



# Hey San Mateo,



Over the last few years, you have shared your priorities for the future of Hillsdale.



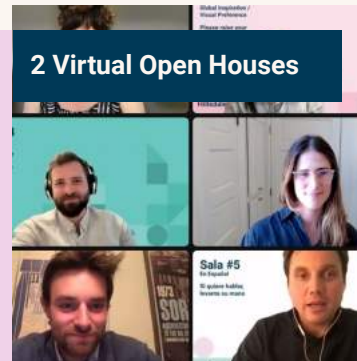
# Engagement at a glance

2 Open Houses



1,801  
WRITTEN  
COMMENTS  
(2022)

2 Virtual Open Houses



3 Site Walks



2,029  
PEOPLE  
ENGAGED  
(2022)

15 Office Hours



9 Community Pop-Ups

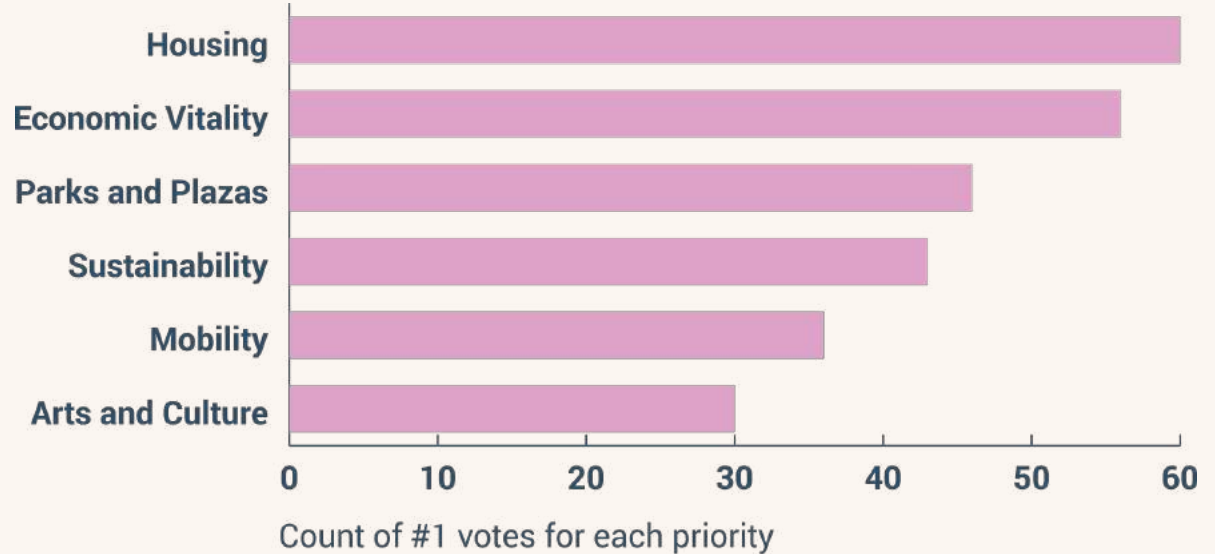


This is what  
you've told us.



# Your Priorities

200 people at our May 2022 Open House events shared their priorities, and housing was ranked as the #1 top priority.



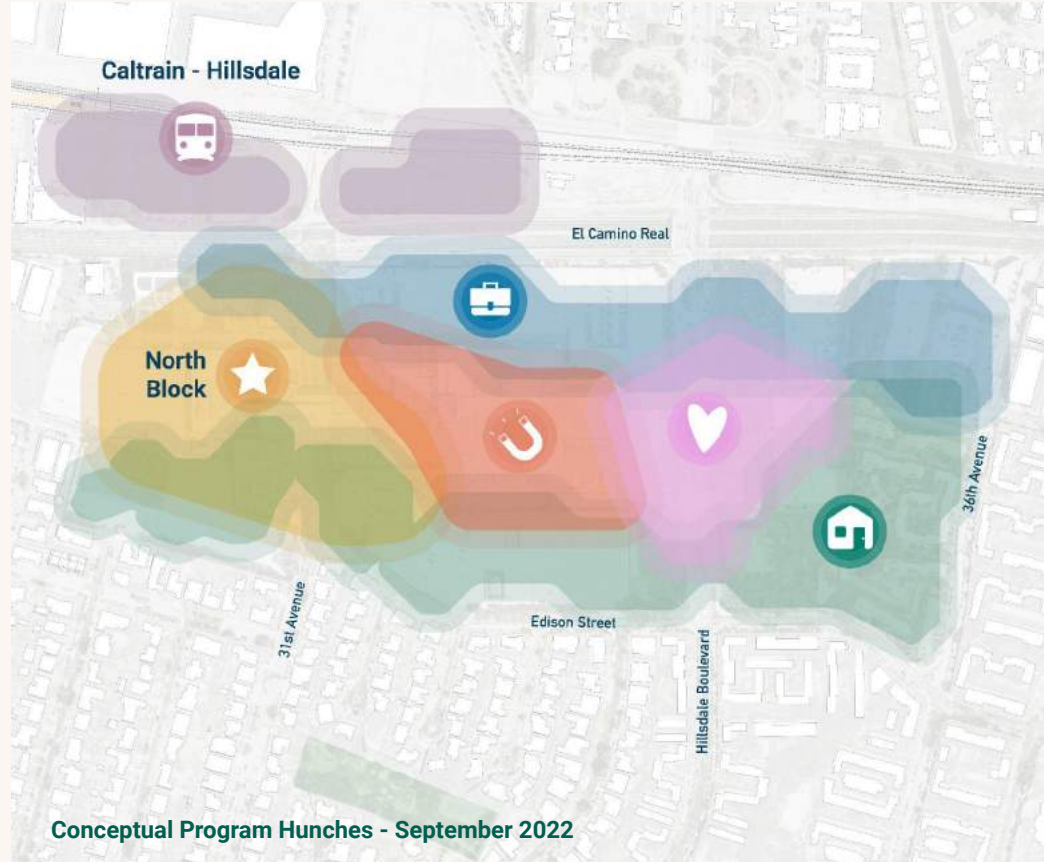
Data collected from in-person and online votes at Open Houses in May 2022.

