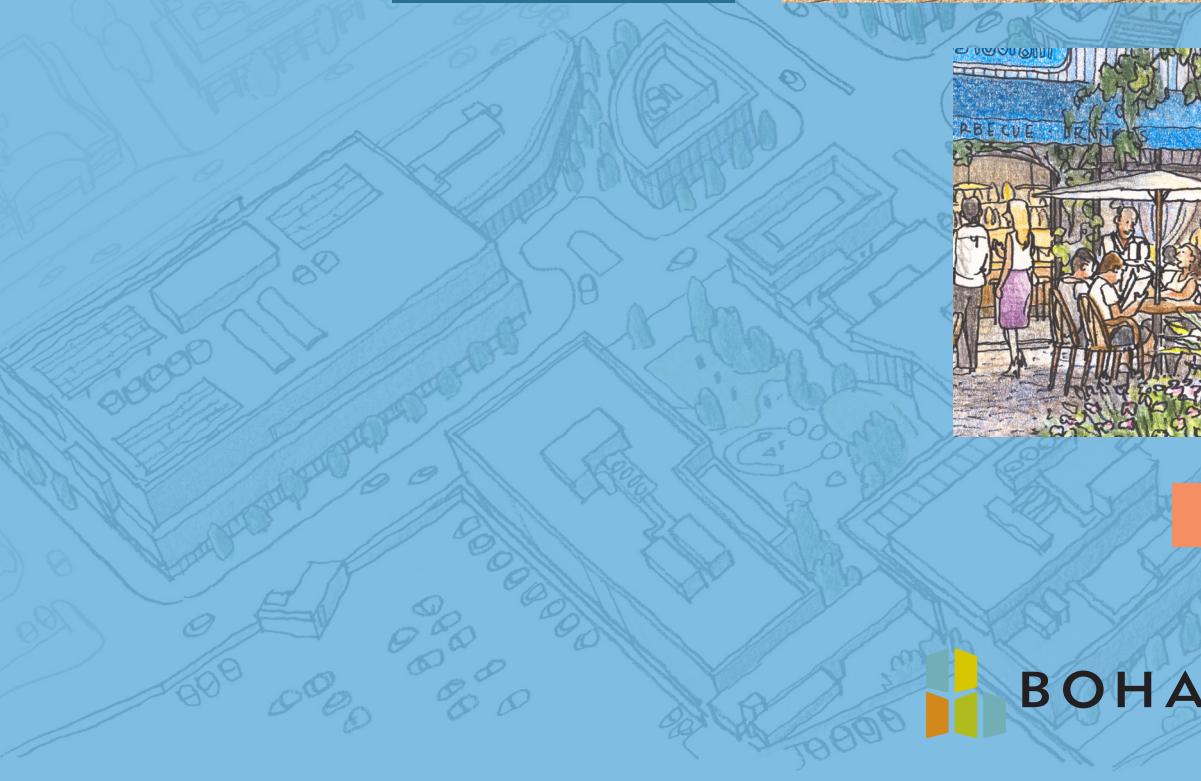
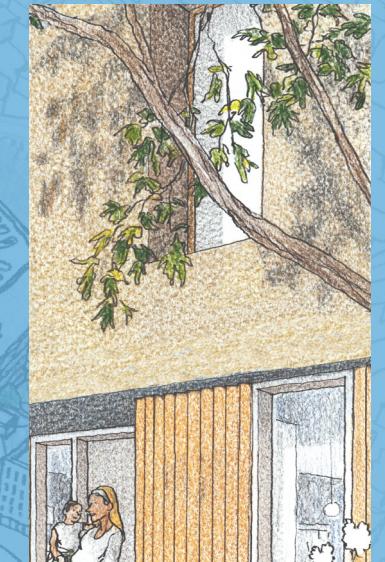
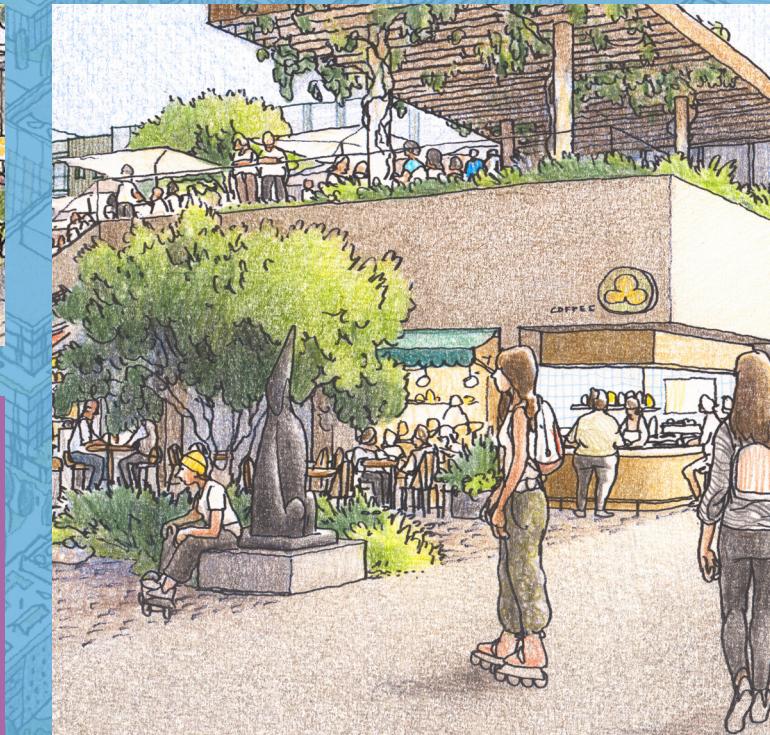
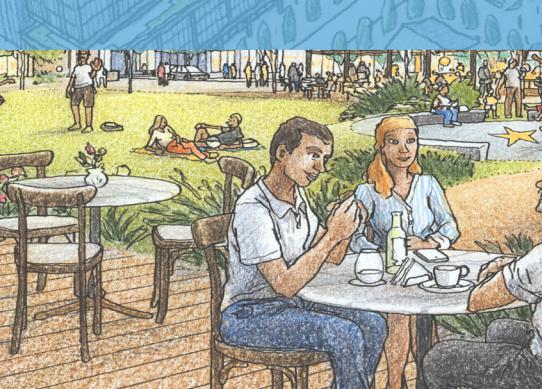
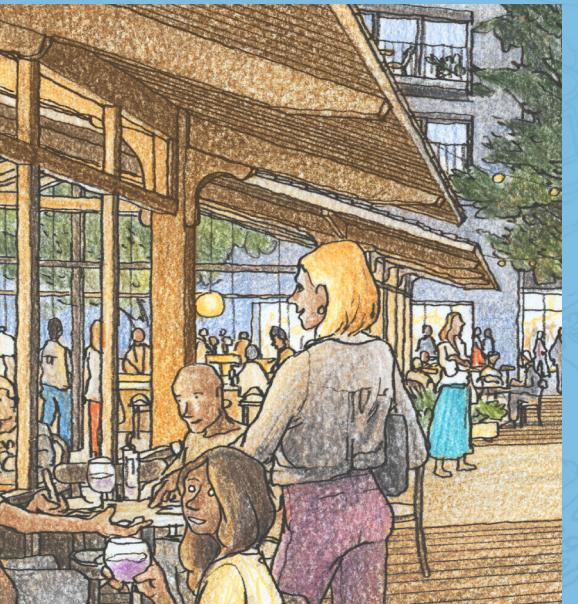


HILLSDALE REIMAGINED

# Master Development Plan



JUNE 18, 2025



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INVESTORS



Gehl



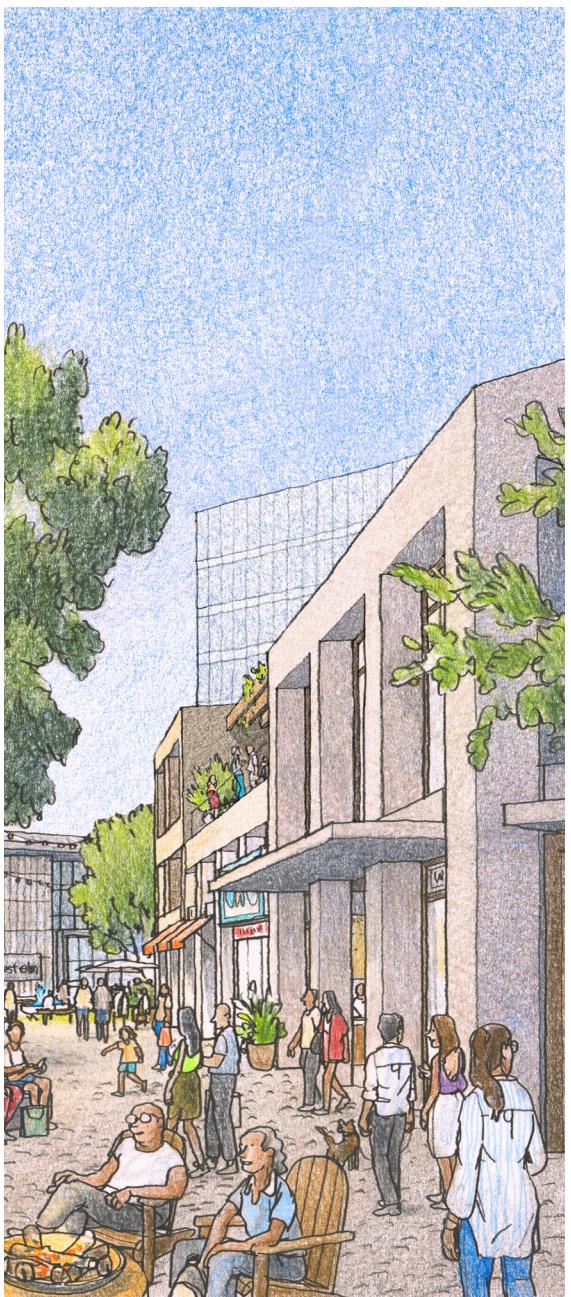
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Kimley»Horn

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# 1.0



## Introduction

### 1.1 Introduction

4

# 1.1 Introduction

This Master Development Plan document responds to the City of San Mateo's Planned Development application requirements and outlines the vision, form, and features of the proposed Hillsdale Reimagined redevelopment, also referred to as the Hillsdale District (both the "Project"). The Project will transform Hillsdale by replacing the existing mall and big-box retail uses with a new mixed-use environment that includes housing, new retail, commercial workspace, complete streets, and an integrated open space network. The Project's program was shaped by nearly four years of community engagement. Hillsdale's redevelopment presents an opportunity to create a place that meets San Mateo's current needs and ensures that Hillsdale's vibrancy and role as a community gathering place continue, despite an increasingly challenging retail environment.

The Hillsdale District will become a renowned model for redeveloping a mall into a thriving mixed-use neighborhood. The Project's guiding

principles are to create a walkable neighborhood of unparalleled quality; be an extraordinary place to shop, live, and work; and serve as the epicenter of community and as the heart of the Peninsula.

Located on approximately 32.66 acres comprising the central and southern portions of the Hillsdale Shopping Center, the Hillsdale District replaces the existing indoor mall and large-format retail buildings. The Project includes up to 1,670 new homes – including approximately 200 below-market-rate (BMR) homes – through a combination of for-rent apartments and for-sale townhomes. Additionally, the Project includes up to approximately 570,000 square feet of net new commercial space through a mix of retail pavilions, ground floor retail, upper-level workspace, and stand-alone office and/or research labs. These uses sit within an approximately 4.5-acre open space system comprised of a main retail-oriented plaza (Hillsdale Center), a highly programmed and centrally located green space (Hillsdale

Square), a series of pedestrian-only greenways (Edison Greenway, Neighborhood Passage, and Townhome Way), and a network of pocket plazas and parklets (South Plaza). In combination, these complimentary uses activate the site, invite community members in, and foster an economically and socially vibrant district.

This document fulfills the Development Plan obligations required by San Mateo Municipal Code Section 27.62.200, the contents of which are summarized in the index on page 5. Additionally, the Project is anticipated to be constructed in phases over time, as reflected in the corresponding Vesting Tentative Map.

The applicant must submit a development plan, prepared by a design group composed of at least three of the following four professions: (1) architecture; (2) landscape architecture; (3) civil engineer, represented by a registered civil engineer; (4) landplanning, represented by a full member of the American Planning Association. The plan must consist of the following:	Chapter/Diagram Name in the Master Development Plan	Page in the Master Development Plan
(a) Uses and densities proposed	6.2 Program Concept, 6.3 Land Use Framework, 6.5 Program Summary, 6.6 Program Density and Floor Area Ratio (FAR)	pg.22, pg.23, pg.25, pg.26
(b) Plot plan showing:		
1) Location of buildings on the property,	6.3 Land Use Framework and Design Intent, 14.1 Site and Grading Plans	pg.23, pg.91
2) Location of off-street parking,	9.3 Parking	pg.66
3) Vehicle circulation, including that to be provided for fire and other emergency vehicles.	9.2 Circulation Network	pg.64
4) Areas devoted to open space and recreation, including a list of the facilities to be provided,	8.2 Open Space Framework and Design Intent	pg.52
5) General provisions to be made for utilities and storm drains	14.3 Utilities and Storm Drains	pg.101
(c) Grading plans, showing areas to be graded, out or filled. The grading plan shall also show major vegetation to be removed and shall include an estimate of the amount of earth to be moved, imported and/or exported from the site;	14.1 Site and Grading Plans	pg.91
(d) Section through property showing grades and building relationships thereto;	14.2 Site Sections	pg.94-100
(e) A description of the general scheme of architecture or architectural motif. Said description shall include schematic renderings where the zoning administrator deems it necessary or advisable;	6.7 Urban Design Vision, 6.8 Principles for a Vibrant Public Realm, 7.0 General Scheme of Architecture	pg.27, pg.28, pg.29-48
(f) A description of the general scheme of landscaping to be employed. Said description shall include schematic renderings where the superintendent of parks deems it necessary or desirable;	8.0 Landscape and Open Space	pg.49-61
(g) An indication of whether or not land is to be subdivided;	6.4 Parcel Map, 14.4 VTM Parcel Subdivision	pg.24, pg.103
(h) An indication of land to be dedicated for street, park, school or any other purpose;	No land is planned to be dedicated for street, park, school, or any other purposes as part of the Vesting Tentative Map application. Any dedications, if required, will be depicted at the time of final map filing.	N/A
(i) A draft of major points of covenants proposed affecting the property;	None	N/A
(j) A description of adjoining area, uses or structures which may affect, or be affected by, the design or location of buildings of the development or the uses of traffic circulation therein;	4.2 Existing Conditions and Site Data, 6.1 Contextual Land Use. See also Vesting Tentative Tract Map (Existing Conditions page) under separate cover.	pg.14, pg.21
(k) A lighting plan including proposed street and security lighting, an analysis of the effect of such proposed lighting on adjacent property, and such other information as may reasonably necessary;	11.0 Lighting Plan	pg.82
(l) A signing plan including the location, type, size, height and area of proposed signs.	12.0 Signage	pg.83-87

**1.1 Figure 1**  
 Development Plan  
 Requirements Checklist  
 (as of 2/5/2025)

## Vision and Framework

2.1 Project Vision  
2.2 A Holistic Framework

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9



2.0



## 2.1 Project Vision

The Hillsdale District will be a walkable neighborhood center of unparalleled quality; will be an extraordinary place to shop, live, and work; and will reaffirm Hillsdale's role as the heart of the Peninsula.

Throughout its history, Hillsdale Shopping Center has evolved to keep pace with changing consumer tastes and community preferences. Once again, shifting needs are shaping its future. The Hillsdale District will be revitalized with a walkable, active public realm, open spaces, and neighborhood retail. Layered onto this organizing framework of open space and retail will be the addition of residential uses and office and/or research workplaces that help address San Mateo's housing shortage and strengthen the site's economic resiliency. A greater mix of uses on site will bolster the site's overall vibrancy.

Today, parking garages fronting high-visibility areas and nearby neighbors create visual barriers. The transformation of Hillsdale Shopping Center into an active, mixed-use district is anchored in a holistic urban design philosophy—one that places people at the center of every decision in a human-centered approach. Historically, this site has been defined by auto-centric planning, with vast parking areas prioritizing vehicles over human activity. The redevelopment presents an opportunity to reverse this paradigm, replacing surface lots with vibrant streetscapes and public spaces, as well as an interconnected network of pedestrian- and bike-friendly environments.

The Project expands on the success of the Hillsdale Shopping Center's North Block, which introduced new public open space, retail and dining concepts. The use of placemaking strategies will support the transformation of the site from car-centric, single land



**2.1 Figure 1**  
Green, Active Spaces near Amenities, Furnished with Playful Seating



**2.1 Figure 2**  
A Blend of High-Quality Retail and Inviting Public Spaces



**2.1 Figure 3**  
A Mix of Shopping, Living, and Working Opportunities for San Mateo Residents



**2.1 Figure 4**  
The Hillsdale District Stays True to the Heart of What Makes San Mateo, San Mateo

uses into a human-centered public realm. In this dynamic, mixed-use district with new homes, workplaces, and public spaces woven into a connected and walkable street network, the Hillsdale District will remain a thriving destination for generations to come.

Due to its location, the Hillsdale District is guided by multiple overlapping planning documents. In addition to the General Plan and Zoning Code, the Project is located within the boundaries of the Hillsdale Station Area Plan (2011), Rail Corridor Transit Oriented Development Plan (2005), and El Camino Real Master Plan (2001). As applicable, development may also be subject to the Objective Design Standards (ODS) for Multi-Family and Residential Mixed-Use Projects (2023). These documents include a clear call for high-level master planning at the site, and this will be realized through this Master Development Plan that includes all of the components required for the entitlement in Chapter 27.62 of the City of San Mateo's Municipal Code. The provisions and illustrations in this Master Development Plan are guidelines and are not mandatory. The Project's consistency with applicable standards is documented in detail in the concurrently-submitted Consistency Analysis.



### A walkable neighborhood center

The Hillsdale District will be a safe, green, and well-connected neighborhood where businesses, services, and amenities are always within reach by foot or bike. Pedestrians and cyclists will take priority in the built environment, supported by a network of car-free passages and corridors that enhance comfort and accessibility for all ages and abilities. Tree-lined streets will further enrich the district, adding both aesthetic and ecological value.



### An extraordinary place to shop, live and work

The Project will fill demand for high-quality retail, housing, and workspace. Placemaking strategies—plazas, public art, and mobile seating—will invite spontaneous social interactions, transforming streets into living spaces. By prioritizing fine-grained, human-scale urban design, the Hillsdale District will ensure that every journey, whether for work, errands, or leisure, is a delightful experience.



### The heart of the Peninsula

The Hillsdale District will continue to be a place for the community to gather, supporting expression of San Mateo and the Peninsula's rich culture. Public spaces will serve as gathering points for celebrations, performances, and everyday interactions, ensuring that the site remains a place of shared experiences. Here, communities come together—whether to celebrate, collaborate, or simply connect over a cup of coffee.

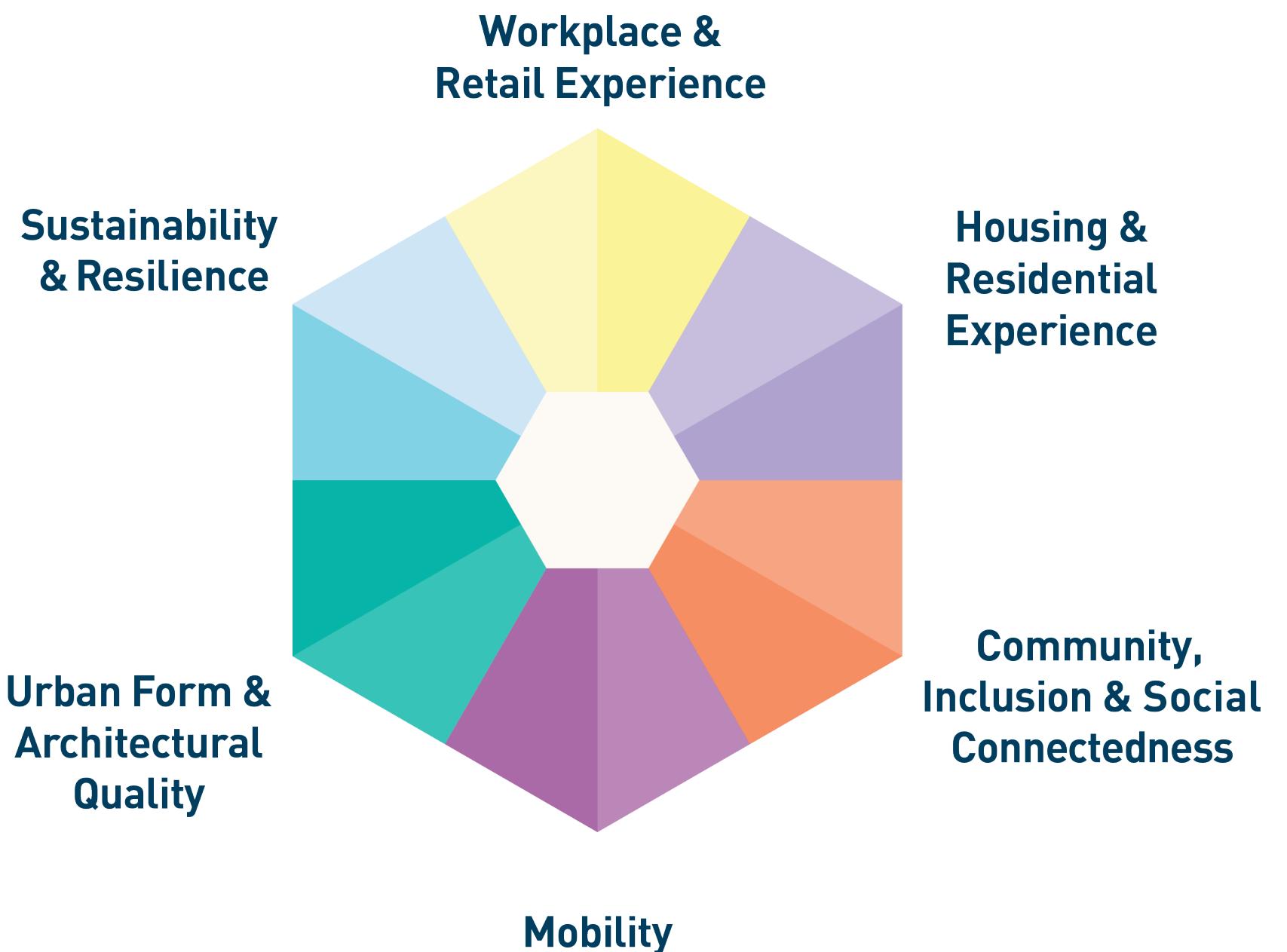
## 2.2 A Holistic Framework

### A World-Class Neighborhood with Public Life at the Center

When public life thrives, it creates lasting social, economic, and environmental benefits for everyone. At the Hillsdale District, fostering a vibrant public realm is a core objective that informs policy, planning, design, and development decisions.

Achieving the vision requires a holistic approach that carefully balances six key dimensions within a cohesive and holistic framework: sustainability and resilience; workplace and retail experience; housing and residential experience; community, inclusion, and social connectedness; mobility; and urban form and architectural quality. Each of these elements, and balanced with the others, must be thoughtfully maximized to ensure that the Hillsdale District is not only functional but also welcoming, resilient, and reflective of the needs of those who live, work, and gather here.

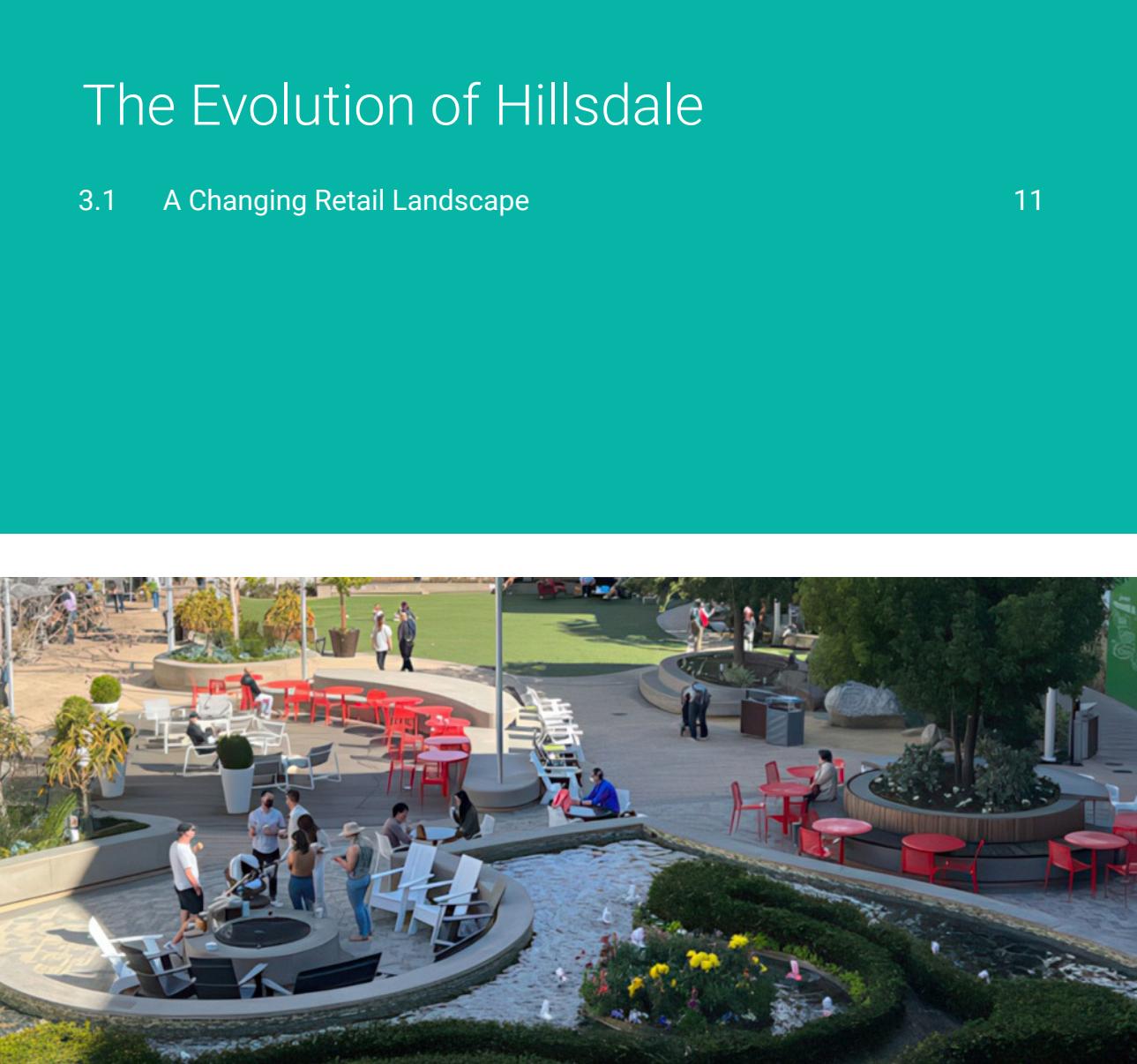
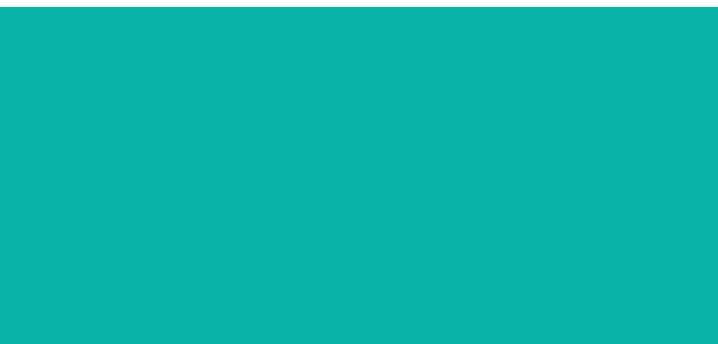
These guiding principles, which are further defined throughout the document, serve as the Project's DNA to build an even stronger public realm.



2.2 Figure 1

These Six Dimensions of the Framework Guide the Project

# 3.0



## 3.1 A Changing Retail Landscape

11

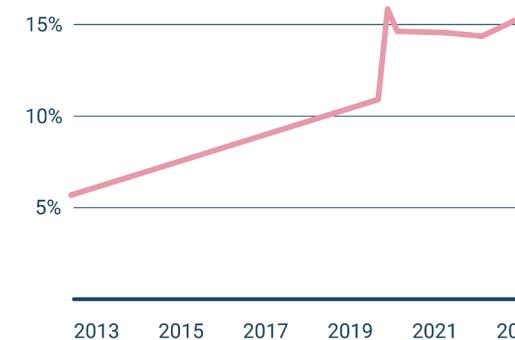
# 3.1 A Changing Retail Landscape

With technology changing how people shop, Hillsdale needs to respond and evolve to stay relevant in this new environment.

Hillsdale must evolve to address modern challenges, including shifting consumer expectations, the rise of e-commerce, and the increasing demand for experiential destinations that go beyond traditional retail. At the same time, it must preserve its legacy as a central gathering place for the community, balancing innovation with its historical role as a vibrant social and economic hub.

By introducing new uses, Hillsdale Shopping Center has already begun to evolve in a way that enhances its relevance and value to San Mateo.

## E-commerce as a share of total US retail sales



3.2 Figure 1

The Rise of E-Commerce is Changing the Retail Landscape across the U.S. Source: US Census Bureau

## Number of department stores in the US



3.2 Figure 2

The Decline of Department Store Shopping has Created Additional Challenges. Source: Market.us News



3.2 Figure 3

These Same Retail Trends are Impacting Malls across the Bay Area, Causing Many to Close or Undergo Significant Repositioning to Remain Viable

# 4.0



## Existing Project Site

4.1	Site Context	13
4.2	Existing Conditions and Site Data	14
4.3	Existing Site Photos	15

## 4.1 Site Context

The Project site is part of Hillsdale Shopping Center and is bordered by El Camino Real to the east, 31st Avenue to the north, Edison Street to the west, and Laurel Creek to the south—comprising what is known as the shopping center’s Central and South Blocks. The site also includes an unused surface parking lot along 36th Avenue.

The site benefits from strong regional connectivity, with access to public transit and major roadways that tie it to the broader community. The Project site is just a few blocks from Hillsdale Caltrain Station. El Camino Real is a major thoroughfare that links communities up and down the Peninsula. This corridor has long served as a key connector, supporting a diverse mix of businesses, services, and housing uses that contribute to the area’s dynamic character. The surrounding area reflects the broader evolution of San Mateo, with a balanced mix of established neighborhoods and new growth.

The Project will redevelop a portion of the Hillsdale Shopping Center (Tract C Parcel II, III and IIIA) into a mixed-use, and vibrant new district. The North Block of Hillsdale Shopping Center, which was renovated in 2019, is not included as a part of this project and will remain as it currently exists today.

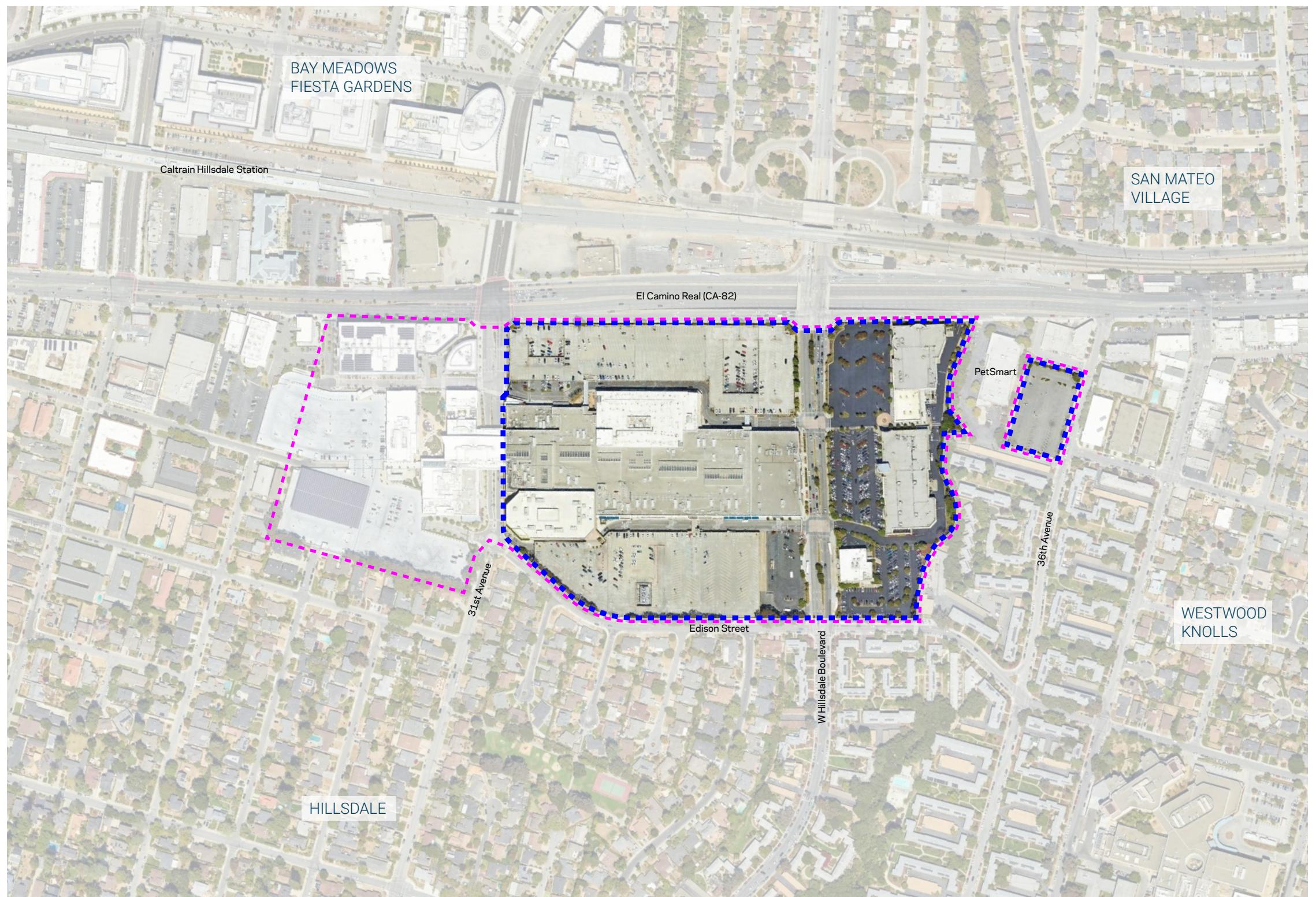
— Proposed Project Boundary

— Parcel Boundary

APN: 042-121-060

APN: 039-490-170

APN: 039-490-050



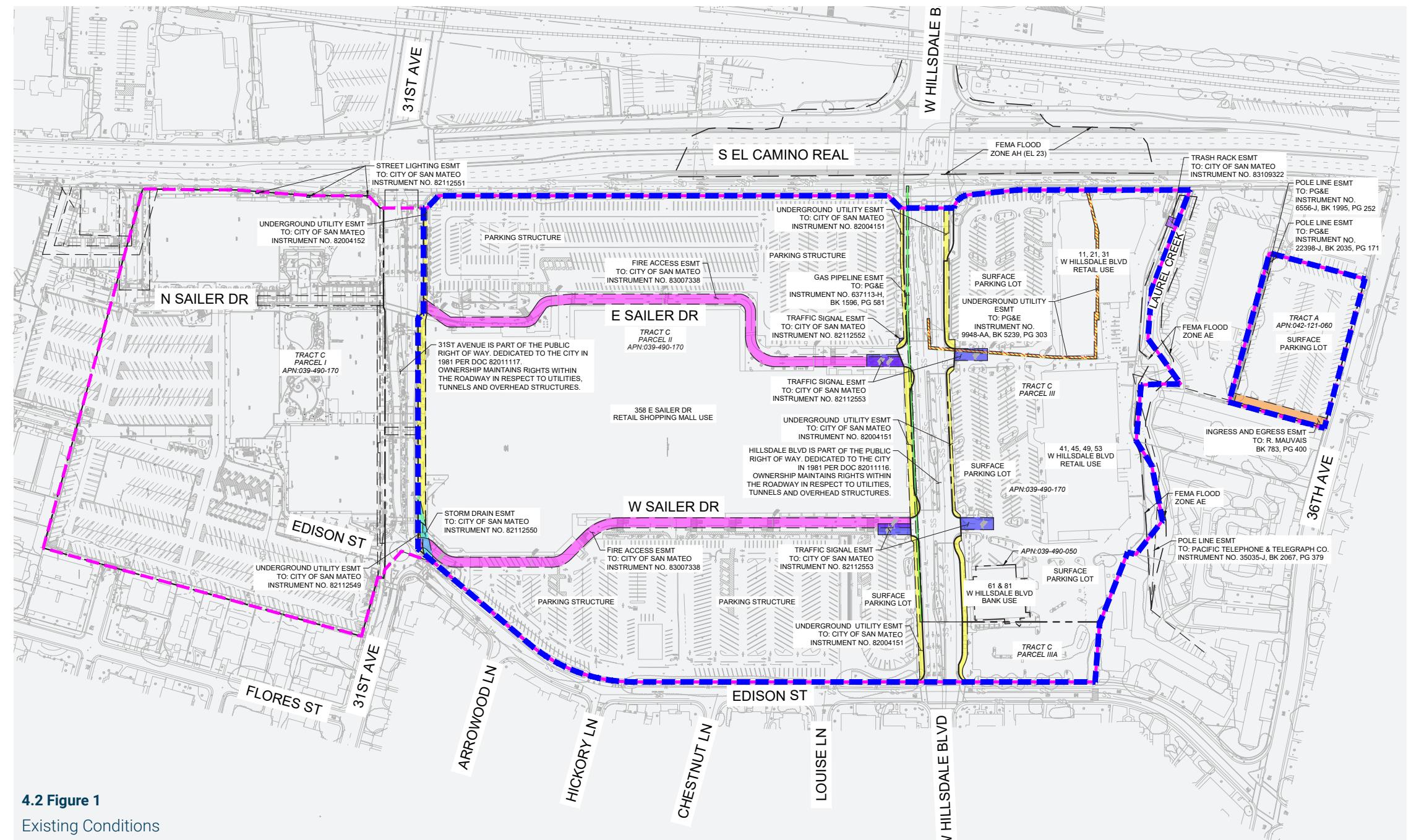
4.1 Figure 1

Site Context

## 4.2 Existing Conditions and Site Data

The Project boundary includes the following Assessor Parcel Numbers (APNs): 042-121-060, 039-490-170, and 039-490-050. The total project boundary area is 32.66 acres, and includes Hillsdale Boulevard itself. Thirty-First Avenue and Hillsdale Boulevard are public rights-of-way, with the Hillsdale Shopping Center owner retaining rights related to utilities, tunnels, and overhead structures within the roadway. Data from the existing site, including non-residential and residential gross square footage, as well as total parking stall counts, is presented in 4.2 Figure 2.

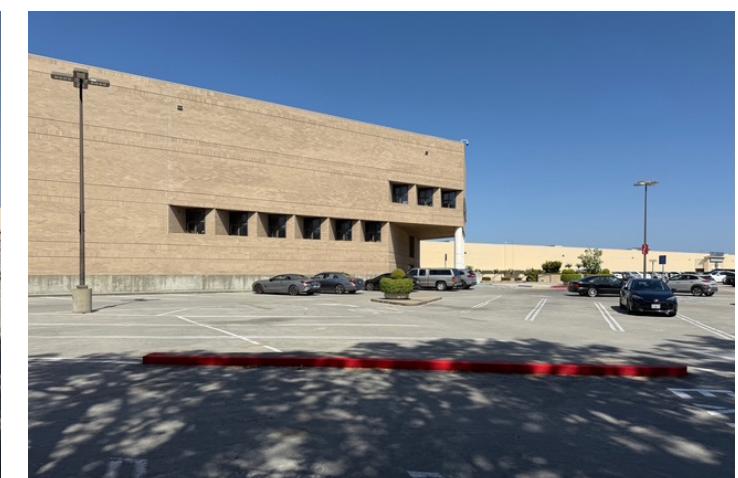
- - - Proposed Project Boundary
- - - - - Parcel Boundary
- - - - - Property Line
- - - - - Easement Line
- - - - - Ingress and Egress Easement
- - - - - No-Build Easement
- - - - - Underground Utility Easement
- - - - - Underground Utility Easement (PG&E)
- - - - - Storm Drain Easement
- - - - - Street Lighting Easement
- - - - - Gas Pipeline Easement
- - - - - Pole Line Easement
- - - - - Trash Rack Easement
- - - - - Fire Access Easement



	Non-Residential GSF (Inclusive of Parking GSF)	Residential GSF	Total Residential Units	Total Parking Stalls Provided (Includes Above and Below Grade Parking)
Existing	1,490,331	0	0	3,399

**4.2 Figure 2**  
Site Data

## 4.3 Existing Site Photos





Community Process

5.1 Engagement at a Glance 17

5.2 What We Learned 18



# 5.1 Engagement at a Glance

## Shaping Hillsdale's Future: A Community-Driven Vision

Over the last five years, we have engaged with more than 8,000 community members and stakeholders through a wide range of outreach efforts to shape the future of the Hillsdale Shopping Center. Through a series of open houses, site walks, pop-up events, virtual meetings, and surveys, we've gathered valuable insights about what people love about Hillsdale and what they hope to see in its next chapter.

