

Attachment 16- Public Comments

PA12-040 Draper University and the Collective
Entrepreneurs Club

From: Stephanie Hu [<mailto:stephyhu999@gmail.com>]

Sent: Thursday, January 03, 2013 9:05 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: Draper University

Dear City Council Members:

- David Lim
- Robert Ross
- Maureen Freschet
- Brandt Grotte
- Jack Mathews

Dear San Mateo Planning Commissioners:

- Dianne Whitaker, Chair
- J. Christopher Massey, Vice-Chair
- Kelly D. Moran
- Joshua S. Hugg
- Rick Bonilla

I am in support of Draper University operating in downtown San Mateo.

Draper University will add exceptional academic and entrepreneurial benefits to the students and families of San Mateo and its surrounding areas. Draper University has already offered strong support to the students of our community but these opportunities will be lost to another community if Draper University is forced to locate elsewhere.

Please consider the opportunities that Draper University will offer to our students when considering the application for PA12-040 DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

Thank you,

Stephanie Hu

From: Amy B. McHugh [<mailto:abmchugh@yahoo.com>]

Sent: Friday, January 04, 2013 11:16 AM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: Draper University

I am in support of Draper University operating in downtown San Mateo. Draper University will add exceptional academic and entrepreneurial benefits to the students and families of San Mateo and its surrounding areas. Draper University has already offered strong support to the students of our community but these opportunities will be lost to another community if Draper University is forced to locate elsewhere. Please consider the opportunities that Draper University will offer to our students when considering the application for PA12-040 DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

Thank you,

Amy McHugh
Parent, Aragon High School

From: Allison D [<mailto:allisond124@gmail.com>]

Sent: Thursday, January 03, 2013 6:31 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: Draper University

To whom it may concern,

I am in support of Draper University operating in downtown San Mateo. Draper University will add exceptional academic and entrepreneurial benefits to the students and families of San Mateo and its surrounding areas. Draper University has already offered strong support to the students of our community but these opportunities will be lost to another community if Draper University is forced to locate elsewhere. Please consider the opportunities that Draper University will offer to our students when considering the application for PA12-040 Draper University and the Collective Entrepreneurs Club.

Thank you,

Allison

From: Sundar Natarajan [<mailto:sundarnatarajan@hotmail.com>]

Sent: Thursday, January 03, 2013 5:29 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: Supporting Draper University in San Mateo..

dlim@cityofsanmateo.org, rross@cityofsanmateo.org, mfreschet@cityofsanmateo.org,
bgrotte@cityofsanmateo.org, jmatthews@cityofsanmateo.org,
PlanningCommission@cityofsanmateo.org

City Council Members

- · David Lim
- · Robert Ross
- · Maureen Freschet
- · Brandt Grotte
- · Jack Mathews

San Mateo Planning Commissioners:

- · Dianne Whitaker, Chair
- · J. Christopher Massey, Vice-Chair
- · Kelly D. Moran
- · Joshua S. Hugg
- · Rick Bonilla
-

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Thank you,

Sundar Natarajan
2506 S Norfolk St
San Mateo CA 94403

From: Haruko Makitani [<mailto:hshinodamakitani@pacbell.net>]

Sent: Thursday, January 03, 2013 4:36 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

Dear City Council Members and San Mateo Planning Commissioners:

I am in support of Draper University operating in downtown San Mateo. Draper University will add exceptional academic and entrepreneurial benefits to the students and families of San Mateo and its surrounding areas. Draper University has already offered strong support to the students of our community but these opportunities will be lost to another community if Draper University is forced to locate elsewhere. Please consider the opportunities that Draper University will offer to our students when considering the application for PA12-040 DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

Sincerely,

Haruko and Yoshi Makitani

Parents of Aragon High School student

From: Oldham, Cindy [<mailto:coldham@mercurynews.com>]
Sent: Thursday, January 03, 2013 4:28 PM
To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission
Cc: smuhsdgateparents@gmail.com
Subject: Draper University

As a Parent of a San Mateo Union High School Gate Student I am in support of Draper University operating in downtown San Mateo. Draper University will add exceptional academic and entrepreneurial benefits to the students and families of San Mateo and its surrounding areas. Draper University has already offered strong support to the students of our community but these opportunities will be lost to another community if Draper University is forced to locate elsewhere. Please consider the opportunities that Draper University will offer to our students when considering the application for PA12-040 DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

Thank you,

Cindy Oldham

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From: Kevin Nelson [<mailto:kevinrossnelson@gmail.com>]

Sent: Thursday, January 03, 2013 2:39 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews; Planning Commission

Subject: PA12-040 DRAPER UNIVERSITY AND THE COLLECTIVE ENTREPRENEURS CLUB

City Council Members

- David Lim
- Robert Ross
- Maureen Freschet
- Brandt Grotte
- Jack Mathews

San Mateo Planning Commissioners:

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- J. Christopher Massey, Vice-Chair
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Thank you,

Kevin Nelson

From: Fanny Ho <fannyyungho@gmail.com>
Date: Thursday, January 3, 2013 2:26 PM
To: Carol Lo <carol@draperuniversity.com>
Subject: Inquiry about The Collective.

