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Sent: Monday, June 3, 2019 12:56 PM
To: Kohar Kojayan <kkojayan@cityofsanmateo.org>
Cc: David D. Bohannon II [REDACTED]; Robert L. Webster [REDACTED]; Tosta, Timothy A. <Tim.Tosta@arentfox.com>
Subject: General Plan Update - Request re: Hillsdale Study Area

Hi Kohar,

As requested, on behalf of the Bohannon organization, please find attached a diagram showing the proposed geographic limits for a potential Hillsdale TOD study area that we are requesting the City evaluate as part of the pending General Plan Update effort. While we understand that this initial exercise is limited to identifying appropriate change areas within San Mateo, we also wanted to provide you with a high-level overview of what our team is envisioning as part of a future master planning exercise for Hillsdale and some thoughts on possible land use designations for the site to help provide context and inform the upcoming exercise.

Hillsdale is at an inflection point in its history. The retail industry is undergoing significant disruption, and with its immediate proximity to the Hillsdale Caltrain station (and pending electrification, which will significantly increase transit capacity by 2022), there is tremendous opportunity for the Hillsdale area to accommodate a wide variety of potential uses, including high-density multi-family, retail, hotel and office, as part of the pending General Plan Update.

Currently, Hillsdale's General Plan land use designation is "Regional/Community Commercial." This designation is primarily applicable to a commercial district that provides goods and services to the residents of San Mateo, as well as those outside of the community (i.e., it is truly a regional destination). Although the Regional/Community Commercial designation accurately describes Hillsdale at this time, it does not provide the type of forward-thinking description that would be necessary for Hillsdale to transform into the type of high-density multi-family, mixed-use, and transit-oriented neighborhood that we believe would contribute significant public benefits to both the local community and the City.

Hillsdale is primed to provide much needed housing, office, hotel, and neighborhood-serving commercial as it anticipates and responds to the evolving demands of the retail marketplace. Many of the uses that allow for a balanced mixed-use neighborhood are already permitted in the C2 (Regional/Community Commercial) zoning district that applies to Hillsdale. For example, offices, residential uses, and retail uses are all permitted without the need for a special use permit, which covers many of the potential uses that are envisioned for the future. While the C2 district zoning is a good starting point, our hope is that through the process, the City evaluates a broader program that would accommodate sufficient high-density multi-family, mixed-use, entertainment uses and civic spaces and be designed to further activate the site, support public transit, and reduce traffic, all while respecting established residential neighborhoods.

We look forward to continuing to participate and engage in this important process and dialogue, and appreciate your request for our team's input.

Many thanks,

Frank R. Petrilli
Partner

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