Interactive exercises, including visioning workshops and picture-based activities, helped bring the community's ideas to life, while a dedicated space within the existing mall provided an open-door setting for ongoing conversations during public office hours. With this community input, we created plans that would align the Hillsdale District with the community needs of today and of generations to come.



5.1 Figure 1

Timeline of Engagement and Statistics about Our Outreach Efforts

## 5.2 What We Learned

### Hillsdale's Role in Addressing Community Needs

From the beginning, the project team set out to understand Hillsdale's current and future role within the community. To do this, we engaged participants early through a range of creative activities—inviting them to share their relationship with Hillsdale, identify favorite places in San Mateo, draw inspiration from global cities, and imagine future headlines for the area. These conversations offered valuable insight into what people value most.

A clear theme emerged: a desire for a more livable, community-centered environment. This sentiment was echoed in our May 2022 community survey, where housing was identified as the top priority for Hillsdale's future (5.2 Figure 1). These findings have shaped our approach, ensuring the evolution of Hillsdale reflects the voices of those who live and work in the area.

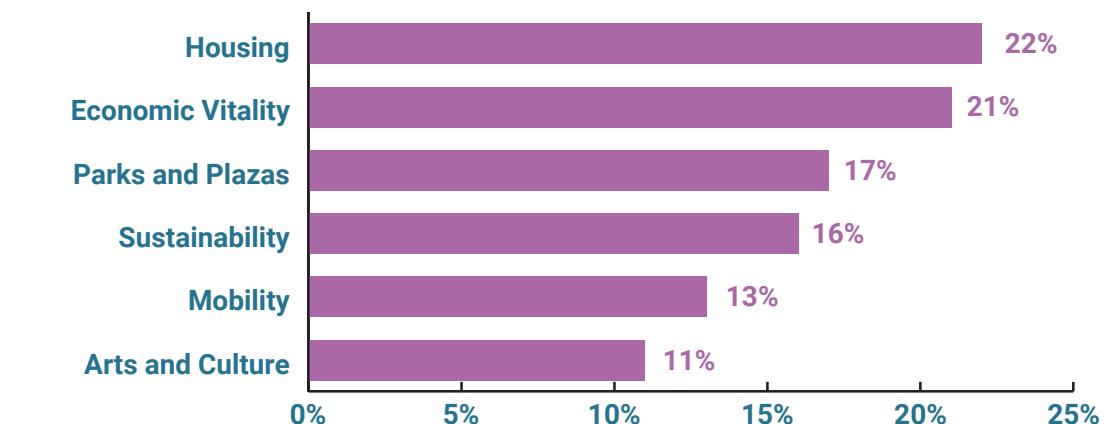
### Creating a Well-Rounded Place: the Right Mix of Uses

As a key touchpoint following multiple site walks, office hours, and pop ups, an open house was held in 2022 that prompted participants to share their vision for Hillsdale's future. The overwhelming majority of responses indicated a desire for a vibrant gathering place with world-class outdoor spaces, dynamic retail and dining, lively residential and commercial spaces, and creative community programming—all seamlessly integrated into a safe, walkable neighborhood.

Community members shared a strong desire to see the Hillsdale District remain a vibrant destination where shopping, dining, and entertainment continue to thrive on site. Their ideas helped shape a vision for a dynamic public realm—one that blends retail with inviting gathering spaces, engaging events, and everyday conveniences. Looking ahead, the Hillsdale District has the opportunity to evolve beyond a shopping center into a lively district where people connect, unwind, and experience the best of what the community has to offer.

5.2 Figure 1

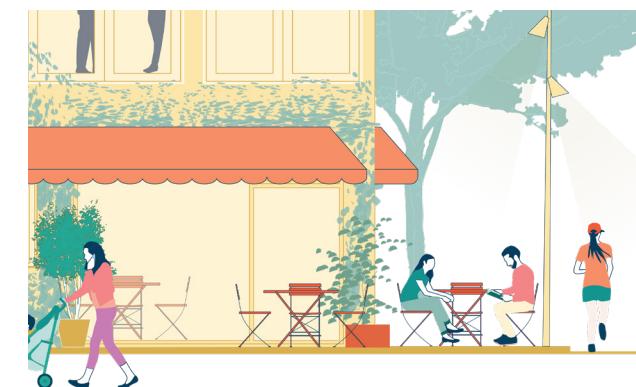
Community Priorities for the Future of the Hillsdale District. Data Collected from In-Person and Online Votes



Meet local priorities for housing needs and economic vitality.



Keep retail and dining, and enhance it.



Make more places to gather with family and friends.



Create a diverse program mix which complements the local setting, while supporting a vibrant local economy.

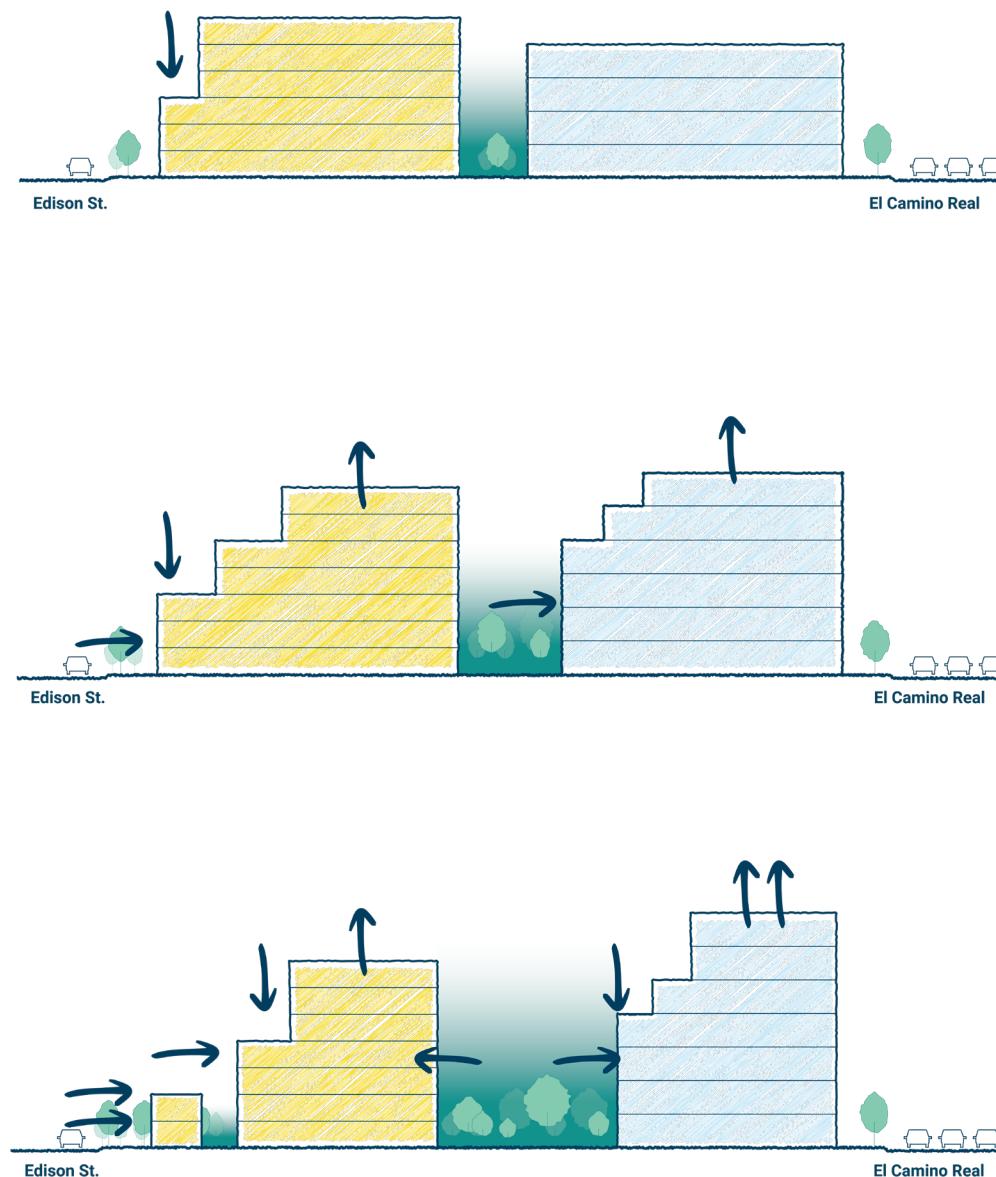
5.2 Figure 2

Guiding Principles from the Community for the Future of the Hillsdale District

## Balancing Scale and Open Space

At the community open house in 2023, the Project team presented a range of plan options exploring different building heights and massing approaches. Public feedback was clear—75% of survey respondents favored concepts that balanced additional height with broader community benefits (in examples 1 and 2). These plan options with increased height were ultimately combined to inform the foundation of the preferred plan as outlined in this document.

The feedback reflected a strong interest in maximizing the potential of the Hillsdale District redevelopment. The community embraced a vision for a truly mixed-use environment, expressing a desire for a variety of spaces that serve different needs—from quiet residential areas to vibrant public plazas. There was also broad support for incorporating additional height where it enables more generous, well-programmed open spaces that enhance the overall experience of the district.



**5.2 Figure 3**

The Three Examples Explored in Open Houses Varying the Building Height to Explore Strategies that Create Outdoor Space

### Example #1: Baseline

- Shorter buildings overall
- Fewer parks and plazas

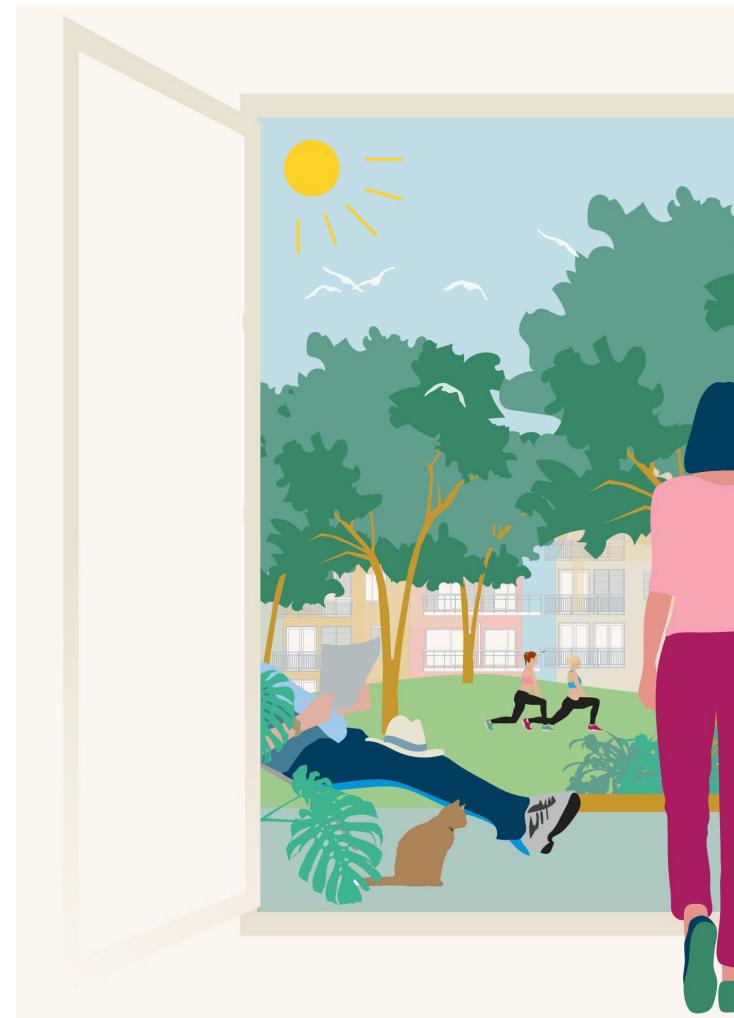
### Example #2: Some Height

- Some buildings over five stories, which step down towards the neighborhood
- Some outdoor space for shopping, dining and parks

### Example #3: More Height

- More buildings over five stories near Caltrain, which step down and mirror the neighborhood
- Largest amount of outdoor open space for shopping, dining and parks.

# 6.0



## Land Use

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6.7	Urban Design Vision	27

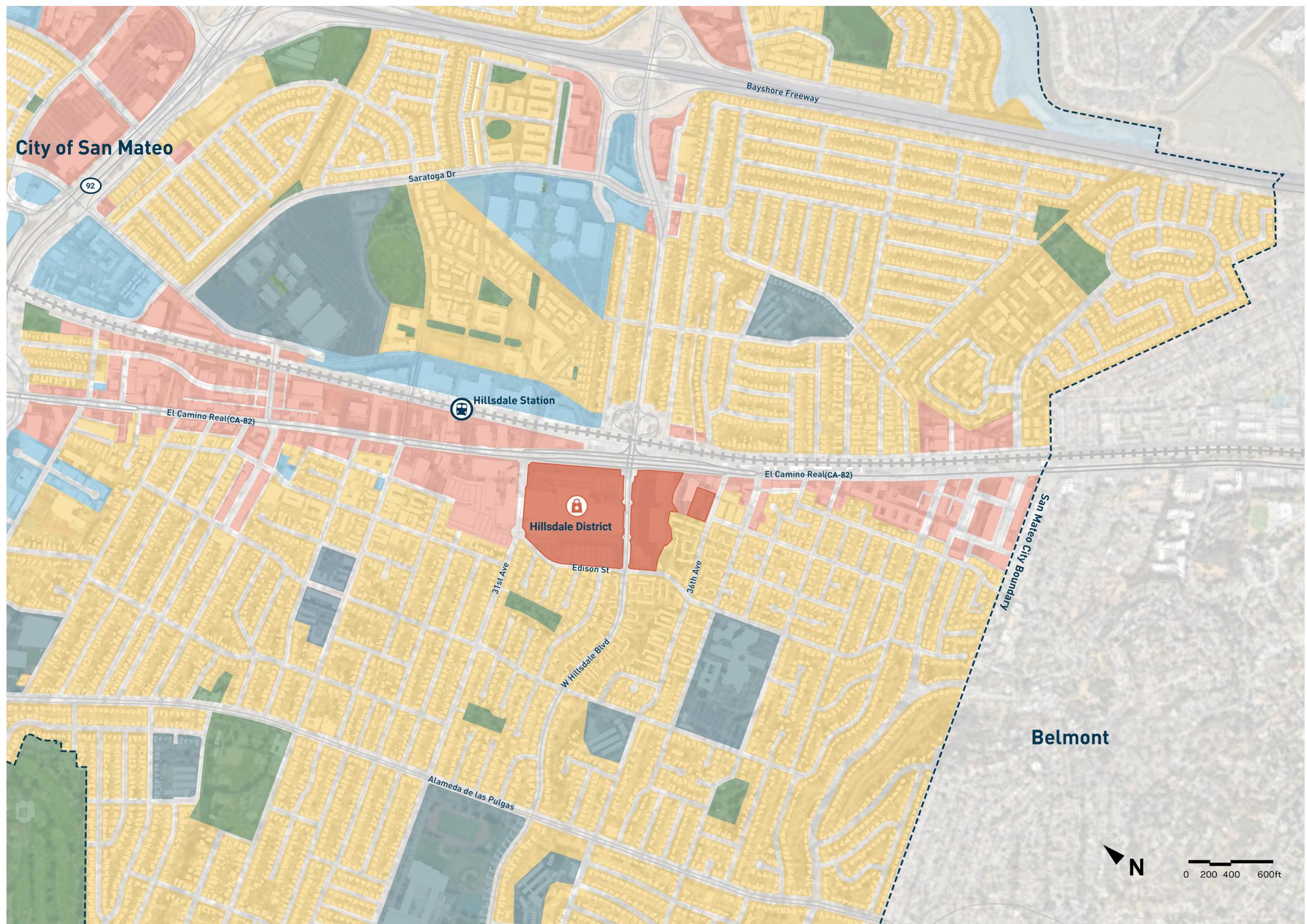
# 6.1 Contextual Land Use

Hillsdale Shopping Center is positioned along the El Camino Real corridor, a key commercial artery that connects communities throughout the Peninsula. This corridor is characterized by a mix of retail centers, offices, multi-family residential uses at varying scales, and service-oriented businesses, often in single use buildings.

Surrounding the mall, the land use pattern reflects a blend of commercial and residential development. To the west, established neighborhoods feature single-family homes and low-rise apartment buildings, while to the east, higher-density housing and mixed-use developments are becoming more prominent beyond a cluster of large office buildings, particularly near the Hillsdale Caltrain Station.

- Residential
- Retail
- Office
- Parks and Open Space
- Public and Semi-Public Spaces

6.1 Figure 1  
Contextual Land Use



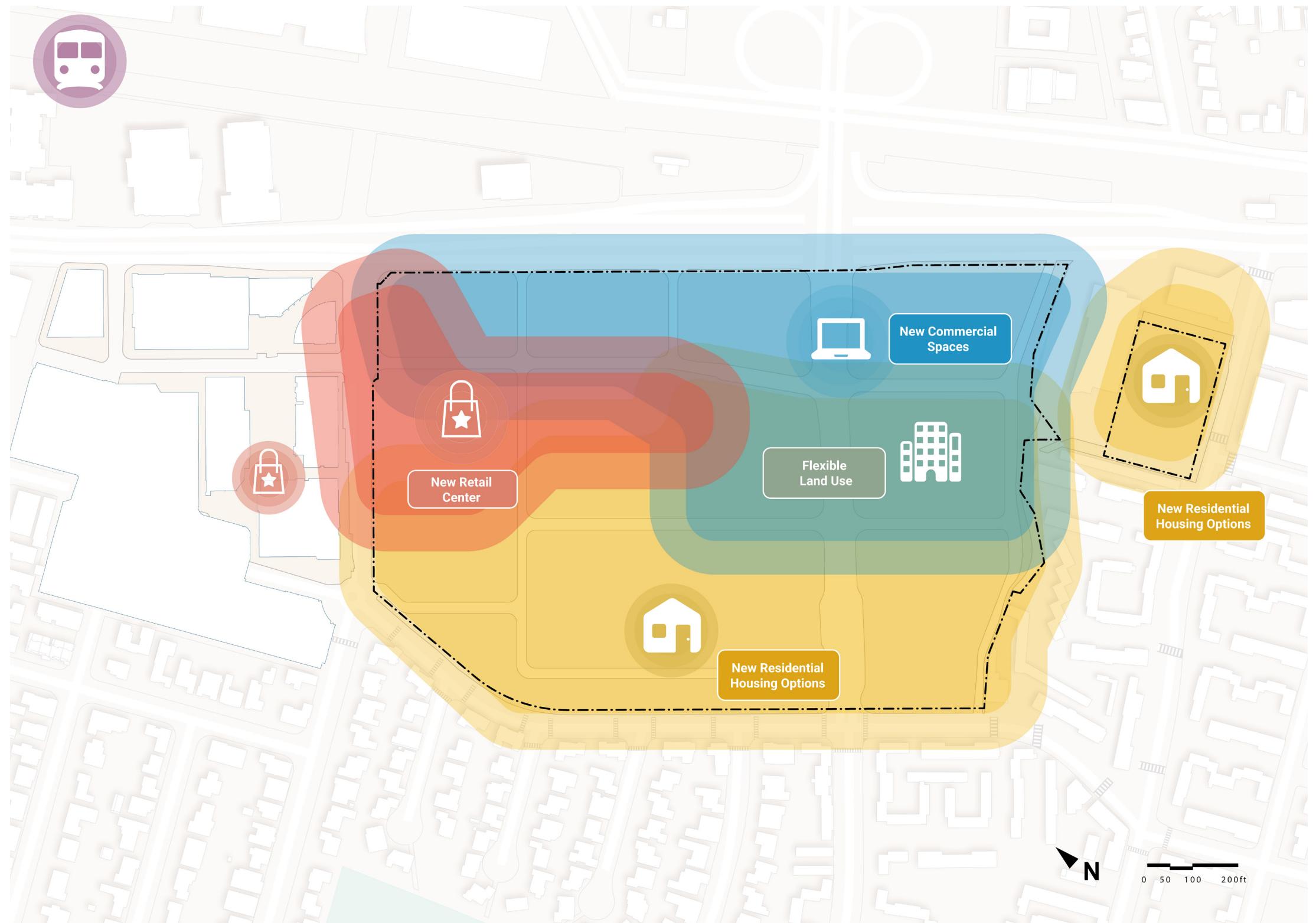
\*Generalized by Gehl from City of San Mateo General Plan 2040 Land Use Map (2025)

## 6.2 Program Concept

The Hillsdale District's mix of and distribution of land uses are designed to build a neighborhood. New, higher intensity commercial space placed near or along El Camino Real will enhance visibility and strengthen the corridor's role as a vibrant economic hub. The proposed residential developments will be situated on the western portions of the site to ensure compatibility with the surrounding residential areas. To connect these two zones and build on the success of the North Block (which will remain); new retail, dining, and services will be strategically placed at the center of the site and act as the seam between diverse uses to bring new energy and experiences to the site. The designated green zones provide flexibility, allowing for either residential or commercial uses to be constructed in that zone.

- █ New Retail Center
- █ New Residential Housing Options
- █ New Commercial Spaces
- █ Flexible Land Use

6.2 Figure 1  
Program Concept



## 6.3 Land Use Framework

The land use framework plan outlines the intended uses for each developable parcel in the Hillsdale District. The designated land uses include commercial, residential, mixed-use (commercial and residential), and flexible zones, each described below:

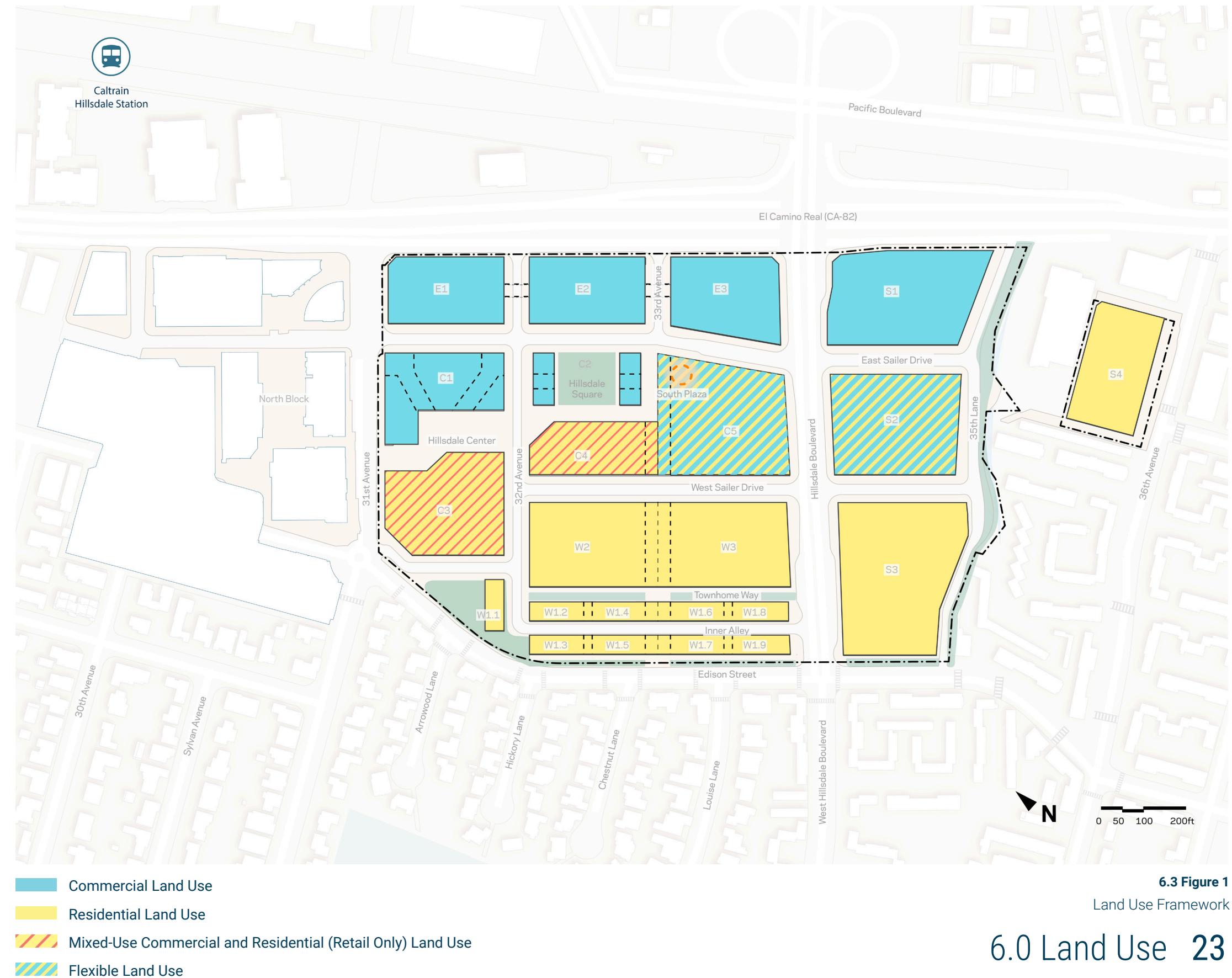
**Commercial Land Use:** This category includes uses focused on higher-intensity employment (such as offices and research facilities and laboratories and their supporting infrastructure and amenities), as well as retail-focused establishments.

**Residential Land Use:** This category is designated for residential uses ranging from denser multi-family buildings to lower scale townhomes.

**Mixed-Use Commercial and Residential (Retail Only):** This designation encompasses areas where multi-family buildings are combined with retail or other active ground floor uses.

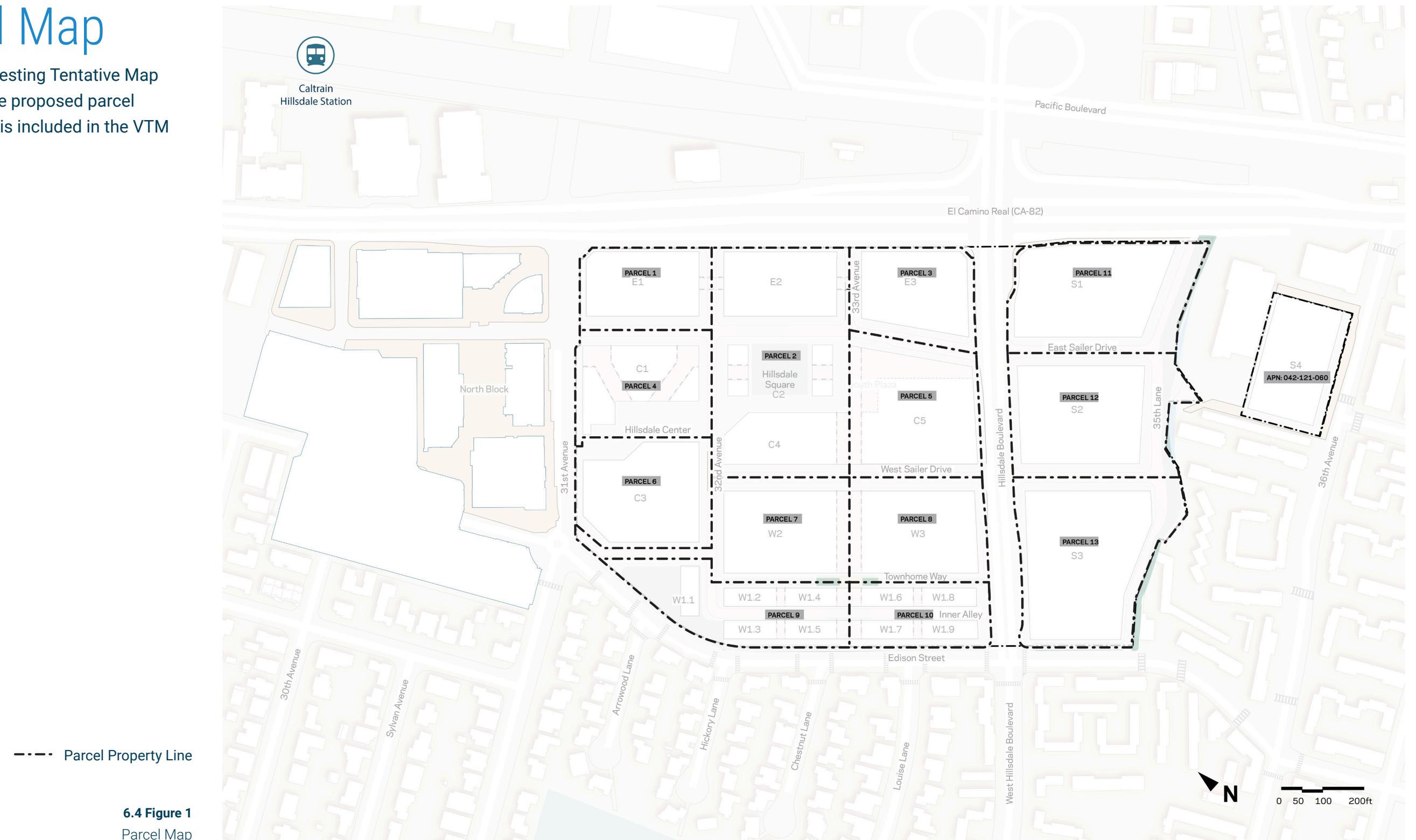
**Flexible Land Use:** In this category, both non-residential and residential uses are permitted, as long as the Project-wide square footage remains within the specified ranges shown in 6.5 Program Summary. This allows this area to be developed with either residential or commercial uses.

This overall framework aims to create a balanced and functional land use strategy that addresses various community needs, activates the site, and creates conditions to allow the Hillsdale District to thrive.



## 6.4 Parcel Map

The Project is processing a Vesting Tentative Map (VTM). 6.4 Figure 1 shows the proposed parcel boundaries. Additional detail is included in the VTM documents.



## 6.5 Program Summary

The Project includes up to 2,662,469 GSF of total net new development (when calculated using San Mateo Municipal Code Floor Area and inclusive of covered, above-ground parking). Within that development allowance, up to 2,390,800 GSF of net new residential space containing up to 1,670 residential units, and up to 568,669 GSF of net new commercial space is allowed. Commercial square footage includes all non-residential uses (i.e. retail, office, research facilities and laboratories, and any other non-residential use).

When calculated using SB 330's requirement to measure project square footage of construction by California Building Standards Code – the primary difference being the inclusion of underground square footage – the Project includes up to 3,622,469 GSF of total net new development. Up to 2,708,800 GSF of net new residential space containing up to 1,670 residential units, and up to 1,397,669 GSF of net new commercial development are permitted within the overall development allowance.

Under either methodology, the overall total Project square footage is less than the sum of the allowed residential square footage and commercial square footage combined because sites C5 and S2 are contemplated to allow either residential or commercial development, thereby precluding both the full residential and commercial maximums from being achieved simultaneously.

As noted, up to 1,670 new housing units are included as part of the Project program. The Project qualifies as a "housing development project" under the Housing Accountability Act, as amended by AB 1893 (2024). The Project meets the statutory requirements for large-scale mixed-use projects, including that at least 50 percent of the total net new square footage is designated for residential use; that the Project includes at least 500 net new residential units; that the Project demolishes more than 100,000 square feet of nonresidential use; and that the Project demolishes more than 50% of the existing nonresidential use. Under any full build-out scenario, all of these requirements will be met.

### Commercial and Residential Project Square Footage (Calculated per San Mateo Municipal Code Floor Area)

	Allowable Commercial GSF*	Allowable Residential GSF*
NEW (MAX)	2,059,000	2,390,800
EXISTING	(1,490,331)	-
<b>NET NEW</b>	<b>568,669</b>	<b>2,390,800</b>
<b>% OF TOTAL</b>		<b>90%</b>

### Overall Project Square Footage (Calculated per San Mateo Municipal Code Floor Area)

	Allowable Total GSF*	Allowable Residential Units
NEW (MAX)	4,152,800	1,670
EXISTING	(1,490,331)	-
<b>NET NEW</b>	<b>2,662,469</b>	<b>1,670</b>

\*Includes above ground covered parking

\*\*Includes above ground covered parking and underground parking

### Commercial and Residential Project Square Footage of Construction (Calculated per SB330's California Building Standards Code)

	Allowable Commercial GSF**	Allowable Residential GSF**
NEW (MAX)	3,246,000	2,708,800
EXISTING	(1,848,331)	-
<b>NET NEW</b>	<b>1,397,669</b>	<b>2,708,800</b>
<b>% OF TOTAL</b>		<b>75%</b>

### Overall Project Square Footage of Construction (Calculated per SB330's California Building Standards Code)

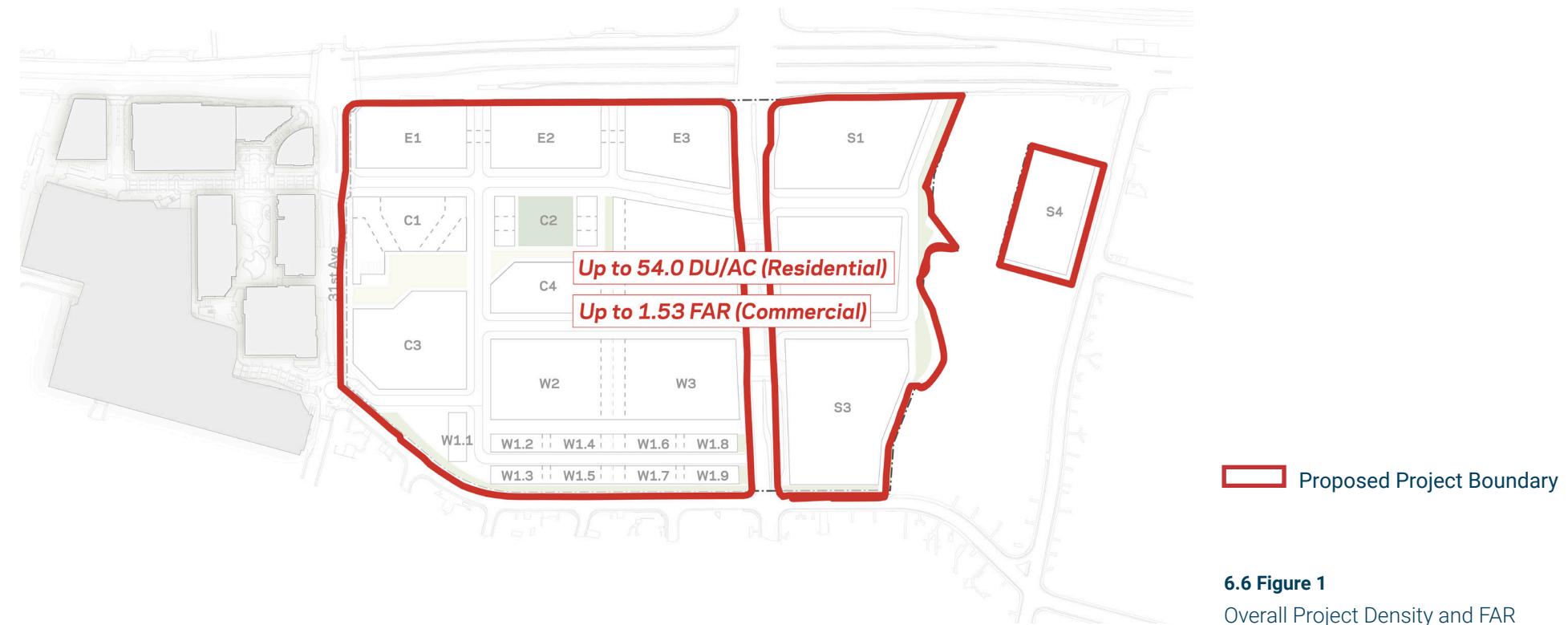
	Allowable Total GSF**	Allowable Residential Units
NEW (MAX)	5,470,800	1,670
EXISTING	(1,848,331)	-
<b>NET NEW</b>	<b>3,622,469</b>	<b>1,670</b>

## 6.6 Program Density and Floor Area Ratio (FAR)

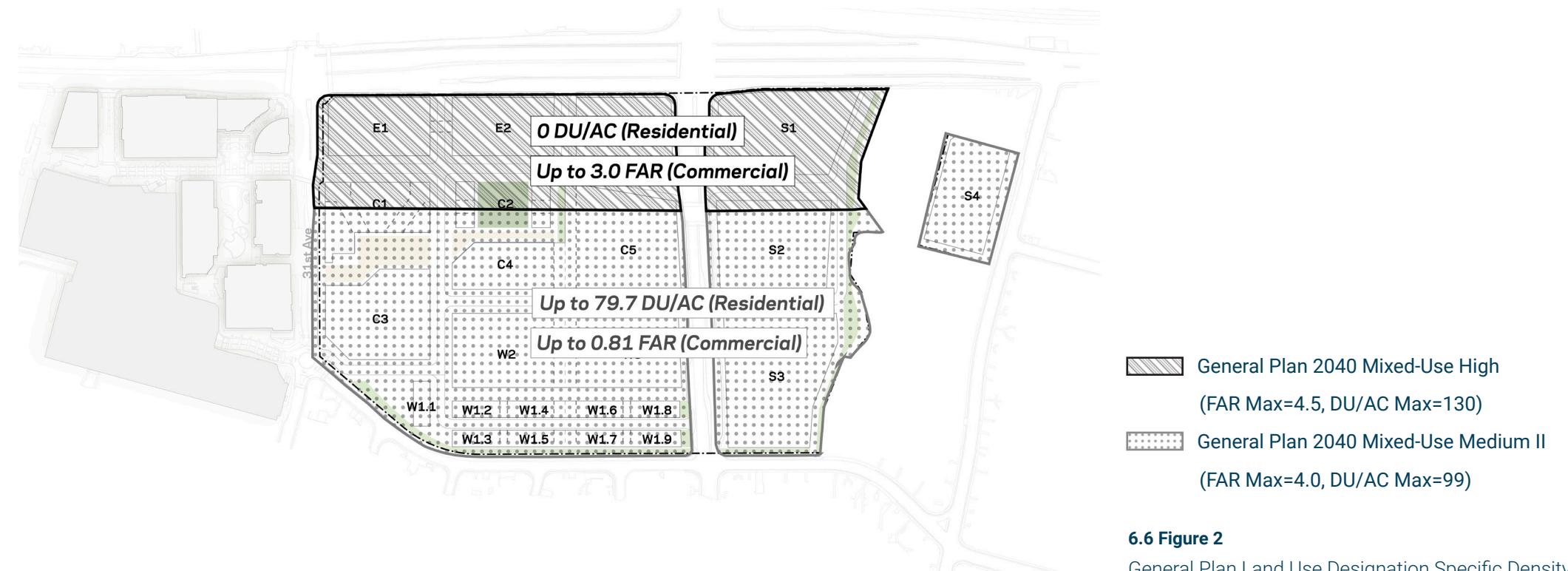
Based on the allowable residential unit count of 1,670 units, the Hillsdale District proposes a residential density of up to 54.0 units per acre and a commercial max floor area ratio (FAR) of 1.53 when calculated based on the overall project area acreage.

Additionally, the Project's expected density has been assessed in relation to the General Plan 2040 land use categories. For the Mixed-Use High zone, the Project's proposed max FAR is 3.0 and is therefore consistent with the maximum 4.5 FAR limit in this zone. There are no proposed dwelling units in this zone, hence the residential density is 0 DU/AC, which is consistent with the 130 DU/AC maximum in this zone.

