



Special Edition ...

Fog Cutter

Your community newsletter
Vol. 8 No.1 General Plan Update Special Edition — February, 2008

A message from the City Manager ... Daly City General Plan Update

It was with great pride last November that 1,100 Daly City residents, business owners, and local representatives celebrated the rededication of the War Memorial Community Center and John Daly Library at 6655 Mission Street. The War Memorial opening represented an ambitious capital improvement program begun by the City Council in the 1990s, which included new community centers at Bayshore Heights Park, Lincoln Park, Marchbank Park, and Hillside Park.

As we move forward into the new millennium, the City Council will again focus its efforts on providing excellent community planning programs and policies, helping to ensure that future generations of Daly City residents continue to benefit from the quality of life we enjoy today. Like all successful endeavors, long term vision and careful planning are crucial to achieving this goal.

It is for this reason that the City Council has initiated an update of the Daly City General Plan. Last rewritten in 1987, the General Plan is the most important document guiding land use planning in Daly City and will serve as a blueprint for physical growth and development in the City for the next 20 years.

The General Plan update comes at a time when the importance of planning for Daly City's future could not be greater. On-going concerns, such as escalating housing costs, tightening State and local budgets, and climate change, are serious matters that will require close attention in the coming decades. Limited land availability in Daly City will require careful planning and community involvement if we are to begin addressing these and other similar challenges. As an initial step, the City Council has appointed a Steering Committee to help guide this process.

This Special Edition Fogcutter has been entirely dedicated to communicate to all residents and businesses the importance of becoming involved in the General Plan update process. The following pages describe what the General Plan is, why community participation is vital to a successful plan, and what individuals in the community can do to become involved in the update.

On behalf of the City Council and the General Plan Steering Committee, I encourage all residents and business owners to attend the series of workshops described on pages 7-8 of this Fogcutter. Intended to develop a broad vision for the community and establish community-wide priorities for Daly City, this initial set of workshops is only the beginning of what will be an exhaustive public participation effort undertaken to update the General Plan.

Whether or not you are able to participate in the initial workshops, we encourage all residents and business owners to take a few minutes to complete the survey inserted into the middle of this Fogcutter and mail it back to us, postage paid. The survey can also be completed on-line at the General Plan update web site, www.plandalycity.org, where you can also add yourself to a mailing list informing you about future meetings.

We are excited about the process we have set forth to update the General Plan and look forward to listening to any insight our residents or businesses are willing to provide. Thank you.

Patricia E. Martel, City Manager



Pat Martel,
City Manager

Involving the community ...

General Plan Steering Committee

... you can also play an important role.

A broad-based Steering Committee:

The General Plan update represents a monumental effort that will span several years. To establish a consistent group of people working to update the plan, the City Council has appointed a 13-member General Plan Steering Committee whose responsibility will be to advise the Council on the update effort and provide staff direction as preparation of the plan progresses. The members selected for this Committee are a broad cross-section of Daly City residents and business owners, representing every major geographic area in Daly City and the ethnic diversity that makes Daly City a unique and special community.

The **General Plan Steering Committee** members are:

Mayor Carol Klatt
Councilmember Judith Christensen
Planning Commission Chair Denise Kelly
Sam Bautista
Richard Camponuevo
Richard Crump
Howard Edelman
Con Glafkides
Vaughn Jones
Imran Khan
Anna Mostella
Karen Vitulano

Two ways you can contribute:

You are encouraged to attend the public meetings (pages 7-8), and complete our survey. However, if you don't have time for these meetings, you can still make a contribution:

Complete the community survey

The Planning Division is conducting a community survey of residents and businesses to better understand which issues pertaining to the General Plan update are most important to the community. Results from this survey will be compiled and used to assist in the community vision and prioritization effort described on pages 7-8. After completing the survey (pages 5-6), please mail it back in the enclosed postage paid envelope *no later than February 29, 2008*. If you are interested in completing the survey on-line, please visit the City web site at www.plandalycity.org. If you have questions about the survey, please call the Planning Division at **(650) 991-8033** or email us at gupdate@dalycity.org.

Participate in a focus group

During the month of March 2008, consultants working for the City will meet with five "focus groups" to obtain input on the vision statement being developed for the community and to determine what priorities are important to specific groups of people in Daly City. The focus groups will be small meetings in which residents and business owners are asked to provide their opinions about various land use and community planning issues. Questions will be asked in an interactive group setting where participants will be free to talk with other group members about the issues.

