



# DALY CITY 2030 GENERAL PLAN

Adopted March 25, 2013

Housing Element Revised March 9, 2015

City of Daly City  
Department of Economic and Community Development  
Planning Division  
333 90<sup>th</sup> Street  
Daly City, CA 94015



DALY CITY  
2030  
GENERAL PLAN

LAND USE  
HOUSING  
CIRCULATION  
SAFETY  
RESOURCE MANAGEMENT  
NOISE



## **ACKNOWLEDGEMENTS**

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David Canepa (Vice Mayor)

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Laurie Rose Lubiano (Vice Chair)

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# DALY CITY: TODAY AND TOMORROW

Foreword by Patricia Martel,  
City Manager



DALY CITY OF TOMORROW will be a very different place from the Daly City we know today. For evidence of this, we need only look back to see how much has changed during the City's 100 year history. Most of Daly City's neighborhoods were rolling pasturelands. Neighborhoods that were here back then looked and functioned very differently than they do today. Many of the roads we use every day were not paved and there were very few, if any, automobiles traveling on them. At that time, Interstate 280 would not become a reality for over 50 years!

It is easy then to understand the importance of planning for the future. The document you are about to read, Daly City 2030 General Plan, is precisely that: A General Plan for how Daly City will look and function in the future. As you may ascertain from the title, this plan focuses on roughly the next 20 years, from now until the year 2030. While we have chosen to address a 20-year timeframe for practical purposes, it requires that we look far beyond 2030 to imagine how land use policies and decisions can be facilitated in the 2030 timeframe to endure for the betterment of Daly City in the more distant future.

This General Plan, therefore, is different from the plans that have been developed for Daly City in the past. In preparing this document, we have accepted the precept that change in Daly City is inevitable, that the City will evolve, and that this evolution reflects a positive process that we should embrace and one for which we must thoughtfully plan. More importantly, we have aligned our awareness of the changes that will affect the community's future with the reality that not only is Daly City evolving, but so too is our nation, and our planet.

With these concepts in mind, it is our belief that we have developed a comprehensive set of land use policies that will allow Daly City to flourish as a vibrant place where residents enjoy a healthy and satisfying quality of life and where businesses prosper. At the same time we have created sound guidelines to establish policies that foster responsible growth and development patterns throughout the community.

A handwritten signature in black ink that reads "Patricia E. Martel". The signature is fluid and cursive.

Patricia E. Martel  
City Manager



# CITY PROFILE:

## An Introduction to Daly City

Known as the “Gateway to the Peninsula,” Daly City is located at the northernmost edge of San Mateo County adjacent to San Francisco and extends from the Pacific Ocean on the west to nearly San Francisco Bay on the east. Central to both San Francisco and San Mateo County job centers, the City offers a diversified economy, excellent transportation links, and a growing young and productive labor force.

### History

Much of Daly City occupies what were original Spanish land grants, largely unoccupied in the years that followed the sighting of San Francisco Bay by Spanish explorers in 1769. In the early 1850's a few settlers claimed lands on the old Spanish grants. By 1868 a dairy farmer named John Daly purchased about 250 acres near what is today the Top of the Hill. As owner of the San Mateo Dairy, Daly became a prominent businessman and leader among the burgeoning population of the area.

The 1906 earthquake and fire in San Francisco caused population to surge in the areas in and around Daly's ranch as he opened his farmlands for emergency use by scores of refugees who fled the devastation. Supplying temporary shelter and food supplies, Daly began to realize that his lands were far more useful for living on than grazing cattle. As a small community and railway station blossomed in the vicinity of the ranch, Daly subdivided his property in 1907, establishing the City's first residential subdivisions in the area known today as the Crocker neighborhood.

By 1911 Daly City had incorporated into the newest town in San Mateo County, named in honor of John Daly. Streets were paved, sewers and a water system were constructed; police and fire protection became a reality. In the decades that followed, population gradually increased, but very little land had been added to Daly City by World War II.