For the Mixed-Use Medium II zone, the Project's proposed max FAR is 0.81 and is therefore consistent with the maximum 4.0 FAR limit in this zone. The Project's proposed residential density is up to 79.7 DU/AC, which is consistent with the 99 DU/AC maximum in this zone.



**6.6 Figure 1**  
Overall Project Density and FAR



**6.6 Figure 2**  
General Plan Land Use Designation Specific Density and FAR

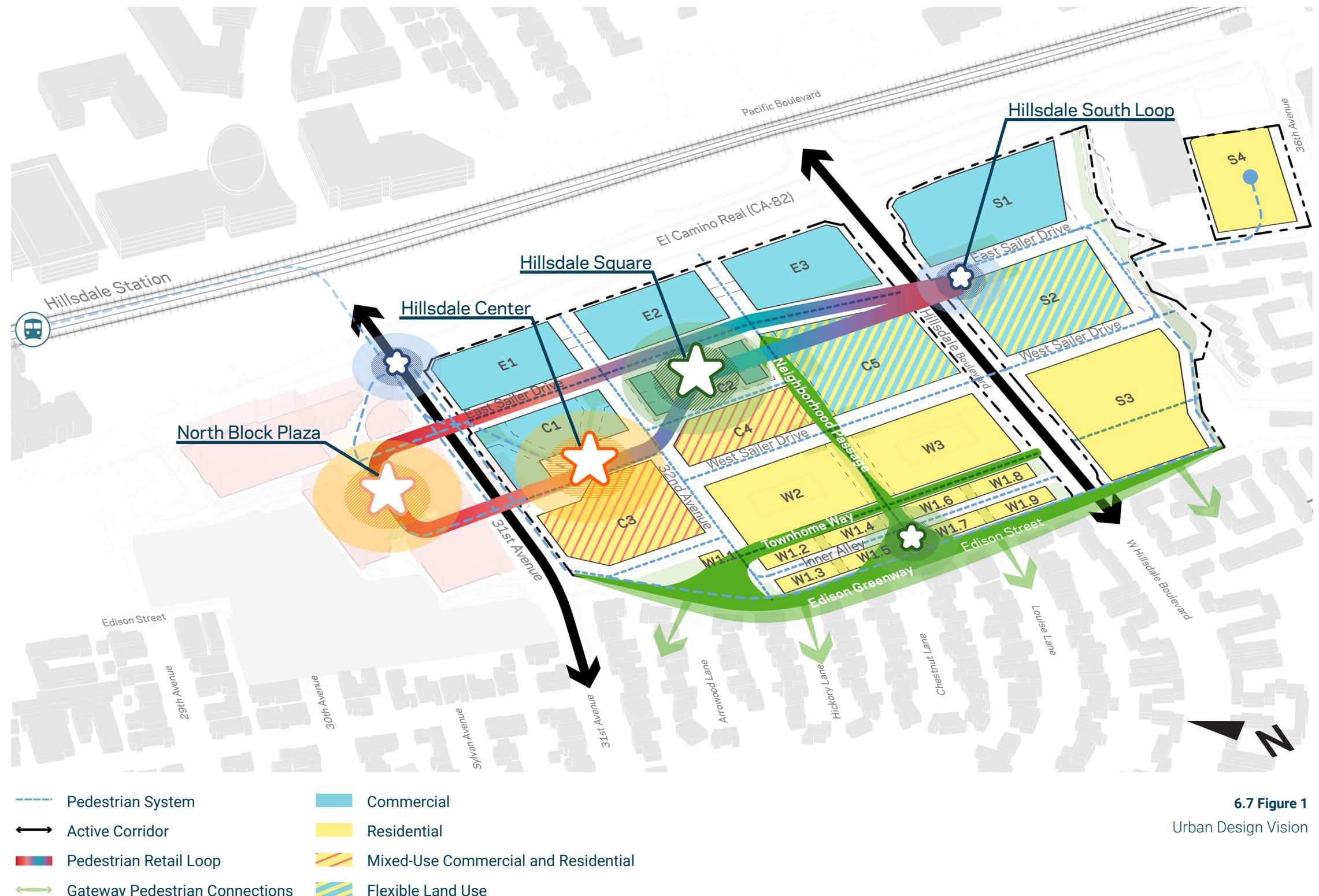
## 6.7 Urban Design Vision

The Hillsdale District will be characterized by **human-scale** form, visually engaging architecture, and a vibrant public realm. Throughout, an active pedestrian environment at ground level will be prioritized.

The urban form of the Project will be **compact and livable**—with a dynamic core that transitions seamlessly into the surrounding suburban fabric with meaningful connections. The architecture will vary in style but maintain a cohesive **sense of place**.

People-first streets and a variety of spaces—from quiet green areas to energetic community hubs—will foster a strong sense of community and safety for people of all ages.

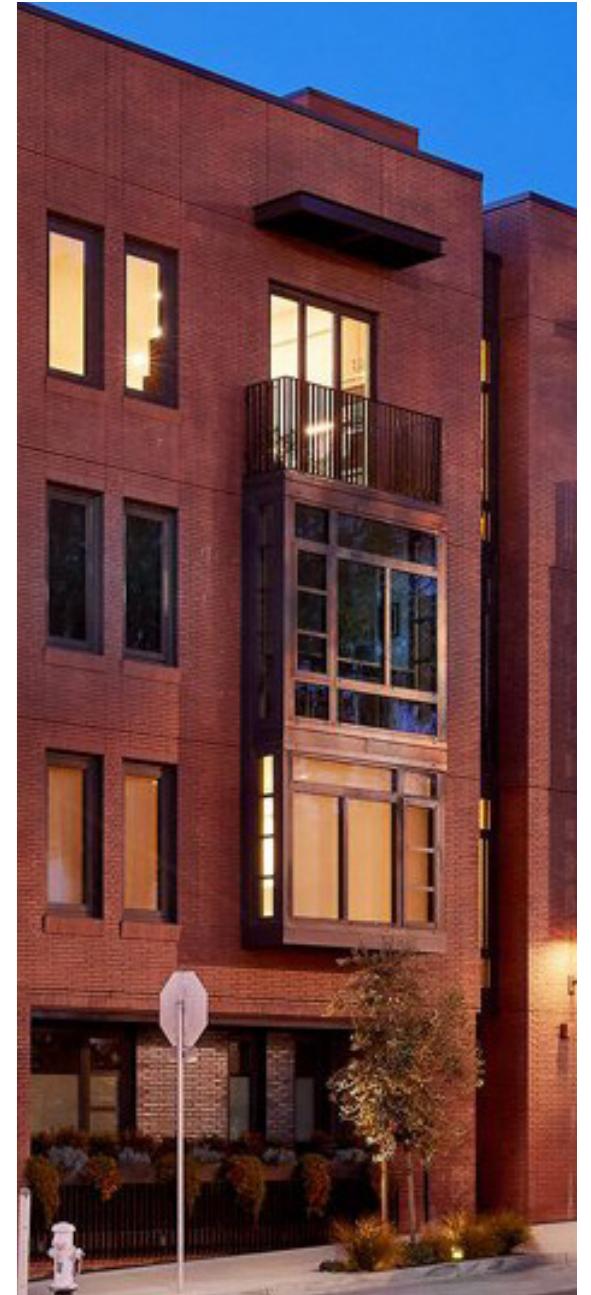
A continuous pedestrian retail loop will connect the North Block Plaza to Hillsdale Square and the surrounding centers. The Project will also integrate greenways and a neighborhood passage that prioritizes pedestrians and cyclists, while providing inviting spaces for gathering.



6.7 Figure 1

Urban Design Vision

# 7.0



## General Scheme of Architecture

7.1	Purpose and Intent	29
7.2	Building Design Framework	29
7.3	Massing and Facade Articulation	35

# 7.1 Purpose and Intent

The purpose and intent of this chapter is to provide a description of the general scheme of architecture and architectural motif for the Hillsdale District.

# 7.2 Building Design Framework

## 7.2.1 Building Scale Zones

Successful urban spaces convey place and identity through their built form, their open spaces and their activations. The Hillsdale District will create successful urban spaces by focusing on three scales of development: the street, the urban room and the upper zones. Each have a role to play in merging new development into the site's context, gradually transitioning between the commercial corridor of El Camino Real to the residential neighborhoods, forming a dynamic public realm.

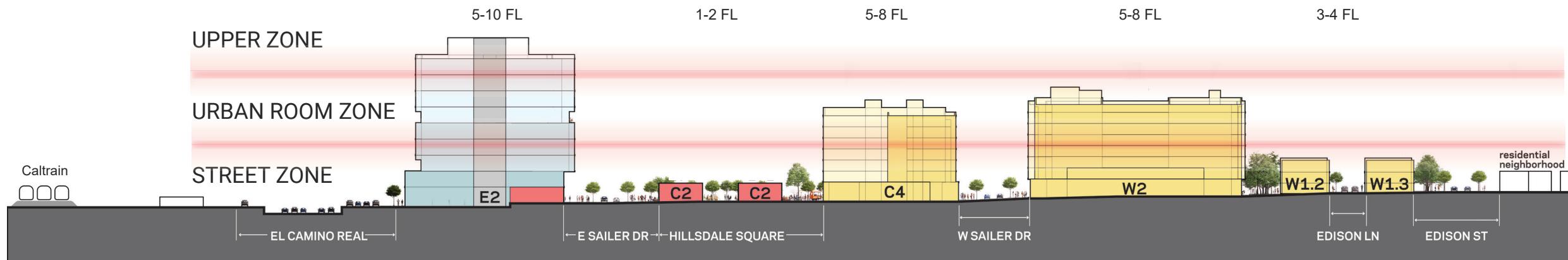
The vertical scale and proportions of buildings in the Hillsdale District will be organized according to the following Building Scale Zones:

**The Street Zone:** When on a sidewalk, pedestrians experience the vertical portion of street wall within eye level most intimately. Thus, building elements, transparency and activation, materials, textures, and colors within this zone have an outsized influence on the overall experience of a neighborhood. Design crafted with attention to detail and scale relative to the human body, with an appropriate transparency, textural depth, and color creates a unique, safe, and varied street scale experience.

**The Urban Room Zone:** Extending upward, the urban room reinforces the unique identity of the district through design articulation. The Urban Room is the mid-vertical portion of a street wall created by building massing. Though not as directly experienced as the street zone, this zone creates a sense of enclosure (safety and protection from the elements) and openness (expansion and views) that support wayfinding and connection to the greater surrounds. By registering the scale of the residential neighborhood in the design of adjacent development through massing articulation, this zone is proportioned to provide a more comfortable walking environment within the Hillsdale District.

**The Upper Zone:** The highest floors of a building are often a major foreground of expression for the Project as viewed from El Camino Real, Hillsdale Boulevard and along Caltrain. This zone is the means by which the Project is identified from a distance and establishes the first impression. Rooflines may shift upward to emphasize a corner or step down to emphasize an open space and relate to adjacent buildings. Sculpting the skyline with variations in height, setbacks and other articulations, creates variations characteristic of development built over time, supporting the identity of the place.

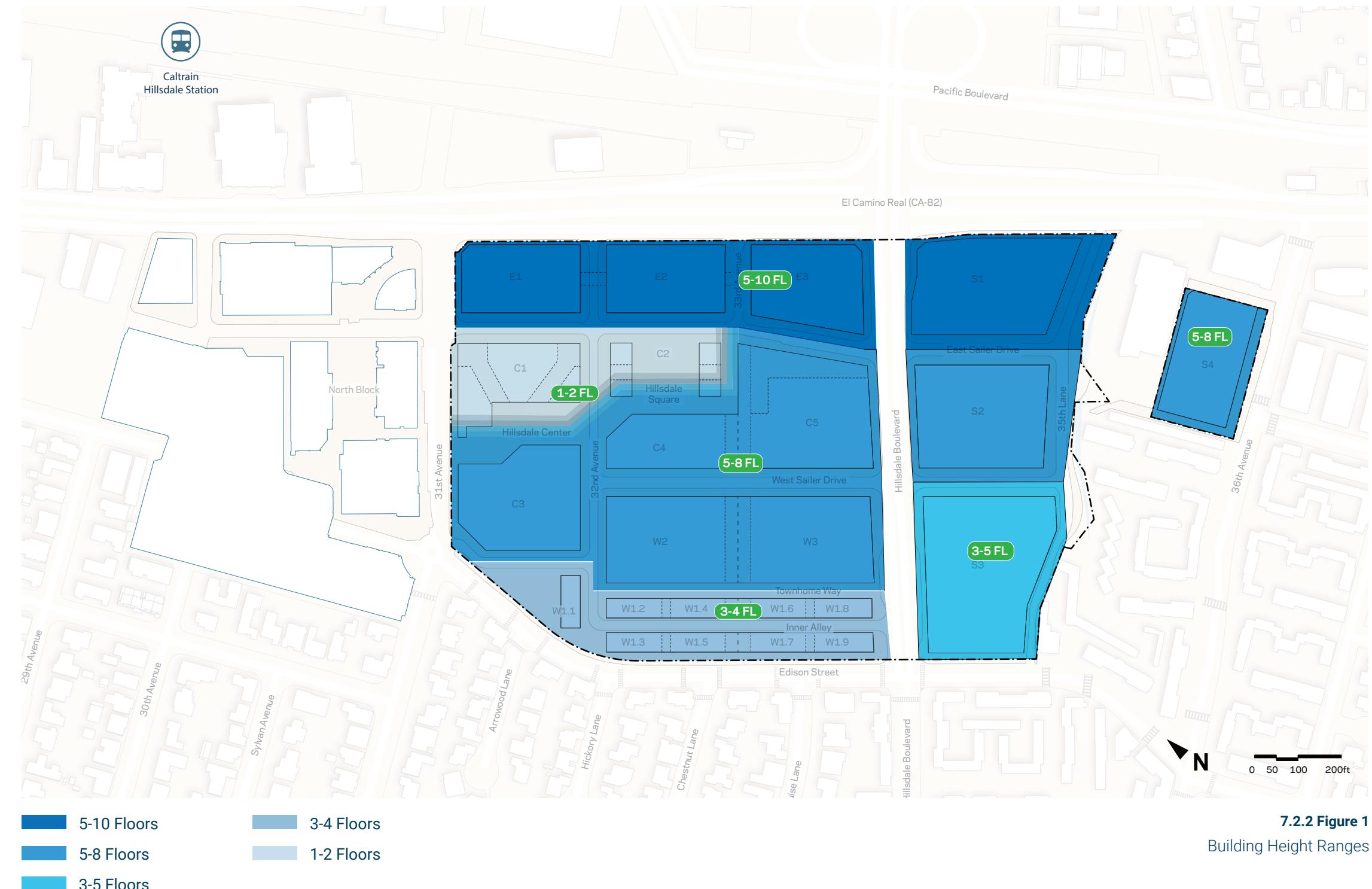
Refer to 7.2.1 Figure 1 for a sectional representation of these Building Scale Zones.



7.2.1 Figure 1  
Illustrative Example Section

## 7.2.2 Building Heights

The Hillsdale District will feature several building height zones that encourage a gradual transition from the lower-scale residential neighborhood to the west toward a larger urban scale along the El Camino Real frontage. This transition responds to both context and intended uses, with recommended building floor ranges that mediate between adjacent conditions.



7.2.2 Figure 1

Building Height Ranges

## 7.2.3 Stepbacks and Key Intersections

**Stepbacks<sup>1</sup>:** Stepbacks along El Camino Real are encouraged to create a more comfortable pedestrian environment by reducing the perceived height of buildings and improving access to daylight at the street level. Buildings are recommended to include a stepback above the lower floors, or alternatively, provide a consistent setback from the ground floor to the top of the building.

**Key Intersections<sup>2</sup>:** Key intersections mark important thresholds within the Project, including: 31st Avenue and El Camino Real, Hillsdale Boulevard and El Camino Real. As marked on 7.2.3 Figure 1, building corners at these key intersections are encouraged to receive additional treatments as outlined in "Key Intersection Corner Articulation" on the following page.

<sup>1</sup> Stepback guidelines sourced from City of San Mateo Hillsdale Station Area Plan, page 70

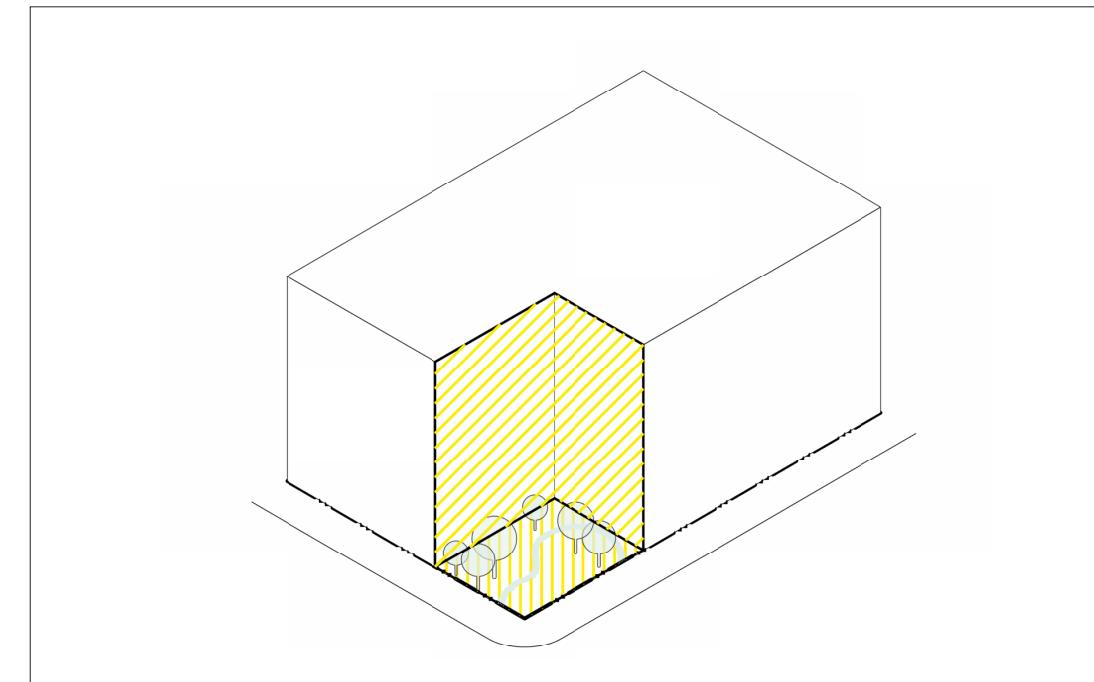
<sup>2</sup> Key intersection designation sourced from City of San Mateo Hillsdale Station Area Plan, pages 78-79



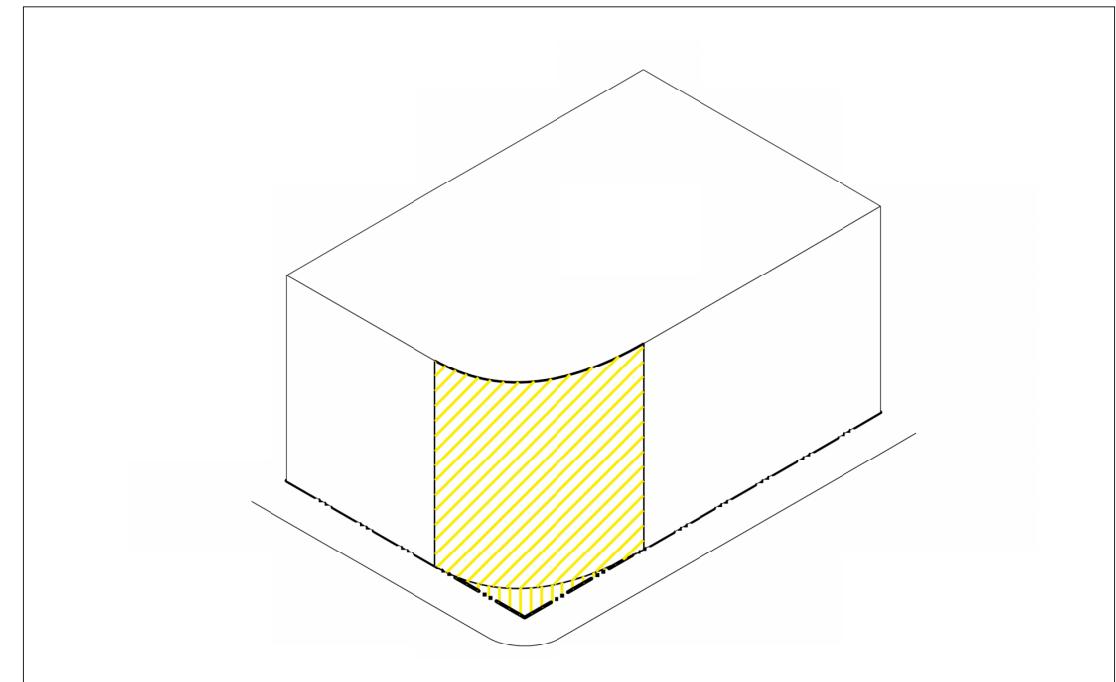
## Key Intersection Corner Articulation

Building corners at key intersections are intended to be articulated as focal points with features such as distinctive architectural massing, curated landscapes, signage, and artwork. To emphasize the importance of these locations, design and orientation strategies may include one or more of the following:

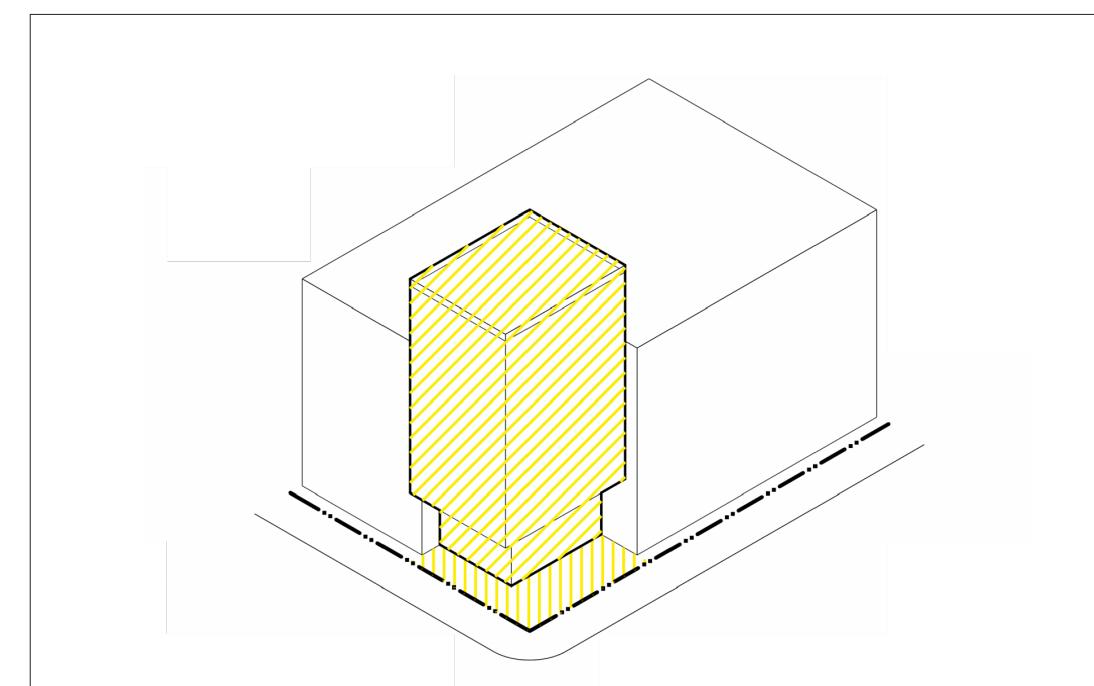
- A. Re-entrant corner setback** that creates an urban open space at the intersection. Setbacks are recommended to be generous enough to support public gathering and reinforce visibility from multiple directions.
- B. Tower elements** introduced as prominent vertical accents that contrast with the main building massing to create a visual marker.
- C. Softened or chamfered corners** as distinct changes in the building volume at the corner.
- D. Street-level setback plaza** offering open space at the ground level through setbacks that extend along both frontages and are proportioned to support pedestrian activity and visual relief.



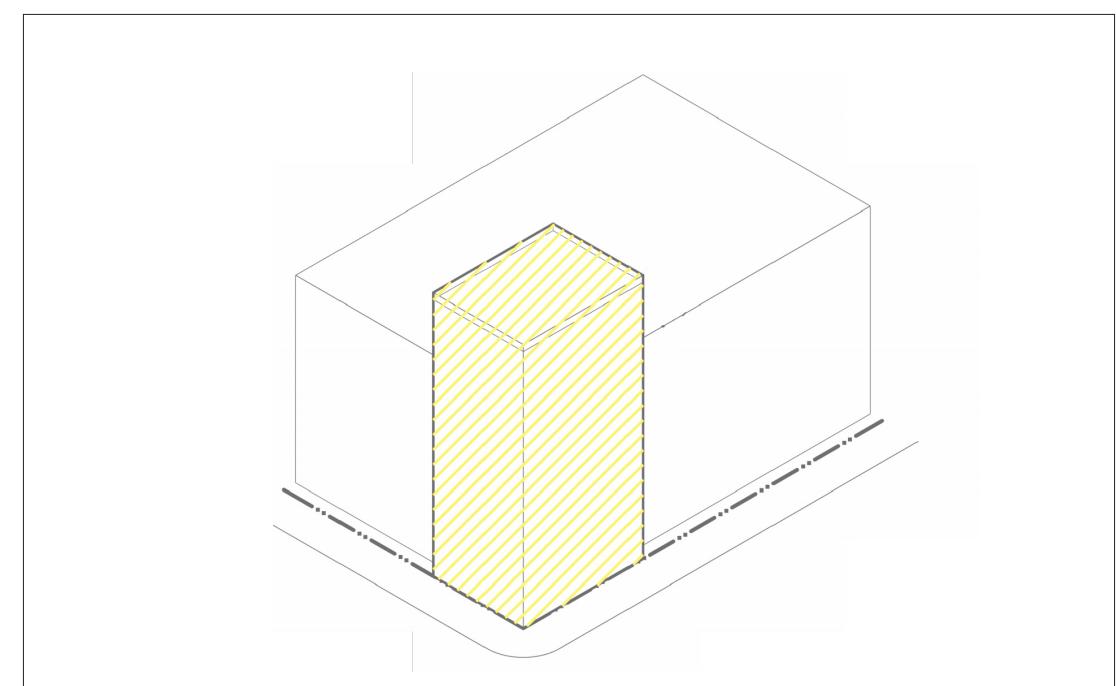
**7.2.3 Figure 2**  
Re-entrant Corner with Setback Plaza



**7.2.3 Figure 3**  
Softened or Chamfered Corner



**7.2.3 Figure 4**  
Street Level Setback Plaza



**7.2.3 Figure 5**  
Tower Element as Prominent Massing Feature

## 7.2.4 Building Frontages and Orientation

Building frontages are intended to express design intent while allowing for future flexibility. Frontage locations and building orientation are encouraged to align with the street network and street type descriptions outlined in chapter 9.2 Circulation Network, in order to reinforce and enhance the character of the public realm.

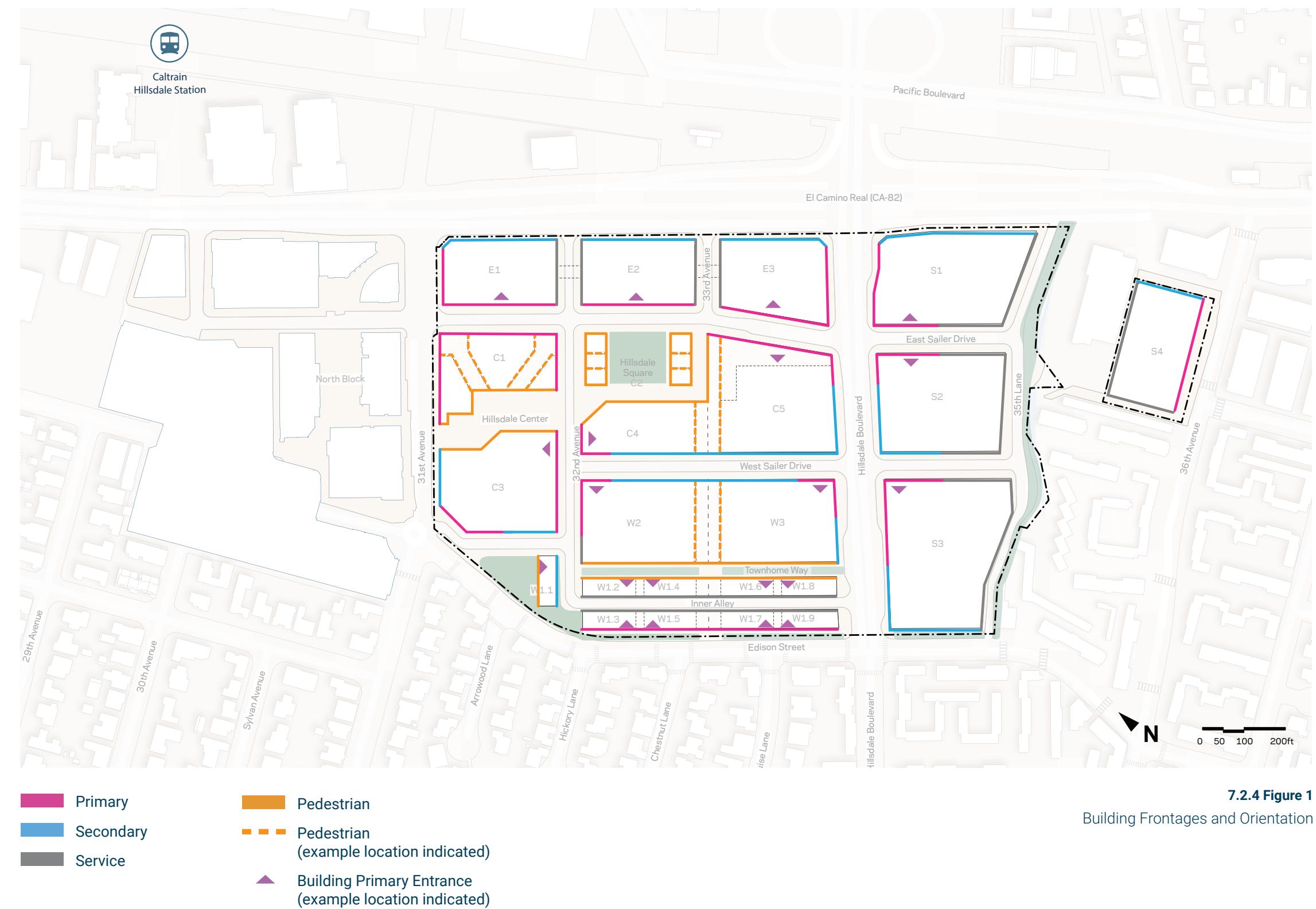
The Hillsdale District will feature the following approach to building frontages:

**Primary:** Priority is given to accommodate primary building entrances. Parking and service access are encouraged to be concealed or designed in a manner that obscures or visually blends them into the building facade.

**Secondary:** Priority is given to locating secondary building entrances and parking entrances. Service access is discouraged along El Camino Real. Primary entrances are discouraged.

**Service:** Priority is given to locating parking and service access. Primary building entrances are discouraged. May have secondary building entrances.

**Pedestrian:** Priority would be given to locating primary entrances for townhomes, individual ground-floor residential units, and primary or secondary entrances for commercial retail. May accommodate secondary entrances for commercial uses.

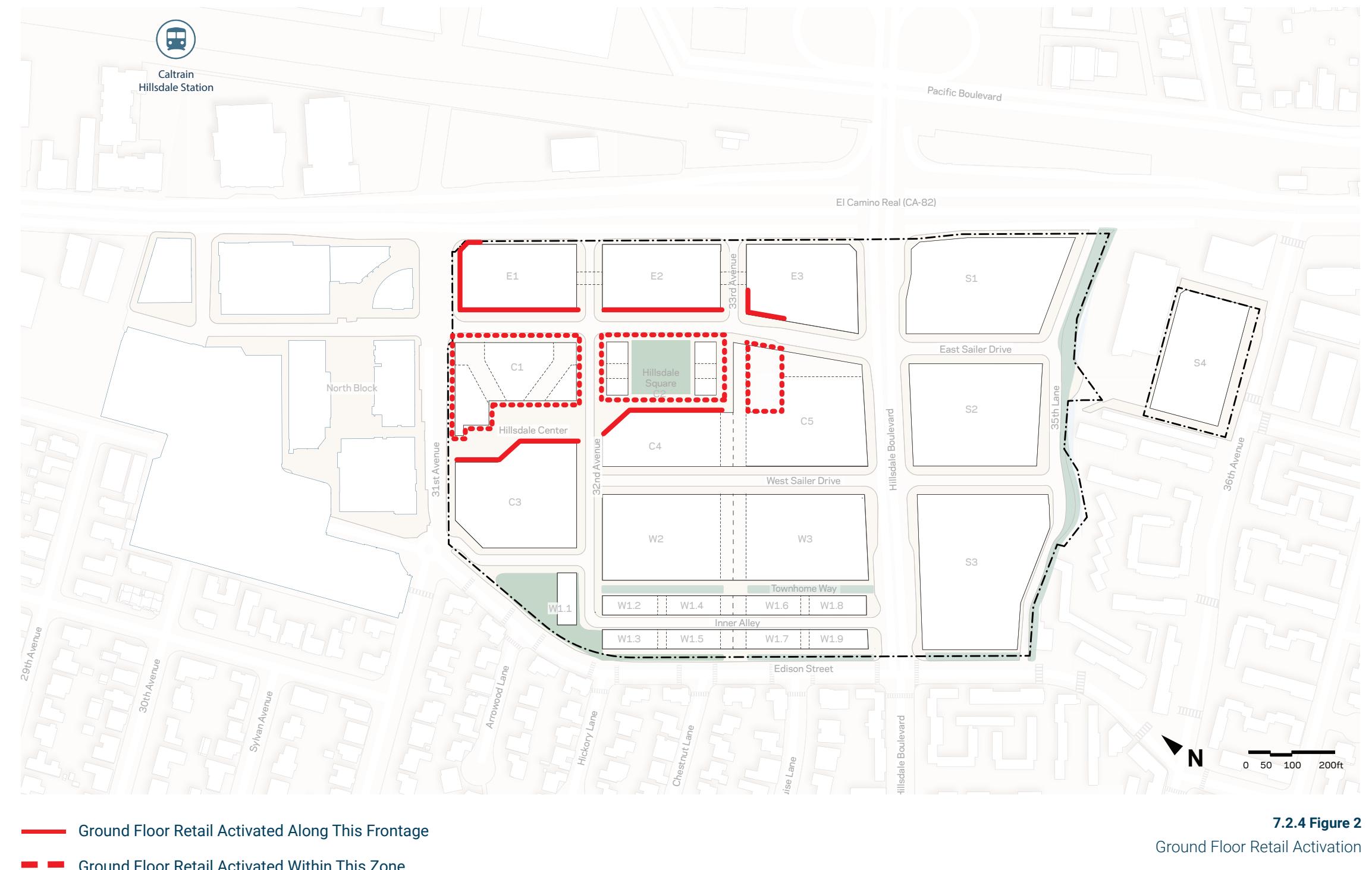


**7.2.4 Figure 1**  
Building Frontages and Orientation

## Ground Floor Retail Activation

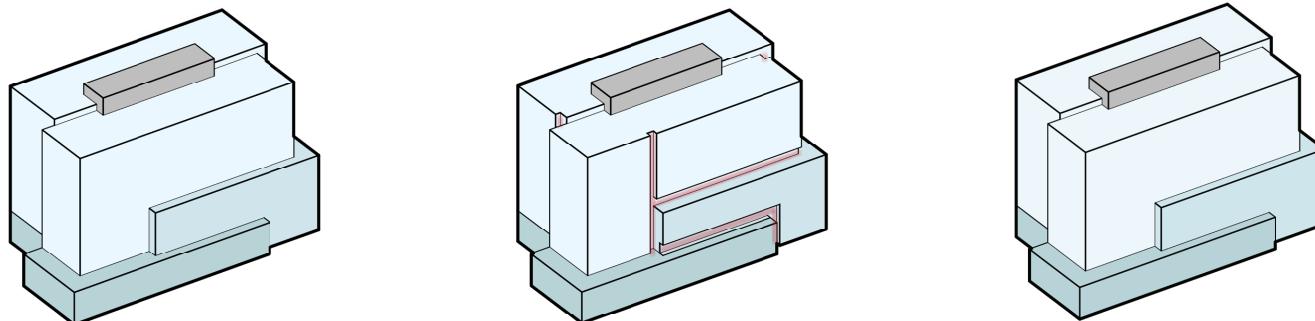
Active ground floor facades are encouraged to support street-level vitality and contribute to an active pedestrian environment. These facades are recommended along key frontages identified in 7.2.4 Figure 2 where the majority of the ground-level frontage is intended for active uses.

These active uses may include, but are not limited to: retail, restaurants, personal services, lobby entries, live/work units, community gathering spaces, banks, business support services, childcare facilities, fitness and wellness centers, residential amenities, offices, medical and dental practices, maker spaces, incubators, startup offices, and artist studios or galleries. Designs that maintain a strong visual and physical connection between interior uses and the public realm are recommended for these active uses.



## 7.3 Massing and Facade Articulation

Massing and facade articulation within the Hillsdale District will support a diverse, visually engaging, and context-responsive built environment. Massing strategies are encouraged to respond to building function and site context, and to reinforce the hierarchy established in the Building Scale Zones—including the Street Zone, Urban Room Zone, and Upper Zone. By organizing building volumes and articulating facades accordingly, development can enhance the public realm, support human scale, and contribute to the character and identity of the Hillsdale District.