The five focus groups that will be formed are: **business owners**, **youth** aged 14-22, **parents** of school-aged children (pre-K-8th grade), **seniors** aged 60 and over, and **renters**. The focus groups will be comprised of 10 to 15 people, selected by the City's consultants. Persons interested in becoming involved in a focus group are encouraged to obtain an application from the Planning Division at **(650) 991-8033** or visit the General Plan update web site at www.plandalycity.org, where an application form can be downloaded

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... be a part of the process.

The Daly City General Plan

Guidelines for the future of our City.

Mandated General Plan elements:

The Land Use Element describes the location of future land uses within Daly City, population density, and standards for building intensity — communicated through the *General Plan Land Use Map*. A copy of the current Land Use Map is provided at the Planning Division, located at 333 90th Street.

The Circulation Element identifies the plan for the provision of City infrastructure necessary to carry people, goods, energy, water, sewage, storm drainage, and communications. The Circulation Element correlates directly with the Land Use Element.

The Housing Element identifies how Daly City will meet its existing and projected housing needs for income categories, including the City's share of the regional housing need. Unlike other elements, the Housing Element must be updated every five years and is subject to considerable review by the State.

The Resource Management Element (*combined Conservation and Open Space elements mandated by the State*) provides policy direction regarding the conservation, development, and use of natural resources, including open space.

The Noise Element limits the exposure of Daly City residents to excessive noise levels. The Noise Element typically establishes maximum noise levels from various sources like automobiles, airplanes, and BART trains.

The Safety Element reduces the potential risk of death, injury, property damage, and economic and social dislocation resulting from fires, floods, earthquakes, landslides, and other hazards.

The Coastal Element addresses the regulation of uses in the coastal zone, including public coastal access. The Coastal Element is subject to review and approval by the California Coastal Commission.



Aerial view of Daly City

We need your opinions. Be sure to complete and return the questionnaire on pages 5 - 6 

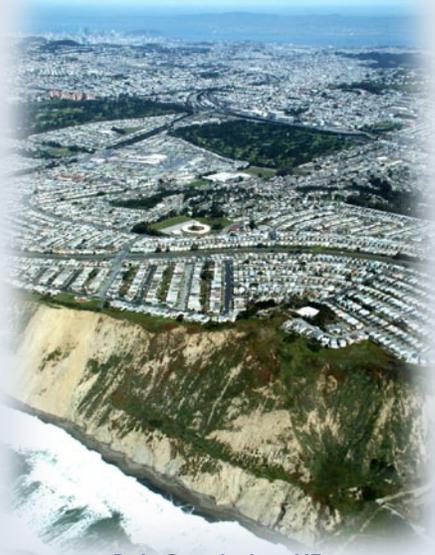
Reaching out to the community ...

Planning for the future of Daly City

Keeping our community a great place to live

... why do we have to update the Plan?

The General Plan is a document adopted by the City Council that identifies the general type, location, and intensity of future land uses throughout the City. The City staff, Planning Commission, and City Council use the General Plan to assess which development proposals are appropriate and to establish priorities for capital improvement projects like roads, sewer and water lines, and storm water infrastructure. In addition, the Plan can serve as an important policy document related to such topics as environmental protection, coastal access, and economic development.



Daly City - looking NE

The City is updating Daly City's General Plan to ensure that the plan reflects current community values and is in full compliance with State law. The State not only requires that the City have an up-to-date General Plan, but that the General Plan include mandated "elements" or chapters, all of which must be consistent with each other. Each of the elements is briefly described in the sidebar on page 3.

Perhaps the most often referred to part of the General Plan is the General Plan Land Use Map (often referred to as the "General Plan Map"). This map identifies, in general terms, the location for all existing and planned land uses in Daly City. The map has 20 land use designations, communicating the general location for all physical development, open space, and public improvements. For areas designated for development, the map also communicates building intensity and residential density. All land use proposals, whether proposed by developers or the City, must be consistent with the General Plan Map.

The General Plan update currently being undertaken is called a *comprehensive General Plan update* meaning that all elements of the General Plan will be developed, written, and approved simultaneously.

... and why should you get involved?