Hello Draper University!

My name is Fanny Ho and I am currently a footwear designer at Nike up in Portland, Oregon. A close friend of mine mailed me the article, "Draper unveils collective plans" from The Daily Journal the other day and I was hoping to learn more about the pop-up retail space. Recently this past November, I had the amazing opportunity of planning 525, Nike's first ever design pop-up shop featuring the personal work of thirty Nike designers. It was a ton of work to manage and do something that has never been done but it was such an amazing success! It brought the creative community together, gave the Nike designers great exposure and we helped raise \$3k for a local charity, Caldera. It was an absolute dream come true for me filled with millions of smiles and compliments all night!

Last February, I started my own business called Product of Play featuring handmade jewelry and crocheted pots. I love participating in local pop-up shops and now I know I love planning them as well! I am very interested in the opportunity to work with The Collective and make it a magical opportunity for the community of San Mateo and the rest of the Bay area.

Thank you so much for your time and I hope to hear from you soon!

Fanny Ho

From: Jacqueline Lin [mailto:jcqln_lin@yahoo.com]

Sent: Thursday, January 03, 2013 2:23 PM

To: David Lim; Robert Ross; Maureen Freschet; Brandt Grotte; John "Jack" Matthews;
Planning Commission

Subject:

City Council Members

- • David Lim
- • Robert Ross
- • Maureen Freschet
- • Brandt Grotte
- • Jack Mathews

San Mateo Planning Commissioners:

- • Dianne Whitaker, Chair
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Thank you,

Jacqueline Lin

From: Bennett, Grazia [mailto:Grazia.Bennett@SothebysHomes.com]
Sent: Thursday, December 27, 2012 2:27 PM
To: Julia Yeh
Subject: To Julia Yeh/Draper University

Dear Julia,

I am writing to you in support of Draper University. I recently went to the Open House and I was mesmerized by the energy, enthusiasm and drive of the young men and women who attended the pilot program. I know when I see a "good" thing in education. I worked for several years as Development Director for the Institute of International Education (IIE), the American non-profit managing global educational programs including the Fulbright program. I am also very involved in the community focusing mostly on entrepreneurship and education.

My son Nicholas is planning to apply to Draper University and attend the program during the summer. Nicholas is a junior at the Bay School in San Francisco. I discussed the program with Nicholas' advisor and she thinks that it is a fantastic opportunity for him not matter what he decides to do in life. Draper University will provide Nick with skills that seldom are taught in high school: to think outside the box, to embrace failure as a way to succeed, to stretch his intellectual and creative abilities, to work in team, to conquer the fear of speaking in public and to understand the dynamics of creating a company with all its challenges, difficulties and rewards.

I also think that the City of San Mateo is going to benefit tremendously by this initiative. Draper University will greatly contribute to put San Mateo on the global map. What a compelling opportunity for the entire community!

Thank you for supporting Draper University.

Warm regards,

Grazia Bennett

Maria Grazia Bennett
DRE# 01889420
Sotheby's International Realty
415.294.4244 direct & efax
Grazia.Bennett@SothebysHomes.com
www.graziabennett.com
www.graziabennett.com/testimonials

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From: Maxine Turner <publicmax@gmail.com<<mailto:publicmax@gmail.com>>>
Date: December 23, 2012, 6:48:23 PM PST
To: Diane Whitaker
Cc: Joshua Hugg, "Kelly D. Moran" , Rick Bonilla
Subject: PC - Draper project

Dear Chair Whitaker and Planning Commissioners - I don't have an email for Chris Massey, so would appreciate it if you could forward my email to him too.

First, i'd like to compliment you on your recent decision & conduct during the difficult 7-11 project hearing. I am most appreciative of having such thoughtful and supportive people working so hard on behalf of the citizens of San Mateo. Thank you.

Secondly, I strongly request that you do not give an Economic Development Permit exemption to the City's required retail policies for the Draper project proposal for the Collective Building. It will set a dangerous precedent for conversion to office space by other property owners that could significantly harm downtown. There is no convincing evidence that these changes are needed to support the nascent University concept. Keeping the central part of the Collective building as flexible space could accommodate the occasional Draper U. lectures. As well there are many nearby public meeting spaces (Library, Central Park Rec Center) that can be rented for large meetings.

