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February 25, 2022

Via Electronic Mail

Clifford S. Robbins, Chair
And Members of the Subcommittee
General Plan Subcommittee
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

RE: Hillsdale Shopping Center—Preferred Land Use Scenario

Dear Chair Robbins and Members of the Subcommittee:

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”). We submitted our preferred land use map for the General Plan Subcommittee’s consideration at the February 17, 2022 meeting and wanted to bring it back to your attention in advance of the meeting scheduled for March 3, 2022 (see attached).

Briefly, we respectfully request that the General Plan Subcommittee consider our preferred land use scenario for the Hillsdale Shopping Center that proposes 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. We believe that this mix of uses on the Site will provide the flexibility needed to create a special sense of place of which the City can be proud. The City’s initial approval of this framework also will allow us to incorporate the community’s feedback after we engage in a robust community outreach process—that we are embarking on now.

We appreciate the City’s collaborative approach with respect to the Strive San Mateo General Plan Update process. I look forward to discussing our intentions for the Hillsdale Shopping Center with each of you and answering any questions you may have.

Thank you for your service and your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Bohannon', written over a horizontal line.

David D. Bohannon
President and CEO

Attachment



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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