Your involvement in the General Plan update process is essential. Because the General Plan contains the policies that the City will use to guide growth and development over the next 20 years, these policies will directly affect the standard of living that you, as a Daly City resident or business owner, enjoy every day. Your input is necessary to help the city planners who will write the General Plan correctly identify how Daly City's residents feel the city should look and function in the future. As is true with all land use decisions, many interests will be involved in crafting the new plan. This is your opportunity to provide constructive input into a land use planning process that will affect you, your family, and/or your business for many years to come.

***We want to know what you think.
Please complete and return this
questionnaire.***

Copies of this survey are available in Tagalog, Spanish, and Chinese. To obtain a copy of the survey in your language, contact the Planning Division at **(650) 991-8033**, or visit the General Plan update website at **www.plandalycity.org**. 

這份問卷調查有菲語，西班牙語和中文版本提供。索取一份合適你的語言的問卷調查，請與策劃部聯絡，電 (650) 991-5526
Copias de ésta encuesta están disponibles en Tagalo, Español y Chino. Para una encuesta traducida, por favor llame (650) 991-5527
Mga kopia sa Katanungan ay magagamit sa Tagalog, Espanyol at Chinese. Sa naisalin na mga Katanungan, tumawag sa (650) 991-5528

Please return by February 29, 2008

CITY OF DALY CITY COMMUNITY PRIORITIES QUESTIONNAIRE (side 1 of 2)

The answers you provide will help us make Daly City an even better place to live over the next 20 years!

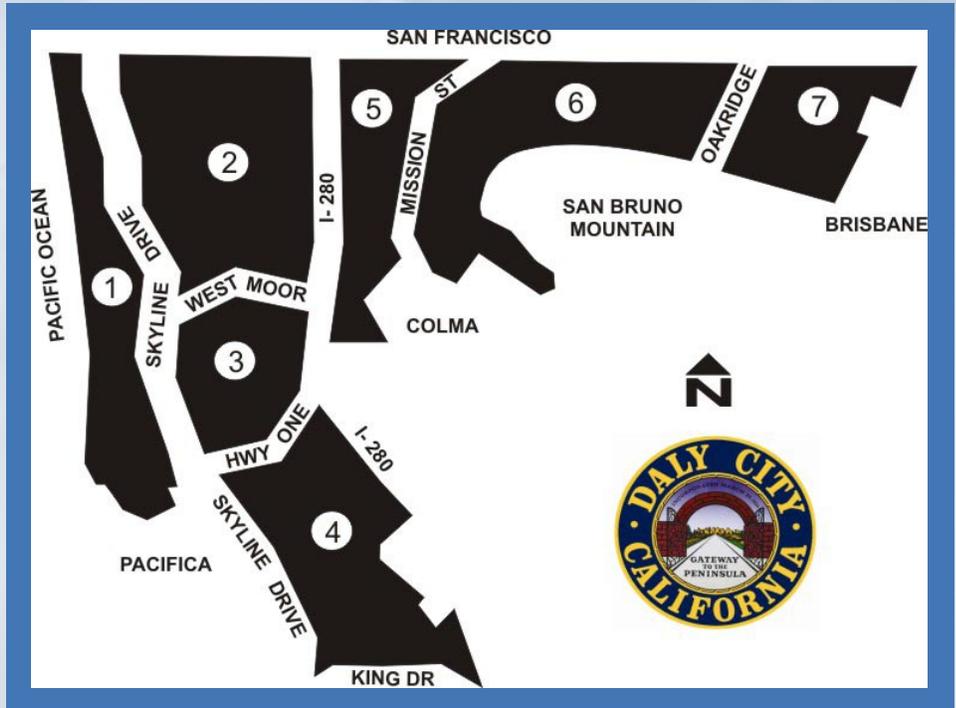
1. Referring to the numbers on the map at the right, in which section of Daly City do you live or is your business located?

Area # _____

(Questions? Please contact the Planning Division at **650-991-8033**)

2. Please identify your connection to Daly City.

- Business owner
 Property owner
 Homeowner
 Renter
 Employee
 Other (please specify) _____



3. Please indicate your age group.

- Under 18 years 18 to 30 31 to 45 46 to 65 Over 65

4. What pictures would you send to a friend to tell them about Daly City. (check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> The Cow Palace | <input type="checkbox"/> Serramonte Shopping Center | <input type="checkbox"/> Newer neighborhoods |
| <input type="checkbox"/> Fog-shrouded hillsides | <input type="checkbox"/> The War Memorial building | <input type="checkbox"/> Older neighborhoods |
| <input type="checkbox"/> The ocean | <input type="checkbox"/> A diverse group of people | <input type="checkbox"/> The Top of the Hill today |
| <input type="checkbox"/> Mission Street | <input type="checkbox"/> Pacific Plaza (Century Theater) | <input type="checkbox"/> The Top of the Hill 20 years ago |
| <input type="checkbox"/> Your neighborhood | <input type="checkbox"/> Something else? Tell us: _____ | |