I support the proposal for Draper University in the Benjamin Franklin hotel building and for the 4th Avenue property. I'm sending this to you now since i will be out of town during the holidays and i want to give you the maximum amount of time to review my concerns and Neg. Dec. comments since i'm sure you all will be busy during that time too. Please refer to my editorial in the Dec 21 Daily Journal for more detail: http://www.smdailyjournal.com/article_preview.php?type=opinions&title=OP-ED:%20Retaining%20the%20true%20value%20of%20downtown%20San%20Mateo&id=1760209

1) Absolutely no economic or demographic reason has been shown to justify changing this long-standing downtown policy that represents the oft-repeated values of the community & which has protected our downtown through numerous pendulum swings of the economic cycle. The City has just revised the required retail policy and the Draper project should work within its increased flexibility. Downtown is OK - it is not dying or blighted even through the serious recession of the past 4 years. Parking and traffic remain major issues which further indicate the vitality of our downtown.

The recently completed AECOM Downtown San Mateo Market Analysis Update noted that converting an average retail property of 5000sf (50'x100') to office would require 288 office employees to generate an equivalent amount of sales tax as a retail store. The conclusion was that it is important to the tax base to maintain ground floor retail. That study also noted that downtown is well positioned for strong economic growth over the next several years. The office workers proposed for the Collective Building would not replace the sales tax value of just one of the retail stores that have been vacated.

Furthermore, downtown already has attracted a large number of start-up companies to our downtown, filling 2nd floors, basements and side streets with allowable offices. Their many young workers have already changed and revitalized the retail mix, especially restaurants, and the Draper project will not significantly affect the demographic diversity that already thrives in the downtown. Equally important is to be careful that downtown doesn't become concentrated in serving one segment of the population at the expense of the existing variety of stores and services that serve our neighborhoods, as well as downtown workers.

2) The proposal for the Collective Building far exceeds the expressed needs of Draper University for transition start-up office space for graduates and a multi-purpose room for lectures. It turns the entire building into office space, albeit with trendy jargon calling it co-work, peer-peer, retail office! I have checked the examples provided in the application for this type of office space & note that they are more typically located in underutilized, fringe areas, not in core downtowns. There is nothing wrong with the concept of this type of office space - it just doesn't belong in the heart of downtown & certainly doesn't justify changing an important General Plan policy to allow it. The proposal also eliminates the vital public interaction of true retail spaces, instead creating a private 'entrepreneurs' club in an area that formerly the public could not only walk into, but also walk through to the parking areas and 2nd Avenue. The Downtown Plan encourages these mid-block connections.

The most disruptive, ridiculous proposal involves the removal of the ground floor of the former Jud Green store on the east end of the Collective Building to make a 2-story space from the basement. This so-called multi-purpose event space is presumably necessary to provide an area for student lectures and hanging-out. When and if it will ever be available to the general public has not been defined nor ensured. Why destroy a big hunk of an existing building for an experimental project that may or may not succeed when a more measured reuse can both meet the owner's needs and comply with community standards.

As an example: Keep the two end sections of the Collective Building that formerly housed Jud Green and Xcel Salon for retail. Take advantage of the recent revisions to retail policies that allow office uses behind the retail shops. That extra office space, along with the large central section of the Collective Building, should easily meet the stated needs of the University for lectures and flexible transition start-up space for graduates. Keep the display window and pop-up retail concepts as mitigation for the loss of retail in the main Collective space. Let's see whether Draper University succeeds while the Tuesday Morning lease continues for another 18 months.

In closing, I urge you to uphold the General Plan Policy for required retail frontage in our core downtown area. I would not be opposed to letting Draper utilize the central portion of the Collective Building - IF Draper clearly ties its use to the University plan for the Benjamin Franklin building. Give the recently adopted retail frontage revisions a chance to work. This project provides no pressing reason to change our plans for downtown. I ask you to remember how many times Burlingame turned down the Safeway project until they complied with their community plan & vision. The resulting project proved that the wait was worth it.

Let's give downtown San Mateo the same chance to attract a project that fits within our guidelines. The economy is improving. The Downtown Merchants Association has new energy. Our residents are ready to "shop local" in a revitalized downtown. Please don't prematurely throw away that future.

Thank you for the opportunity to give you this input. Please respond to me by email if you have any questions or want additional information.

Maxine Turner

THE DAILY JOURNAL

The Peninsula's homepage

OP-ED: Retaining the true value of downtown San Mateo

December 21, 2012, 05:00 AM By Maxine Turner



Maxine Turner

The Draper University plan to take over the Benjamin Franklin Hotel and former Collective Building is rushing forward while San Mateo residents are preoccupied with holiday activities. The longtime retail tenants in the Collective Building are gone. Rent-a-desk office space is proposed to replace them. These changes could have major impacts on traffic, parking, sales taxes and the many retail shops that residents depend on. In its Dec. 12 editorial, the Daily Journal correctly noted that before the city sacrifices its own long-standing policies and vision for our downtown it must ensure that the changes will bring something of significant value to the community.