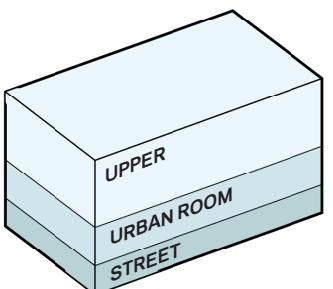


### 7.3.1 Commercial

#### Commercial Proportions

Massing is encouraged to be subdivided into clearly articulated street, urban room, and upper zones, as described in "7.2.1 Building Scale Zones". Placement of proportional divisions is encouraged to relate to heights and proportions of neighboring buildings. Some strategies that could be used to achieve this are:

- A. Horizontal banding
- B. Fenestration change
- C. Strategies described on the following page under Commercial Massing Articulation



7.3.1 Figure 1

Commercial Proportion Diagram



7.3.1 Figure 2

Fenestration Change, Banding



7.3.1 Figure 4

Horizontal Banding



7.3.1 Figure 3

Material Change, Stepback



7.3.1 Figure 5

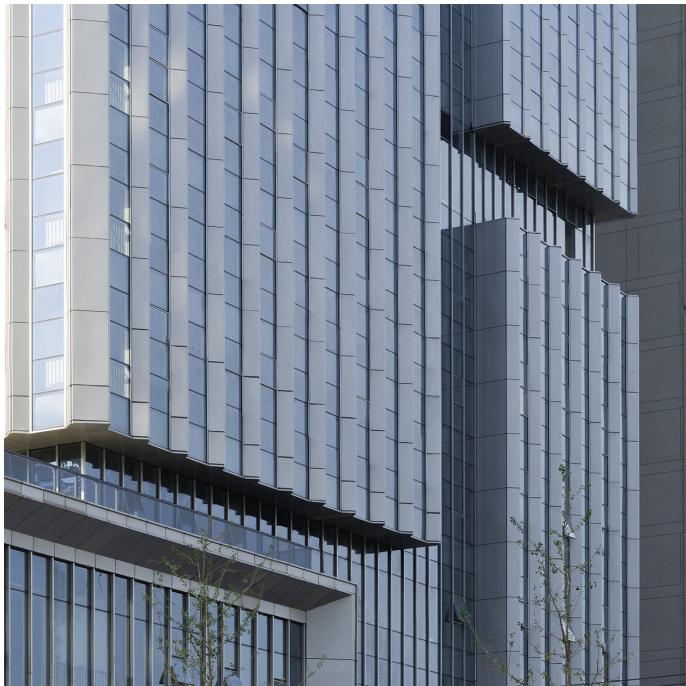
Fenestration Change and Covered Terrace



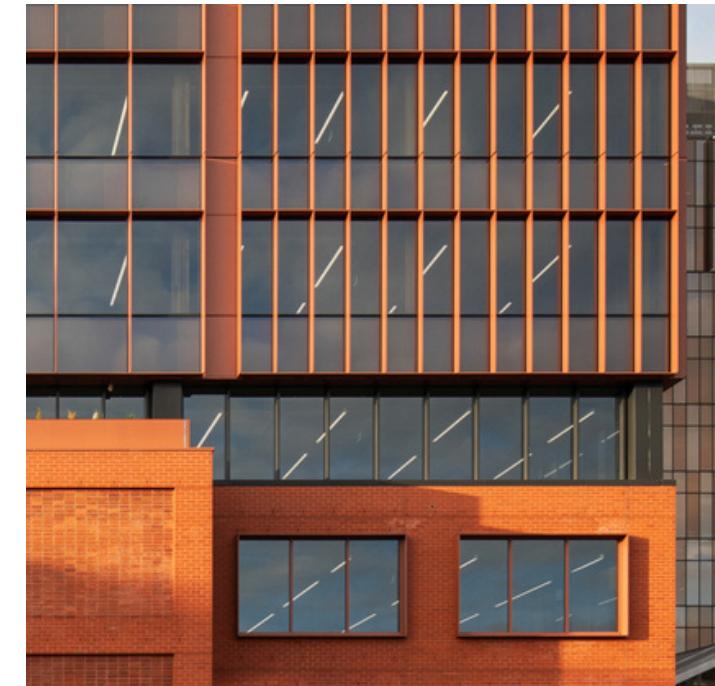
## Commercial Massing Articulation

Massing is encouraged to be broken down in scale by subdividing the mass vertically or horizontally utilizing strategies such as the following:

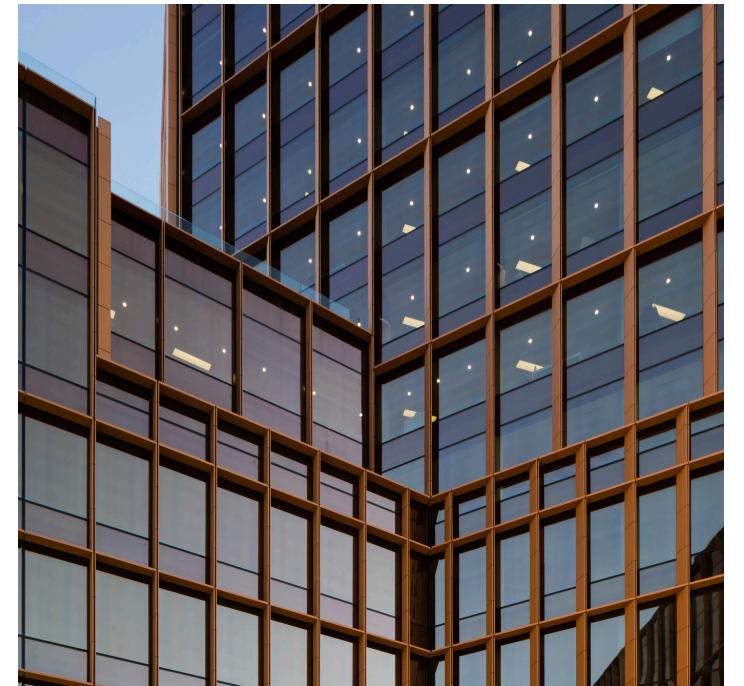
- A. Material change
- B. Formal articulation
- C. Address the corner
- D. Vertical reveal
- E. Horizontal reveal
- F. Setbacks
- G. Stepbacks
- H. Mass attenuation like mass splits and shifts



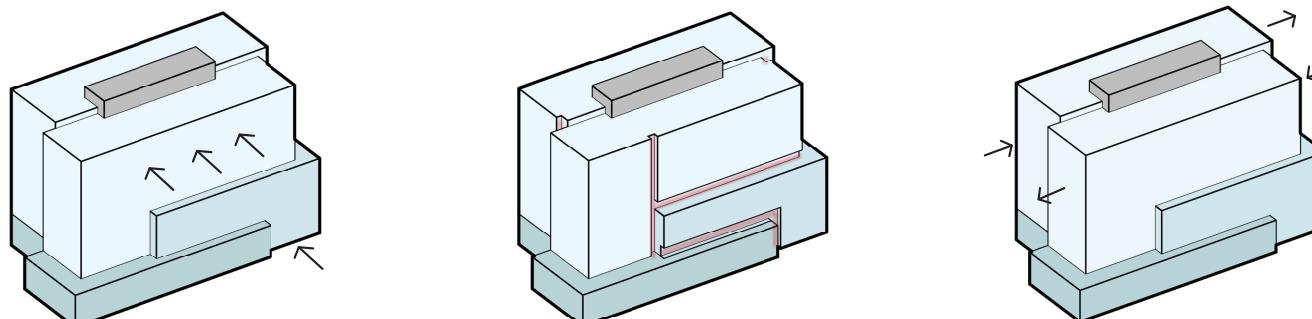
**7.3.1 Figure 6**  
Vertical and Horizontal Reveals



**7.3.1 Figure 7**  
Horizontal Reveal



**7.3.1 Figure 8**  
Stepback



**7.3.1 Figure 9**  
Stepback, Reveals, and Mass Attenuation Diagrams



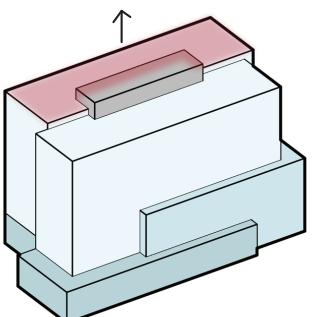
**7.3.1 Figure 10**  
Stepback and Horizontal Reveal



## Commercial Roof Articulation

The design intent is for roofs to be divided in a way that is visible from the street. Some ways that roofs can be articulated are:

- A. Height shift
- B. Vertical reveals
- C. Plane shifts
- D. Covered terraces
- E. Canopies or other rooftop articulation



**7.3.1 Figure 11**  
Roof Height Shift Diagram



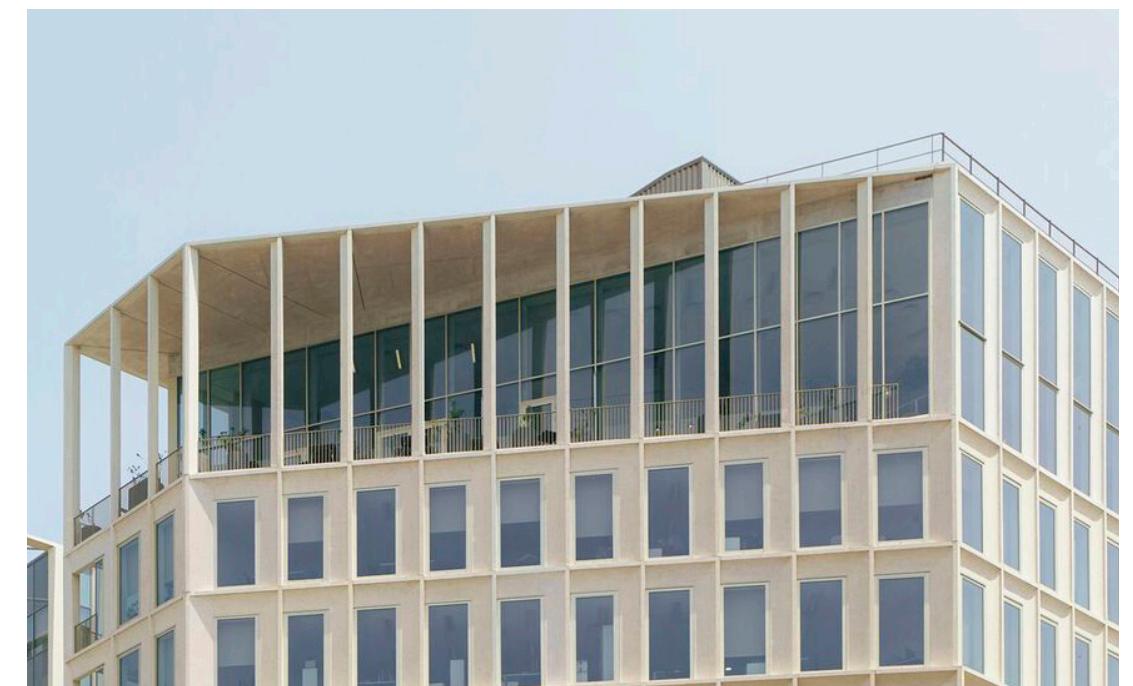
**7.3.1 Figure 12**  
Height Shift



**7.3.1 Figure 14**  
Vertical Reveal



**7.3.1 Figure 13**  
Rooftop Articulation



**7.3.1 Figure 15**  
Covered Roof Terrace



## Commercial Facade Articulation

The design intent is for facades to have a clear organizational logic expressing structure and interior uses. Here are some strategies that can be used:

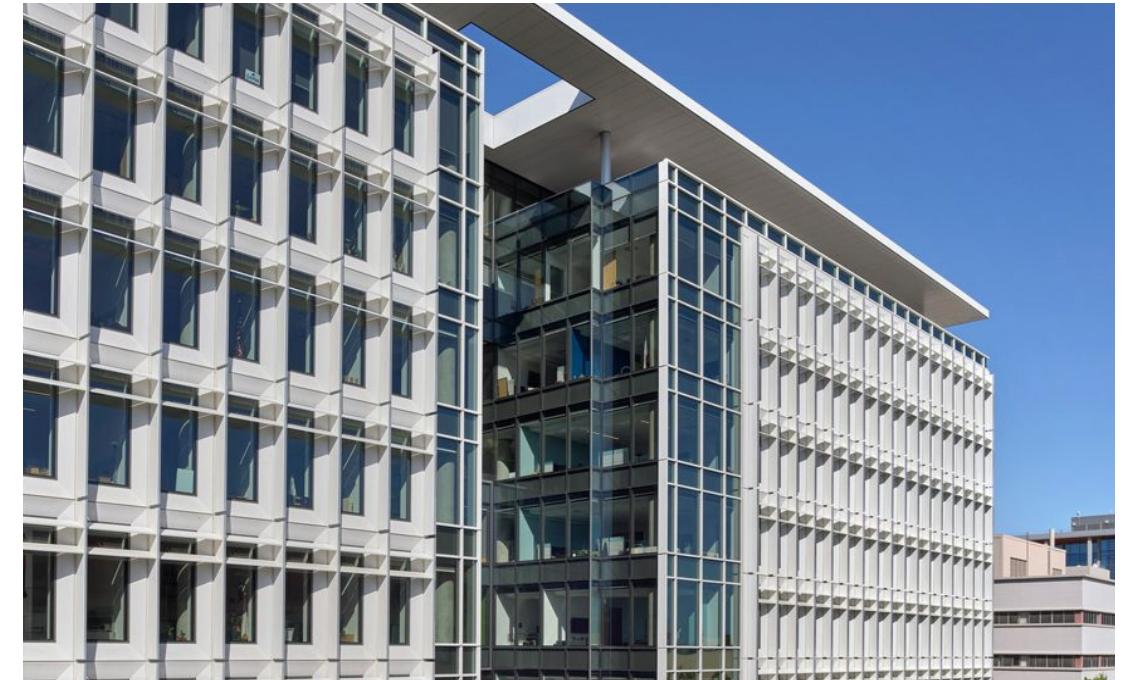
- A. Fenestration changes
- B. A textured facade
- C. Variation in amount of opaque material
- D. Framed volumes
- E. Mullion expression
- F. Vertical structure expression
- G. Horizontal expression
- H. Terraces



**7.3.1 Figure 17**  
Amount of Opaque Material



**7.3.1 Figure 16**  
Framed Volumes



**7.3.1 Figure 18**  
Pattern Changes, Textured Facade, Mullion Expression

## Primary Building Entrances

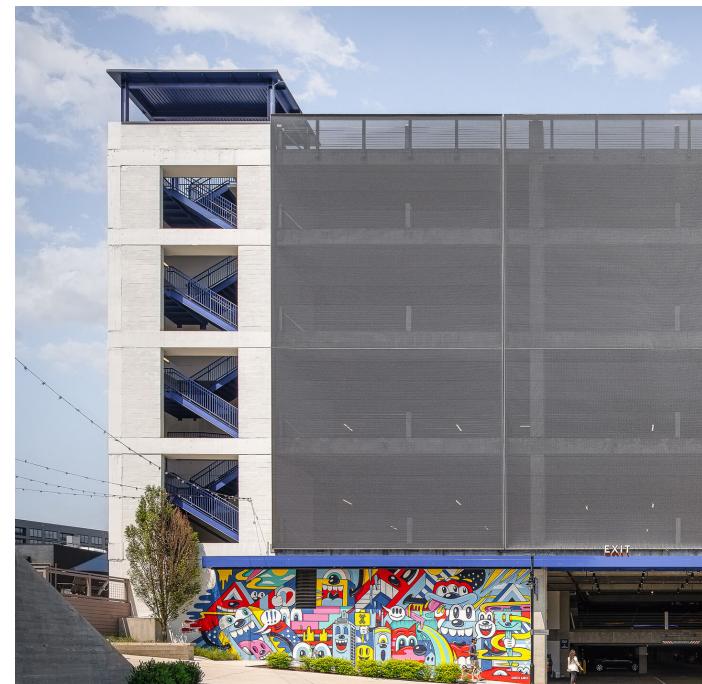
Primary building entrances are encouraged to be highly visible and directly accessible from adjacent streets, greenways or the Neighborhood Passage as defined in "7.2.4 Building Frontages and Orientation". Entrances are recommended to be located close to public sidewalks to support walkability and establish a clear relationship to the public realm. Deeply recessed or dark arcades with minimal daylight penetration are discouraged.

The scale and facade expression of the primary entrance is encouraged to be proportionally integrated into the overall building mass and clearly articulated to signify entry. Recommended strategies include one or more of the following:

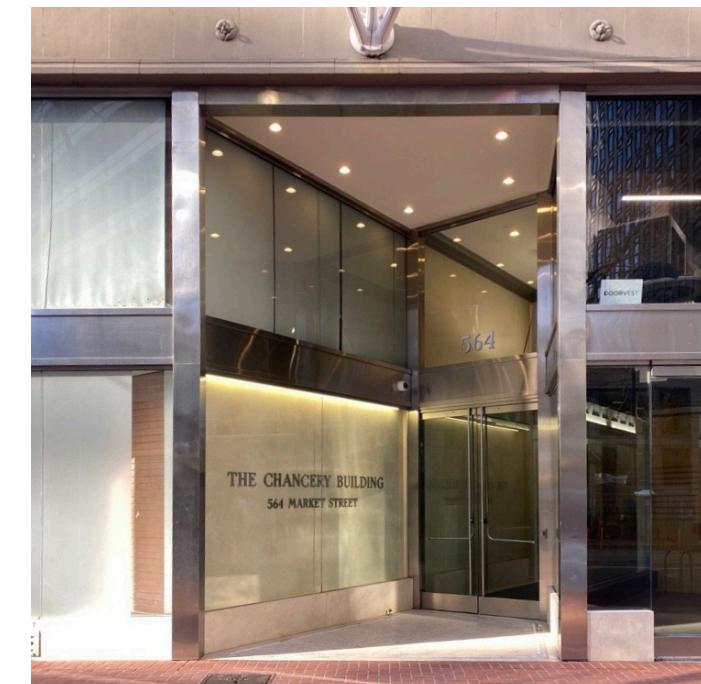
- A. Architectural projections such as roof eaves, overhangs, pergolas, or canopies using materials like metal, wood, or glass
- B. Architectural recesses that create visual depth and a sheltered entry experience
- C. A distinct change in material to visually emphasize the entrance location

## Parking Screening

Within the Hillsdale District, parking located within buildings is intended to be screened or visually integrated to maintain an attractive frontage along Primary and Secondary street frontages along the public right-of-way.



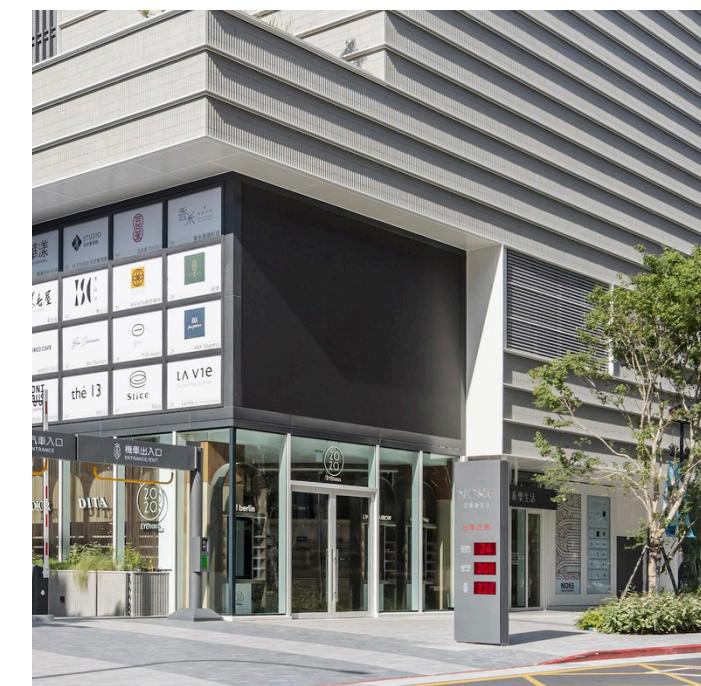
7.3.1 Figure 19  
Screened Parking



7.3.1 Figure 20  
Recessed Entrance



7.3.1 Figure 21  
Entrance with Architectural Projection



7.3.1 Figure 22  
Recessed Entrance

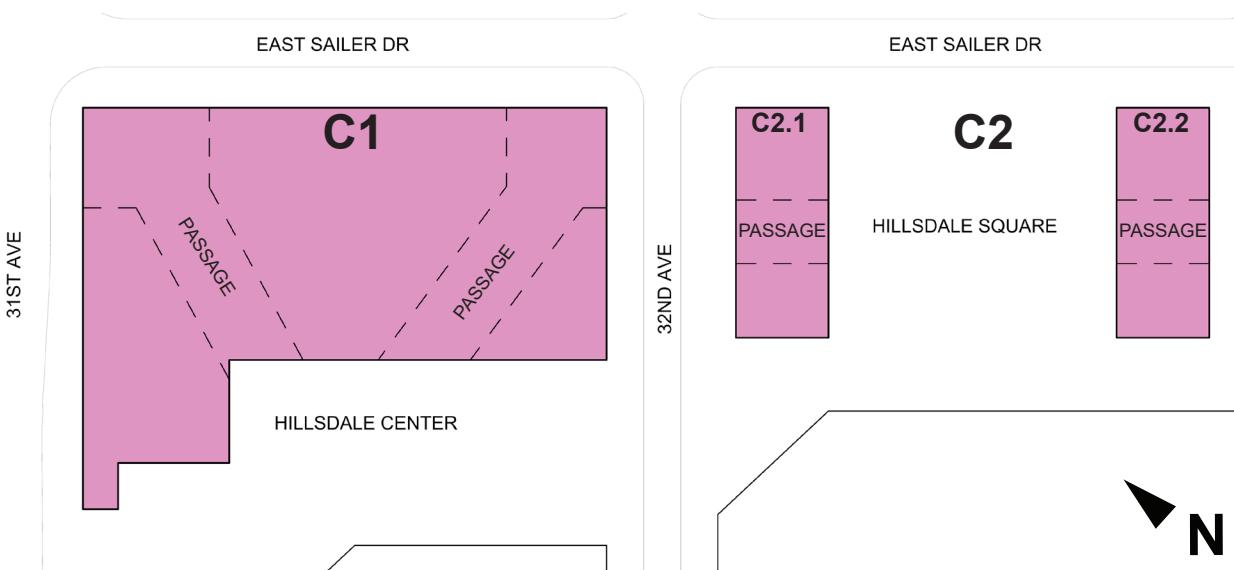


7.3.1 Figure 23  
Entrance with Architectural Projection



## 7.3.2 Retail

The standalone retail buildings at Blocks C1 and C2 are envisioned as key anchors that work in concert with Hillsdale Center and Hillsdale Square to form the heart of the district. The massing and articulation of these buildings play a critical role in shaping the district's identity and



7.3.2 Figure 1  
Porosity Diagram

are encouraged to respond to both the pedestrian experience at the Street Zone and views from surrounding taller buildings.

### Standalone Retail - Create Porosity

Retail buildings in these areas are encouraged to incorporate internal passages or through-block connections. These elements increase retail frontage, break down building mass, and create meaningful pedestrian links through adjacent open spaces, contributing to a more connected, walkable, and engaging retail environment.



7.3.2 Figure 2  
Example of Retail Porosity



7.3.2 Figure 3  
Example of Retail Porosity

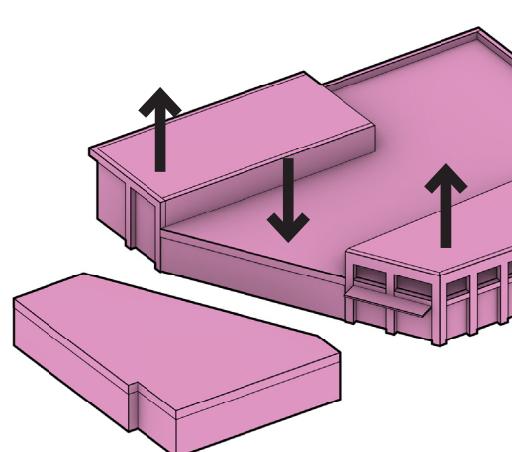


Buildings on Parcel C2 are encouraged to incorporate extended canopies to provide weather protection for outdoor uses and enhance the comfort and usability of adjacent public areas.

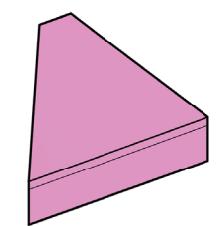
## Standalone Retail - Height Differentiation and Roof Sculpting

Roof forms are encouraged to be sculpted and varied in height to create a distinctive skyline and contribute to a memorable district identity.

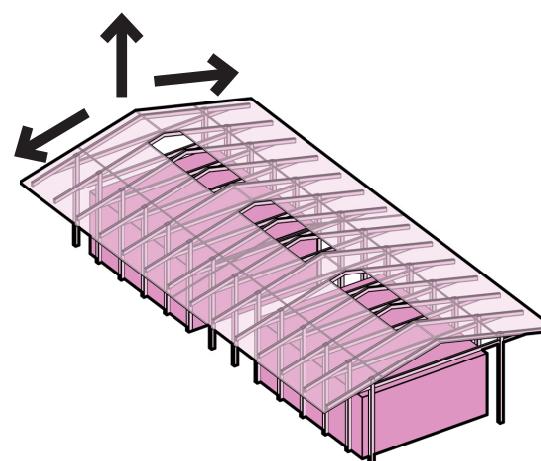
Differentiated rooflines can enhance wayfinding and visually reinforce key public spaces.



**7.3.2 Figure 4**  
Roof Height Differentiation Diagram



**7.3.2 Figure 5**  
Roof Sculpting Diagram



**7.3.2 Figure 6**  
Roof Sculpting Example



**7.3.2 Figure 7**  
Height Differentiation Example

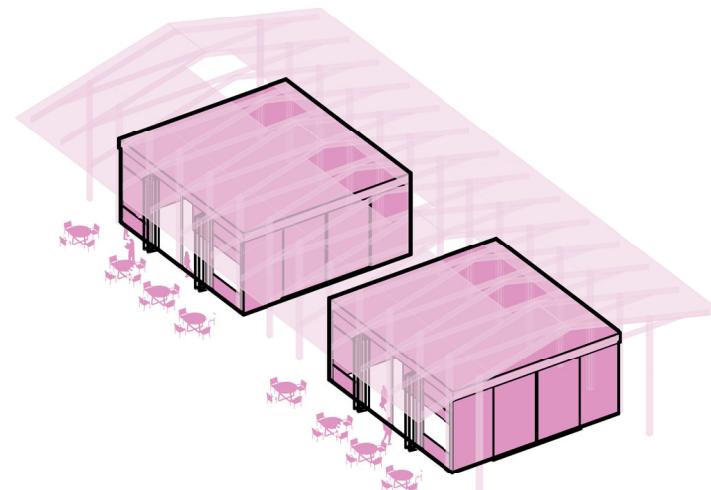


## Standalone and Integrated Retail - Human Scale Elements

The design intent for retail building facades is to reflect human scale, introducing smaller scale elements.

The following elements can be considered:

- A. Architectural projections such as roof eaves, overhangs, cornices, pergolas, or metal, wood or glass awnings.



**7.3.2 Figure 8**  
Human Scale Elements Diagram

- B. Storefront recesses and edges
- C. Horizontal moldings
- D. Foldable storefronts
- E. Pass-through windows
- F. Covered space for outdoor dining
- G. Canopies



**7.3.2 Figure 9**  
Human Scale Elements Example



**7.3.2 Figure 10**  
Human Scale Elements Example



**7.3.2 Figure 11**  
Human Scale Elements Example



**7.3.2 Figure 12**  
Human Scale Elements Example



### 7.3.3 Residential

#### Multi-family Residential Proportions

Multi-family buildings from 4 to 5 stories in height will be divided into at least two sections: either a base and a top, or a body and a top. Multi-family buildings from 6 to 8 stories in height will have a base, body, and top.

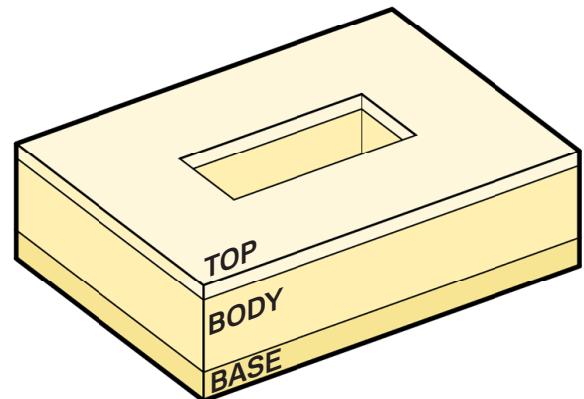
The intent of the base is to address the scale of the street and incorporate elements at the first floor to engage the street and pedestrian environment.

The intent is for the base to take into account the surrounding context to establish a continuous and cohesive streetscape.

The intent of the body is to serve as the primary massing component of the building. The body extends from the top of the base to the bottom of the top as defined below, and is intended to differentiated from both the base and top.

The top will serve as a thoughtful architectural transition between the building and the sky and shall differ from the base and body. Examples of differentiating between base, body, and top include:

- A. Horizontal detail elements, such as bands, string courses, corbels, and cornices
- B. Material change
- C. Color change
- D. Glazing pattern change
- E. Vertical wall plane change
- F. Elements such as projected roof overhangs, stepped parapets, and sunshades



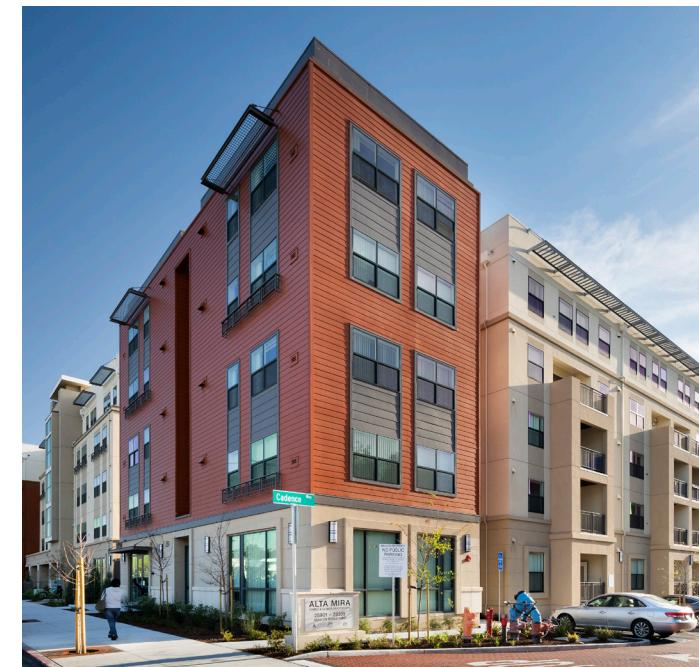
7.3.3 Figure 3  
Residential Proportions Diagram



7.3.3 Figure 1  
Color and Wall Plane Change Example



7.3.3 Figure 2  
Material Change Example



7.3.3 Figure 4  
Stepped Parapets and Sunshades Example



7.3.3 Figure 5  
Glazing Pattern and Wall Plane Change Example

## Multi-family Massing Articulation

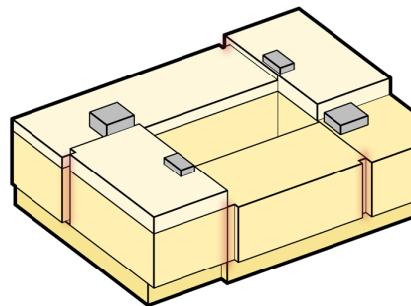
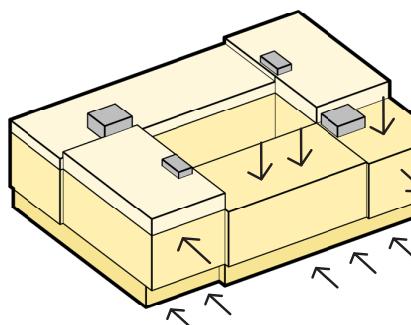
Multi-family buildings will include massing articulation strategies at each street or public way facing building facades. Examples of articulation strategies include:

- A. Horizontal wall plane breaks
- B. Vertical wall plane breaks
- C. Flat plane variation. Examples of flat plane variation include:
  - 1. Change of material and or color(s)
  - 2. Differing window size
  - 3. Change in window treatment
  - 4. Inclusion, or change, of cornices
  - 5. Inclusion, or change, of columns or pilasters
  - 6. Inclusion, or change, of horizontal banding
  - 7. Wall plane offset
  - 8. Inclusion, or exclusion, of balconies
  - 9. Change in roof form or heights aligned with the building segments
- D. Stepback
- E. Roof height variation

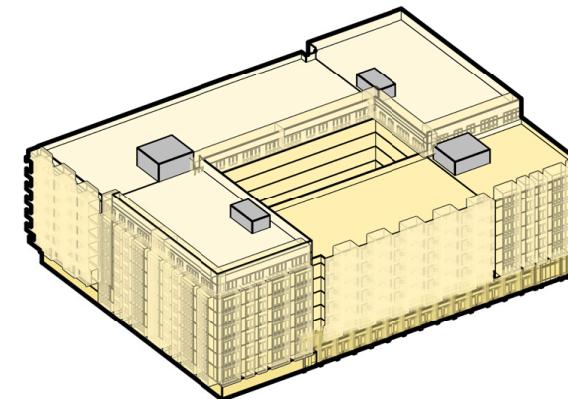
## Multi-family Facade Articulation

Examples of multi-family building facade articulation strategies include:

- A. Frames
- B. Canopies
- C. Vertical fins
- D. Balconies
- E. Bays
- F. Stoops
- G. Window treatment
- H. Recessed Windows



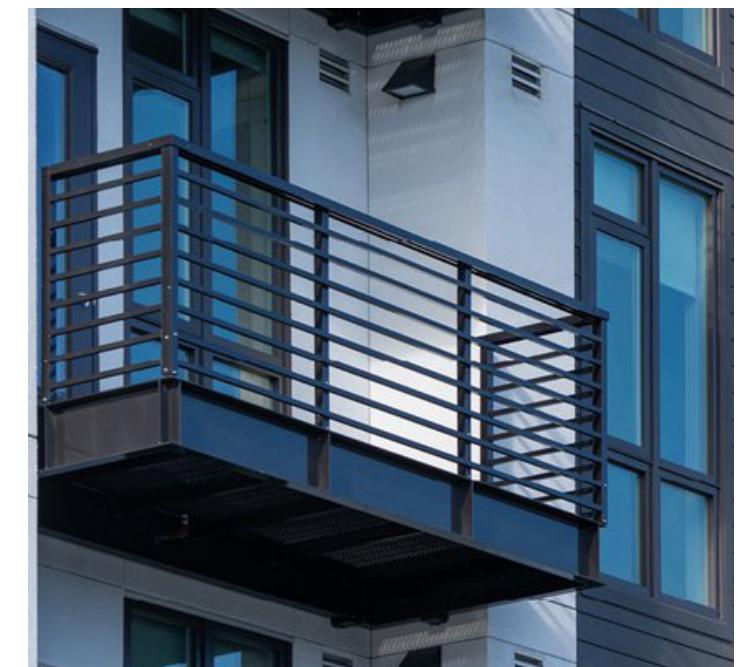
**7.3.3 Figure 6**  
Stepback and Plane Break Diagrams



**7.3.3 Figure 8**  
Facade Articulation Diagram



**7.3.3 Figure 7**  
Horizontal Wall Plane Break Example

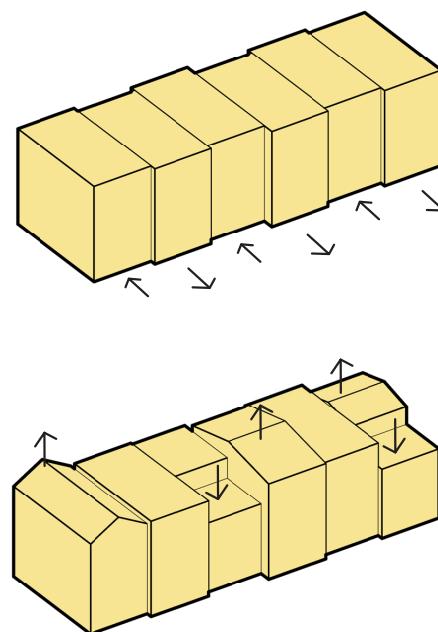


**7.3.3 Figure 9**  
Balconies Example

## Townhome Massing Articulation

Townhomes will feature a rich and pedestrian-friendly street facade, incorporating varied massing and human-scale elements to enhance the streetscape. Examples of townhome massing articulation includes:

- A. Horizontal wall plane shift
- B. Vertical wall plane break
- C. Height differentiation
- D. Roof sculpting

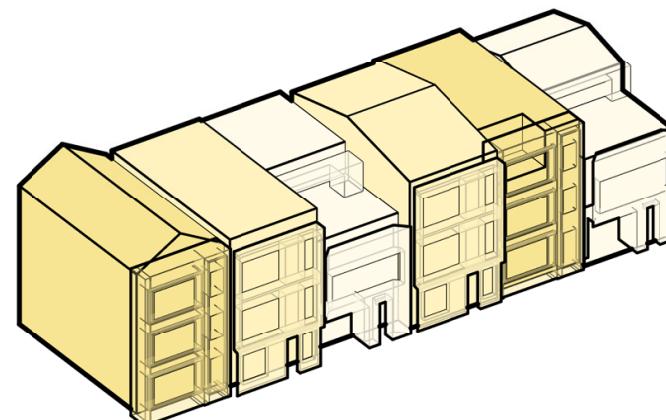


**7.3.3 Figure 10**  
Wall Plane Shift and Roof Sculpting Diagrams

## Townhome Facade Articulation

Townhomes will include distinct facade articulation patterns to provide variety between individual units. Variations can follow a rotational sequence, such as abc, bac, bca, cab, etc. Examples of townhome facade articulation strategies include:

- A. Change in material
- B. Change in colors
- C. Change in window alignment pattern
- D. Change in material composition pattern



**7.3.3 Figure 13**  
Unique Facade Articulation Diagram



**7.3.3 Figure 11**  
Wall Plane Shift Example



**7.3.3 Figure 12**  
Vertical Wall Plane Break Example



**7.3.3 Figure 14**  
Change in Material Example



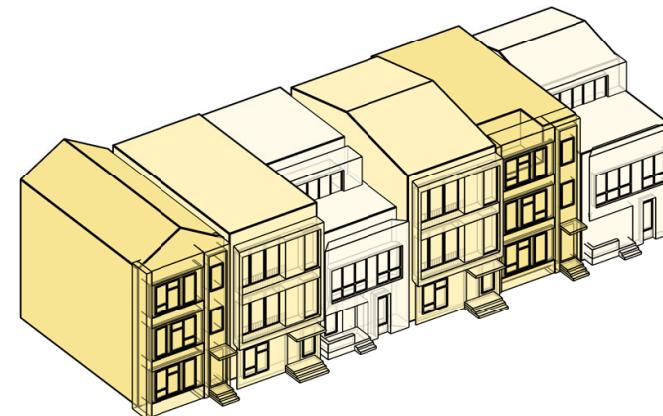
**7.3.3 Figure 15**  
Change in Window Alignment Pattern Example

## Townhome Human Scale Elements

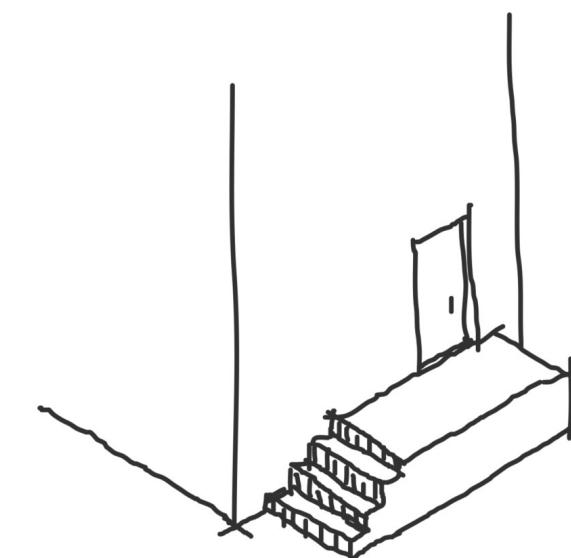
Townhomes will integrate architectural and landscape features that enhance the pedestrian experience to foster a sense of community, create comfortable and inviting spaces, and reinforce the character of the residential development.