5. How satisfied are you with Daly City as a place to live?

- Unsatisfied Somewhat unsatisfied Somewhat satisfied Satisfied Very satisfied

6. Please select three long-term trends that you see in Daly City that may be changing it for the worse.

- | | | |
|--|---|--|
| <input type="checkbox"/> It's more crowded | <input type="checkbox"/> It's harder to drive in a car | <input type="checkbox"/> It's becoming dirtier |
| <input type="checkbox"/> People don't know neighbors | <input type="checkbox"/> It's harder to take the bus | <input type="checkbox"/> Increasing crime |
| <input type="checkbox"/> Housing more expensive | <input type="checkbox"/> It's harder to walk | <input type="checkbox"/> Decreasing jobs |
| <input type="checkbox"/> Less places to shop | <input type="checkbox"/> Mission Street is less vibrant | <input type="checkbox"/> Parking is harder |
| <input type="checkbox"/> Decreasing pride-of-ownership among business owners and residents | <input type="checkbox"/> There's less to do | |
| <input type="checkbox"/> Something else? Tell us: _____ | | |

NEED HELP FILLING OUT YOUR SURVEY? HAVE QUESTIONS? DON'T KNOW WHERE TO SEND IT?
WE'RE HERE TO HELP! CALL THE CITY AT (650) 991-8033 OR VISIT WWW.PLANDALYCITY.ORG

CITY OF DALY CITY

COMMUNITY PRIORITIES QUESTIONNAIRE

(side 2 of 2)

7. Please select three long-term trends that you see in Daly City that may be changing it for the better.

- | | | |
|---|---|--|
| <input type="checkbox"/> More places to shop | <input type="checkbox"/> New movie theater | <input type="checkbox"/> It's becoming cleaner |
| <input type="checkbox"/> More places to eat out | <input type="checkbox"/> New community centers | <input type="checkbox"/> Decreasing crime |
| <input type="checkbox"/> More BART stations | <input type="checkbox"/> More housing opportunities | <input type="checkbox"/> Parking is easier |
| <input type="checkbox"/> Better access to healthcare | <input type="checkbox"/> Mission Street is more vibrant | <input type="checkbox"/> Increasing jobs |
| <input type="checkbox"/> Something else? Tell us: _____ | | |

8. Using the list below, please rank five (5) things that you would like to change about Daly City from the first to the last:

1st	2nd	3rd	4th	5th
-----	-----	-----	-----	-----

- | | |
|---------------------------------|---|
| A. Less traffic | O. More for-sale home choices |
| B. More parking | P. More affordable housing opportunities |
| C. More retail shopping choices | Q. More luxury housing opportunities |
| D. More restaurant choices | R. More public recreational facilities |
| E. More apartment choices | S. Stricter code enforcement |
| F. More living wage jobs | T. More preservation of historic buildings |
| G. A greater variety of jobs | U. Better public transportation serving all neighborhoods |
| H. Revitalize Mission Street | V. Community self-reliance and sustainability |
| I. More family activities | W. More youth programs and activities |
| J. Greater economic diversity | X. The architectural quality of new buildings |
| K. More parks and open space | Y. More art in public places (statues, murals, etc.) |
| L. More coastal access | Z. A nice "downtown" like area |
| M. Other: _____ | |
| N. Other: _____ | |

9. Using the list below, please rank five (5) things that you believe are top community development and housing priorities in Daly City.

1st	2nd	3rd	4th	5th
-----	-----	-----	-----	-----

- | | | |
|--|-------------------------------|--|
| A. Youth Services | M. Mental Health Services | S. Emergency Food Assistance |
| B. Legal Services | N. Services for the Disabled | T. HIV/AIDS Centers and Services |
| C. Senior Services | O. Homeless Shelters/Services | U. Energy Efficiency Improvements |
| D. Health Services | P. Rental Payment Assistance | V. Develop Affordable Rental Housing |
| E. Code Enforcement | Q. Domestic Violence Services | W. Crime Awareness/Prevention |
| F. Child Care Services | R. Substance Abuse Treatment | X. Employment Training |
| G. Housing Accessibility Modifications. | | Y. Loan Programs for Small Businesses |
| H. Mortgage Delinquency Counseling | | Z. Housing Rehabilitation (Owner/Renter) |
| I. Develop Affordable Ownership Housing | | |
| J. Physical Improvements/Beautification to Commercial Areas | | |
| K. Homeownership Assistance (down payment, low interest loans) | | |
| L. Fair Housing Services (discrimination complaints) | AA. Other: _____ | |

Reaching out to the community ...