The proposal for the Benjamin Franklin Hotel appears to meet that threshold in that a long-vacant historic landmark will once again be filled with life. Additionally, the proposed exterior landscape improvements to the walk-through alley between Third and Fourth avenues will benefit all downtown pedestrians as well as students. But let's not forget that Draper University is an experimental concept in keeping with Tim Draper's background as a venture capitalist — investing in many ideas that fail before one succeeds. Even with community support, Draper University does not yet have a track record that can be relied upon.

Unlike the risk-taking model of venture capitalism, the model for a successful community is stability. Our downtown is not a startup. In fact, startups are attracted to downtown San Mateo because it has stood the test of time and offers the variety of activities that those of us who live here value too.

Unfortunately, the proposal for the Collective Building falls far short of adding value to our community. In place of retail, a trendy concept for office space is proposed requiring a major change to existing city policies that require retail uses along the ground floor of key downtown streets. The type of peer-to-peer workspace proposed is more typically located in underutilized fringe areas, not in prime downtowns. Once a precedent is set of converting retail space to office, every other property owner can expect to do the same.

The required retail policies in the San Mateo General Plan are the result of many years of community involvement. Retail means that the public can enter a store, interact with salespeople and purchase a product. This public interaction is vital to the interesting and vibrant street life that residents continually say they value.

A strong retail sector is also vital to the city's tax base and budget. A recent Downtown San Mateo Market Analysis Update noted that converting an average retail property of 5,000 square feet (50 feet by 100 feet) to office would require 288 office employees to generate an equivalent amount of sales tax as a retail store. The conclusion was that it is important to the tax base to maintain ground floor retail. That study also noted that downtown is well positioned for strong economic growth over the next several years. The office workers proposed for the Collective Building would not replace the sales tax value of just one of the retail stores that have been vacated.

The most disruptive proposal involves the removal of the ground floor of the former Jud Green store on the east end of the Collective Building to make a two-story space from the basement. This so-called multi-purpose event space is presumably necessary to provide an area for student lectures and hanging out. When and if it will ever be available to the general public has not been defined nor ensured.

Why destroy a big hunk of an existing building for an experimental project that may or may not succeed when a more measured reuse can both meet the owner's needs and comply with community standards? Keep the two end sections of the Collective Building that formerly housed Jud Green and Xcel Salon for retail. Take advantage of the recent revisions to retail policies that allow office uses behind the retail shops. That space along with the large central section of the Collective Building should easily meet the stated needs of the university for lectures and flexible transition startup space for graduates. Keep the display window and pop-up retail concepts as mitigation for the loss of retail in the main Collective space.

All the buzz words about entrepreneurial, peer-to-peer workspace do not change the fact that the current proposal is for office space unrelated to Draper University. Project supporters stress that change is good ... changing our downtown into an office park — maybe not so good!

The Planning Commission public hearing is 7:30 p.m., Jan. 8 in the City Council Chambers at City Hall, 330 W. 20th Ave., San Mateo.

Maxine Turner is a former member of the San Mateo Planning Commission and former member of the committee to update the city's General Plan. She was actively involved in three previous Downtown Plan revisions and Measure H/P Growth Management Initiatives. She has lived in San Mateo since 1983.

Memo

Cornish & Carey Commercial
Newmark Knight Frank
One Bush Street, Suite 400
San Francisco, CA 94104

To: Julia Yeh
From: Cornish & Carey Commercial
Newmark Knight Frank
CC:
Date: December 18, 2012
Re: Retail at Collective Building

Dear Ms. Yeh and the City of San Mateo,

I am writing to share some insights about the Downtown San Mateo commercial district. My company has done a significant amount of real estate advisement in San Mateo County and San Mateo City, and we have represented numerous retail and business clients selling, buying and leasing commercial real estate in downtown San Mateo.

I and several of my colleagues at Cornish & Carey have been following the Draper University & Collective Entrepreneurs Club project in San Mateo. We feel very strongly that this project will bring much-needed positive activity to San Mateo and Third Ave, a gateway to downtown, and you will be hard-pressed to find an alternative to fill the former Benjamin Franklin Hotel and Collective Building with something that will attract other retailers and visitors as I believe Draper's use will.