Examples of townhome human scale elements include:

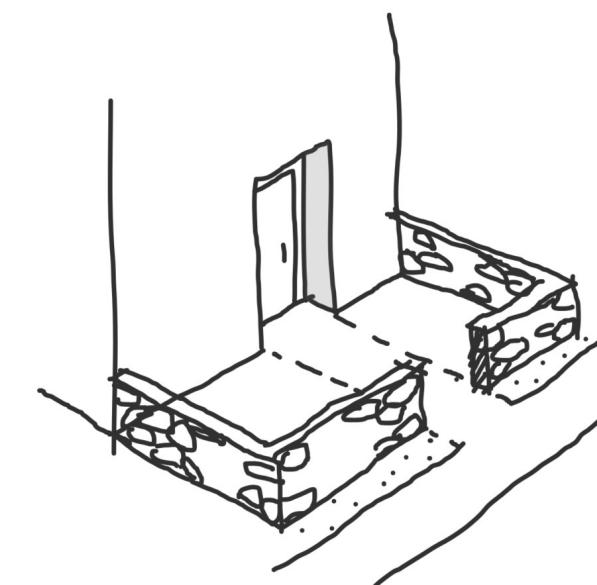
- A. Stoops:** Raised entryways that provide a transition between public and private spaces
- B. Entrance elements:** Defined entry points using canopies, porches, or recessed doorways to enhance visual interest
- C. Garden walls:** Low masonry or planted walls that provide privacy while maintaining a connection to the street
- D. Screen walls or fences:** Architectural or landscape screening elements that define private outdoor areas without creating a visual barrier



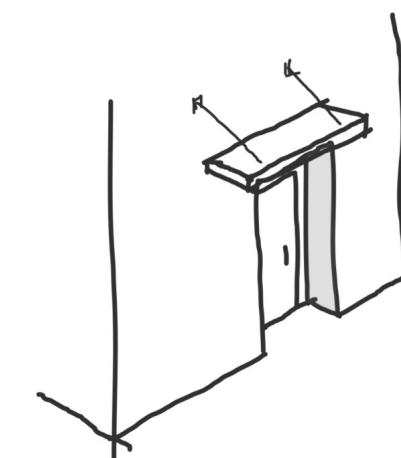
7.3.3 Figure 18  
Human Scale Elements Diagram



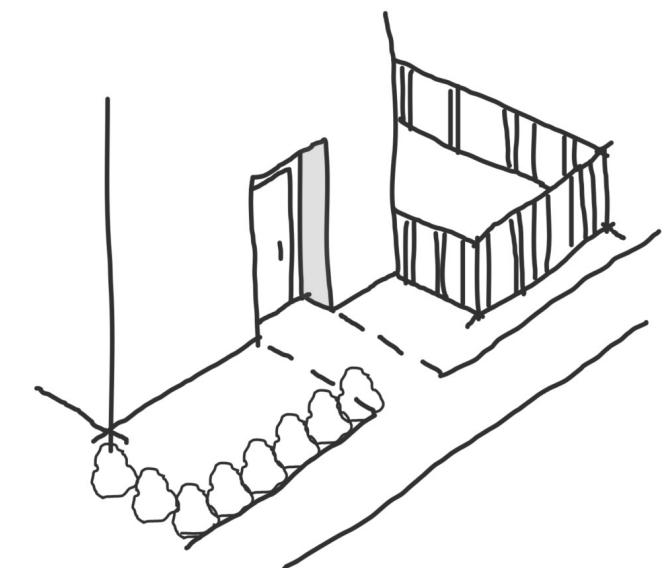
7.3.3 Figure 16  
Stoops Example



7.3.3 Figure 19  
Garden Walls Example



7.3.3 Figure 17  
Entrance Elements Example



7.3.3 Figure 20  
Screen Walls of Fences Example

# 8.0



## Landscape and Open Space

8.1	Contextual Open Space Map	50
8.2	Open Space Framework and Design Intent	51
8.3	Illustrative Plan	53
8.4	Key Public Spaces	54

# Landscape and Open Space



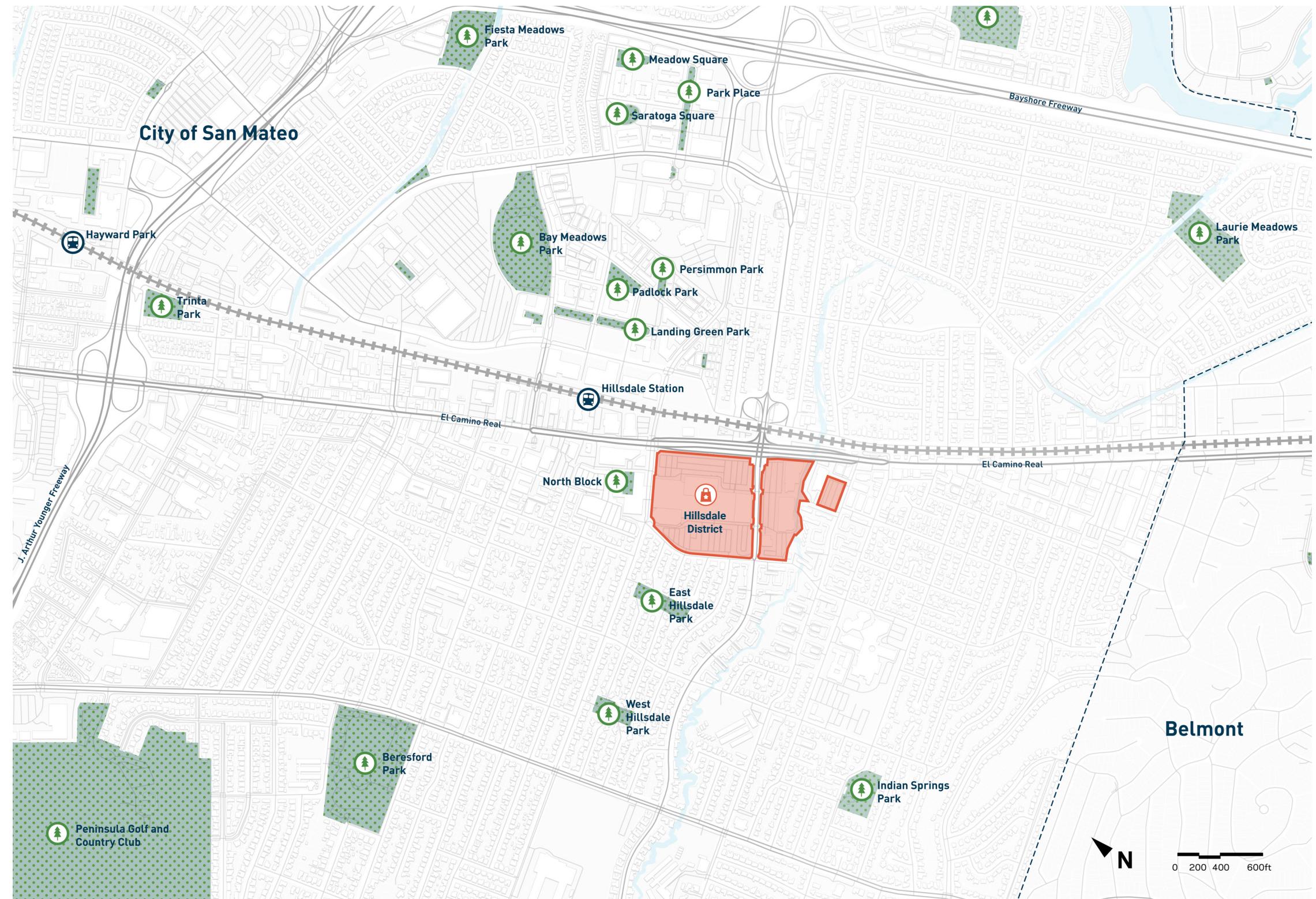
Publicly accessible open spaces are essential components of the urban environment, designed to foster social interaction, enhance well-being, and create inviting, inclusive places for all. A human-centered approach to the public realm prioritizes accessibility, comfort, and environmental sustainability, ensuring that parks, plazas, and green spaces are welcoming and functional for diverse users.

Universal design principles guide the development of these spaces, emphasizing connectivity, safety, and flexibility. Thoughtfully planned pedestrian access, visible and clearly defined entry points, and a variety of seating and activity zones ensure that open spaces support a wide range of needs—whether for recreation, relaxation, or community gathering. By integrating both active and passive programming, these spaces provide opportunities for play, leisure, and cultural engagement, accommodating everything from shaded seating and interactive art to fitness areas and food kiosks.

## 8.1 Contextual Open Space Map

Substantial amounts of open space exist in close proximity to the site. The Beresford neighborhood features several pocket parks that are easily accessible by foot, offering shaded seating areas, playgrounds, and recreation opportunities for nearby residents. Just to the east, the recently developed Bay Meadows has introduced extensive open spaces designed to serve significantly more development than that project alone. This includes expansive lawns and walking and biking trails. These green spaces are cherished by San Mateo's residents and families.

The transformation of the North Block and its inclusion of new green space surrounded by shopping and dining has highlighted the community's desire for dynamic, flexible, and engaging public spaces. These recent enhancements have demonstrated the strong demand for walkable environments where people can gather, relax, and enjoy a mix of experiences beyond traditional retail.



8.1 Figure 1  
District-Scale Open Space Context in San Mateo

## 8.2 Open Space Framework and Design Intent

The Hillsdale District's open space network is focused on creating connectivity across the site. These spaces offer flexibility for everything from casual strolls and outdoor dining to community events and pop-up experiences. By prioritizing accessibility and integration with the surrounding areas, the open space framework ensures that the Hillsdale District remains a vibrant and welcoming destination for all.

- Active Hubs
- Neighborhood Spaces

**8.2 Figure 1**  
Generalized Public Spaces as Imagined in the Hillsdale District



The open space and landscape strategy plays a key role in shaping how people experience the built environment at a human scale, day in and day out. Closely connected to the Circulation and Mobility framework, it supports a pedestrian-first public realm that emphasizes walkability, comfort, safety, and intuitive movement. These spaces are the connective tissue of the district—where people gather, relax, play, and spend time together—creating a cohesive and memorable sense of place.

## Access and Connectivity

Parks, plazas, and shared outdoor areas will be public, inclusive, and easy to find and navigate. These spaces will be open and visible from nearby streets and walkways, with multiple access points that connect seamlessly to the pedestrian network. In the Hillsdale District, entrances will be clear and inviting from all directions. Connections to surrounding buildings will encourage passive surveillance, while active street edges and thoughtful transitions will help people feel comfortable and safe through the day.

## Size, Function, and Programming

Open spaces will vary in type and size to support a mix of public life—socializing, playing, exercising, relaxing, and attending events. Each space will thoughtfully balance active and passive uses, with attention to movement, gathering spots, and how people interact with the edges. Larger open spaces will include defined zones for recreation and seating, while still offering flexibility for other uses. A mix of hardscape and planting will enhance usability while supporting environmental goals.

## Seating and Amenities

Seating will be available throughout Hillsdale's open spaces, offered in a variety of formats to support rest, comfort, and social connection. Shade—whether from trees or built structures—will be a priority to encourage people to linger. Seating options may include movable chairs, playful or sculptural elements, and informal spots like low walls or steps. Basic amenities like trash bins and bike racks will be placed at key locations, especially near main entrances to parks and plazas and along busy pedestrian routes, reinforcing intuitive flow through the district.

## Comfort and Microclimate

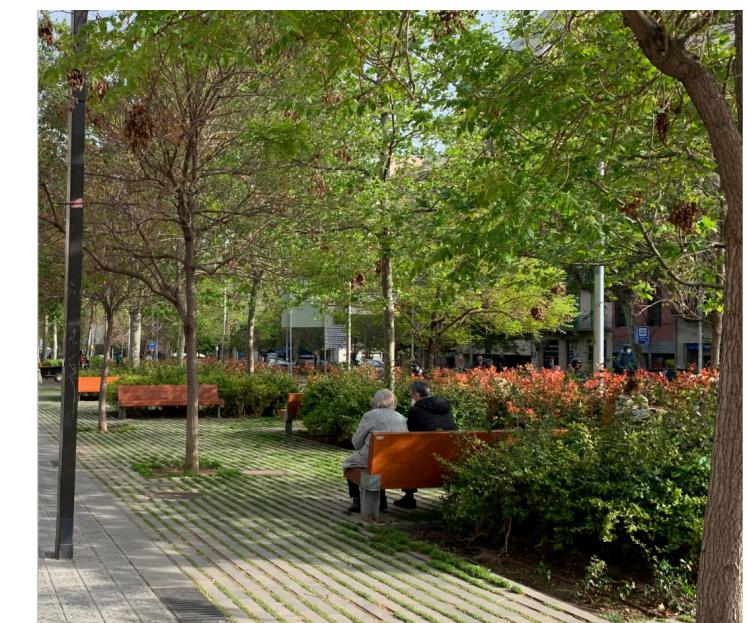
Landscape design will play an active role in shaping the microclimate to support year-round comfort. Plantings will focus on resilient, climate-smart systems, using mostly native and drought-tolerant species. Shade will come from trees and structures, strategically placed to enhance the pedestrian experience. Tree wells will be designed to support long-term tree health. Stormwater will be managed on site through features like bioswales, permeable paving, and rain gardens. Irrigation systems will meet California's Model Water Efficient Landscape Ordinance (MWELO), using efficient technologies like drip lines and moisture sensors.

## Public Art

Public art will help define Hillsdale's identity while making open spaces more engaging and easier to navigate. Art installations will serve as visual anchors, offer playful or interactive experiences, and reflect community values. In larger plazas and shared areas, public art may take the form of bold installations or pieces that invite touch and interaction—encouraging participation from people of all ages and abilities.



8.2 Figure 2  
Movable and Flexible Furniture Design



8.2 Figure 3  
Permeable Paving for Stormwater Incorporated into Landscape and Seating

## 8.3 Illustrative Plan

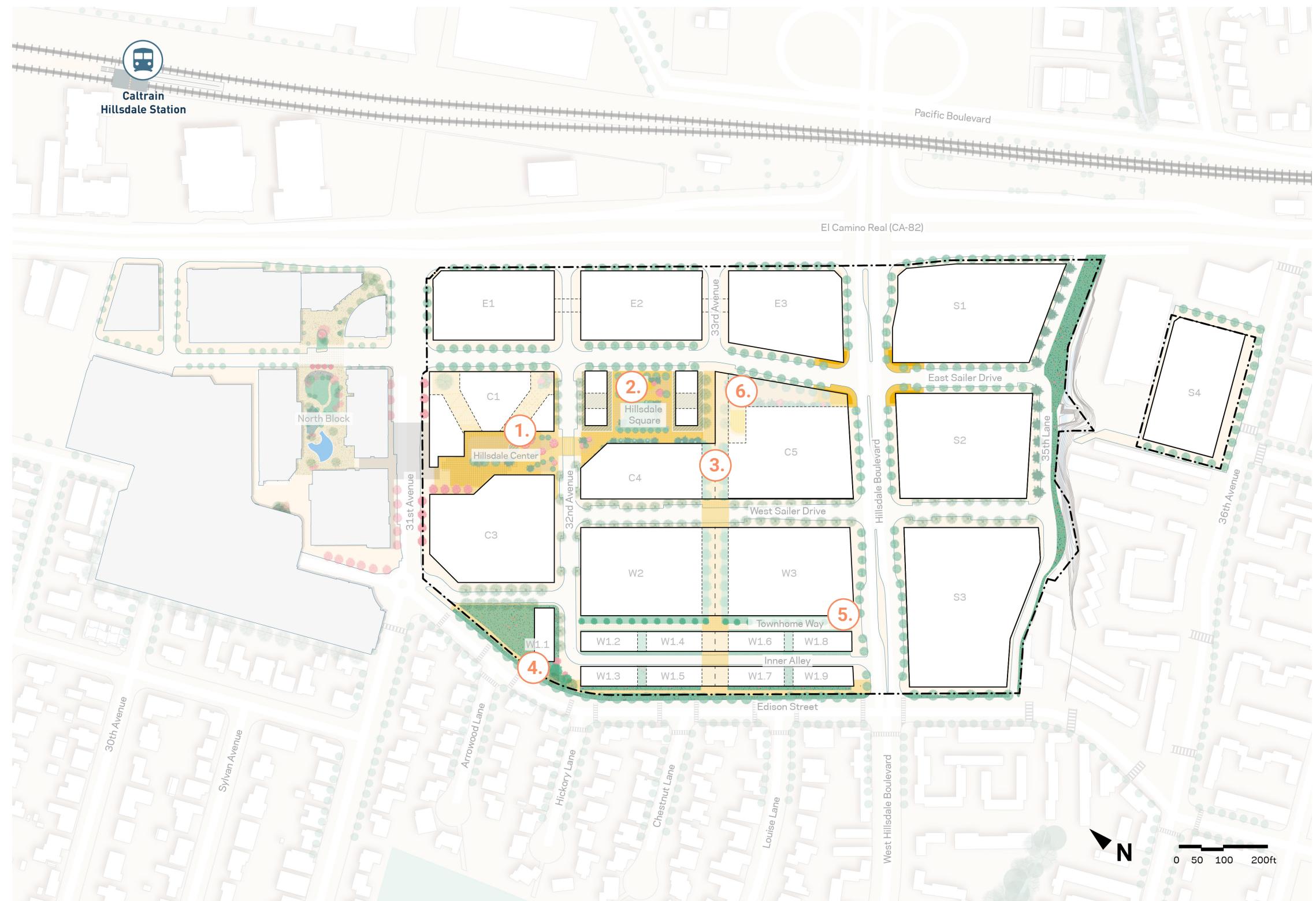
The illustrative plan (8.3 Figure 1) details the potential arrangement of parks, plazas, greenways, and pedestrian connections—providing a conceptual vision for how open spaces could support gathering, circulation, and activation.

The open spaces highlighted in this document include:

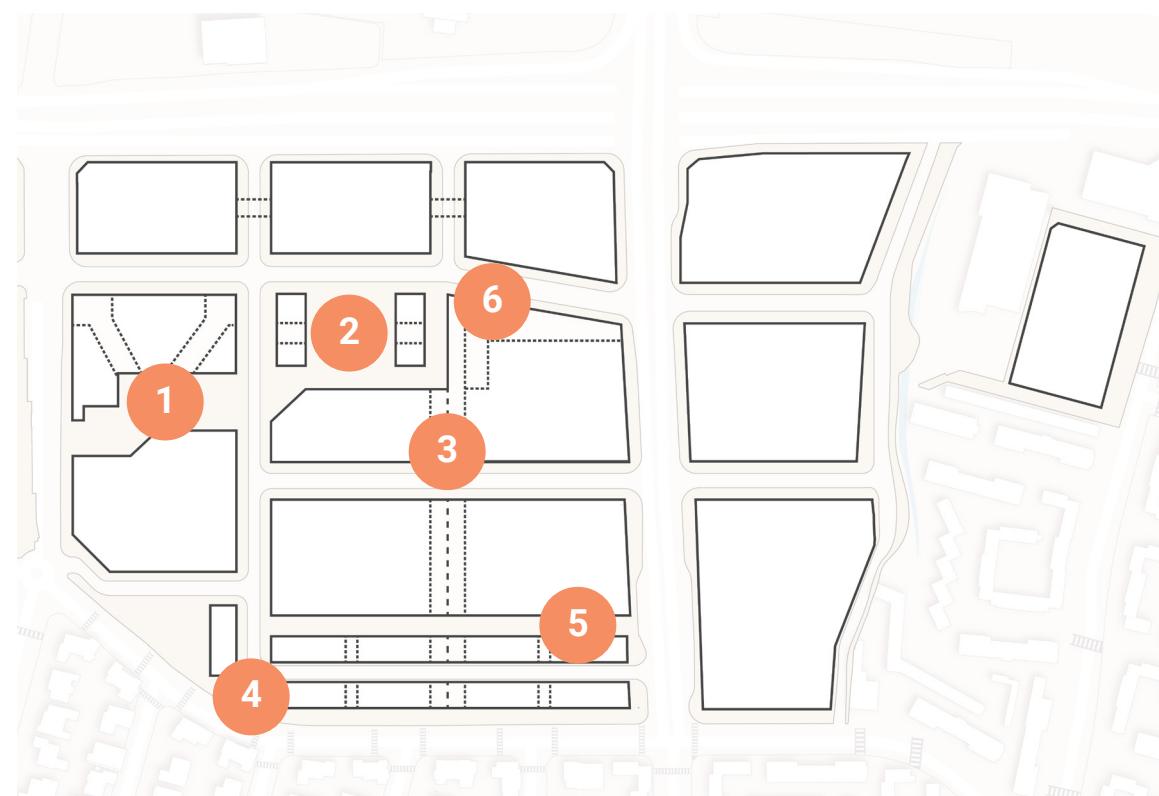
1. Hillsdale Center
2. Hillsdale Square
3. Neighborhood Passage
4. Edison Greenway
5. Townhome Way
6. South Plaza

This plan diagram represents conceptual designs of generalized public spaces and landscaping (such as street trees) as imagined in the Hillsdale District concerning magnitude of scale and the generalized location and design intent; subject to change.

**8.3 Figure 1**  
Generalized Public  
Spaces as Imagined in  
the Hillsdale District



## 8.4 Key Public Spaces



1. Hillsdale Center



8.4 Figure 1

The Heart of the District—Day and Night

2. Hillsdale Square



8.4 Figure 2

The Everyday Space—a Hub for Residents in the District

3. Neighborhood Passage



8.4 Figure 3

The Neighborhood Through-Way

4. Edison Greenway



8.4 Figure 4

The Front Door for New Edison Neighbors

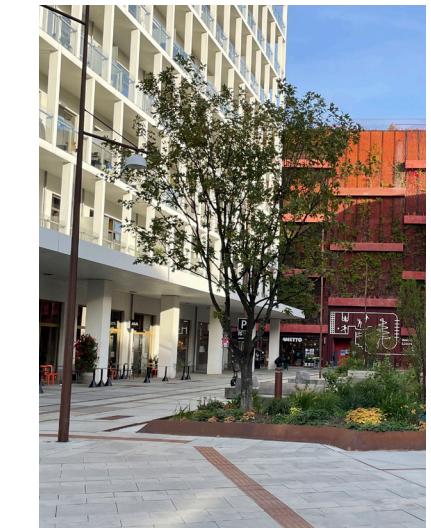
5. Townhome Way



8.4 Figure 5

An Extension of Residents' Living Rooms

6. South Plaza



8.4 Figure 6

A Lively Link Between Work and Home

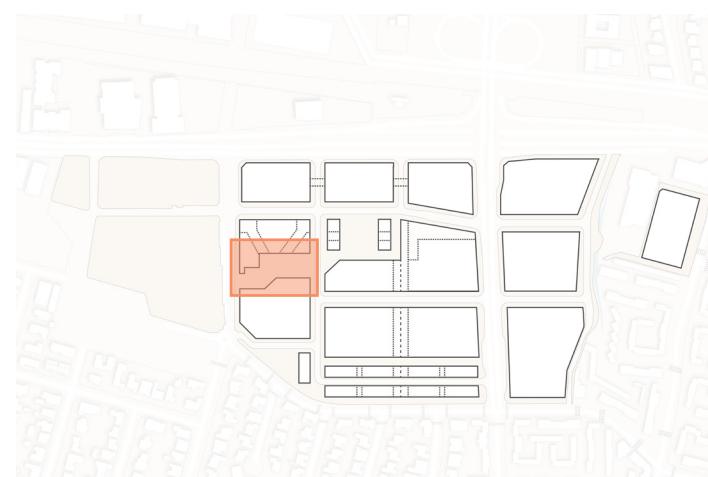
## 1. Hillsdale Center

*The heart of the district—day and night.*

Hillsdale Center is designed as the central gathering place for the district, offering a mix of retail, dining, and public life for both locals and visitors. A key feature is a stepped urban terrace with wide, cascading steps that provide informal seating and connect different levels of the plaza.

A central flexible hardscape area is designed to accommodate a range of potential programming, including markets, performances, and seasonal events. Seating options are positioned to support individual use and social gatherings.

Planting edges define the boundaries of the plaza, introducing shade, buffering pedestrian flows, and softening the transition between circulation and gathering areas. Vegetation will provide spatial enclosure without obstructing views.



**8.4 Figure 7**

Example of Active Retail Passage and Outdoor Dining



**8.4 Figure 8**

Example of Social Gathering Spaces



**8.4 Figure 9**

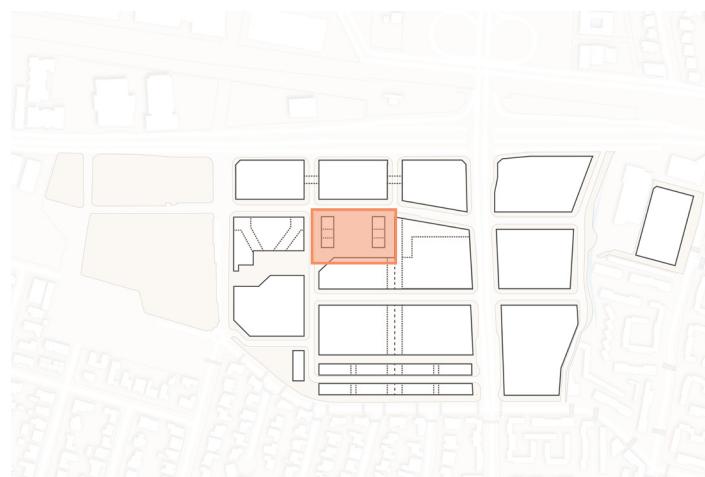
Example of Public Art and Playscapes

## 2. Hillsdale Square

*The everyday space – a hub for the district, where neighbors cross paths while running errands.*

Hillsdale Square is anchored by a central lawn, and is framed by tree-lined paseos that buffer the space from adjacent streets. The Square features retail pavilions with terraces and outdoor seating to support dining, gathering, and informal activities. The lawn provides flexible open space for potential future community events, seasonal markets, fitness classes, and play.

Tree-lined walkways encourage movement while offering comfortable, shaded places to pause. Informal seating is integrated throughout, supporting both solitary use and small group gatherings. The clear structure of the space – with active edges, a flexible center, and green buffers – ensures that Hillsdale Square functions as a welcoming, adaptable environment for everyday life in the district.



**8.4 Figure 10**  
Example of Outdoor Dining, Terrace, and Informal Seating in a Lawn



**8.4 Figure 11**  
Example of Playscape Features as Public Art



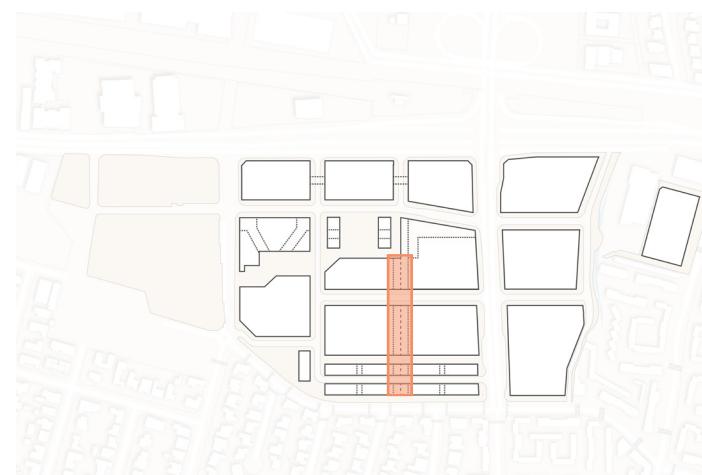
**8.4 Figure 12**  
Example of Communal Seating

### 3. Neighborhood Passage

*The neighborhood through-way.*

Neighborhood Passage is envisioned as a green pedestrian corridor connecting Hillsdale Square and Edison Greenway, offering a continuous route for walking, gathering, and informal play. The layout is organized around a primary pedestrian path that also serves as emergency access, with adjacent spaces structured to balance movement and moments of rest. A flexible zone alongside the main path accommodates planting beds or seating areas.

Planting, shaded seating, and a potential for rotating art and other playful elements offer points of respite without disrupting circulation. Public art, informal gathering spaces, and playful interventions further animate the route, making it a welcoming everyday space for residents and visitors alike.



**8.4 Figure 13**

Example of Tree-lined Walkway with Seating and Public Art



**8.4 Figure 14**

Example of Gathering Spaces along Building Edge



**8.4 Figure 15**

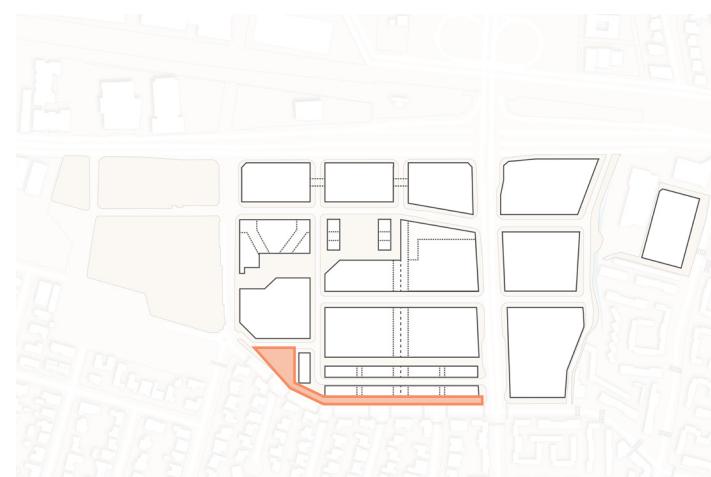
Example of Pockets with Seating Outside of Buildings

## 4. Edison Greenway

*The front door for new Edison neighbors.*

Edison Greenway is designed as a welcoming, high-quality neighborhood corridor that prioritizes movement on foot and by bike. The space is organized around a dedicated bike path and a pedestrian trail, both framed by tree plantings to provide shade and comfort.

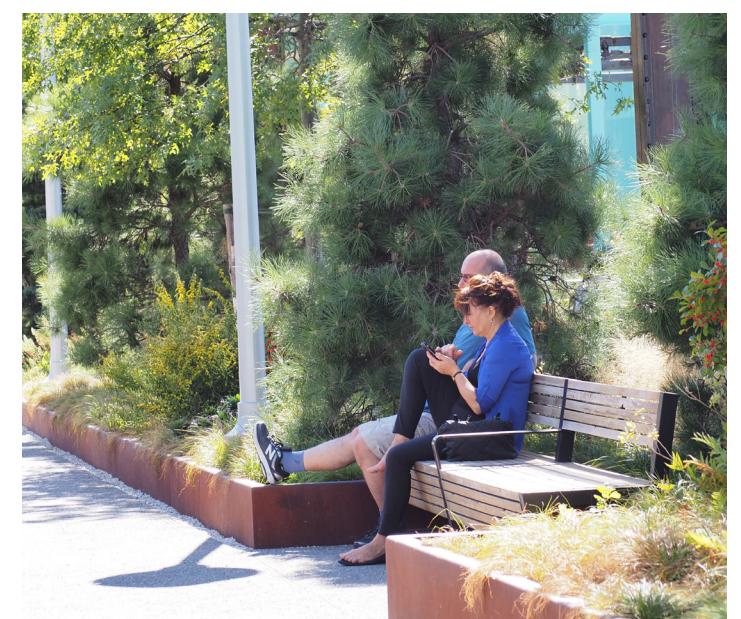
Two rows of mature tree canopy create a green buffer between the neighborhood and the Hillsdale District, while enhancing the overall character and environmental quality of the space. Along the route, seating pockets are integrated to create moments of pause, play, and social connection without interrupting the flow of movement. The design supports daily routines of new residents and strengthens links across the broader district.



**8.4 Figure 16**  
Example of Robust Landscaping along Trail



**8.4 Figure 17**  
Example of Tree-lined Bike Path and Pedestrian Trail



**8.4 Figure 18**  
Example of Seating Areas

## 5. Townhome Way

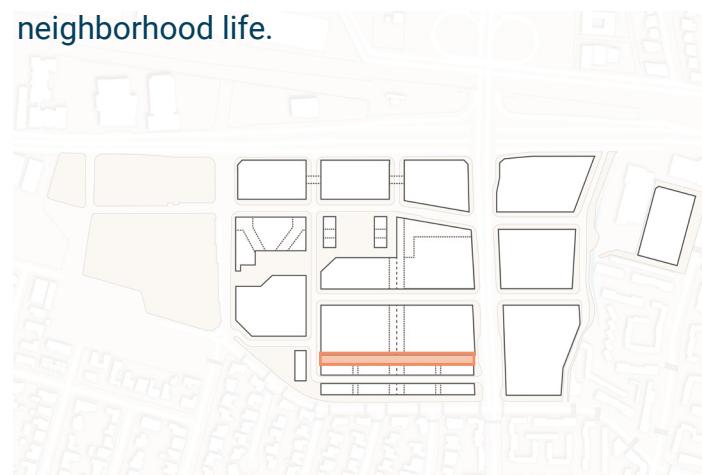
*A quaint retreat nestled in the neighborhood.*

Townhome Way is designed as a quiet, pedestrian-oriented path that extends the character of the residential environment into the public realm.

A continuous walkway runs through the space, framed by residential entries on both sides and supported by landscaping that softens the transition between private and communal areas.

Shaded seating areas and informal gathering spaces are distributed along the path, creating opportunities for neighbors to meet, rest, and interact. The layout supports small-scale play and casual recreation, offering a safe, comfortable environment for children and families.

Townhome Way is intended as an extension of residents' living rooms – a green, human-scaled space that prioritizes everyday connection and neighborhood life.



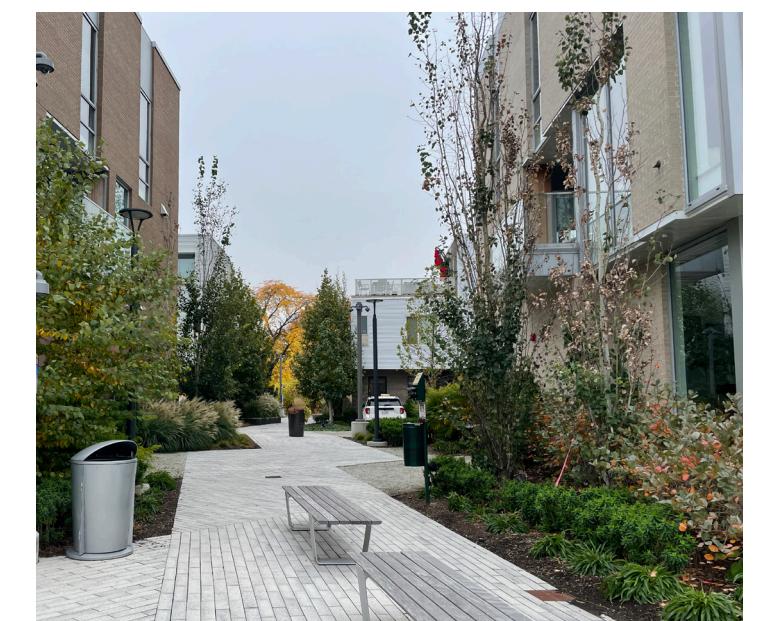
**8.4 Figure 19**

Example of Landscaped Walkway in Residential Area



**8.4 Figure 20**

Example of Slow Street for Informal Play



**8.4 Figure 21**

Example of Seating Areas and Landscaping along Walkway

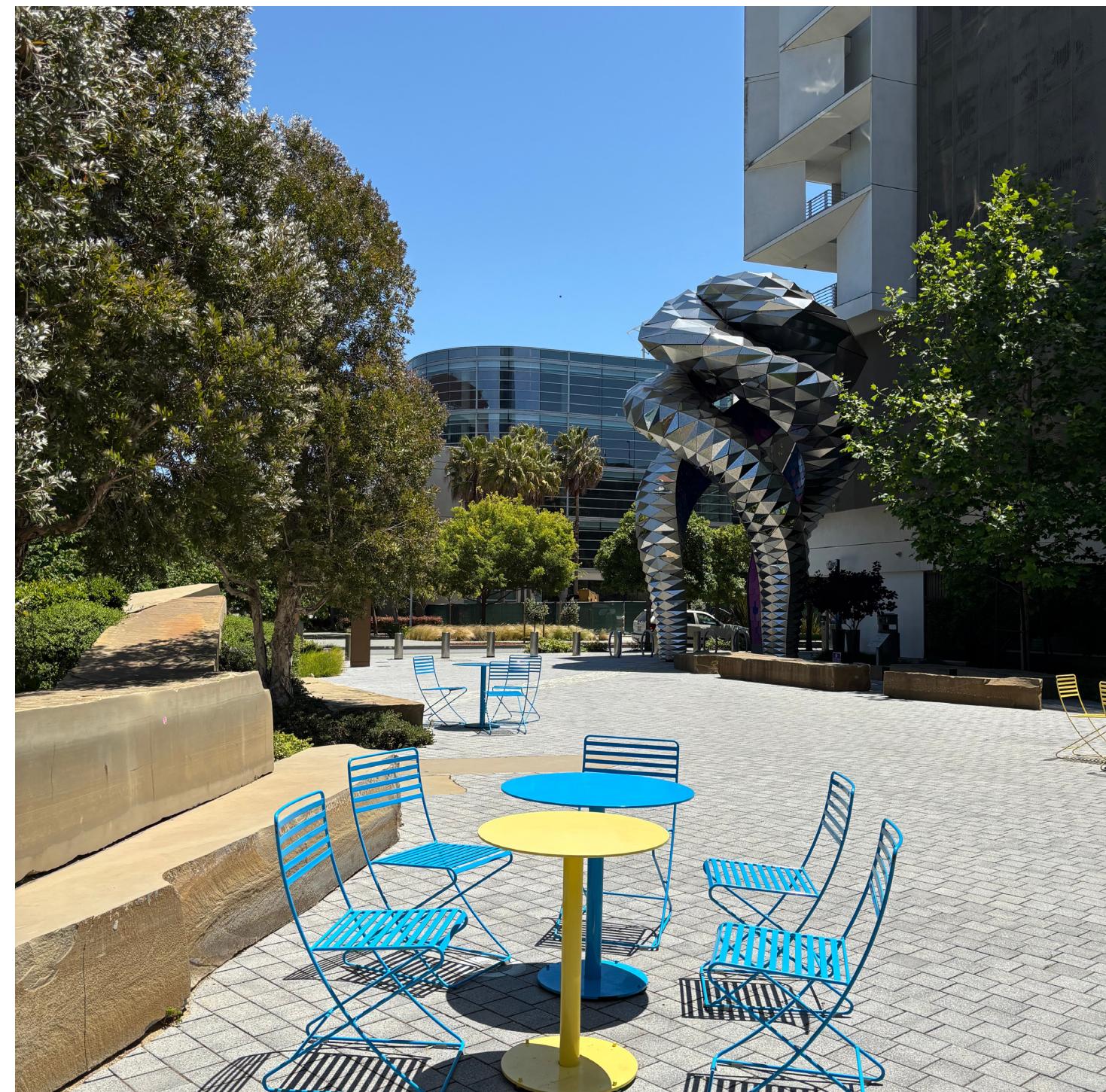
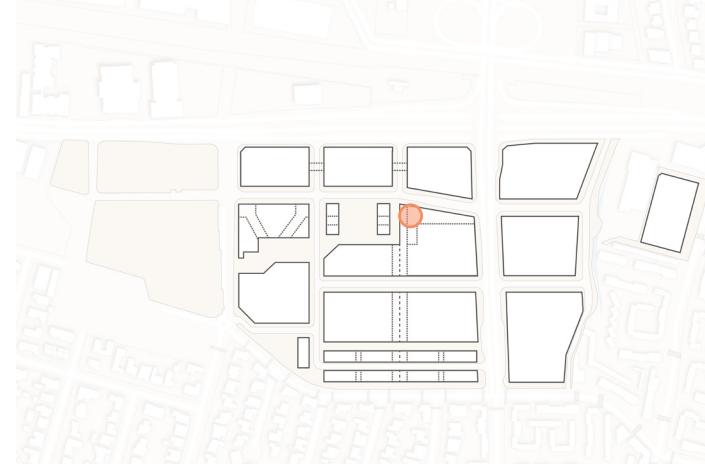
## 6. South Plaza

*A lively link between work and home.*

South Plaza is a connector space where the creative energy of daily workers and nearby residents is visible at the ground floor. Programming will bring nearby daytime errand runners and commercial activities into the public realm from nearby office or research facilities and laboratory buildings.

A perimeter of street trees defines and encloses the space, offering shade, structure, and seasonal character. A continuous hardscape surface allows for adaptable programming, potentially including rotating art, small-scale fitness, dog amenities, and children's play elements.

Ground-level uses from adjacent commercial buildings open onto the plaza. Public seating—ranging from picnic tables to playful, movable options—is interspersed throughout, encouraging people to gather, pause, or slowly pass through.



**8.4 Figure 22**  
Example of Active, Fitness Playspace



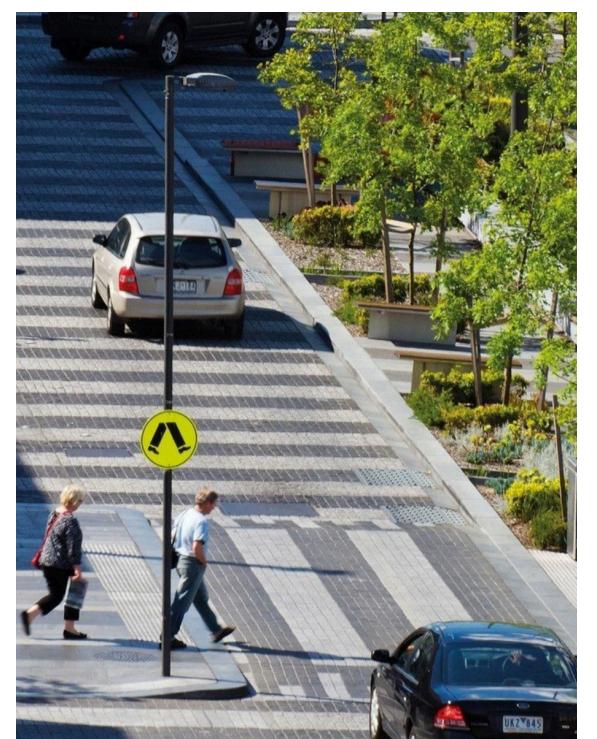
**8.4 Figure 23**  
Example of Informal Seating



**8.4 Figure 24**  
Example of Connector Space

## Circulation and Mobility

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# 9.1 Mobility Principles

The Hillsdale District and the surrounding neighborhoods will offer a desirable lifestyle—with easy access to amenities, competitive jobs, and transit via active transportation.



## Principle #1 A walkable and bikeable neighborhood

Human scale, safety, and comfort will shape every aspect of mobility in the Hillsdale District. Walkability and accessibility will be defining features, ensuring seamless connections for people traveling by foot, bike, or other modes. The district's design will prioritize people-friendly streets, fostering an inviting environment where walking is the easiest and most enjoyable choice. Enhanced connections will encourage neighbors to choose active and sustainable ways to move through and around the site while maintaining accessibility for all.

