Change happens. Reimagining Hillsdale, together.

Last December, Hillsdale asked San Mateans to join us in reimagining the future of our shopping center.

The Driving Force

Global conditions had already irreversibly changed the retail world.

A "Retail Apocalypse"

12,000
SHOPS CLOSED NATIONWIDE IN 2019 ALONE

22,000
SHOPS SCHEDULED TO CLOSE IN 2020

20-25%
OF MALLS ARE ANCHORLESS
Source: Credit Suisse

The Re.Imagine Roadmap

1. Build understanding of strengths and conditions
2. Engage as many people as possible
3. Explore the potentials and the priorities

Our Intent

Working closely with Hillsdale's Cindy "Kalme-San Mateans" SHAH General Plan Updates, we sought to understand what the community needed and what the needs of our customers and community in coming years.

Creative Collaboration

In order to maximize participation, we used different ways to join the conversation.

Idea Store

A dedicated learning and sharing space

Online/In-Store Survey

Understanding perceptions and priorities

Website

Overview of history and future options

Public Events

Dialogue sessions held at Hillsdale and around the community.

Survey Snapshot

Total Responses

3,398

Retail Realities

Factoids with the fact that online shopping is significantly affecting retail stores are rarely.

Economic Importance

Hillsdale's friendly workspaces that would encourage more local entrepreneurial contribution to the city.

Housing in the Mix

Importance of providing new housing, including affordable workforce housing, near the Caltrain station.

54.20%
VERY IMPORTANT

36.23%
SOMEWHAT IMPORTANT

9.57%
NOT IMPORTANT

Change Priorities

Hillsdale's Important Attributes

Sustainability
Reducing the amount "more energy and water efficient centre reducing environmental impacts."

Transportation
Better connection options that extend "Caltrain to walk, park and improve travel on El Camino."

Neighborhood
Better integration with the surrounding neighborhood and "more accessible to people on foot and bicycle."

Green Features

The survey shows substantial interest in enabling more open spaces and parks to the Hillsdale mix.

Overall Values

Respondents, more than 500 little Brow values continues participated in a qualitative priority-setting exercise.

Ranking of potential Re.Imagine priorities based on survey responses. Higher Results represented by lower score.

Understanding

While people want to preserve the qualities that create a strong "sense of place" in the "Heart of the Peninsula," they're open to new and different ideas.

Our commitments

1. Celebrate Hillsdale's legacy as a place to gather, socialize, celebrate, and create new memories
2. Continue our retail tradition, while adapting to changing consumer preferences and retail realities
3. Prioritize public health and safety, and public amenities that enhance our shared quality of life
4. Capitalize on Hillsdale's unique capacity to be a strong driver for economic vitality and contribute substantial activity to support essential services
5. Feature Hillsdale's ability to play a role in larger problems solving
6. Focus all continues to Re.Imagine, together.

Re.Invention

We began Re.Imagine Hillsdale out of a desire to better understand our customers and the people who live here. Now, with a deeper sense of our community's hopes, we are prepared to embark on the fundamental work of Re.Invention, which will shape our shared experience about the future. The logistics and expansion already agreed will prove to be important steps in this journey. Together, we imagine what comes next.

You see, 50 years after our grandfathers first imagined Hillsdale, we are now the people who are maybe the only to hold responsibility for the future of our community, its and always will be, our greatest role.

Sincerely,

Steve Bigler
President and CEO of the David S. Bohannon Organization

Thank you!

Click here to read the full Re.Imagine Hillsdale report.