For many years, the Collective Antiques Store was the main tenant in the Collective Building, occupying over 18,000 square feet on two levels. A previous tenant, Jud Green, occupied this building in a much smaller space, approximately 3,000 square feet. Since they shut down in 2007, no other retailer has shown interest in the space. It is already well-known that the Benjamin Franklin Hotel has sat empty for almost a decade with no interested suitors. This same scenario may well happen with the Collective Building if the Collective Entrepreneur's Club is not approved.

As an expert in retail real estate, it is my belief that it will be extremely difficult to find a retailer who could rent an 18,000 square foot space with limited parking at San Mateo's current rents. Even at \$2.00/square foot, the monthly rent is extremely burdensome, even for a big box retailer. Further, the lack of parking and lack of foot traffic on this block and in downtown, except for the lunchtime crowd, make this space even less attractive.

It would be difficult to break up this space to accommodate several retailers without major, cost prohibitive renovations. The existing Collective Building ground floor has an open air configuration that creates a massive ground floor space with very little delineation between the ground and second floors; and even splitting the space down the middle would require building demising walls that are two stories in height. This large building with its lack of parking and lack of nearby parking capacity cannot support the usual retailers that some people would like to have. It is my guess that if the Draper University and Collective Entrepreneurs Project is not approved, San Mateo will have two massive empty buildings on this block. A quite sad but very preventable situation.

This particular block of our downtown has been a huge challenge, with the two empty corner lots at Third Avenue and El Camino. The rest of the block does include retailers such as Tuesday Morning and Plato's Closet, a jeweler, restaurants and cafes, however, despite all of these retailers and the retail ordinance in effect, these retailers have not been able to feed off of each other for customer traffic, nor have they been or attract other interesting, diverse new retailers. The block, and perhaps the downtown area, is not a compelling area for new retailers to land. Rents are increasing, the demographic in downtown is dichotomous (there is both a large population of senior citizens and young tech start-up workers in San Mateo), so it's natural that restaurants and cafes make up the bulk of retailers in downtown San Mateo.

San Mateo's downtown needs to diversify – it needs more activity and destination type establishments to attract visitors, get the office workers to shop in San Mateo since they already work there, and needs a more compact retail neighborhood so that retailers can feed off each other. By spreading the retail spaces over such a large geography, shoppers will not be exposed to many of the retail spaces. A shopper they will only walk so far to do their shopping.

I encourage the City of San Mateo to approve the Draper efforts and allow them to assist a re-birth of San Mateo's Third Avenue and the downtown area in general. It would be a tragedy to force Draper to abandon his projects in favor of another venue and put us back to where we were two years ago.

Sincerely,



Robert W. Garner

About Cornish & Carey *Cornish & Carey Commercial Newmark Knight Frank is one of the largest independent real estate service firms in the world with real estate consultancy and extensive*

capabilities and coverage throughout North America, Europe, Asia-Pacific, Latin America, Africa and the Middle East. The Cornish & Carey Commercial Newmark Knight Frank group now operates more than 240 offices in established and emerging property markets with a staff of over 7,000 employees. Since 1935 in the San Francisco Bay Area, we have guided, advised and represented thousands of investors, developers, tenants and occupiers in lease and sale negotiations, acquisitions and dispositions in office, industrial, manufacturing, warehouse, retail and multifamily residential properties.

Baywood Owners Improvement Association

P.O. BOX 349 · SAN MATEO · CALIFORNIA 94401

December 17, 2012

Julia Yeh, Associate Planner
City of San Mateo Planning Division
330 West 20th Avenue
San Mateo, CA 94403

RE: PA 12-040 Draper University and the Collective Entrepreneurs Club

This letter is to voice our strong concern about the parking impact to the community caused by the proposed Draper University activities. While we welcome Draper University to San Mateo, we are extremely concerned that there appears to be no provision to address an already dire parking situation in downtown San Mateo, a situation that will be exacerbated by the students and staff associated with Draper University.

Over the past few years, increased commercial operations in the Downtown area have taxed the limited parking available and have forced commuters to park in the surrounding neighborhoods. Lower Baywood was heavily impacted by this and is struggling with a significant increase in "day parkers". Earlier this year, the City of San Mateo helped provide temporary relief through the deployment of a parking permit program in some of these affected areas. While we appreciate this support from the City, we are very concerned that the Draper University operations will put further pressure on these neighborhoods.

Draper University is not simply another business, it is a University, with a residential component. It has residents who have no place for extended parking other than surrounding neighborhoods. While Draper University officials purportedly prohibit students from having cars, there is no means of enforcing this prohibition. Already Baywood neighbors have observed individuals parking in front of their homes for extended periods and followed them back to the Draper facilities.

BOIA respectfully requests that prior to taking any further supportive action on this project, the City fully evaluates the realistic parking needs of Draper University and requires Draper University to address those needs. BOIA asks that the City compel Draper University to adhere to the same parking requirements applied to other projects within the City of San Mateo.