## Principle #2 Reduce private vehicle trips without punishing drivers

A transportation demand management strategy will help guide implementation of an active mobility plan and communicate benefits of active transportation.

By encouraging biking and walking as the preferred modes, vehicle traffic on El Camino will be reduced. A connected network of safe sidewalks and bike lanes will extend outward, connecting Hillsdale District residents and workers to neighboring amenities.

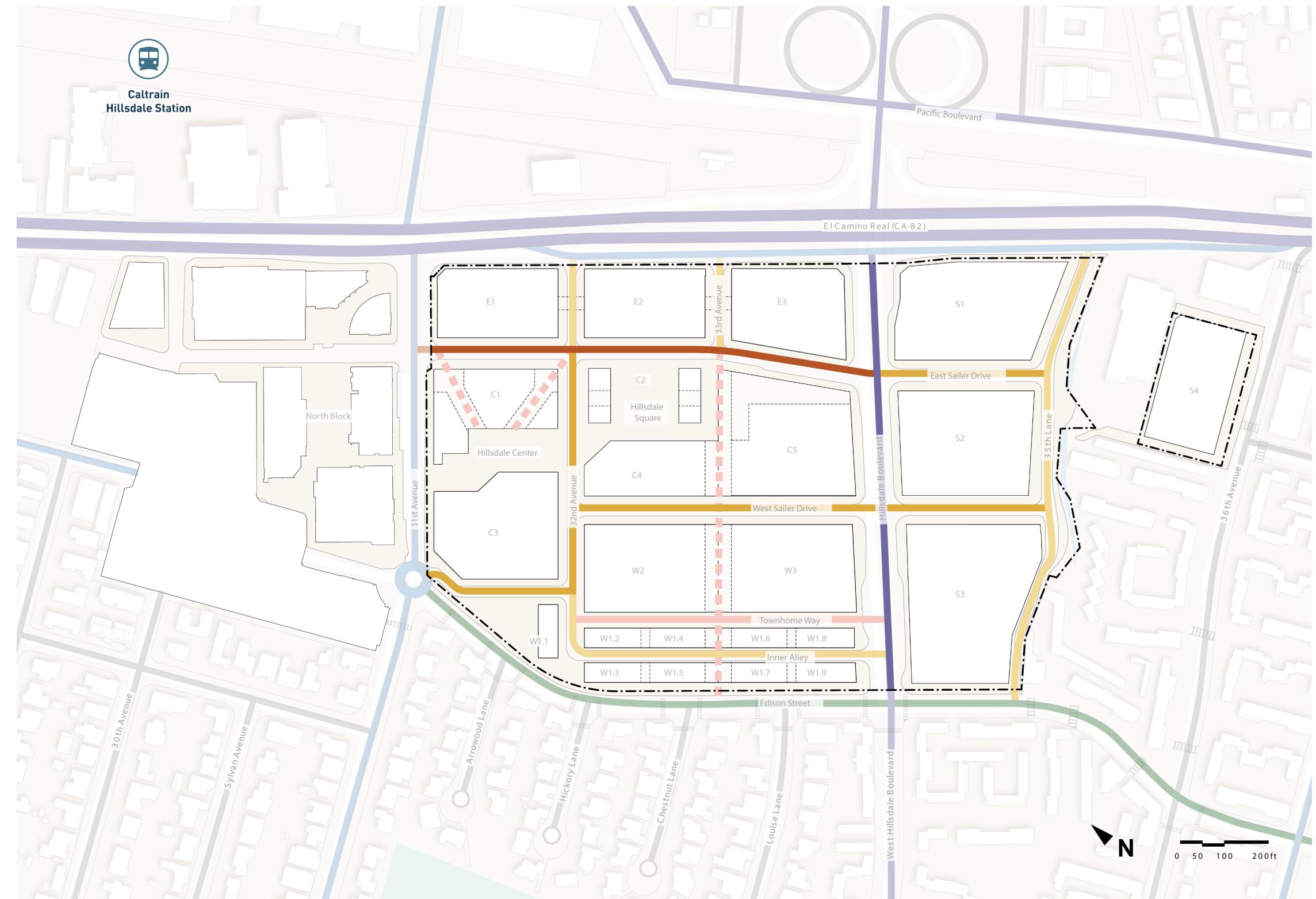
## Principle #3 Proximity to transit

With convenient access to local and regional transit operators just a short walk away, residents and visitors to the Hillsdale District will have destinations across the Bay Area at their fingertips.

A welcoming gateway from Caltrain to the site via El Camino Real will further encourage residents and visitors to commute to and from the Hillsdale District by train.

## 9.2 Circulation Network

Hillsdale's circulation network is designed to support safe, efficient, and multimodal movement while maintaining a pedestrian-friendly environment. The main neighborhood streets balance vehicle access with active public spaces, ensuring a smooth, controlled traffic flow. Service streets provide low-traffic connections, prioritizing local access for services and back-of-house operations. Together, these street types will create a circulation network that supports mobility and enhances the district's overall livability.



\* Note: Arterial, local, and collector streets are City-designated; this Project refines them to reflect the Hillsdale District's neighborhood character. Edison Street, a collector street as designated by the City, is further defined in this Project as a "Neighborhood Collector" to emphasize the neighborhood scale. The diagram above and the next page detail this framework

<sup>1</sup>Dashed lines indicate passages where the exact location is yet to be determined

ARTERIAL STREETS	COLLECTOR STREETS	MAIN NEIGHBORHOOD STREETS	NEIGHBORHOOD STREETS	SERVICE STREETS	PASSAGES
<p><b>Function:</b> These streets provide major connections between neighborhoods, commercial districts, and regional destinations.</p> <p><b>Traffic Volume:</b> High; designed to accommodate significant vehicle traffic and transit routes.</p> <p><b>Speed:</b> Higher speed limits (35 mph).</p> <p><b>Design:</b> Multiple lanes in each direction, signalized intersections, and priority for through traffic.</p>	<p><b>Function:</b> Collectors and neighborhood collectors balance mobility and local access, linking residential neighborhoods to arterials while supporting pedestrian and bicycle movement. These streets may include transit stops.</p> <p><b>Traffic Volume:</b> Moderate; accommodates vehicles but also prioritizes local access, walking, and biking.</p> <p><b>Speed:</b> Moderate speed limits (up to 25 mph).</p> <p><b>Design:</b> Typically one or two lanes in each direction, with sidewalks, bike lanes, and frequent crossings.</p>	<p><b>Function:</b> The most active and accessible streets, balancing pedestrian activity, cyclists, and vehicle access.</p> <p><b>Traffic Volume:</b> Moderate but designed for low-speed, multimodal movement rather than fast vehicular throughput.</p> <p><b>Speed:</b> Low speed limits (15 mph).</p> <p><b>Design:</b> With two lanes in each direction, sidewalks, on-street parking, bulbous corners and extended cross walks designed to slow traffic and prioritize pedestrians.</p>	<p><b>Function:</b> Connects small residential or mixed-use streets to the primary corridor while maintaining a pedestrian-friendly scale.</p> <p><b>Traffic Volume:</b> Light vehicular traffic with a focus on people walking and biking.</p> <p><b>Speed:</b> Low speed limits (15-20 mph).</p> <p><b>Design:</b> Narrower than primary streets, may have traffic calming elements like shared space.</p>	<p><b>Function:</b> Service streets provide the low-traffic connections, prioritizing local access for services, garages, and back of house operations.</p> <p><b>Traffic Volume:</b> Minimal; mostly for very slow-moving local vehicles</p> <p><b>Speed:</b> Very low speeds (10-15 mph).</p> <p><b>Design:</b> Narrow lane, with priority for servicing emergency and loading vehicles.</p>	<p><b>Function:</b> The smallest street type, designed for pedestrians and micromobility. Social spaces foster social interaction.</p> <p><b>Traffic Volume:</b> Pedestrians and cyclists</p> <p><b>Design:</b> Narrow lane, often with pedestrian-friendly elements such as shared surfaces.</p>

Note: Arterial, local, and collector streets are City-designated; this Project refines them to reflect the Hillsdale District's neighborhood character. Edison Street, while a City-designated collector, is further defined in this Project as a "neighborhood collector" to emphasize its neighborhood scale. The 9.2 Figure 1 diagram on the previous page, and the detail on this page further detail this.

## 9.3 Parking

Surface parking will be prohibited except at the ground floor of a parking structure, incidental to a loading or drop-off zone, or as a temporary means during construction.

Parking located within buildings is intended to be screened or visually integrated to maintain an attractive frontage along the public right-of-way. The intent is for parking and service access to be concealed or designed in a manner that obscures or visually blends into the building facade along primary street frontages.

**9.3 Figure 1**  
Off-Street Parking



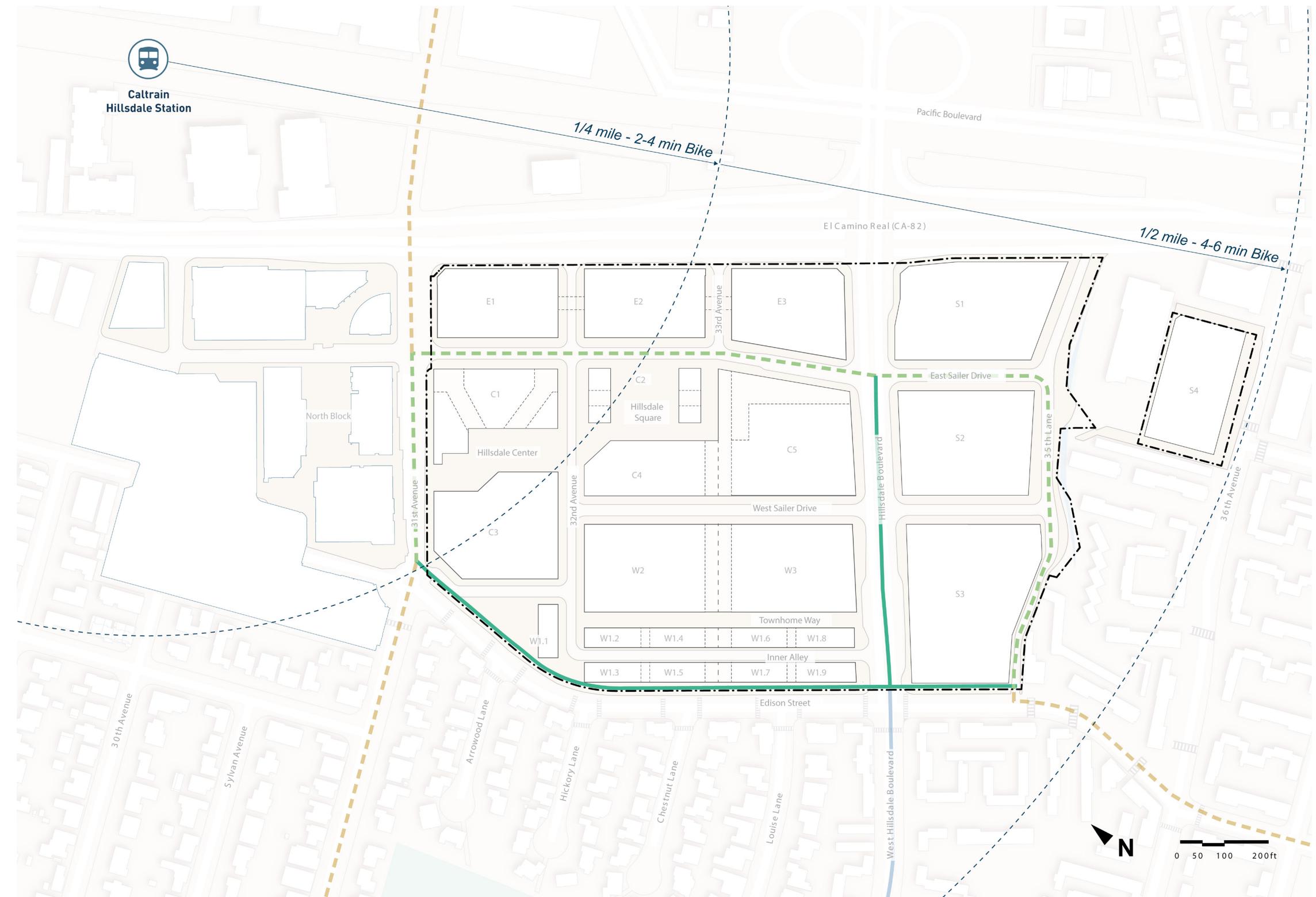
■ Vehicular Circulation  
■ Proposed Off-Street Parking Locations



## 9.4 Bike Network

In alignment with the 2020 Bicycle Master Plan from the City of San Mateo, the Project for Hillsdale imagines a shared right-of-way along 31st Avenue, and elevates the proposed network with a separated bicycle and pedestrian path along Edison Street for the segment between 31st Avenue and Laurel Creek, before returning to a shared right-of-way, as proposed by the City.

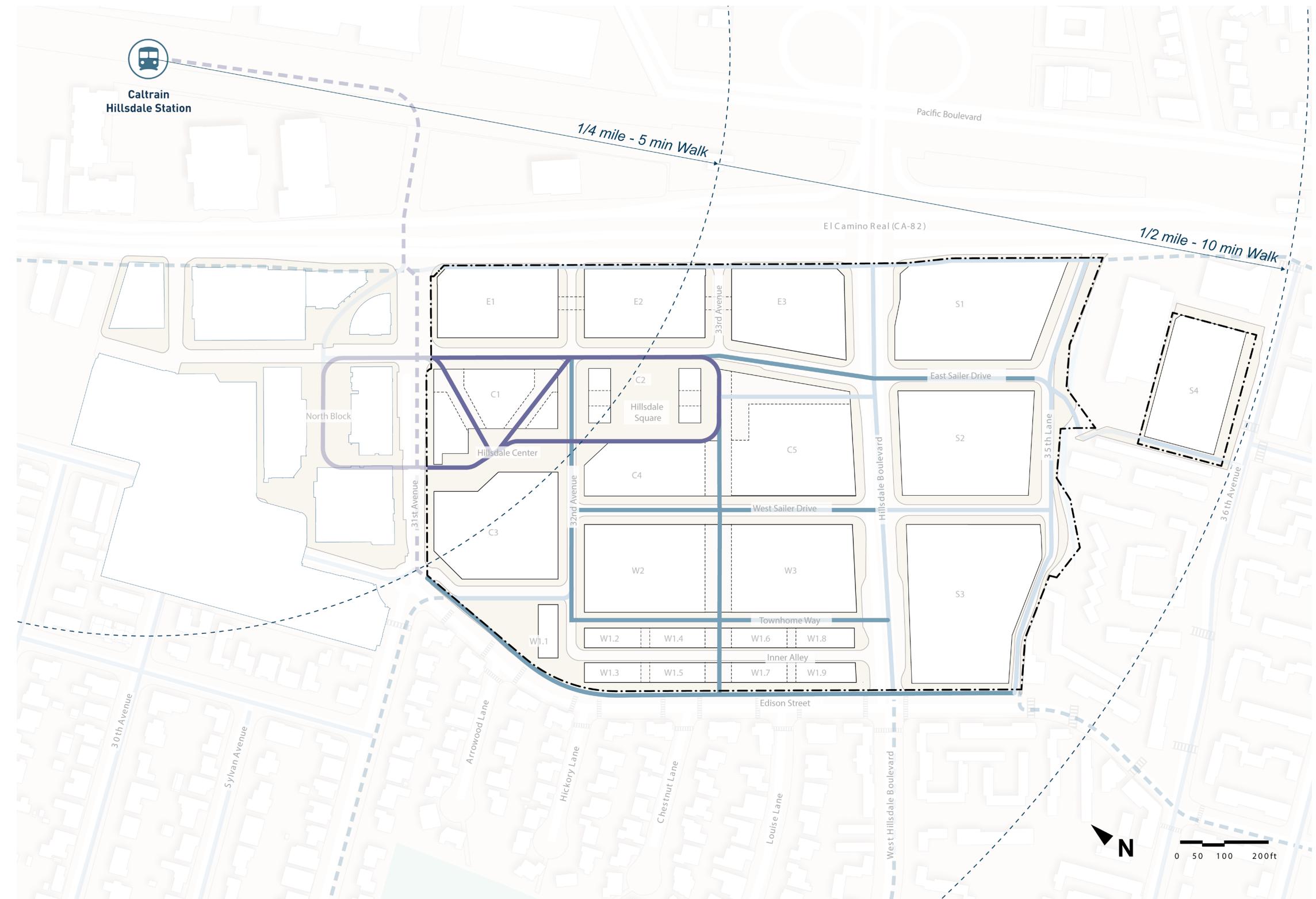
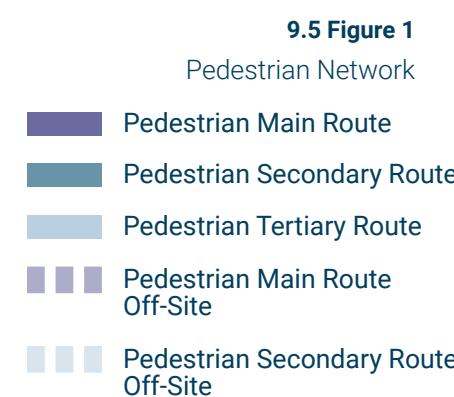
Additionally, East Sailer Drive and Hillsdale Boulevard complete loops within the site's circulation system with a shared right-of-way and proposed separated bike lanes, respectively.



Off-site proposed bike network improvements are shown in conceptual diagram for reference

## 9.5 Pedestrian Network

The proposed pedestrian network is structured in a hierarchy that defines the experience and movement throughout the Hillsdale District. The main routes form a highly active ground-floor sidewalk network, accommodating the greatest foot traffic alongside vehicles and, in some areas, bike lanes. These corridors are designed to support vibrant street life, integrating retail frontages, outdoor seating, and active storefronts. At the heart of this network, select pedestrian-only passages will create inviting, car-free environments where people can stroll, gather, and engage with public spaces. These areas are complemented by greenways—pedestrian-only connections that weave through the site, linking streets and open spaces with lush landscaping, seating areas, and opportunities for recreation. Together, these elements establish a cohesive and intuitive pedestrian experience, prioritizing safety, accessibility, and a strong sense of place.



# 9.6 Street Design and Streetscapes

These principles apply to streets and easements that have been dedicated or incorporated into the public right-of-way.

## Vehicular Streets

A vehicular street accommodates pedestrians, cyclists, and vehicles while ensuring a high-quality, accessible, and pedestrian-friendly streetscape.

**A. Sidewalks and Pedestrian Zone:** Sidewalks on both sides of the street are encouraged to support walkability and access, with a clear path of at least six feet recommended to ensure safe and comfortable pedestrian movement.

**B. Furnishing and Planting Zone:** To enhance walkability and contribute to a high-quality public realm, a dedicated furnishing zone along sidewalks is encouraged, measuring at least five feet in width between the curb and the sidewalk zone. This space can accommodate for a variety of pedestrian-supportive features—such as trees, ground cover, bioswales, street furniture, bicycle racks, and signage—that can be introduced

at frequent intervals. Street trees spaced approximately 30 feet on average are envisioned in this zone on both sides of the street to establish visual continuity, provide environmental benefits, and support a comfortable environment.

## Other Street Types

**Service Streets:** Service streets accommodate essential access needs such as loading, garage entry, and emergency services, rather than prioritizing pedestrian activity. Pedestrian infrastructure may be limited; a shared surface may be used. Landscaping is incorporated to soften the environment.

**Passages:** Passages provide vehicle-free corridors that emphasize walkability, connectivity, and neighborhood character. These spaces serve both as slow connectors and as open spaces, and should include pedestrian-scale features.

## Curb Design

Streets can use a variety of curb treatments to create different types of transitions between pedestrian and vehicular areas, offering varying levels of separation and experience.

**A. Traditional Curbs:** Raised curbs can help create a clear and familiar separation between

sidewalks and vehicle lanes, supporting pedestrian safety and defining space.

**B. Rolled-Curbs:** Rolled edges offer a softer transition between pedestrian and vehicular zones. This approach can balance visual separation with functional needs like smooth drainage.

**C. Curbless:** A shared, continuous surface where people walking, biking, and driving interact in a more integrated way. In these settings, materials like pavers, stone, or decorative concrete are often used to visually guide movement and suggest boundaries. Additional safety and comfort elements such as bollards may be considered where needed.

## Pedestrian Access

Pedestrian entrances are encouraged to be clearly visible and accessible, oriented toward the street for a more active, inviting public realm.

When multiple entrances are included in a building, their placement will be considered in relation to the street as well as publicly accessible open spaces. For residential buildings, locating the main entrance within close proximity and frontage of a sidewalk or open space can enhance walkability.

## Bikeway Classifications

Bikeways are designed to support safe, comfortable, and convenient travel for biking. Different types offer varying levels of separation and visibility, depending on the context:

**D. Bike Lanes:** Lanes provide dedicated space for cyclists on the roadway, improving visibility and predictability alongside moving traffic. Horizontal and/or vertical buffers should enhance comfort and safety.

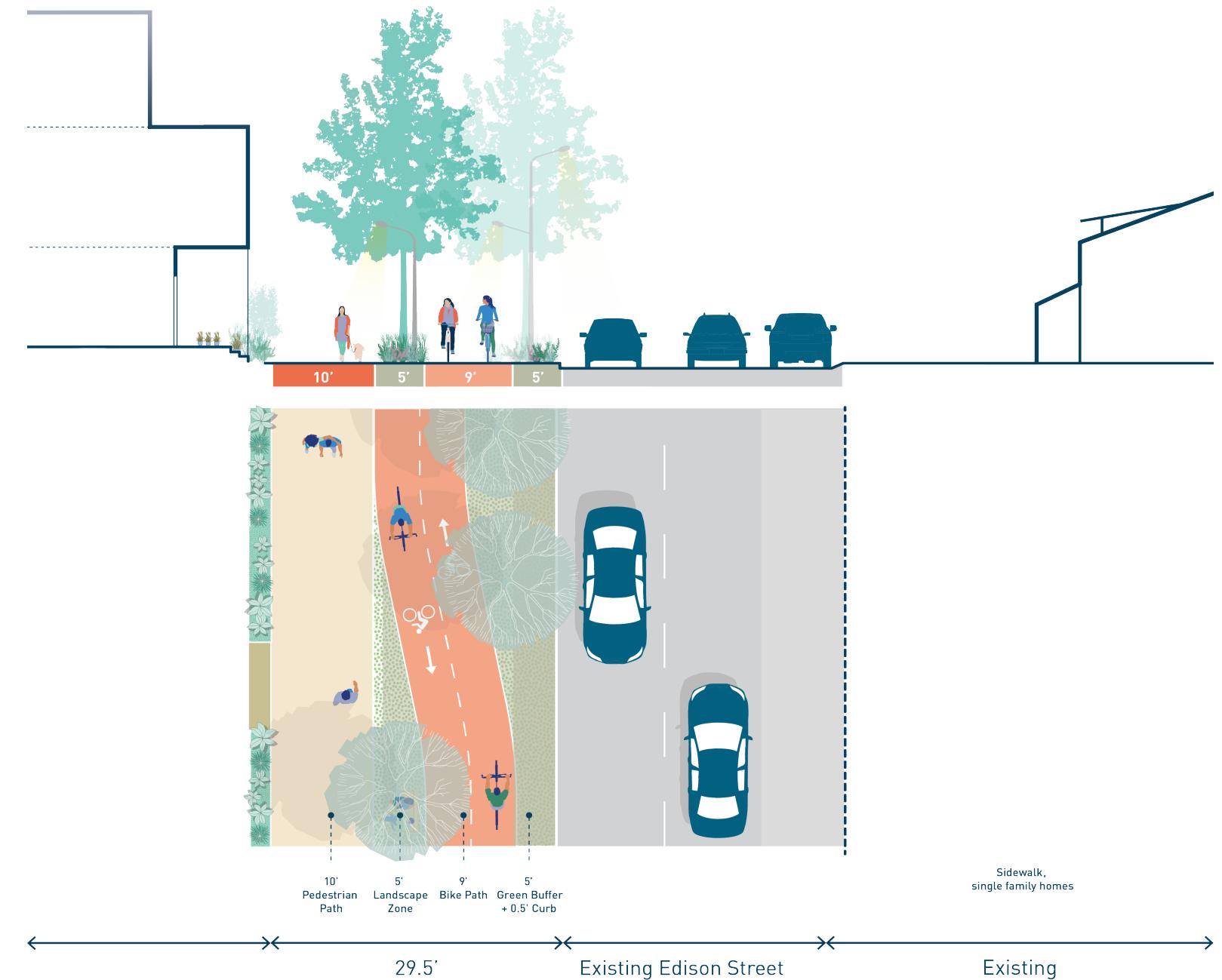
**E. Bike Boulevards:** Shared lanes use signage and pavement markings to indicate routes where bikes and vehicles share the roadway. Suited for lower-traffic streets and can help connect other bikeways while reinforcing awareness among roadway users.

## 1. Edison Street

### Neighborhood Collector

A neighborhood street, Edison Street blends vehicular access with pedestrian comfort by integrating greenway elements. Thoughtful tree planting and wide sidewalks create a human-scaled environment.

As the western edge of the site, Edison Street provides a generous pedestrian zone with a separated bike lane, ensuring a fully separated right-of-way for cyclists and pedestrians. Larger trees enhance shade, comfort, and the overall green character of the corridor.



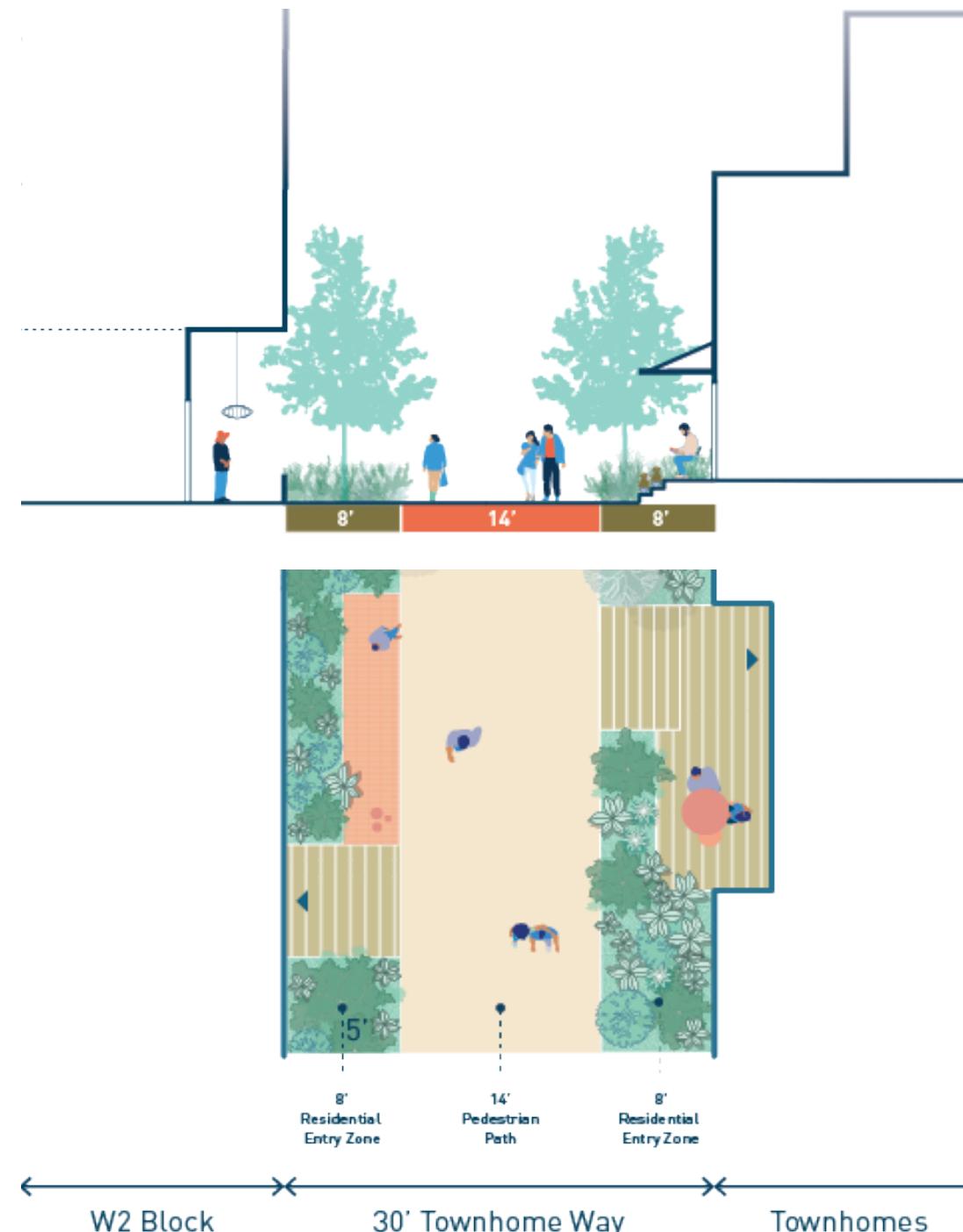
**9.6 Figure 1**

Edison Street Representative Section for Design Intent; Adjustments may be Necessary at a Later Phase

## 2. Townhome Way

### Passage

A people-first corridor, Townhome Way prioritizes walkers, cyclists, and social life fronting townhome entrances. With lush planting, soft surfaces, and inviting spaces for gathering, it transforms movement into an experience, creating a car-free, vibrant space.



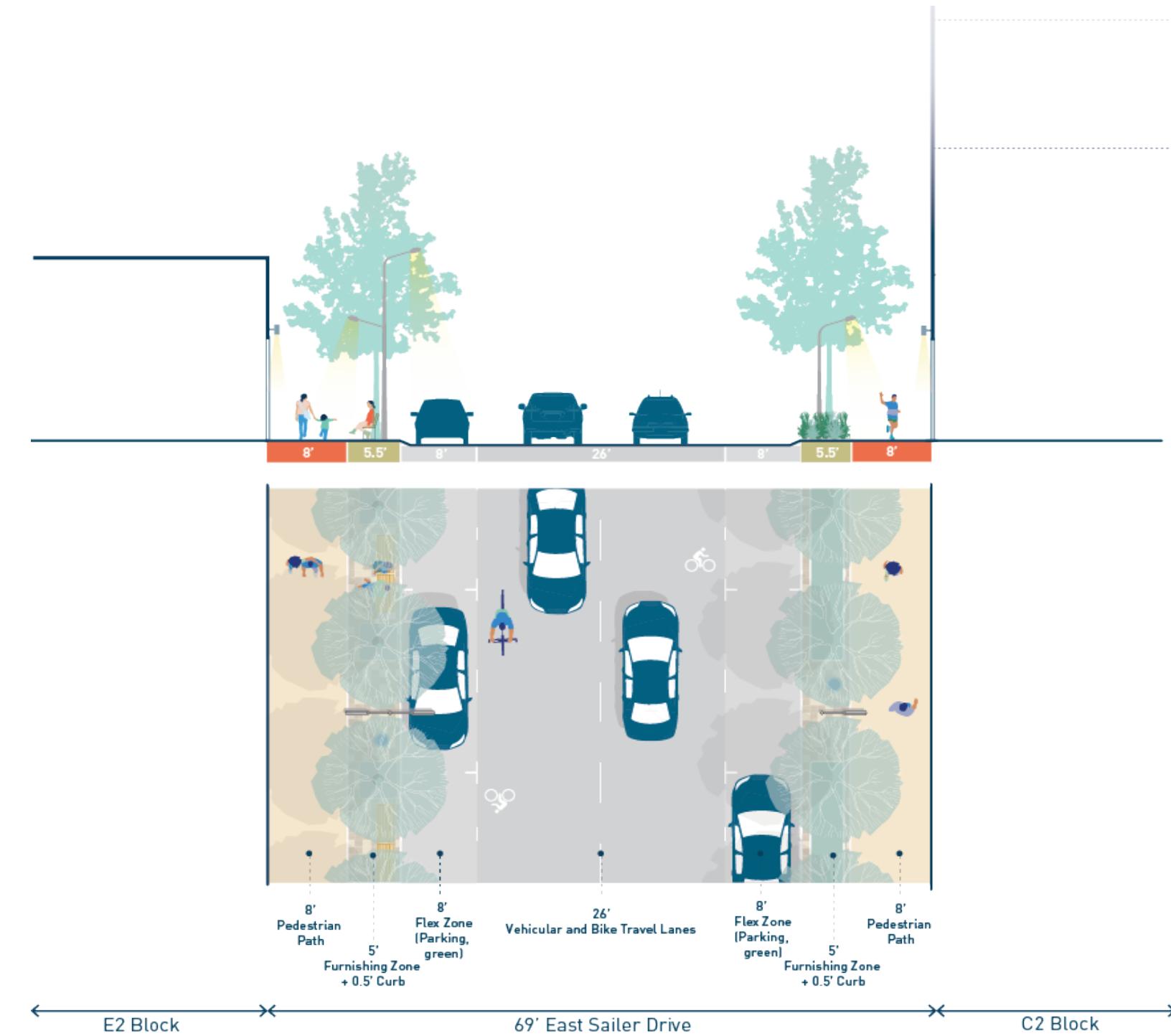
**9.6 Figure 4**

Townhome Way Representative Section for Design Intent; Adjustments may be Necessary at a Later Phase

### 3. East Sailer Drive

#### Main Neighborhood Street

As the primary circulation route and retail corridor, East Sailer Drive is the main point of entry for visitors and workers. It serves as the social and commercial heart of the area, designed for lingering, strolling, and active mobility. With wide sidewalks, active frontages, and a mix of transport modes, it fosters a vibrant, human scale public realm.



9.6 Figure 7

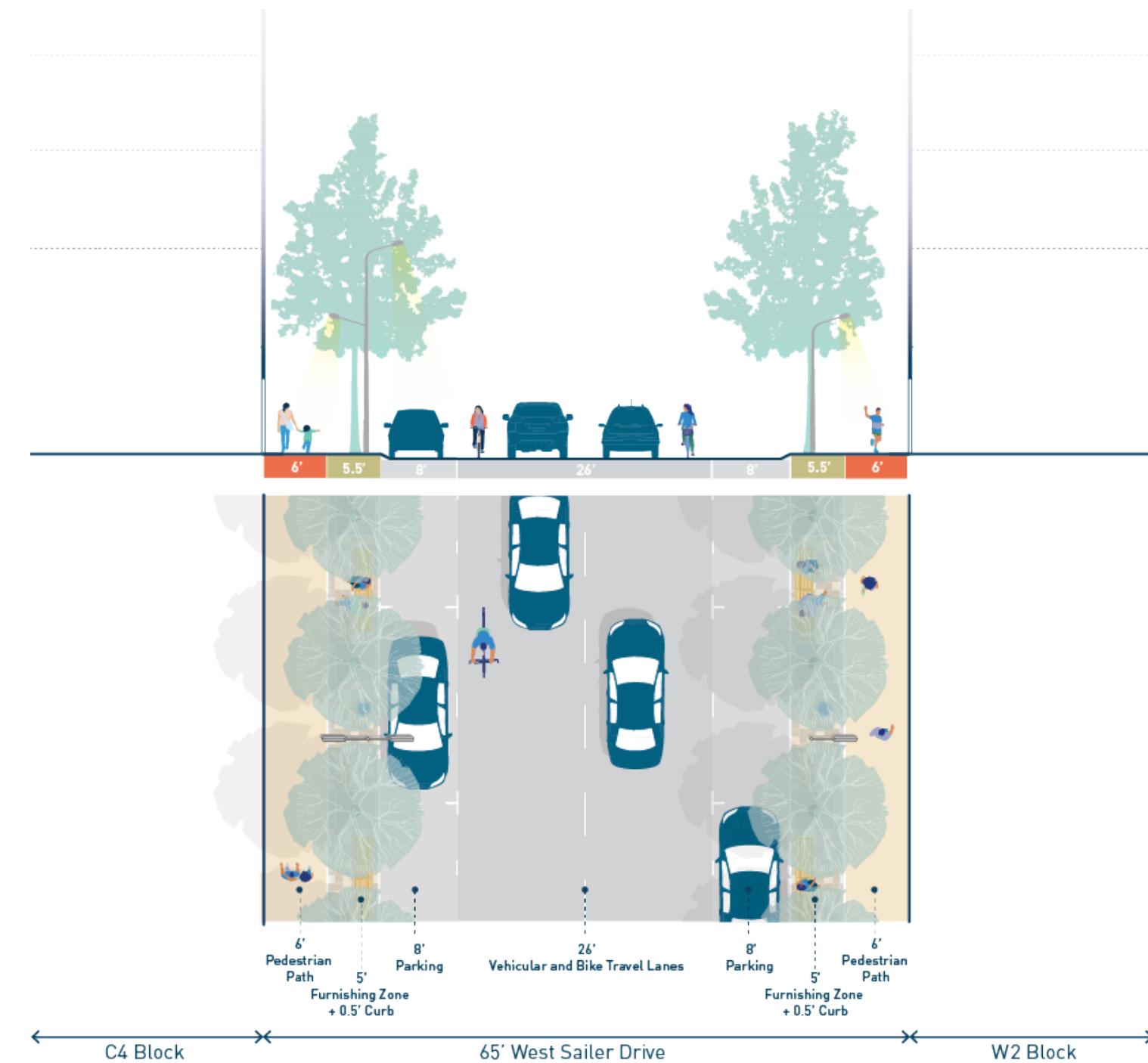
East Sailer Drive Representative Section for Design Intent, Adjustments may be Necessary at a Later Phase

## 4. West Sailer Drive

### Neighborhood Street

As the primary entry point for residents, West Sailer Drive is designed with pedestrian comfort and residential livability in mind.

A calm, residential street, West Sailer Drive balances slow-moving vehicles with pedestrian and bike-friendly design, fostering intimate urban life with greenery and comfortable sidewalks.



**9.6 Figure 10**

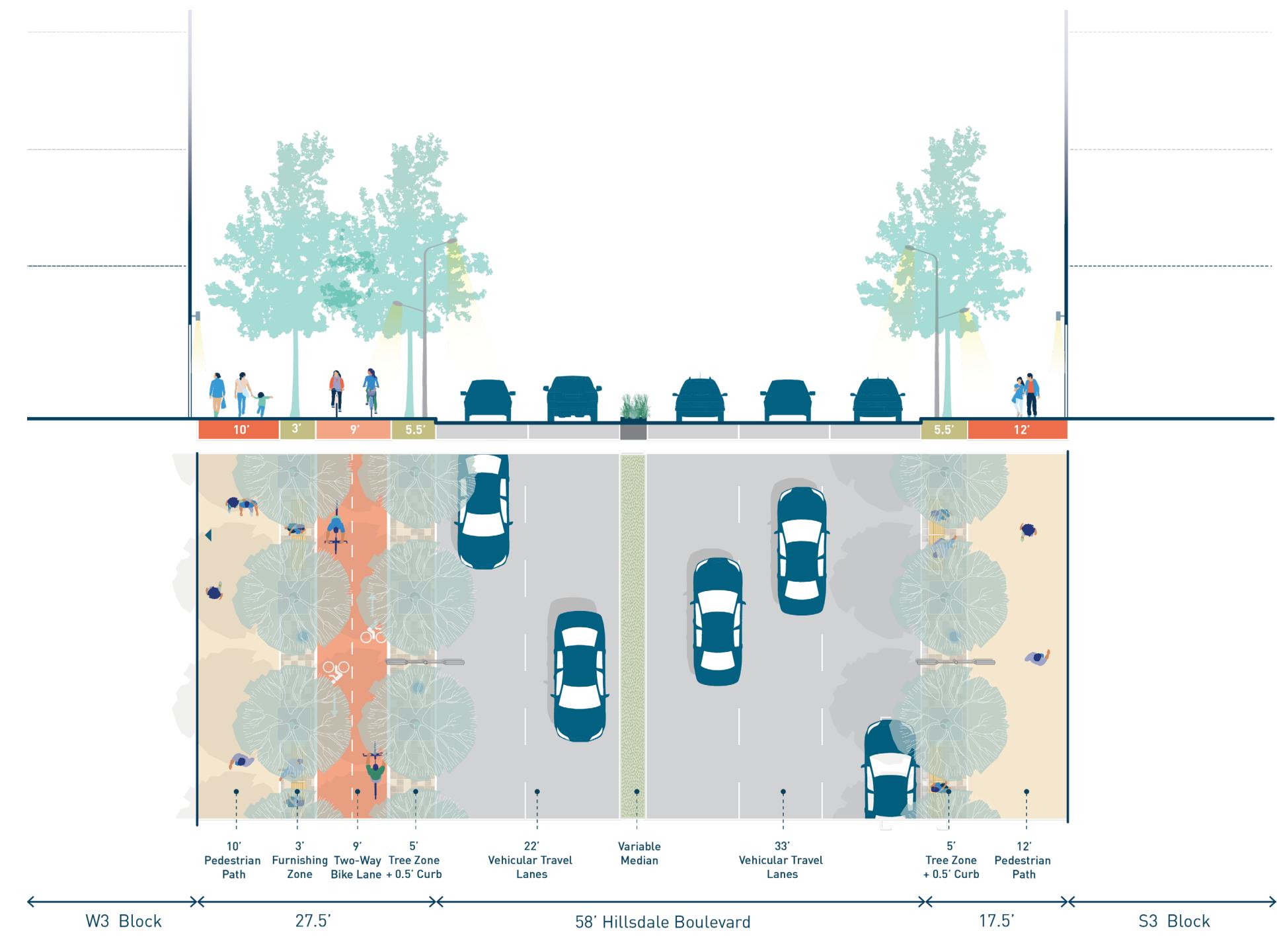
West Sailer Drive Representative Section for Design Intent; Adjustments may be Necessary at a Later Phase

## 5. Hillsdale Boulevard

### Arterial

A major mobility spine, Hillsdale Boulevard links neighborhoods and key destinations, integrating transit, walking, and biking within a refined multimodal street.