# Key Ingredients

These 'key ingredients' are design elements that you helped us identify as priorities.

-  A new, energetic shopping & dining hub
-  A welcoming neighborhood edge
-  An improved mobility network
-  Essential housing serving San Mateo's needs
-  An open & dynamic community space
-  A thriving hub for working, retail and dining
-  A network of beautiful pathways
-  A characterful and varied design

Your feedback during our September Open House events has helped us to fill in the details on how to best deliver each key ingredient.



# 01

## A new, energetic shopping & dining hub

### Top-voted images



### In your words

"Farmers markets, night markets (local artists, food, cultural diversity)."

"I would love to see an errands center with post-offices or banks. A "go-to place" for daily needs."

"Hillsdale will be a place where I can relax and see and see or learn or hear something new - fashion, art, music."





# An improved mobility network

## Top-voted images

Safer pedestrian crossings



Pedestrian bridge



## In your words

“Safe crossing for children”

“Protected Bike Lanes”

“Encourage use of public transportation”

“Need more + enough parking”



# 03

## An open & dynamic community space

### Top-voted images

Evening programming for all ages



#1

Outdoor performance



#2

### In your words

“Highlight gathering spaces farmer’s markets, areas for live music, arts and culture where visitors can meet with friends and loved ones and linger”

“All of the open space areas must be kept clean”

Events on the calendar to appeal to all ages - pop-ups, farmers markets, how-to’s, self improvement and mental wellness, etc.”





# A network of beautiful pathways

## Top-voted images



## In your words

"The heart of the walkable zone should be all pedestrian-oriented, not bifurcated by roads or intersections if possible."

"I love the pictures of lush, green spaces to stroll or sit."

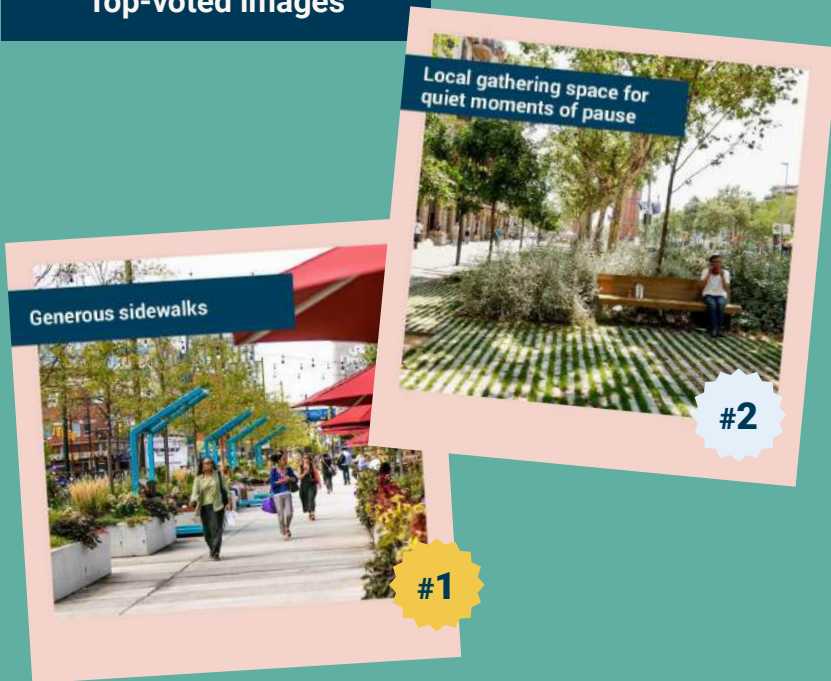
"Like the idea of "green walk" allows elderly a place to go to."



# 05

## A welcoming neighborhood edge

### Top-voted images



### In your words

"I'd like big, open sidewalks for safety and easy maneuvering of strollers"

"Please keep edges quiet, low scale, and warm, with plenty of landscaping."

"People need something to look at that is tranquil after all the stress + busyness of our lives"



# Essential housing serving essential neighborhood needs

## Top-voted images

Architectural variety



Shared outdoor space



## In your words

“San Mateo is a gem and people are going to come live here, let's make it the best we can.”

“Would like to see all income levels, and family structures provided for.”

“Senior living, close to it all.”



# A thriving hub for working, retail and dining

## Top-voted images



## In your words

“More job opportunities with good paying jobs.”

“Hillsdale will be a place where I can meet up with friends, bring my grandchildren for activities, eat and shop”

“Provide spaces & programs for different generations (teen hangouts, senior gatherings, parent-oriented stores, childcare drop off, etc)”



# A characterful and varied design

## Top-voted images

Human centered details



Comfortable human scale



## In your words

“Incorporate sustainable design and best practices”

“Soften modern styles and shapes with attractive landscaping and human scale design features”

“Tie into the more traditional elements of the Peninsula, like older buildings downtown”

“Building diversity makes a place engaging, interesting, and fun.”