We understand the University has stated that students are not allowed to have cars, and this will be in the agreements between the University and students. We firmly believe this will be difficult if not impossible for the University and City to enforce and the resulting impact will make our already dire parking situation intolerable. Finally, regardless of how the parking is resolved, given that Draper University will hold 10 week courses, BOIA requests that a quarterly review be implemented with financial penalties for violations of City Codes, including parking.

Sincerely
Baywood Owners Improvement Association


Mark Grieco
President


Diane Papan
President-elect

From: Kelly Moran [mailto:moran@sonic.net]
Sent: Wednesday, December 19, 2012 1:55 PM
To: Julia Yeh
Cc: Ronald "Ron" Munekawa
Subject: Comments on Draper University Neg Dec

Julia,

Thank you for preparing the revised negative declaration for Draper University's proposed project. My comments are below.

Happy Holidays!

Kelly Moran

This project will be successful if we first understand exactly what is being proposed and if we use that information to carefully frame the city's role in the relationship between the proposed Draper-related activities and the surrounding community. These questions go toward the goal of examining how we can create a successful synergy between this project proposal and the rest of our downtown.

Since the project sponsor is entrepreneurial, he is clearly seeking the ability to be flexible and dynamic in his activities. This is understandable. In my past CEQA work, I found that this was not at all uncommon with larger projects. It can readily be handled through examination of the maximum reasonably feasible activity level. This approach ensures that the actual activity falls within the examined proposal. The approach provides the flexibility needed for Draper to learn, grow, and prosper. It provides the rest of the community with confidence that the framework we have established will account for potential growth and change as Draper U. progresses. In this manner we can ensure a good relationship between the community and Draper U. and a successful transition to a new future for San Mateo's downtown.

(1) Project Description. Please provide a more detailed project description that includes specific information about the maximum proposed uses of each building, including but not limited to number of occupants, square footage dedicated to each type of use, hours for each type of use, and how this is changed from current conditions.

Please specifically describe the anticipated maximum occupancy of the office club at the Collective building and the maximum occupancy of the auditorium in that building. Please provide an estimated maximum annual number of non-Draper events that could be held in the auditorium.

Please note that the proposed use of the auditorium is particularly unclear. The city appears to be treating it as part of the office space. Newspaper reports from a Draper University hosted public meeting indicate that it would be a venue for music and other

performances that would be enjoyed by the whole community. This function (which has been requested by community members) is clearly distinct from office space.

Please include in the description, including in the square footage and occupancy estimates, any retail (such as the "pop-up retail" mentioned in the newspaper, assuming this is part of the proposal) and any retail-like use of the office club space (e.g., to provide business support services).

(2) Parking Analysis. Please provide a parking assessment that specifies the parking demand for each use proposed--specifically retail, university, restaurant, auditorium, and the office club, which appears to be attempting to be an office/retail hybrid. Please provide the specific change in parking demand for the maximum level of proposed use as compared to the most recent use of the physical spaces proposed to be occupied by the project.

Please provide a parking assessment that specifically considers the auditorium as a public gathering space rather than office space. (It is clearly not office space).

Please provide a parking assessment that specifically considers the full proposed occupancy of the office club, which from the drawings would have a much greater occupancy than a typical office space--and which appears to be proposed to have more occupancy changes during the day than a typical office space. To the extent that this is an office/retail hybrid, please use parking projections that account for the actual proposal. The use of standard ITE office numbers appears to be inappropriate for the project, assuming that the descriptions in the parking study and newspaper accounts are accurate.

Please ask the parking consultant to examine the potential effectiveness of the TDM measures for the office club proposal, which differs substantially from traditional office. Please clarify which TDM measures would be applicable to the office club and how they would work with the changing occupancy of the building from day to day and during the course of the day.

Please ask the parking consultant and public works staff to examine the adequacy of the proposed TMA contribution in light of the greatly changed proposal for use of the Collective building since the initial assessment.

Please clarify whether parking mitigation fees would be appropriate for this proposal. This project appears to be examined in a means that is wholly different from all other projects that I have reviewed in downtown. It is unclear to me why parking mitigation fees are not proposed in light of the current proposal for use of the Collective building.

December 18, 2012

Julia Yeh, Associate Planner
City of San Mateo
330 W. 20th Avenue
San Mateo, CA 94403

Response to Mitigated Negative Declaration and Initial Study

Dear Julia:

I am writing to protest the adequacy of the Initial Study and Mitigated Negative Declaration dated November 30, 2012 for the Draper Project (reuse of Benjamin Franklin Hotel, the Collective Building and the Fourth Avenue Office Building) in the downtown retail core.