Significant growth in Daly City would not occur until after World War II when a San Francisco builder, Henry Doelger, purchased 600 acres of sand dunes and cabbage patches that occupied much of the land between the city's original westerly edge and the ocean. Doelger's land was annexed to Daly City in 1948 and developed by him into the Westlake community. In the decade that followed, Doelger doubled his land purchases and continued building west and south, as he and other builders constructed thousands of homes and new satellite shopping centers in the St. Francis Height and Serramonte subdivisions. Meanwhile, the 1963 annexation of the Bayshore neighborhood expanded the City's boundaries to the east.

### People

According to the 2010 US Census, Daly City has a current population of 101,123 which makes it San Mateo County's largest city by population. The City is expected to remain in this position for the next twenty-five years according to the Association of Bay Area Governments (ABAG). More information about the Daly City's population is provided in the Housing Element contained within this document beginning on page 33.

## Economy

Daly City has a labor force of 47,600 (mid-2010 estimate). Based upon ABAG's estimate of 25,320 local jobs, this equates to a participation rate of about 49 percent. Approximately 51 percent of Daly City's employed labor force works in San Francisco, about 17 percent work in either Daly City or South San Francisco and the remainder work in other Bay Area communities. Mirroring national and local trends, Daly City's unemployment rate has modestly increased from 5.9 percent at the end of 2008 to nearly 11.6 percent as of January 2010. The County unemployment rate increased from 4.7 percent to 9.7 percent during the same period.

Daly City's economy is highly diversified, ranging from professional service providers to retail and wholesale trade and manufacturing. Daly City's retail sector continues to flourish as population growth adds to the already high demand in the area. Three major regional shopping areas are within the City: a) The Mission Street retail corridor, which borders San Francisco; b) Serramonte Center, a 860,000 square-foot regional shopping center located on Interstate 280; and c) Westlake Shopping Center, another regional shopping center of 620,000 square feet that recently underwent extensive renovation. Taxable retail sales are among the highest and fastest growing of all metropolitan areas in the county. In total, Daly City boasts approximately 3.1 million square feet of retail space.

Medical services are another important aspect of the Daly City economy. Seton Medical Center is the City's largest employer with over 1,600 employees. This is an acute care hospital with 357 beds. Its reputation as one of the leading medical facilities in the country has encouraged the development of additional clinics and laboratories adjacent to or near the hospital. These include the Seton Medical Office Center, San Francisco Heart Institute, the Spine Care Medical Group, the San Francisco Neuro-Skeletal Imaging Center, and the Physician's Medical Center. Among the newest additions to Daly City's health care field is Kaiser Permanente with 130,000 square feet of medical offices and clinics in a new building at 395 Hickey Boulevard near Interstate 280.

A considerable amount of Daly City's economic growth is attributed to its young, skilled and productive labor force. Six colleges or universities are within a ten-mile radius, and twelve more are within a 50-mile radius. According to the latest Census, nearly 78 percent of the City's population is over eighteen, only 12 percent are of retirement age and the median age is 35. Of Daly City's total labor force, approximately half are working in local jobs--a participation rate close to 50 percent.

# REGIONAL LOCATION





# COMMUNITY VISION

"We, the citizens of Daly City, proudly celebrate our history, our location in the Bay Area, our distinct neighborhoods and the views of the fog-shrouded hills that define us. We take pride in our cultural diversity and work hard to promote community interaction. Daly City will be a community with a strong identity – with several attractively designed gathering and civic places including a "downtown". We will focus on being a clean and attractive city with an efficient infrastructure. We will provide services for a full spectrum of age groups and mobility levels.

We embrace our future, while respecting the past, and believe in directed growth that will increase opportunities to both live and work in the community. Our city will provide housing choices and balance that with a variety of economic opportunities that will include both unique small businesses and large businesses.