Designed to balance throughput with local access, it supports high-quality public spaces, pedestrian safety, and seamless connections to surrounding areas. A separated bike lane is proposed on the north side of Hillsdale Boulevard.



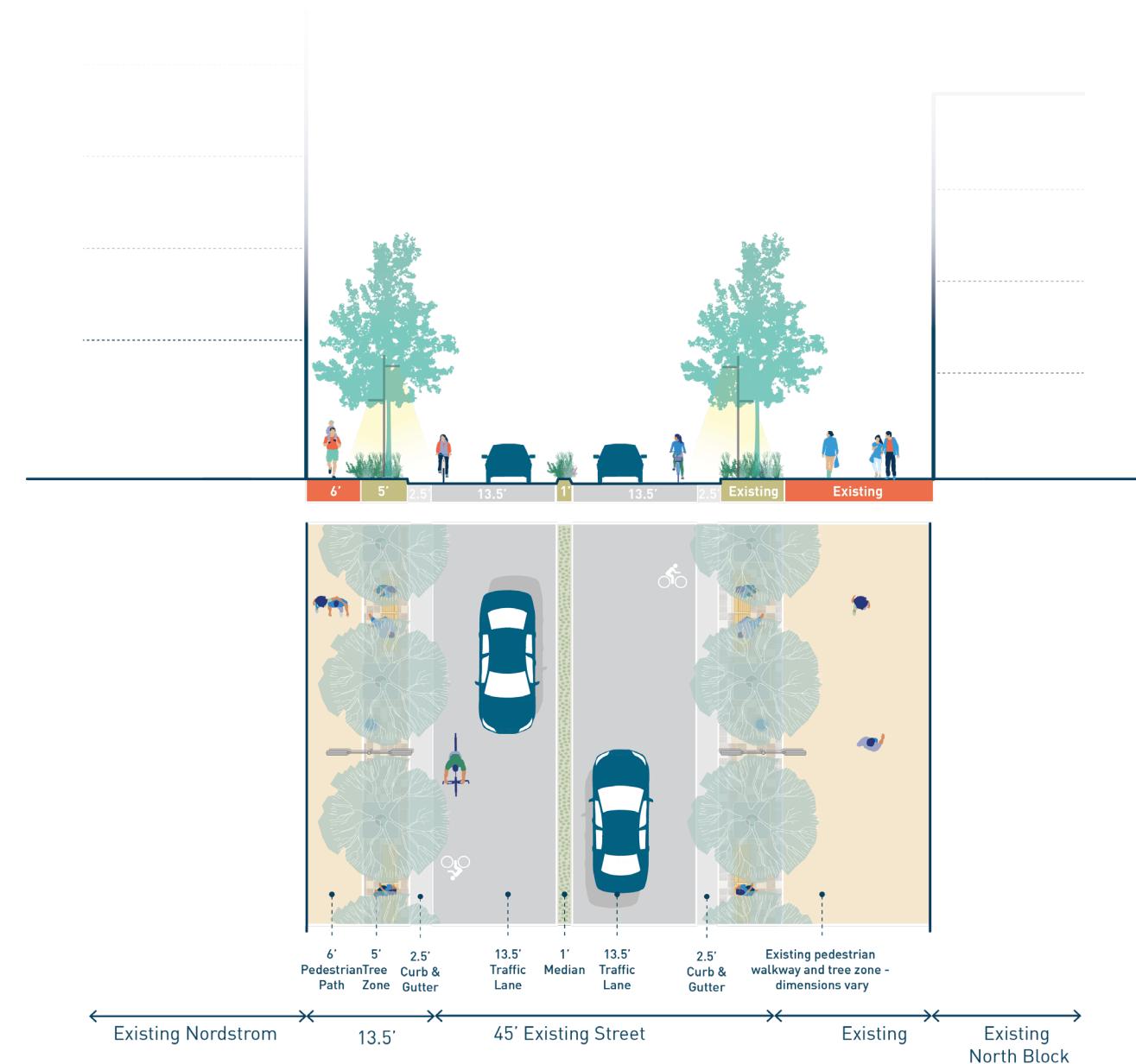
9.6 Figure 13

Hillsdale Boulevard Representative Section for Design Intent; Adjustments may be Necessary at a Later Phase

## 6. 31st Avenue

### Collector

A key east-west connector, 31st Avenue links neighborhoods, commercial areas, and transit hubs, balancing vehicular access with a pedestrian-oriented design. With wide sidewalks, tree-lined edges, and a generous pedestrian zone, it creates an inviting, human-scaled streetscape that supports both local movement and regional connectivity.



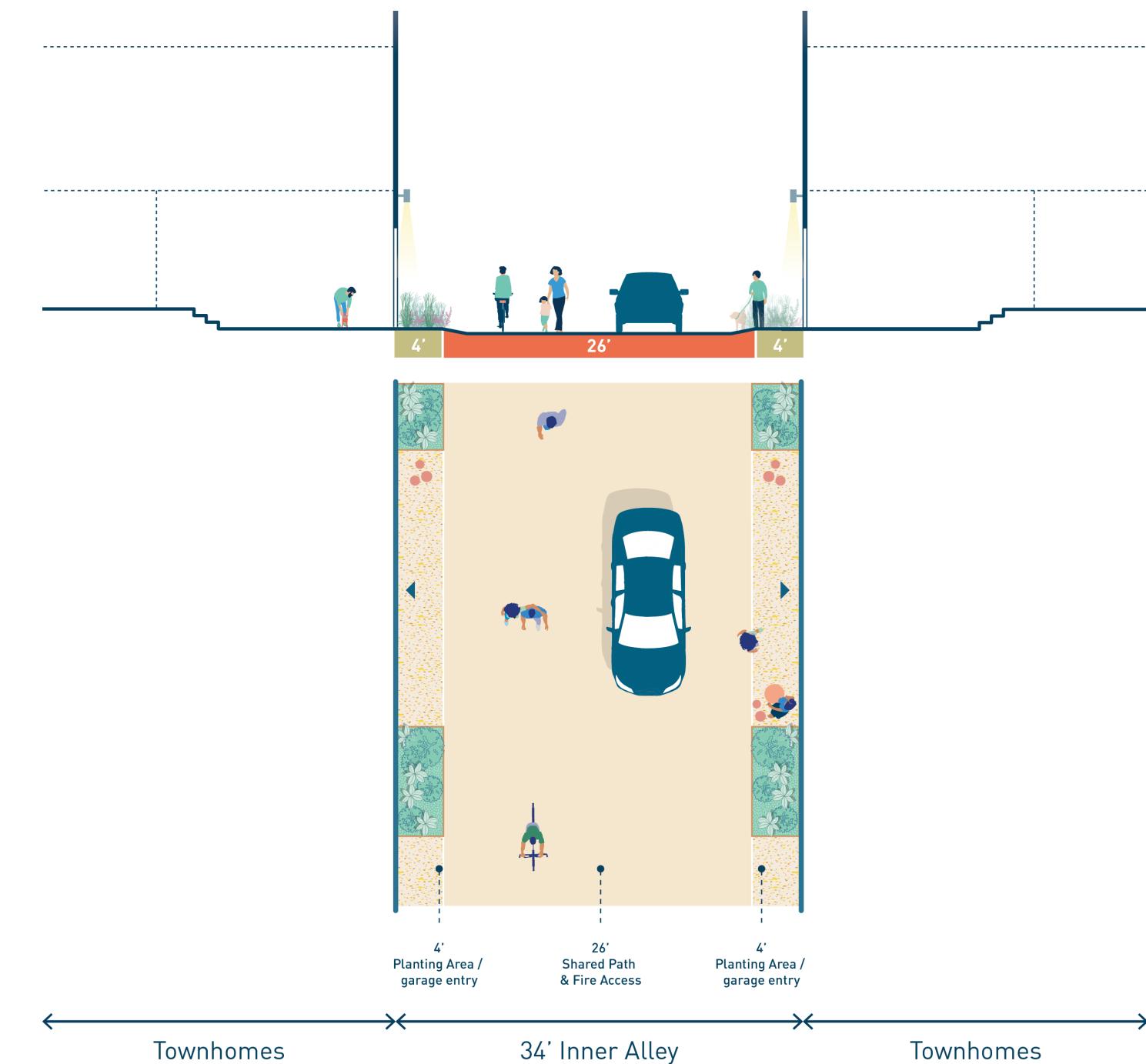
**9.6 Figure 16**

31st Avenue Representative Section for Design Intent; Adjustments may be Necessary at a Later Phase

## 7. Inner Alley

### Service Street

A quiet, intimate street, the Inner Alley is designed for local access and safe play. As a low-speed, pedestrian-prioritized space, it fosters a safe and inviting environment where children can play freely and neighbors can gather.

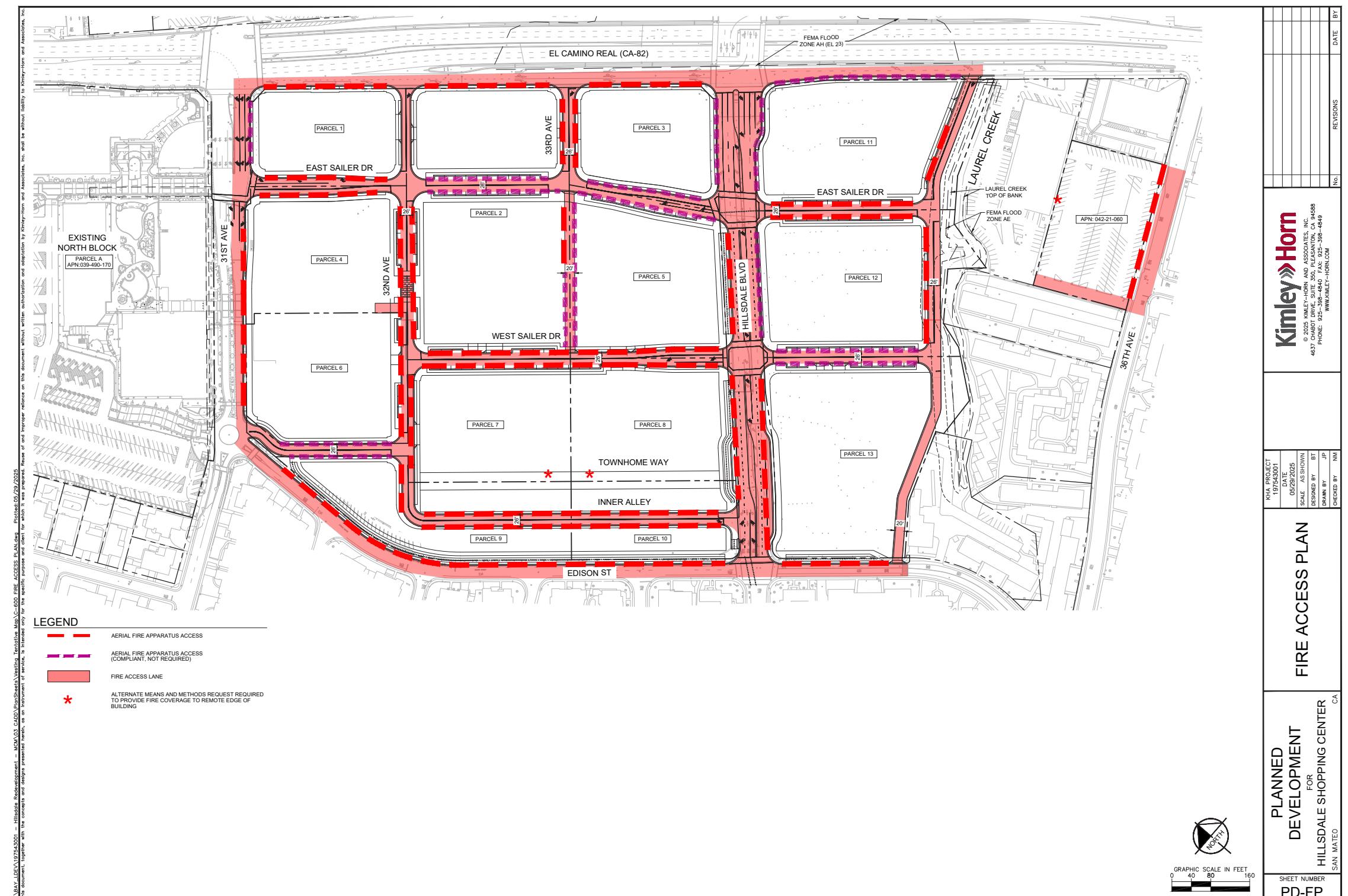


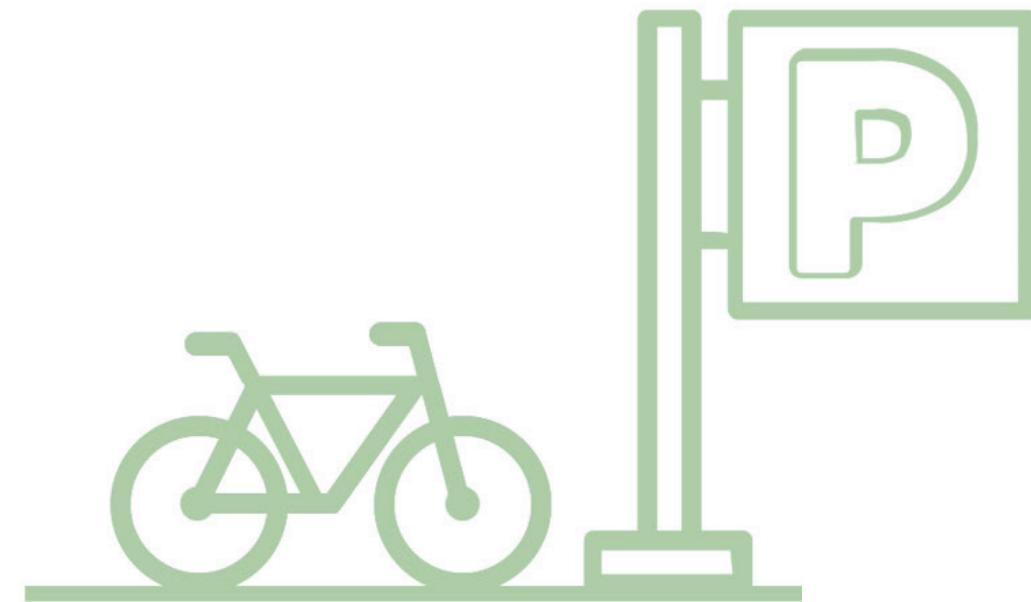
9.6 Figure 19

Inner Alley Representative Section for Design Intent, Adjustments may be Necessary at a Later Phase

## 9.7 Fire Access Plan

Private roadways within the development will all function as fire access roads to provide fire coverage around the exterior perimeter of buildings. The roadway network will provide at least one means of aerial fire apparatus access to each parcel.





## Sustainability and Resilience

10.1 Sustainability Goals

78

10.2 Community Health and Well-being

79

# 10.1 Sustainability Goals

Sustainability and resilience are at the heart of Hillsdale Reimagined. The Project seeks to create a vibrant mixed-use and transit-oriented district that prioritizes environmental stewardship and enhances community health and wellbeing. The Hillsdale District supports multimodal transportation, incorporating pedestrian-friendly pathways, bike lanes, and seamless public transit connectivity. The Project's sustainability strategy incorporates energy-efficient building designs, renewable energy integration, water conservation measures, and nature-based materials to reduce its carbon footprint.

The Project's approach to sustainability and resiliency aims to champion both San Mateo City's and San Mateo County's Climate Action Plans, mitigating impacts through solutions that address community needs. The Hillsdale District will increase overall open space, reducing urban heat island effect and managing stormwater. The Project will reduce water consumption through native and adaptive landscape and feature high efficiency water systems. To prioritize energy efficiency, the Project will prioritize transitioning to all-electric buildings, eliminating fossil fuel reliance and ensuring a cleaner energy future. The Project promotes a pedestrian- and bicycle-

friendly design, integrating safe, accessible pathways to encourage alternative commuting methods. By enhancing the connection to multimodal transit networks and its existing proximity to the Caltrain Hillsdale Station, the Project promotes cleaner transportation alternatives to minimize emissions. Shared transit programs will reduce congestion and carbon emissions, fostering a connected and eco-conscious community. The development will further reinforce sustainability with extensive electric vehicle charging infrastructure to support the region's growing electric vehicle adoption.

By fostering a robust local economy with diverse commercial, residential, and recreational spaces, the Project aims to create a dynamic environment that supports long-term economic and social resilience.

Through forward-thinking planning and innovative design, Hillsdale Reimagined will set a new benchmark for sustainable urban redevelopment, creating a resilient, inclusive, and environmentally conscious community hub for generations to come.



**10.1 Figure 1**  
Sustainable Community Approach

# 10.2 Community Health and Well-being

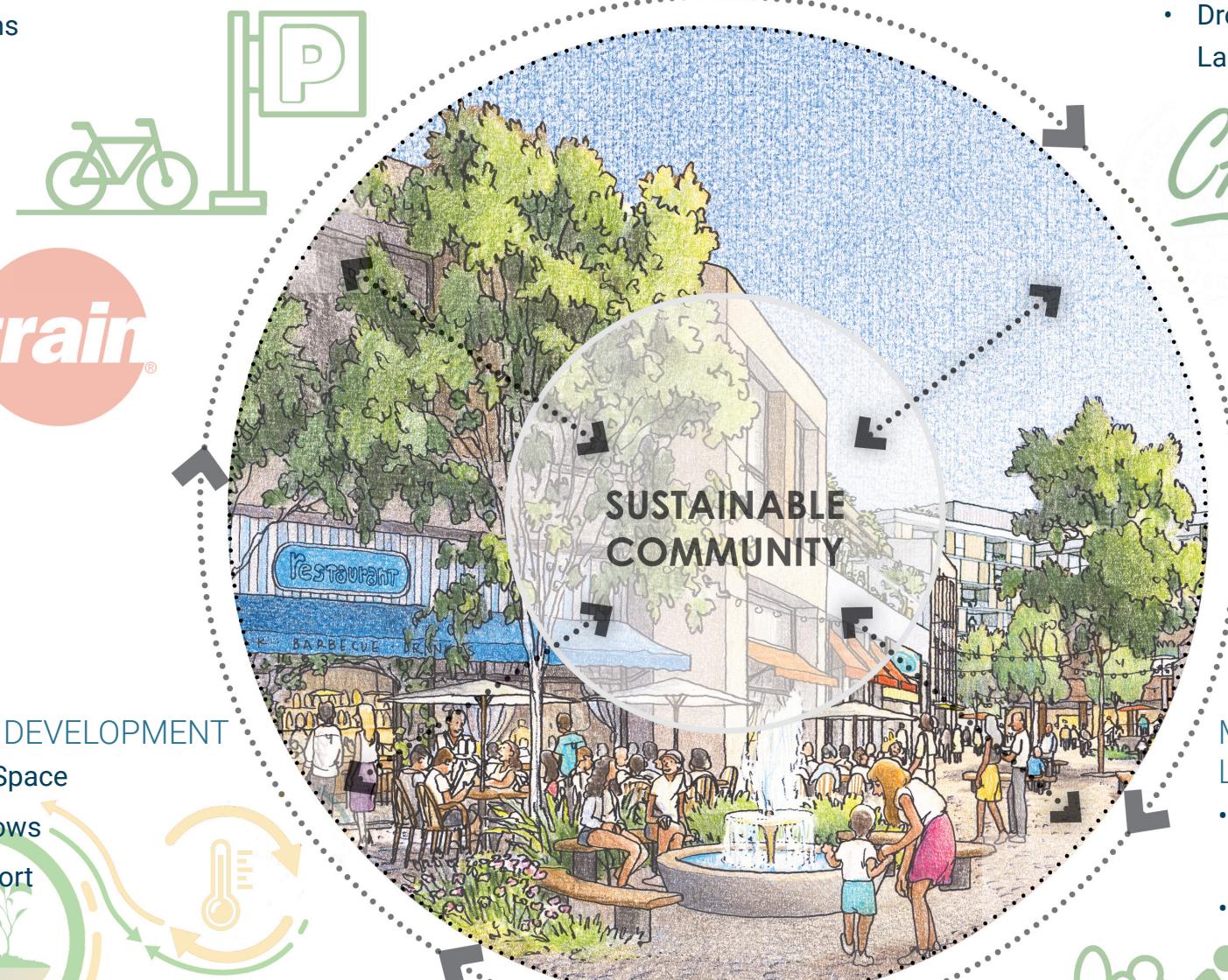
Hillsdale Reimagined will connect people, activate places and think beyond buildings.

The district will provide important community benefits, reinforcing some of the City's strategic priorities, which include safe, clean and attractive neighborhoods; communities where residents can flourish and youth are nurtured; successful business and orderly planning to support community function; and keeping equity, inclusion, and sustainability at the forefront. The Project will feature:

- A mixed-use design to help San Mateo achieve its climate and sustainability goals
- Highly efficient, climate-friendly buildings to reduce water and energy consumption
- Mixed-use development for a live/work/play lifestyle
- A vibrant, walkable public realm and activated retail, connected to Bay Area transportation networks

## MULTI-MODAL TRANSPORTATION

- Transit Oriented Development
- Regional and Local Service
- Caltrain and SamTrans
- Bicycles and Pedestrians



## GREEN BUILDING AND SUSTAINABLE DESIGN

- CalGreen Title 24
- San Mateo Reach Code
- Drought Tolerant and Native Landscaping



## SUSTAINABLE URBAN DEVELOPMENT

- Increase Natural Open Space
- Manage Stormwater Flows
- Enhance Outdoor Comfort
- Accessible Housing



## MIXED-USE AND HEALTH LIFESTYLES

- Live, Work and Play Without Driving
- Outdoor Space for All

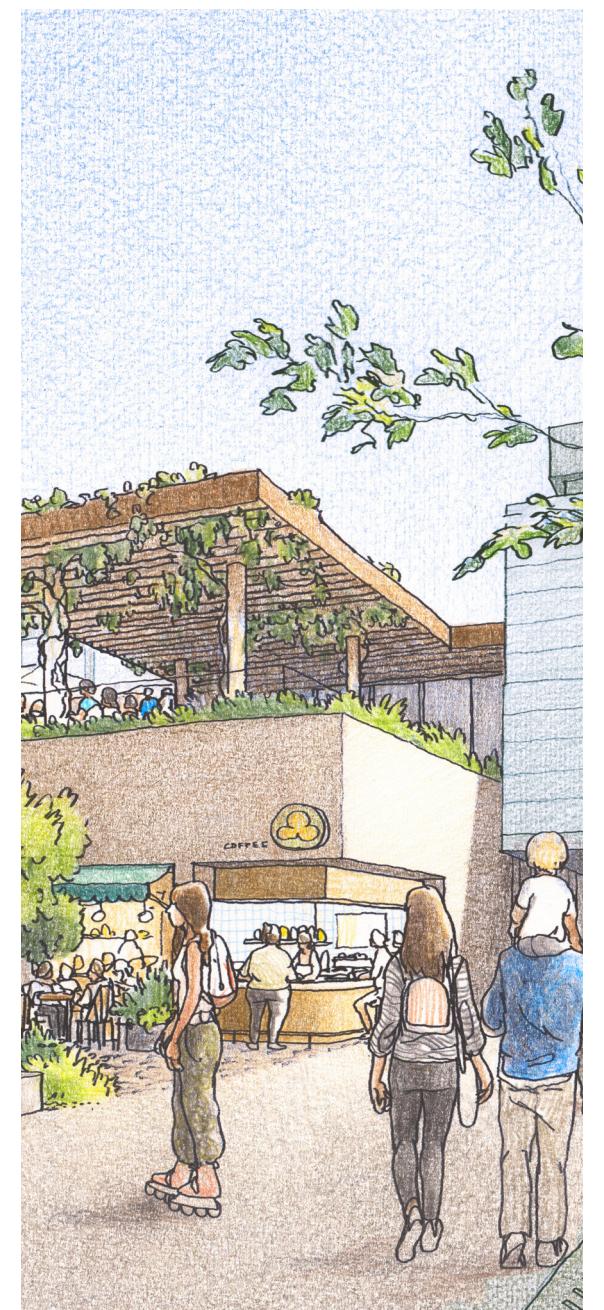


10.2 Figure 1

Community Health and Well-being Approach



11.0



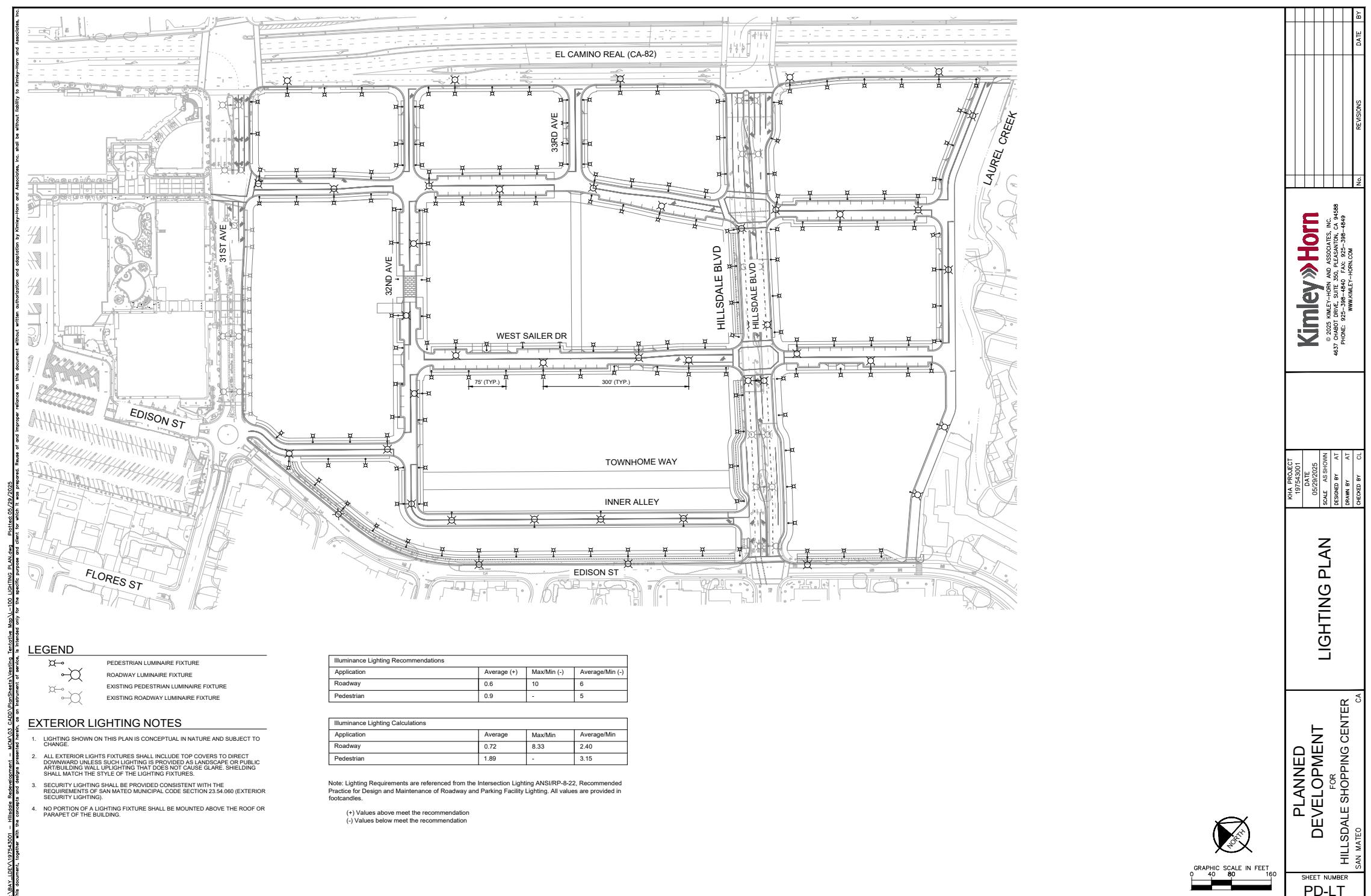
## Lighting Plan

11.1 Lighting Plan

81

## 11.1 Lighting Plan

Lighting will complement the pedestrian and vehicular circulation networks in the development and promote safety for all residents, tenants, and visitors alike. Poles and fixtures will be sized to the context of their surrounding with pedestrian scale lighting provided at interior walkways and gathering spaces. All exterior lights will include top covers to direct lighting downward (except landscape/architectural uplighting that is designed to not cause glare) to reduce light pollution and no fixtures will be mounted above the roof or parapet of buildings. Lighting shown on this plan is conceptual in nature and subject to change but is intended to comply with the requirements of the San Mateo Municipal Code Section 23.54.060.



## 11.1 Figure 1

### Lighting Plan



## Signage

12.1 Ground Level Plans

83

12.2 Upper Level Plans

85

# 12.1 Ground Level Plans

## Signage Areas - Ground Level

### COMMERCIAL - RETAIL

#### A Vibrant Mix, Creating a High Energy Atmosphere

Signage in this area will be characterized by a denser concentration, and a more lively attitude. A variety of sizes, materials, and colors are appropriate. Signage here will consider both the needs of vehicular and pedestrian traffic and be located and sized accordingly.

### COMMERCIAL - OFFICE OR RESEARCH FACILITIES AND LABORATORIES

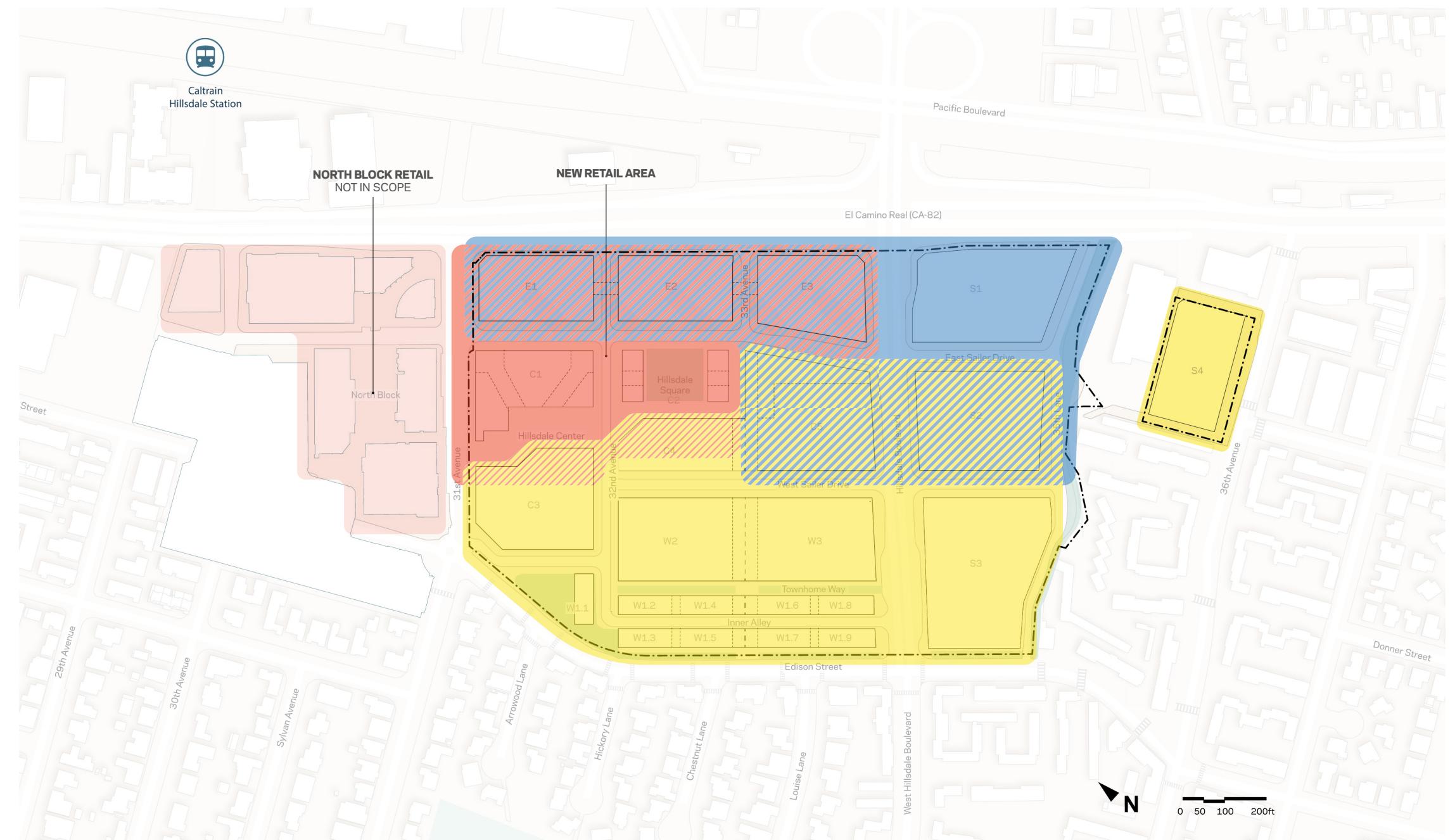
#### Sleek and Clean, with an Increase in Scale

Signage in this area will take a more restrained approach. A mix of materials and scales brings texture to this area, but signage here will strike a more cohesive tone. Illumination will be used when beneficial, especially in regards to building and parking entrances. Where possible, large scale signage will face main vehicular thoroughfares.

### RESIDENTIAL

#### A Friendly and Warm Experience

Signage in this area will be primarily human in scale, providing clear and concise direction. Signage here will be minimal and warm in color and material. Illumination will be used when beneficial, especially in regards to building and parking entrances.



12.1 Figure 1

Ground Level Signage Area Plan

—·— Project Boundary

Signage shown is mounted lower than 40' above grade.

Project specific signage plans will be included in each subsequent SPAR application.

## Permitted Signage - By Parcel

The following list defines one “Primary” signage street frontage per parcel, with the remaining frontages as “Secondary”. This distinction correlates to allowable signage as defined in San Mateo Municipal Signage Code.

**E1**  
Primary: E1-2  
Secondary: E1-1, E1-3, E1-4

**E2**  
Primary: E2-2  
Secondary: E2-1, E2-3, E2-4

**E3**  
Primary: E3-2  
Secondary: E3-1, E3-3, E3-4

**S1**  
Primary: S1-2  
Secondary: S1-1, S1-3, S1-4

**S2**  
Primary: S2-4  
Secondary: S2-1, S2-2, S2-3

**S3**  
Primary: S3-1  
Secondary: S3-2, S3-3, S3-4

**S4**  
Primary: S4-3  
Secondary: S4-1, S4-2, S4-4

**S4**  
Primary: S4-3  
Secondary: S4-1, S4-2, S4-4

**C1**  
Primary: C1-3, C1-8, C1-13  
Secondary: C1-2, C1-4, C1-5,  
C1-6, C1-7, C1-9, C1-10,  
C1-11, C1-12, C1-14

**C2**  
Primary: C2-3, C2-7, C2-11,  
C2-15  
Secondary: C2-1, C2-2, C2-  
4, C2-5, C2-6, C2-8, C2-9,  
C2-10, C2-12, C2-13, C2-14,  
C2-16

**C3**  
Primary: C3-5  
Secondary: C3-1, C3-2,  
C3-3, C3-4

**C4**  
Primary: C4-2  
Secondary: C4-1, C4-3,  
C4-4, C4-5

**C5**  
Primary: C5-4  
Secondary: C5-1, C5-2,  
C5-3

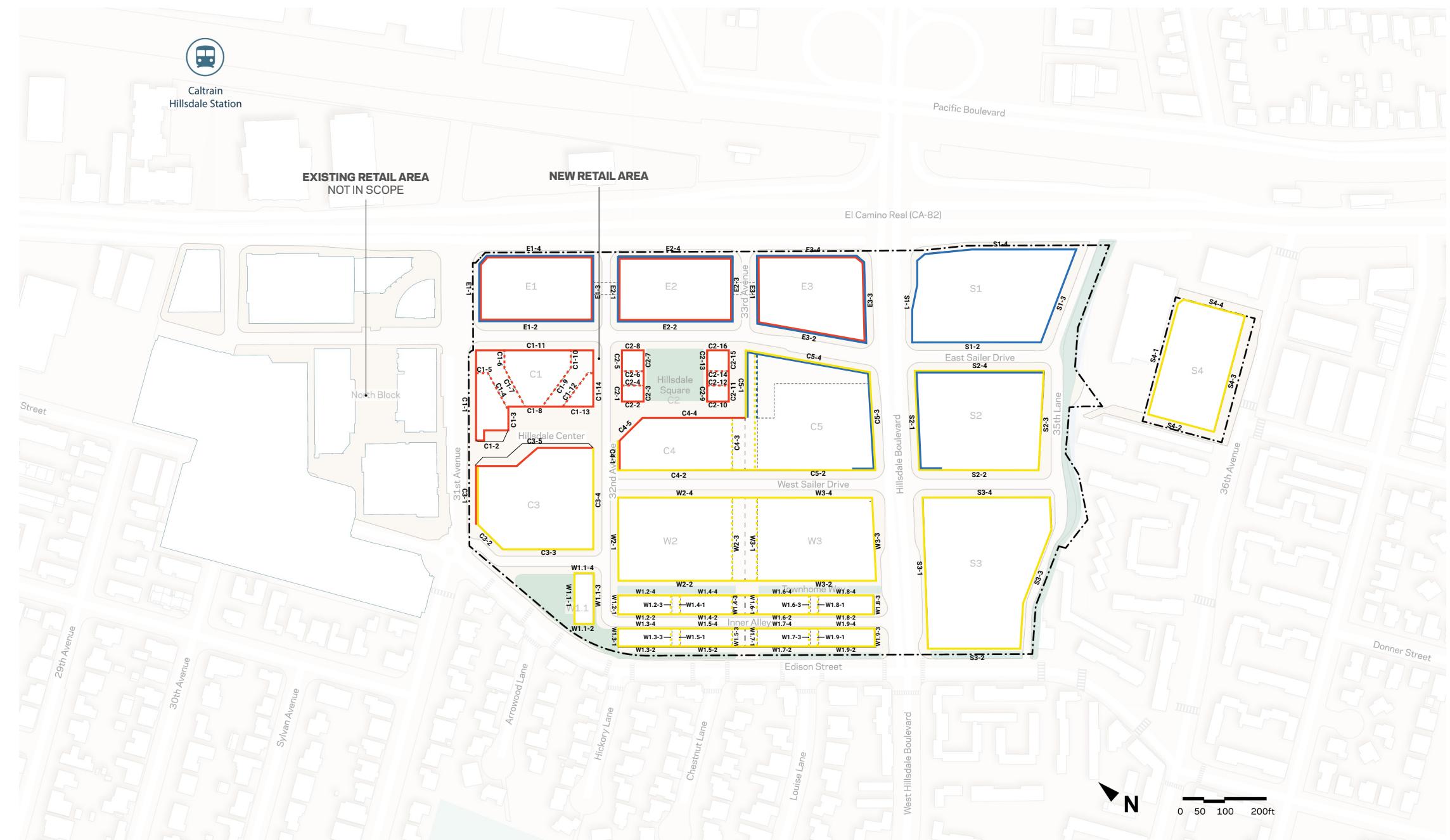
**W1**  
Primary: W1.1-3, W1.2-4,  
W1.3-2, W1.4-4, W1.5-2,  
W1.6-4, W1.7-2, W1.8-4,  
W1.9-2

Secondary: W1.1-1,  
W1.1-2, W1.1-4, W1.2-1,  
W1.2-2, W1.2-3, W1.3-1,  
W1.3-3, W1.3-4, W1.4-1,  
W1.4-2, W1.4-3, W1.5-1,

W1.5-3, W1.5-4, W1.6-1,  
W1.6-2, W1.6-3, W1.7-1,  
W1.7-3, W1.7-4, W1.8-1,  
W1.8-2, W1.8-3, W1.9-1,  
W1.9-3, W1.9-4

**W2**  
Primary: W2-4  
Secondary: W2-1, W2-2,  
W2-3

**W3**  
Primary: W3-4  
Secondary: W3-1, W3-2,  
W3-3



**12.1 Figure 2**

Permitted Signage by Parcel

## Signage Street Frontages - Ground Level

- Commercial - Retail
- Commercial - Office or Research Facilities and Laboratories
- Residential
- Project Boundary

Signage shown is mounted lower than 40' above grade.