1) Lack of adequate assessment of Land Use conflicts:

The Initial Study (IS) states that the “project is consistent with the policies and goals outlined in the San Mateo General Plan, Downtown Plan, Pedestrian Master Plan, and other applicable ordinances.” There is no language in the IS providing evidence that supports this conclusion. In fact, one of the major community concerns regards the key proposal to change the City’s long-standing, required retail frontage policy in the City’s General and Downtown Plans. A recently completed Market Analysis Update of the Downtown concluded that it was important to the City’s tax base to maintain ground floor retail and that San Mateo, including its downtown, is relatively healthy and well positioned for strong economic growth over the next several years.

The Market Analysis study also noted that converting an average retail property of 5000sf (50x100) to office would require 288 office employees to generate an equivalent amount of retail sales tax as a retail store. The conclusion was that it is important to the tax base to maintain ground floor retail. The environmental document needs to do a more thorough and explicit evaluation of the potential impacts of change to this important policy which could have large impacts on the City’s budget, downtown traffic, and parking. This is especially true since the “project” requires an Economic Development Permit to proceed.

2) Lack of adequate Project Description:

The Initial Study does not adequately describe the project which prevents the public from determining whether there will be negative impacts to their community. In particular, the Initial Study Description of Project states that the project “...includes physical improvements to the buildings and properties” but does not adequately identify the proposed physical changes. Whether these changes are ‘improvements’ remains to be determined; therefore, the language also appears to be misleading. Furthermore, the project description does not include Tuesday Morning’s existing 18 month lease for large areas of the basement nor discuss the effects of this on the proposed project.

It took a number of phone calls and emails for staff to provide a project description with enough detail to understand what was being proposed. The most complete project description is in the Planning Application, which is not referenced as one of the IS sources, dated November 26th.

This Planning Application was not made available for public review on the City's website until December 10, which significantly reduced the public's ability to provide meaningful input on the environmental review for this project.

3) Parking and TDM Measures:

There are well-documented parking problems in the surrounding residential neighborhoods attributed to existing office conversions. The city has had to increase the number of homeowner parking permits it grants because of individual and homeowner association complaints. There is nothing in the IS that describes or provides mitigations to address this spill-over parking problem. It is also not clear in the IS whether the applicant has agreed to all of the proposed TDM mitigation measures. The Parking Analysis and TDM Plan are dated November 29, one day before the Neg. Dec. release, raising questions about how much staff evaluation was done before release of the environmental document.

4) Short Public Review Period during Holiday Season:

It is unfair to the public to have the minimum legally required review period for this major project during the busy holiday season between Thanksgiving and Christmas. Adding insult to injury is that the CEQA review was based on an incomplete, changing and inadequate project description rushed through to meet the applicant's timeline at the expense of losing valuable community input.

The heart of CEQA is to provide full public disclosure that allows a skeptical public to review the decision-making process of its elected officials in order to ensure minimal damage to the environment. There is no way that staff or our elected officials can benefit from full public participation during this time period or get input on a truly important General Plan change that will affect the quality of life throughout the community. It is just wrong and exacerbates public distrust of their elected officials. It also minimizes the time available for staff and the Planning Commission to adequately review this major project since it is likely that many of them will be away or otherwise occupied with friends and family.

Please confirm by return email that you have received this letter of comment in a timely fashion. Thank you.

Sincerely,

Maxine Turner

From: Toby Morning [mailto:utventures@gmail.com]
Sent: Saturday, December 15, 2012 11:15 PM
To: Julia Yeh
Subject: The Collective

Hi Julia,

I just wanted to take a brief moment to express my support for the need of "The Collective" as a learning lab for entrepreneurship. I am the CEO of Citizen Spaces, a collection of collaborative work spaces in the bay area. I have had the pleasure of working with DFJ in Los Angeles in the late 90's, and believe in his vision of enabling our youth to think and learn in a new way.

Thank you in advance for consideration.

Kind regards,

Toby Morning
Citizen Space
Chief Evangelist
Direct: 415-501-9155
Skype: citizenspace
<http://www.citizenspace.us>
Twitter: <http://twitter.com/citizenspace>
Facebook: <http://www.facebook.com/citizenspace>
"A Nicer Place to Work"

From: Anne Sullivan [mailto:acsullivan6@aol.com]
Sent: Friday, December 14, 2012 4:30 AM
To: Julia Yeh
Subject: Draper

This kind of initiative is what makes our country great . Please support this endeavor

Anne sullivan

Sent from my iPad

From: Jeff Pinkham [mailto:Jeff@JeffPinkham.com]
Sent: Thursday, December 13, 2012 8:55 AM
To: Julia Yeh
Subject: Draper University

The Draper University is a project which I support because I have experienced firsthand the benevolent attitude of Tim and his company.