We are committed to constantly evolve our multi-modal travel environment to connect all neighborhoods. Daly City will offer a variety of recreational, cultural and entertainment opportunities for all. By our actions, we will showcase our environmental stewardship in being a sustainable and livable community at all levels.

As a connected city and community working in partnership, we will emphasize interaction and participation from all, find meaningful ways to display our civic pride and showcase our strengths."

*Envision Daly City document  
2008*



# The General Plan: History, Purpose, and Process

Planning in Daly City dates from 1958, when the City adopted its first land use plan encompassing the Vista Grande, Crocker, Hillside, and St. Francis Heights neighborhoods, and much of the Westlake neighborhood. By 1978, the City had prepared its first comprehensive plan which, in addition to land use, included planning for housing, circulation, noise, safety, and open space. This plan covered almost all of the area in present-day Daly City, including the Serramonte, Southern Hills, and Bayshore neighborhoods, which were annexed to the City in the 1960s. Beginning in 1987 and through the early 1990s, the General Plan was again updated to reflect the changing nature of Daly City and State laws intended to ensure that cities planned for adequate housing in their communities.

## State Planning Law

This General Plan has been written and developed in compliance with State law which requires that each city and county maintain an updated general plan “for the physical development of the county or city, and any land outside its boundaries which bears relation to its planning” (Government Code 65300). The California Supreme Court has called the general plan the “constitution for future development.” The general plan expresses the community’s development goals and embodies public policy relative to the distribution of future land uses, both public and private.

## General Plan Objectives

The General Plan represents the City’s attempt to portray both words and on maps the goals, policies, and specific tasks that will improve the lives of existing residents while accommodating and planning for the needs of future residents.

The objectives of the plan are:

1. To enable the community, speaking through the Planning Commission and City Council, to agree on long- and short-term policies related to each of the elements encompassed within the General Plan;
2. To establish a vision the physical nature of Daly City in the future and set the tone for the corresponding land use policies required to advance this vision; and
3. To provide a basis for determining whether private development proposals and public projects are in harmony with the policies of the plan.

As will be discussed further in this section, the City’s work to prepare the General Plan has included a significant effort to gain public involvement, and to consolidate and understand various opinions about what the future of the City should be. Naturally, the General Plan cannot incorporate all ideas presented during public discussions. Rather than attempting to do so, the City staff has attempted to address common themes of opinions in the development of General Plan policy. In developing policy, the staff has accepted overarching precepts that change in Daly City is inevitable, that the City will evolve, and that this evolution is a good thing that the City should embrace.

## Public Participation

In the fall of 2006, the City Council initiated a comprehensive update of the Daly City General Plan. As a first step, City staff and consultants from Metropolitan Planning Group developed a community-based visioning process to give all residents and business owners the opportunity to express their concerns about and aspirations for Daly City's future. This four-month process included three community workshops, an extensive community survey mailed to all postal customers, and focus group interviews. In all, over 1,850 people participated in the process.

During this process, residents and business owners provided a number of ideas that were used in developing the policies included in the General Plan. Examples of the ideas developed from this outreach process include:

- Direction of future growth with more intense mixed-use infill developments along major transit corridors and other appropriate locations.
- The revitalization of Mission Street to become an urban walkable mixed-use neighborhood that provides a positive and cohesive identity for the entire city.
- The provision of a variety of housing that includes mixed-use housing, lofts, live-work, flats and other urban solutions.
- A focus on revitalization opportunities in the Bayshore neighborhood to provide major job opportunities.

A complete summary of the visioning process, including community survey is available as a separate document, *Envision Daly City*, available from the Planning Division. The complete results of the community survey are provided as an appendix to the *Envision Daly City* document.

## General Plan Steering Committee

A 13-member Steering Committee was appointed by the City Manager to guide the General Plan process, including the Visioning component. At its inception, the committee included two City Council members, Planning Commission Chair, two business liaisons, and eight residents. The Steering Committee met on a regular basis in an informal setting to provide the policy direction necessary to advance the update process.