



Town of Colma

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@TownofColma

It's Great to be Alive and Doing Business in Colma!



ColmaWorks for Business

MAY 2022

Why Colma's New General Plan 2040 is Not Just Another Document for the Town Hall Bookshelf

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On March 23, the City Council held a public hearing and by a unanimous vote adopted the 2040 General Plan Update (GPU). Readers may well ask, "Why do I need to know that?" For business and property owners, here are some of the reasons.

By adopting the GPU, the City Council has changed the incentives for commercial property owners to consider higher and better uses that will help the Town sustain its uniqueness and its exceptional level of services. The GPU enables more, sustained economic development by emphasizing opportunity sites that might otherwise continue to operate status quo.

Of importance to businesses especially, the GPU has been adopted as Colma is concluding a 10-year economic development plan, and the GPU is the vision upon which Colma will set new goals for the next two decades. The updated Land Use Element is the foundation, and collaboration with our businesses is the key. The implementation of the Land Use Element starts now, and Town Hall is energized for the next steps. The Land Use Element will be the compass and the tool kit to guide development: The primary tools are the Colma Land Use & Urban Design Strategy, the Serramonte Blvd. & Collins Ave. Master Plan, and two new commercial overlay zones.

So, where is change desired? The Commercial Core and the El Camino Real Corridor have significant potential for transformative changes, and now there are new possibilities in the Hillside Blvd. area as well. Four significant opportunity sites with real potential for increased density, commerce, and vitality are addressed in the GPU. Mobility in Colma is also on the cusp of big changes – both vehicle types and infrastructure improvements: The Council has signaled that Colma wants private sector development to participate. Another Council message embedded in the GPU: Colma will work hard to facilitate partnerships between our property owners and the best developers in the Bay Area, while ensuring that the retention and growth of the existing businesses that we embrace continues to be a top priority.

The GPU began by surveying residents and businesses in 2014 on the most important attributes of Colma that they would want to see preserved, enhanced, and/or sustained into the future. The top responses set the tone for the update: "Small-town; Quiet; Shopping; Sense of community; Friendly people; Location; and Safety". After many years of hard work Colma has reaffirmed its vision for the future:

- Intelligent and thoughtful innovation that drive the Town's policies and services forward
- Future needs are anticipated to adapt and flex to solutions for unforeseen circumstances
- Consideration is always given to broad regional and statewide implications of the Town's decisions

If you are a business or property owner and are curious about the GPU and what it could mean for you, please do not hesitate to contact our Planning Department at Town Hall, 757-8888 or planning@colma.ca.gov. We are open for business!

Town of Colma and Colma/Daly City Chamber of Commerce Engage with Business Community

The Town of Colma and Chamber value our business community as an integral part of the Town's continued growth, success, sustainability, and vision for the future. Therefore, in early March, the Mayor, Chamber CEO Felicia Leong and staff visited several businesses on Mission Road; including Kwicksilver, SF Dental Supply, Donohue & Carroll Memorials, All-Star Glass, Auto Exotics and Molloy's just to name just a few. The purpose of our visit was to provide resources to Colma businesses for post Covid 19 recovery, make introductions with the Chamber of Commerce, and to receive feedback on Town services. We plan to continue our tour on Mission Road in May, visiting the remaining businesses, and to visit additional business throughout Town over the course of the year. We hope to see you soon!



On March 9, the Town of Colma opened its lobby doors at Town Hall for the Chamber of Commerce where they hosted their first in person Chamber mixer in over two years. The mixer was well attended, and everyone was excited to celebrate getting back together and network. We'd like to thank Felicia Leong and her team for hosting such a great event and we hope to see the Colma business community at future mixers. For more information on the Colma/Daly City Chamber of Commerce, please visit <http://www.dccchamber.org/>.



Security and Technology in Colma

On March 22, the City Manager hosted a virtual quarterly check-in with Colma Auto Row dealerships. The group covered many topics relevant to the current challenges of the global supply chain as well as consumer and market trends. The meeting was joined by the Police Chief and Commander, who gave an update on the Town's Automated License Plate Readers (ALPRs) and their potential to enhance business property and facilities security. The Chief reminded the group that effective security is a team effort, and the Town wants to be businesses best partner in this important, on-going effort.

If you own or operate a business in Colma and would like to learn more about the ALPR technology, please visit <https://www.colma.ca.gov/departments/police/> or email police@colma.ca.gov.

Microbusinesses Could Receive \$2,500 Relief Grants

The California Microbusiness COVID-19 Relief Grant program benefits microbusinesses located in San Mateo County. Businesses that have been the main source of the business owner's income in 2019, made less than \$50,000 in 2019 and have fewer than five employees may be eligible for \$2,500 grants. The preliminary deadline to apply was April 11, 2022, however, applications are still being accepted until all funds have been awarded. The eligibility form can be filled out [here](#). Language assistance is available at 650-321-2193, ext. 1103.

Colma Business Resources

Resource	Phone	Website
Colma Planning Department	650-757-8888	https://www.colma.ca.gov/businesses/
Colma/Daly City Chamber of Commerce	650-755-3900	http://www.dccchamber.org/
San Mateo County Economic Development Association (SAMCEDA)	650-413-5600	https://www.samceda.org/
San Mateo County Small Business Resource Center	1-888-442-2666	https://www.smcsustainability.org/energy-water/small-business-resource-center/
California Chamber of Commerce	1-800-649-4921	https://www.calchamber.com/contactus
Renaissance Entrepreneurship Center	415-647-3728	https://rencenter.org/