Project specific signage plans will be included in each subsequent SPAR application.

# 12.2 Upper Level Plans

## Signage Areas - Upper Levels

### COMMERCIAL - RETAIL

### COMMERCIAL - OFFICE OR RESEARCH FACILITIES AND LABORATORIES

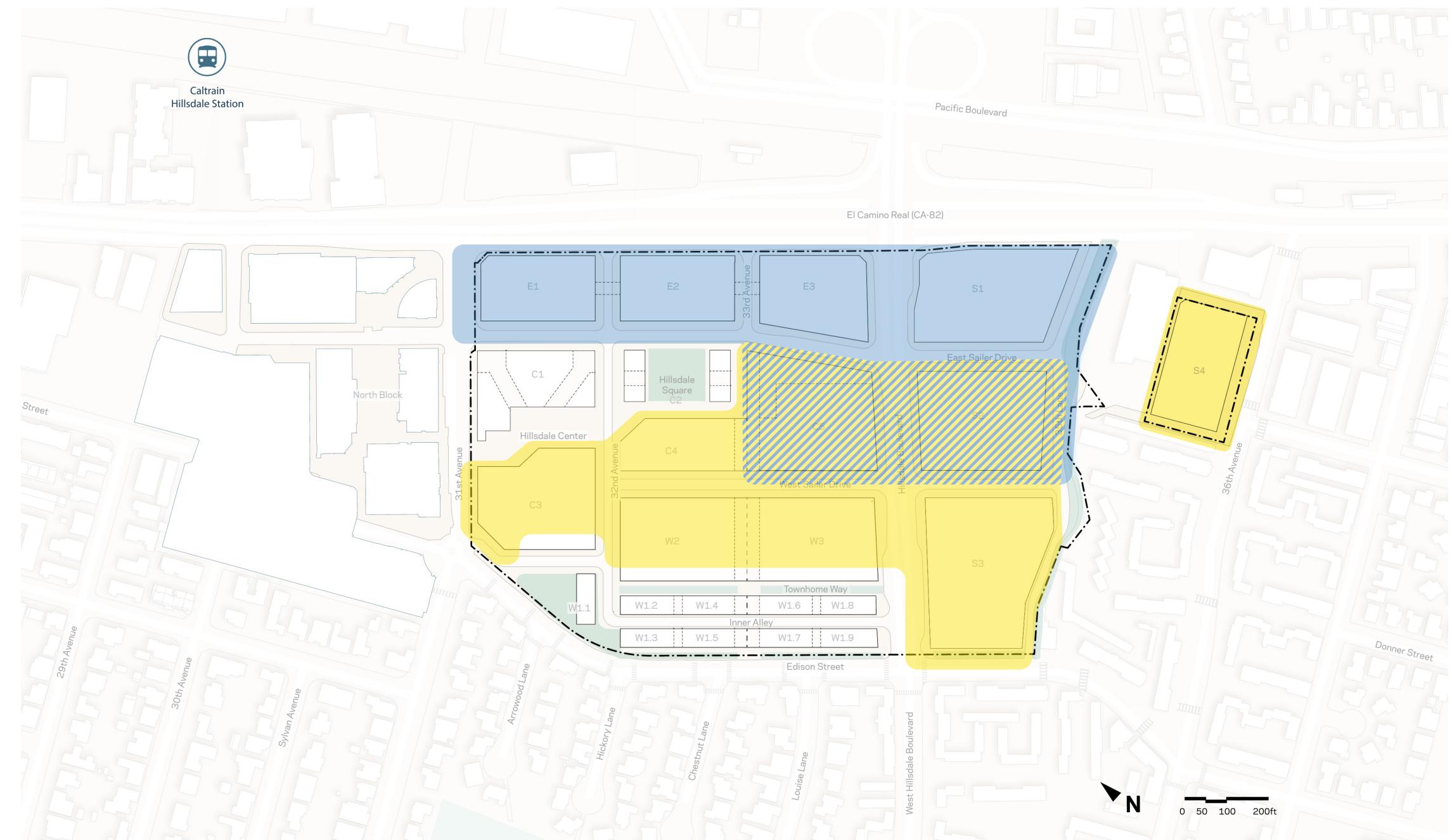
#### **Sleek and Clean, with an Increase in Scale**

Signage in this area will primarily consist of illuminated logos mounted to parapet at top of building.

### RESIDENTIAL

#### **A Friendly and Warm Experience**

Signage in this area will primarily consist of illuminated logos mounted to parapet at top of building.



**12.2 Figure 1**

Upper Levels Signage Area Plan

—·— Project Boundary

Signage shown is mounted lower than 40' above grade.

Project specific signage plans will be included in each subsequent SPAR application.

## Permitted Signage - By Parcel

From 40' above grade and higher, only skyline signs will be permitted. Skyline signs may be located on the following signage street frontages, within the appropriate areas shown on the plan.

- E1**  
E1-1, E1-4
- E2**  
E2-4
- E3**  
E3-3, E3-4
- S1**  
S1-1, S1-3, S1-4
- S2**  
S2-1, S2-3, S2-4
- S3**  
S3-1, S3-2, S3-3, S3-4
- C3**  
C3-1, C3-2, C3-4, C3-5
- C4**  
C4-1, C4-2, C4-4, C4-5
- C5**  
C5-1, C5-3, C5-4
- W2**  
W2-1, W2-4
- W3**  
W3-3, W3-4



**12.2 Figure 2**

Permitted Signage by Parcel

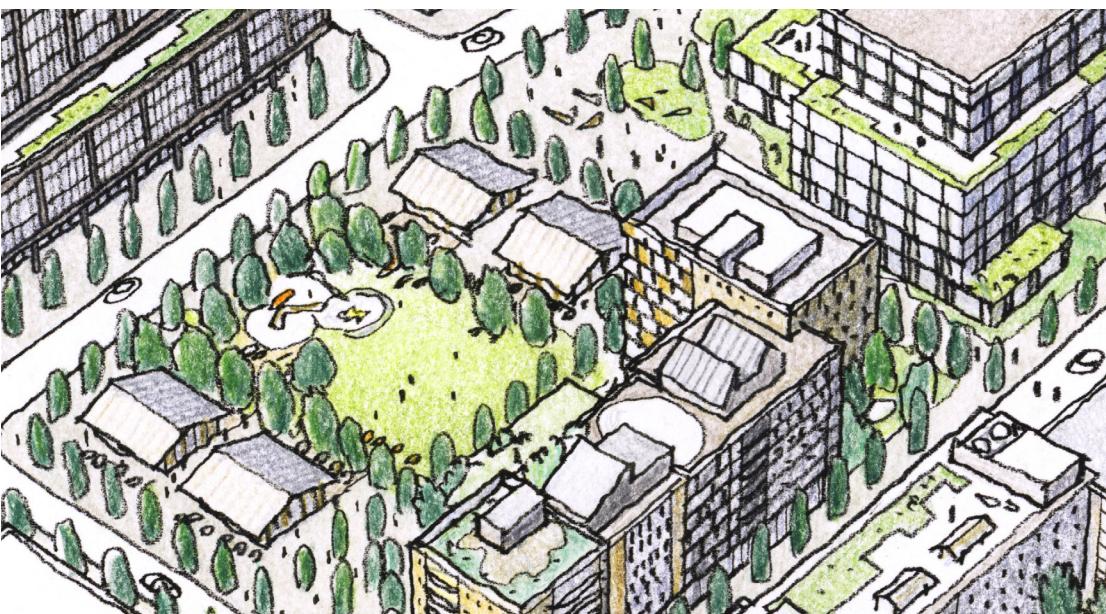
## Signage Street Frontages - Upper Level

- Commercial - Retail
- Commercial - Office or Research Facilities and Laboratories
- Residential
- Project Boundary

Signage shown is mounted lower than 40' above grade.

Project specific signage plans will be included in each subsequent SPAR application.

# 13.0



## Project Approvals

13.1 Project Approvals

88

# 13.1 Project Approvals

## Current Approvals

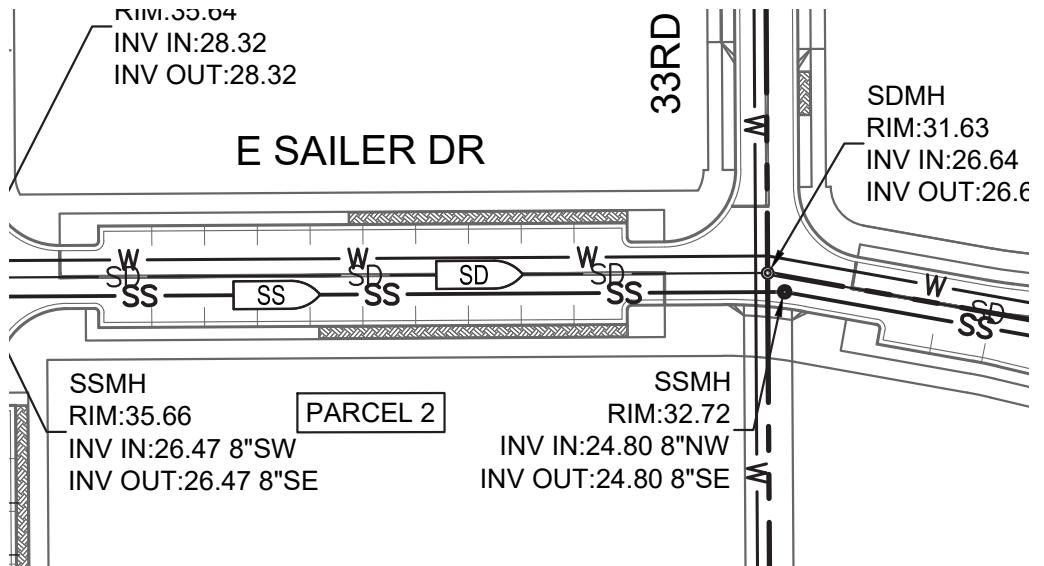
As noted, this application will be processed with a VTM and corresponding environmental review pursuant to the California Environmental Quality Act.

## Future Approvals

Following approval of this Master Development Plan, the applicant will apply for subsequent approvals such as:

1. Site Plan and Architectural Review;
2. Site Development Plan;
3. Heritage Tree Plan;
4. Any other approval required by the applicable land use regulations.

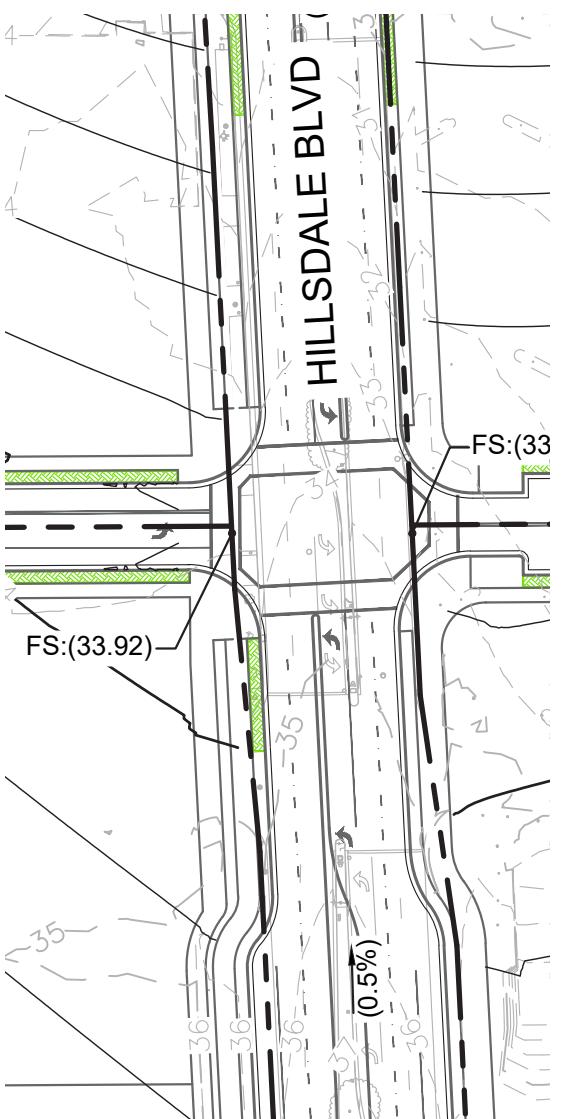
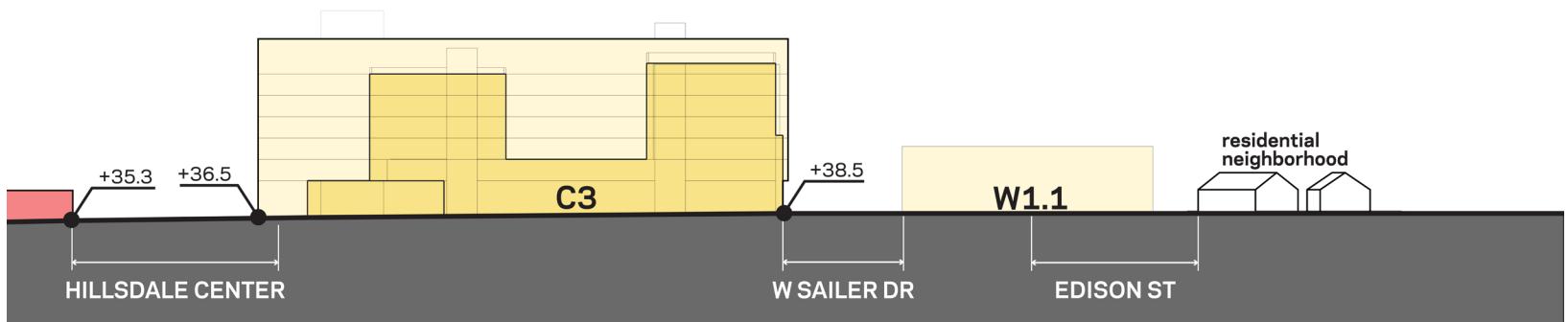
Any future modifications shall be classified according to Zoning Code Section 27.08.080, defining the significance of proposed changes as: (a) substantial conformance, (b) minor, or (c) major; and identifying the level of required review.



14.0

## Appendix

14.1 Site and Grading Plans	90
14.2 Site Sections	93
14.3 Utilities and Storm Drains	100
14.4 VTM Parcel Subdivision	102



# 14.1

## Site and Grading Plans

The redevelopment will generally maintain existing drainage patterns. Site drainage will flow primarily to the east toward El Camino Real and will be ridged along 32nd Avenue, splitting flows between 31st Avenue and Hillsdale Boulevard. Private streets internal to the development will be crowned to split flows along parcel lines and allow for localized stormwater treatment of the roadway within each parcel. Overland release for the development will follow the existing drainage patterns with release points along El Camino Real.



#### LEGEND

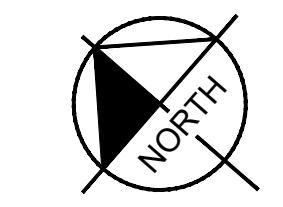
- PROPERTY LINE
- CENTER LINE
- EASEMENT LINE
- C.3 STORMWATER TREATMENT

#### PARKING SUMMARY

ON-STREET PARKING (PRIVATE STREETS): 108 SPACES

#### NOTES

1. ALL AUTOMOBILE PARKING SPACES ARE 8' WIDE X 22' LONG, UNLESS SHOWN OTHERWISE.
2. ALL CURB RADII ARE 30' UNLESS OTHERWISE NOTED.
3. STREET TREES SHALL BE PLANTED IN ACCORDANCE WITH THE CITY OF SAN MATEO STREET TREE MASTER PLAN.



GRAPHIC SCALE IN FEET  
0 50 100 200

SHEET NUMBER  
PD-SP

**Kimley»Horn**

© 2005 KIMLEY-HORN AND ASSOCIATES, INC.  
4637 CHABOT DRIVE, SUITE 350, PLEASANTON, CA 94568  
PHONE: 925-398-4840 FAX: 925-398-4849  
WWW.KIMLEY-HORN.COM

DATE	REVISIONS	DATE	BY

KHA PROJECT 197543001	DATE 05/29/2005	AS SHOWN	
SCALE			
DEAILED BY JP			
CHECKED BY NM			

#### SITE PLAN

#### PLANNED DEVELOPMENT

FOR  
HILLSDALE SHOPPING CENTER  
CA



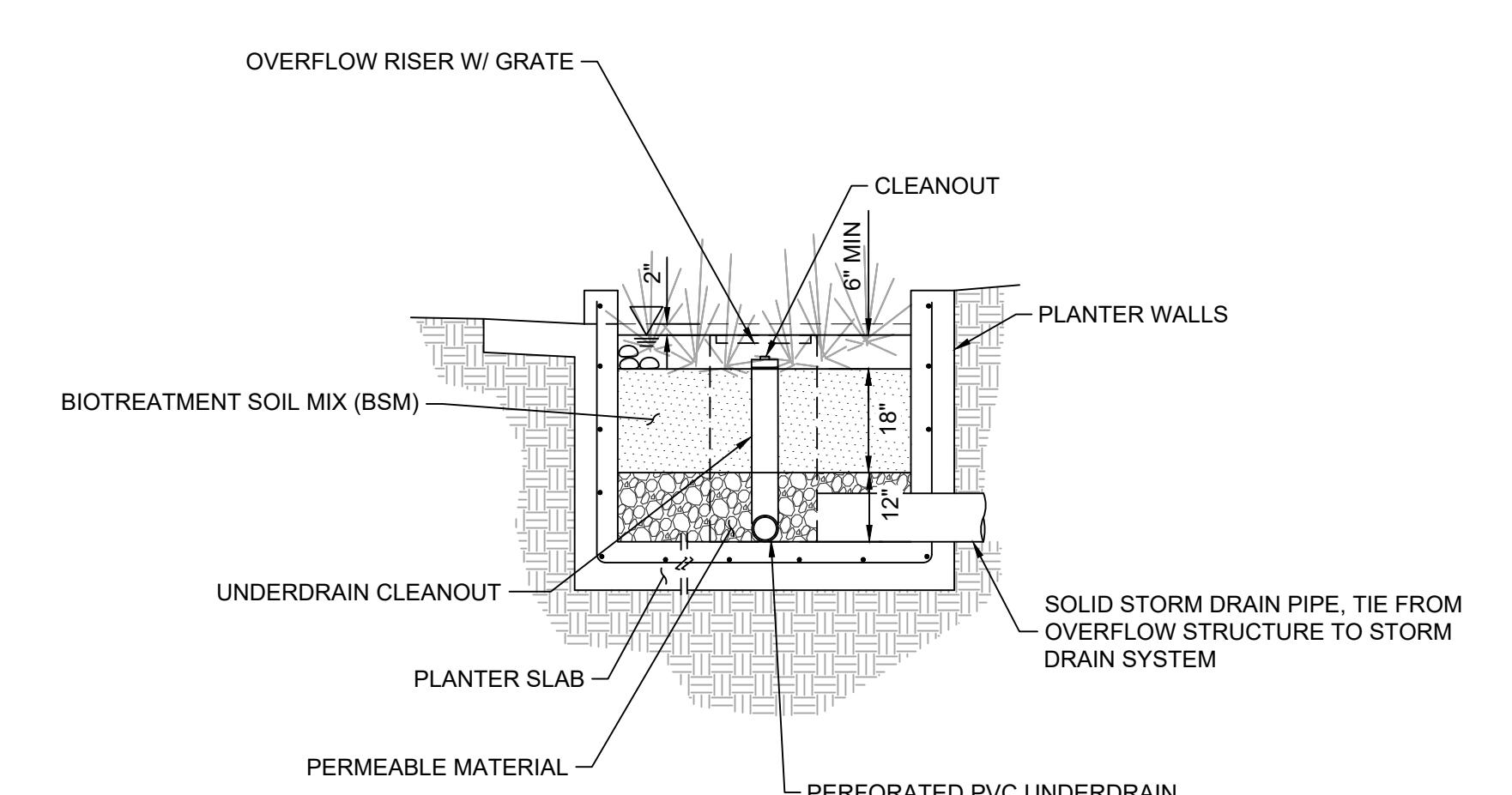
#### LEGEND

- PROPERTY LINE
- CENTER LINE
- EASEMENT LINE
- PROPOSED SPOT ELEVATION
- EXISTING SPOT ELEVATION
- EXISTING GROUND SLOPE
- PROPOSED GROUND SLOPE
- C.3 STORMWATER TREATMENT (SEE DETAIL 1 HEREON FOR EXAMPLE)
- NOTE: SIZE, LOCATION, AND TYPE OF C.3 STORMWATER TREATMENT TO BE DETERMINED AT TIME OF FINAL MAP

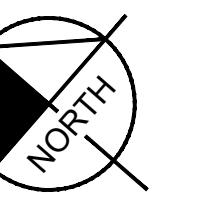
#### PRELIMINARY EARTHWORK

CUT: 12,300 CY  
FILL: 95,100 CY  
NET: 73,800 CY (FILL)

NOTE: THE EARTHWORK QUANTITIES ABOVE ARE FOR PERMIT PURPOSES ONLY. THE ABOVE QUANTITIES ARE APPROXIMATE VOLUMES CALCULATED FROM THE EXISTING GROUND TO THE PROPOSED FINISHED GRADE AND HAVE NOT BEEN FACTORED TO ACCOUNT FOR CHANGES IN VOLUME DUE TO CONSTRUCTION METHODS OR SUBGRADE MATERIAL OR STRUCTURES.



SAMPLE C.3 STORMWATER TREATMENT SYSTEM  
N.T.S.



GRAPHIC SCALE IN FEET  
0 40 80 160

#### PLANNED DEVELOPMENT FOR HILLSDALE SHOPPING CENTER CA

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WWW.KIMLEY-HORN.COM

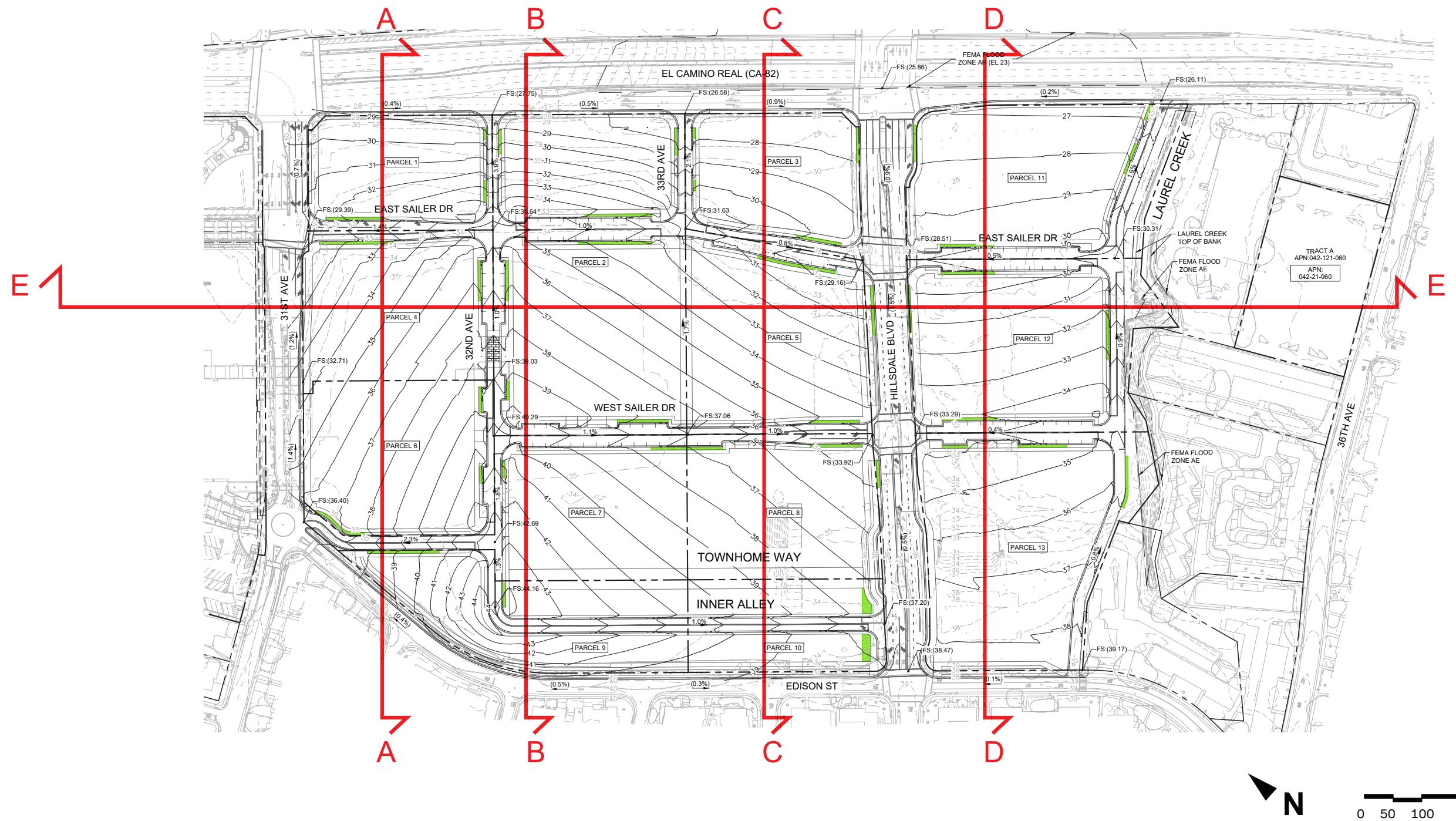
SHEET NUMBER  
PD-GD

DATE	REVISIONS	DATE	BY
05/29/2005			

14.2

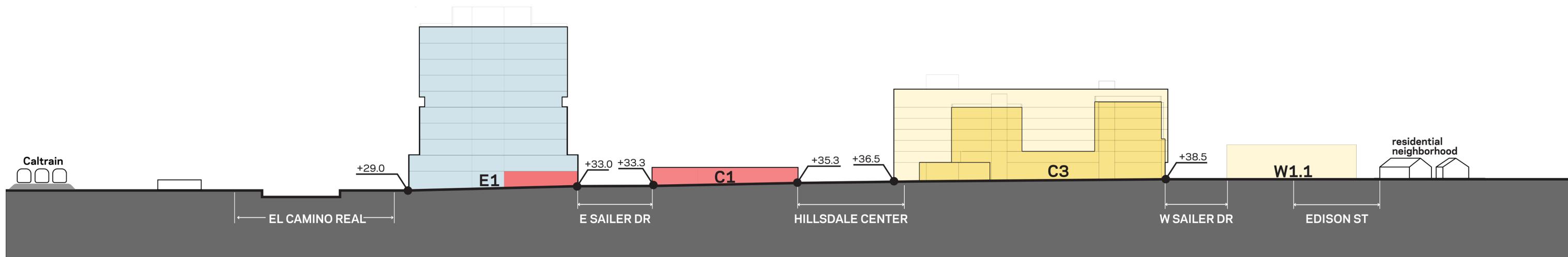
# Site Sections

## Site Sections Legend





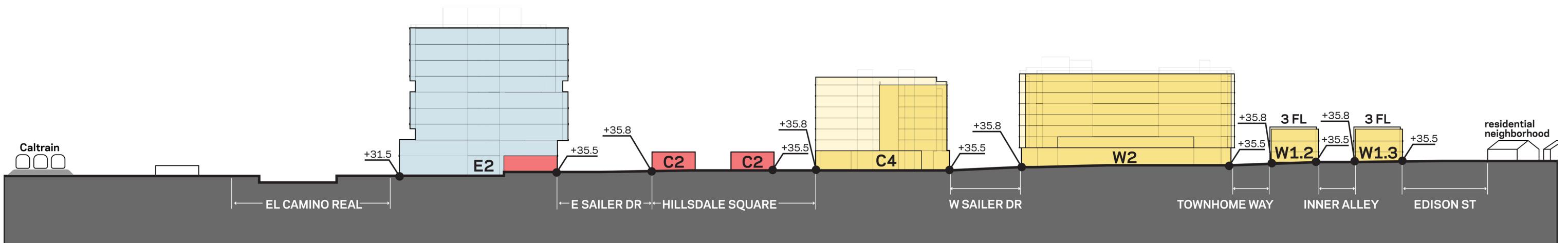
## Section A\*



\*Representative sections illustrating allowed heights and uses. These do not reflect proposed architecture.



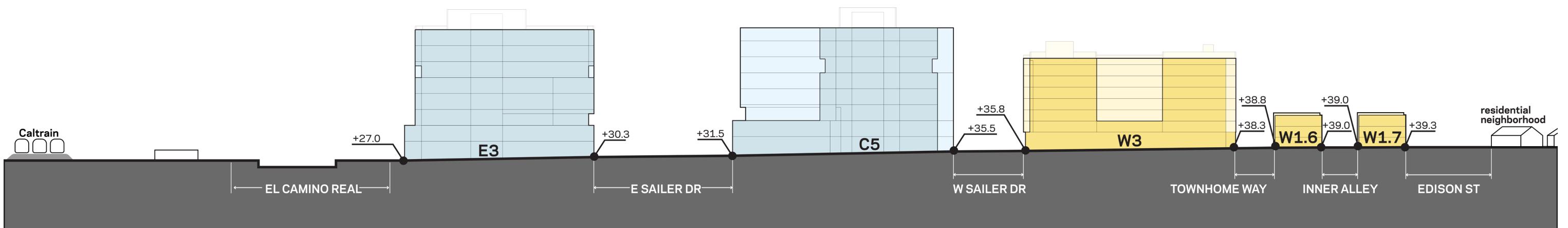
## Section B\*



\*Representative sections illustrating allowed heights and uses. These do not reflect proposed architecture.



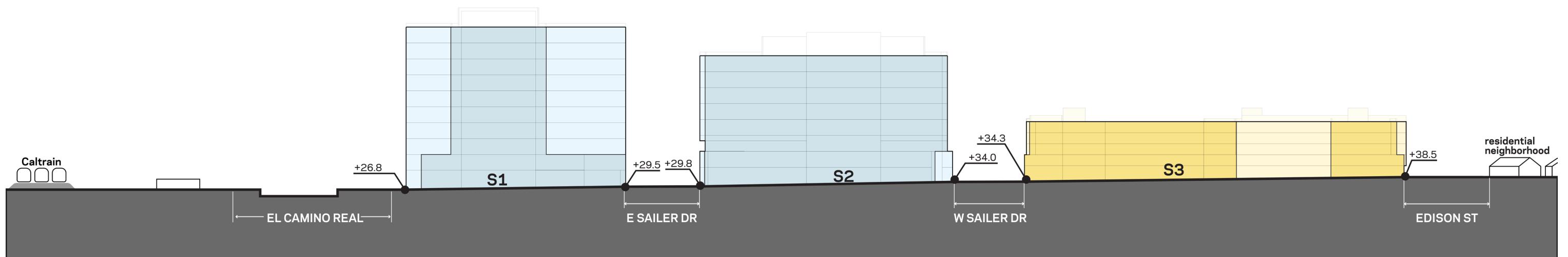
## Section C\*



\*Representative sections illustrating allowed heights and uses. These do not reflect proposed architecture.



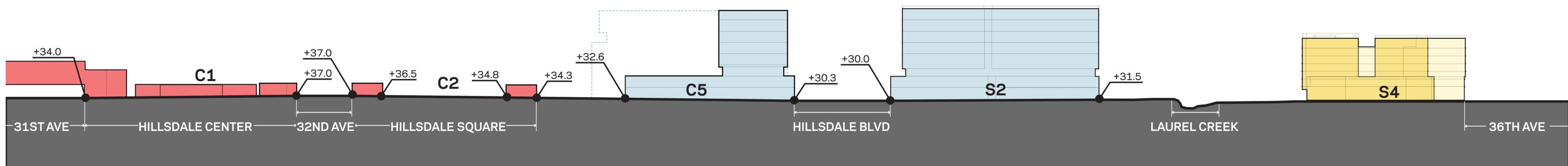
## Section D\*



\*Representative sections illustrating allowed heights and uses. These do not reflect proposed architecture.



## Section E\*

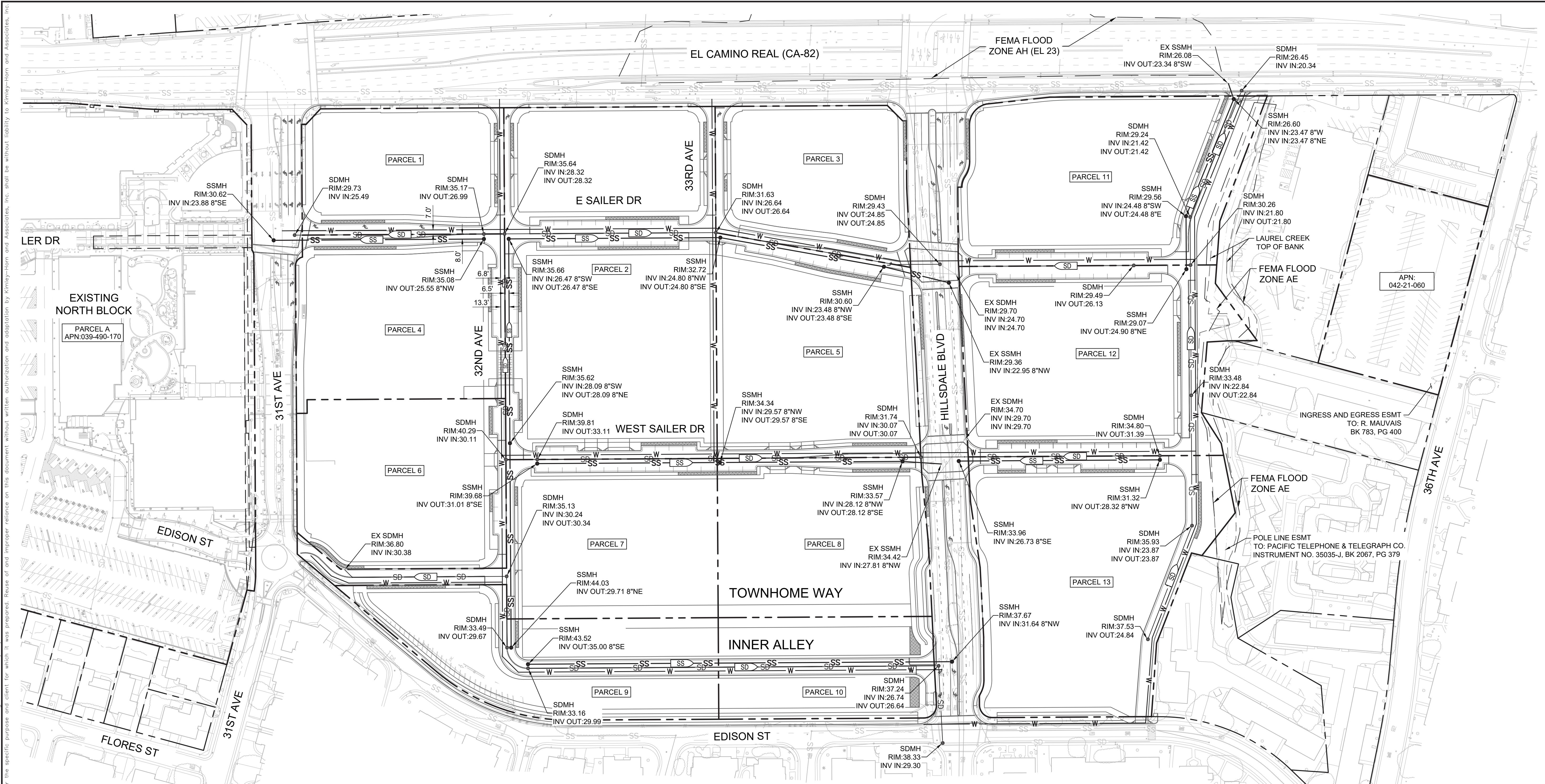


\*Representative sections illustrating allowed heights and uses. These do not reflect proposed architecture.

# 14.3

## Utilities and Storm Drains

Private roadways within the development will each contain water, sanitary sewer, and storm drain infrastructure to provide flexibility of service to each parcel. The onsite utility networks will connect to existing public mains located within 31st Avenue, Hillsdale Boulevard, El Camino Real, and Edison Street.



#### LEGEND

PROPERTY LINE	---
CENTER LINE	---
EASEMENT LINE	---
PROPOSED STORM DRAIN PIPE	SD
STORM DRAIN INLET, MANHOLE, CLEANOUT	(D)
PROPOSED SANITARY SEWER PIPE	SS
SEWER MANHOLE, CLEAN OUT, AREA DRAIN	(S)
PROPOSED WATER PIPE	W
PROPOSED FIRE WATER PIPE	FW
C.3 STORMWATER TREATMENT	[hatched box]

#### UTILITY NOTES

- ALL DIMENSIONS ARE SHOWN FROM CENTER OF PIPE TO CENTER OF PIPE UNLESS OTHERWISE NOTED.

#### EXISTING UTILITY NOTE

EXISTING UTILITIES ARE SHOWN ON THESE PLANS AS THEY ARE BELIEVED TO EXIST BASED ON AVAILABLE RECORDS BY OTHERS. THE OWNER AND ENGINEER DO NOT ACCORDINGLY WARRANT FOR THE ACCURACY OR COMPLETENESS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR VERIFYING THE EXISTENCE, LOCATION, DEPTH, AND DIMENSION OF ALL UTILITIES PRIOR TO CONSTRUCTION. THIS SHALL INCLUDE CALLING UNDERGROUND SERVICE ALERT, POTHOLING, AND SURVEYING THE HORIZONTAL AND VERTICAL LOCATIONS OF UTILITIES AT ALL PROPOSED UTILITY CROSSINGS, AREAS OF EXCAVATION, AND WHERE CONSTRUCTION MAY BE AFFECTED BY THE LOCATION OR DEPTH OF THE UTILITY. DISCREPANCIES OR POTENTIAL CONFLICTS WITH PROPOSED IMPROVEMENTS MUST BE REPORTED TO AND RESOLVED BY THE ENGINEER PRIOR TO PROCEEDING WITH CONSTRUCTION.

PLANNED DEVELOPMENT FOR HILLSDALE SHOPPING CENTER CA

**Kimley»Horn**

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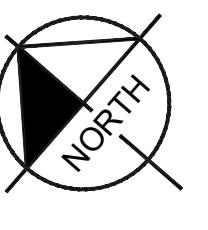
4637 CHABOT DRIVE, SUITE 350, PLEASANTON, CA 94568

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REVISIONS	DATE BY

KHA PROJECT 197543001	DATE 05/29/2005
SCALE AS SHOWN	
DESIGNED BY BT	
DRAINED BY JP	
CHECKED BY NM	



GRAPHIC SCALE IN FEET  
0 40 80 160

SHEET NUMBER  
PD-UT

14.4

## VTM Parcel Subdivision

No land is planned to be dedicated for street, park, school, or any other purposes as part of the Vesting Tentative Map application. Any dedications, if required, will be depicted at the time of final map filing.





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