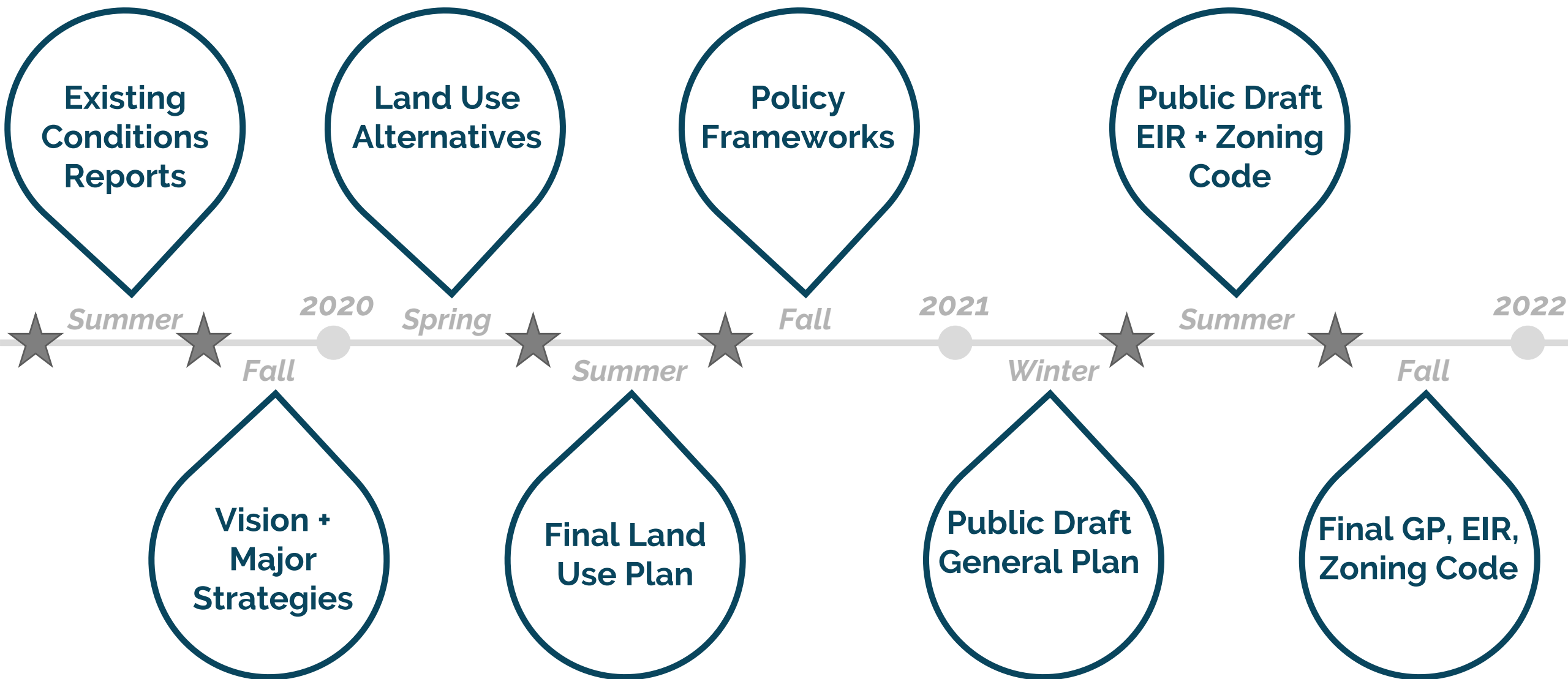


##### Age of Population



*Looking Ahead*





★ Key Engagement Time

# Key Milestones with City Council + Planning Commission

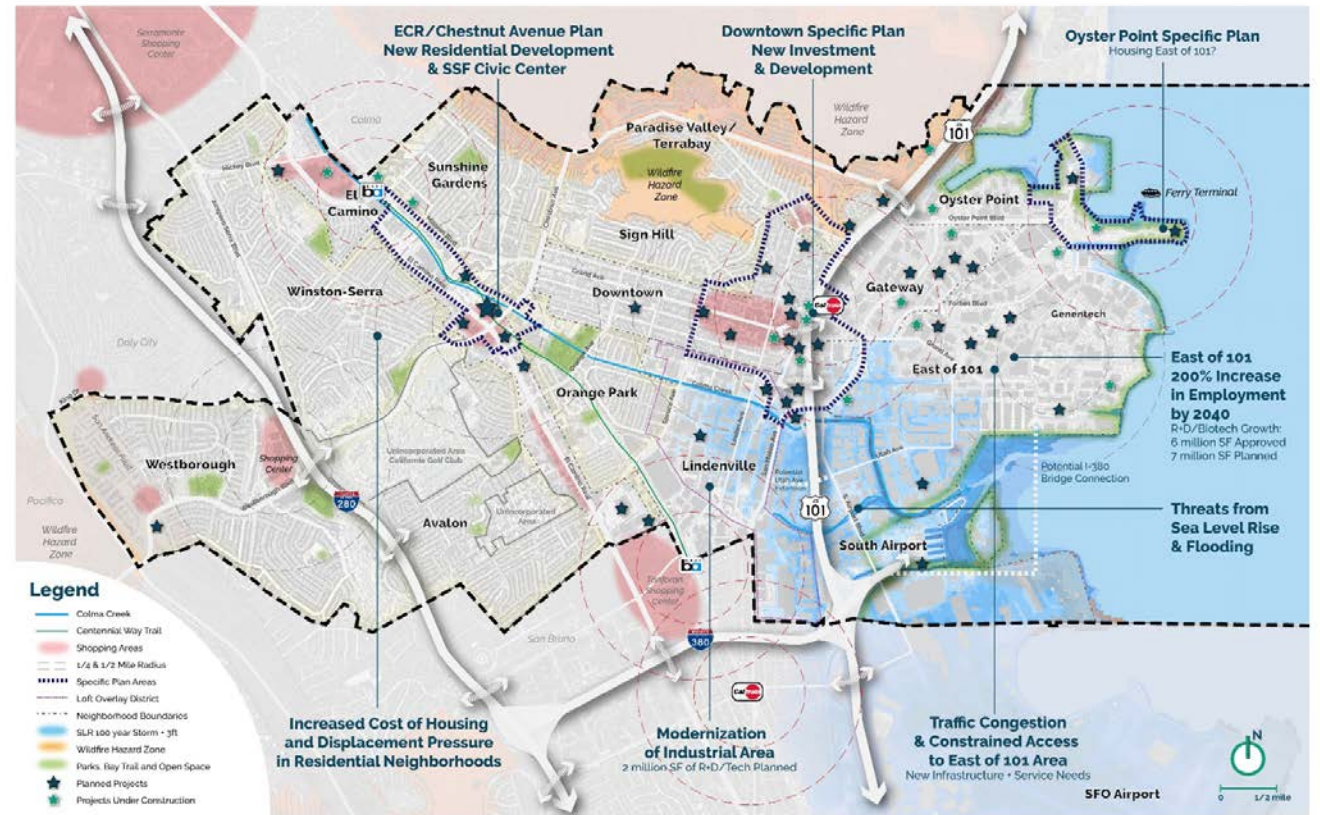
- General Plan kick-off (tonight)
- Vision, guiding principles, and key issues and opportunities
- Preferred land use and mobility alternative
- Policy framework for the General Plan
- Adoption hearings
- Other study sessions and regular updates as needed





# What's Happening Next?

- Community Engagement Plan
- Project branding materials
- Initial engagement activities:
  - Website
  - Stakeholder interviews
  - Survey
- CAC meetings
- Meetings with departments and outside agencies
- Existing Conditions Reports



*Existing Conditions Analysis*

# *Discussion*



1. What are the key issues that the City is facing now and in the future?
2. How will you define success for the General Plan?
3. What is special and unique about South San Francisco that should be preserved during the General Plan update process?
4. If you could change one thing about South San Francisco, what would it be?

