

February 16, 2022

Via Electronic Mail

Zachary Dahl
Deputy Director of Community Development
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

RE: Hillsdale Shopping Center

Dear Zach:

We are writing on behalf of the Bohannon Development Company and our joint venture partner, Northwood Investments Corporation, the owners of the Hillsdale Shopping Center (the “Owners”) located at 60 31st Avenue in San Mateo, CA (the “Site”). Thank you for the opportunity to submit our preferred land use map for the General Plan Subcommittee’s consideration on Thursday, February 17, 2022.

While the City of San Mateo (the “City”) has been studying land use alternative scenarios for the Strive San Mateo General Plan Update process, we have been carefully considering the future of the Site, keeping in mind that the current changes in the retail market present special opportunities for the evolution of the Hillsdale Shopping Center and how it responds to the shifting needs of San Mateans and the Peninsula community at large.

It is important to note that we have not established a set vision for the Site; however, we now intend to embark on a robust community engagement effort to help us plan for the future. We do know through our early listening that providing a mix of uses, including residential, retail and commercial spaces, would establish the appropriate land use framework with the necessary flexibility to create a special place that will meet market needs, exceed the community’s expectations, and protect the City’s fiscal health, all while respecting and blending with the edges adjacent to the existing neighborhoods.

Therefore, as you can see on the attached “Preferred Alternative” exhibit, we are proposing the Mixed-Use High designation for the parcels closest to the Hillsdale Caltrain Station and along El Camino Real, while proposing Mixed-Use Medium for the interior of the Site, with a Transitional Buffer zone to the adjacent neighborhood. While we recognize that General Plan land use maps typically do not split land use types on a single parcel, we believe that the unique size and location of the Site warrant a fresh approach by showing more intensity along El Camino Real and the Transit Corridor and stepping down the intensity toward the existing neighborhoods. By way of comparison to the current Land Use Alternatives, our Preferred Alternative has less density than the

highest intensity Alternative C. This combination of Mixed-Use High and Mixed-Use Medium designations will allow for the greatest master planning flexibility that, in turn, will not over burden the City's existing infrastructure and will protect San Mateo's neighborhoods.

Importantly, this proposed combination provides for the flexibility necessary to achieve a viable and feasible plan for redevelopment of the Site that is deliverable to the marketplace, while also preserving its role as a place for San Mateo residents to gather, shop, and enjoy. Not only will this balance of uses allow us to create an ecosystem that minimizes impacts, but it will create a realistic opportunity to deliver both market-rate and affordable housing that will significantly contribute to the City's housing needs.

We look forward to our ongoing collaboration with the City as it moves forward with the General Plan Update process. We are proposing a thoughtful, modest compromise for the General Plan Subcommittee that offers a reasonable mix of allowable land uses and densities, located immediately next to transit.

Thank you for your consideration.

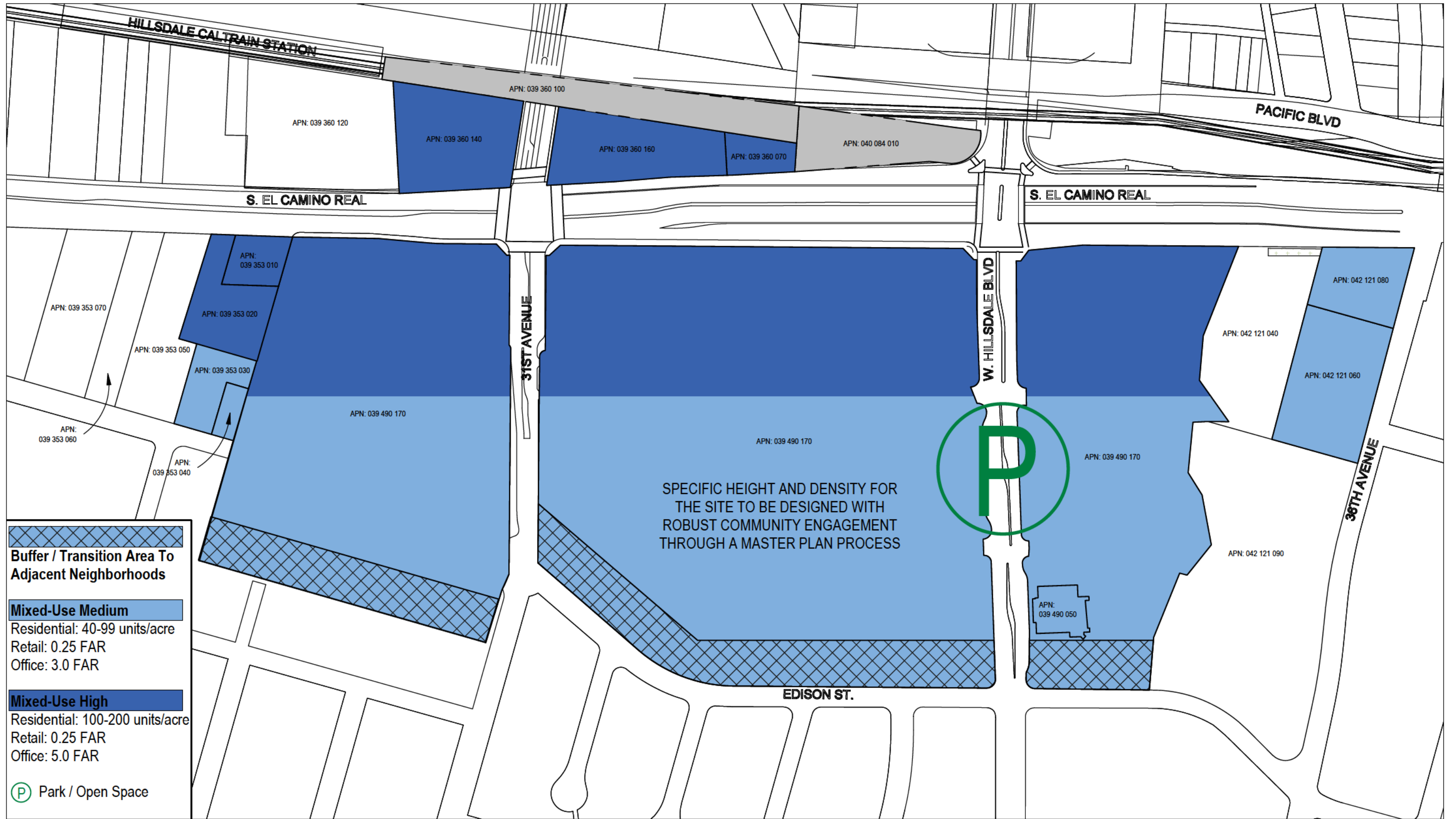
Sincerely,

A handwritten signature in black ink, appearing to read 'D. Bohannon', with a long horizontal flourish extending to the right.

David D. Bohannon
President and CEO

Attachment

cc: Dave Copeland, Northwood Investments Corporation



Buffer / Transition Area To Adjacent Neighborhoods

Mixed-Use Medium
 Residential: 40-99 units/acre
 Retail: 0.25 FAR
 Office: 3.0 FAR

Mixed-Use High
 Residential: 100-200 units/acre
 Retail: 0.25 FAR
 Office: 5.0 FAR

P Park / Open Space