Community visioning/prioritization workshops be there for the future of Daly City.

Participate in our planning workshops ...

Between February and May 2008, consultants working for the City will facilitate three public workshops intended to create an objective list of the physical, economic, and social traits (called “community traits”) that residents and business owners feel will be important to Daly City over the next twenty years. Workshop participants will prioritize items on the list and the consultants will develop a community vision statement with input provided by workshop participants.

As described below, each of the three workshops is intended to have a different purpose. It is therefore recommended, although not an absolute requirement, that workshop participants attend each of the meetings. The following is a list of workshops, with the date, time, and specific purpose for each workshop:



Habitat for Humanity contributing to a better Daly City

FogCutter

The Fog Cutter is the community newsletter of the City of Daly City. Please address inquiries to:

Community Information Office

CITY OF DALY CITY

333-90th Street, Daly City, CA 94015

For information about Daly City activities and programs, please check our web site: www.dalycity.org



Workshops will be held in the War Memorial Activity Room

Community Workshop One: Trait List Development

(Wednesday, February 13, 2008, 7:00pm to 9:00pm, War Memorial Activity Room)

At this meeting, a City consultant will try to find out from workshop participants what physical qualities of Daly City they like, which don't they like, and what qualities about the community they would change. The outcome from this workshop will be a “community trait list” and several short vision statements, prepared by the consultants, which express desired planning goals for use as the basis of the subsequent workshop.

Community Workshop Two: Trait Prioritization

(Wednesday, April 2, 2008, 7:00pm to 9:00pm, War Memorial Activity Room)

Using the community trait list and vision statements obtained in the first workshop as a basis for discussion, the consultant will try to achieve consensus from workshop participants as to which community traits and community planning goals (as expressed in the vision statements) are the most important. This “prioritization” of traits and planning goals is an essential part of the General Plan update process because it will be used as a guiding principal throughout the General Plan update process.

— continued ... see *Community Workshops*, page 8

 **We need your opinions. Be sure to complete and return the questionnaire on pages 5 - 6**



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Community workshops ... from page 7

**Community Workshop Three:
Vision Statement**

(Thursday, May 8, 2008, 7:00pm to 9:00pm, War Memorial Activity Room)

The purpose for the last meeting will be for the consultant to present the community prioritization to the General Plan Steering Committee, as well as to present the community vision statement that has been drafted by the consultant using workshop participants' input. Workshop participants will be able to share their opinions about the community prioritization and vision statement with the Steering Committee at this time.

Although important, these workshops will not be the last opportunity for input. Subsequent workshops scheduled for later this year will address land use planning for specific parts of Daly City. The meeting dates, locations, and times of these subsequent meetings will be communicated through the Daly City Community Calendar in subsequent Fogcutter issues and posted on the General Plan update website at **www.plandalycity.org**.

Keep yourself informed...

The City is presently establishing a mailing list for persons who wish to be kept informed of the progress of the General Plan update. If you would like to be added to this mailing list, please contact us at the following:

Planning Division
City of Daly City
Planning Division
333 90th Street
Daly City, CA 94015

Daly City Community Calendar

**GENERAL PLAN
UPDATE MEETINGS**

**Community Workshop One:
Trait List Development**

War Memorial Activity Room
Wednesday, February 13, 2008
7:00 to 9:00 p.m.

**Community Workshop Two:
Trait List Development**

War Memorial Activity Room
Wednesday, April 2, 2008
7:00 to 9:00 p.m.

**Community Workshop Three:
Vision Statement**

War Memorial Activity Room
Thursday, May 8, 2008
7:00 to 9:00 p.m.

City Council Meetings

City Hall – 7:00 p.m.
2nd and 4th Monday of each month

Planning Commission Meetings

City Hall – 7:00 p.m.
1st Tuesday of each month
(except Election Day)

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