Thanks to his contribution, my start up was successful and created hundreds of jobs.

Please let me know if there is anything I can do to support the Draper University.

Best regards

Jeff Pinkham

jeff@jeffpinkham.com

+41 767 09 10 00

+33 606 55 55 26

+1 917 477 79 76



From: vslavin@gmail.com [mailto:vslavin@gmail.com] **On Behalf Of** Vadim Slavin
Sent: Wednesday, December 12, 2012 2:01 PM
To: Julia Yeh
Cc: Yuri Rabinovich
Subject: re Draper University

Julia, I am writing about the proposed plan to open the Draper University in San Mateo. This project will benefit the entrepreneurial community as well as the city of San Mateo bringing the vitality and further economic development to the city. Imagine the thriving hub of entrepreneurial activity where the restaurants don't close until late, other business services open up to serve the community which Tim Draper is hoping to bring to the area, and the city of San Mateo is put on the map of Silicon Valley.

We here at StartupMonthly, are strong supporters of the project and are relying on its success to bring entrepreneurs from eastern Europe to plug them into the ecosystem here. I hope you will consider supporting this effort to the fullest degree.

--

[Vadim Slavin](#),
COO & Co-founder [StartupMonthly](#)
General Partner, [Monthly Ventures](#)
[@veeslavin](#)
[f in meetupSF](#) [meetupSV](#) [angel.co](#) [message.me](#) [meet me](#)

From: Matthew Maurer [mailto:matt.maurer@gmail.com]
Sent: Wednesday, December 12, 2012 2:01 PM
To: Julia Yeh
Subject: Support for Draper University

Hi Julia,

I just wanted to take a couple minutes to show my support for Draper U and the Collective Entrepreneurial Center in San Mateo.

Coming from another region of the nation where I saw and participated in similar initiatives first hand, I cannot express the extent to which these programs are truly transformative to individuals, communities, even nations.

Without something like this in my own background, I likely would not have become the person I am now, desiring to relocate here from the Midwest, and I know that Tim and his fellow leaders have a surplus of talent and ability to boost and change the local ecosystem.

Best Regards,
Matt Maurer
twitter.com/matt_maurer

From: Elizabeth Still [mailto:evbstill@gmail.com]
Sent: Saturday, December 08, 2012 12:57 PM
To: Julia Yeh
Subject: Draper University

Dear Ms. Yeh,

I am writing in support of Draper University. My son attended Draper U. last summer during its pilot program and it was one of the best experiences of his life. Probably the best experience of his adult life (he is 23). The program was nothing short of awesome and the people running it did a fantastic job - period - but considering it was their first program, the whole thing was especially impressive.

I am sorry and surprised to hear that San Mateo has an issue with the school and its location. I purchased things from several stores there in San Mateo and paid for meals at several restaurants during the program, so I would have expected those in local government to be enthusiastic about the influx of new customers to the area's businesses.

Perhaps I am wrong, but I believe one of the concerns of the agency you represent to be parking? I am not sure what others' experiences were but I never had trouble finding a super convenient parking spot; my son has some health issues and I would take supplies to him pretty frequently (the visits were very brief - just dropping things off, so I don't think my brief parking had any negative impact on the shops, some of which I supported with purchases), pay for the parking and then leave.

Tim Draper and those working with him are trying to do something constructive in the world. The program could have an amazingly positive and big ripple effect in San Mateo and the nearby communities (and honestly, well beyond those). I sincerely hope those in power in San Mateo will do everything they can to facilitate the development of this program - I TRULY do not believe anyone would ever feel anything but pride in having been a part of the development of Draper University.

Thanks very much for your time.

Sincerely,
Elizabeth Still
Atherton, California

From: Lorenzo Freschet [mailto:lorenzo_freschet@pacbell.net]
Sent: Monday, November 26, 2012 6:36 PM
To: Julia Yeh
Subject: Draper Univ discussion

Hello Julia,

Unfortunately I had to leave early last week and couldn't participate in the Draper Univ discussions. If there is further information or action required I would be happy to participate. I know this is a very unusual use of downtown property but I would love to see it successful.

Thanks,

Lorenzo Freschet
(Owner's of downtown SM property on 4th & B St.)
lorenzo_freschet@pacbell.net

From: Bob J Kay Sr [mailto:rjkaysr@sbcglobal.net]
Sent: Saturday, November 24, 2012 10:56 AM
To: Community Development Distribution
Subject: Julia Yeh Re; pa 12-080 Draper University Pilot 2 temporary use permit

Good Morning Ms. Yeh; I personally feel the City is fortunate to have people thinking of what can be done with the beautiful Ben Franklin hotel to make it profitable and useful for the City. You have probably heard enough about Parking so I will assume you will consider that aspect. In this day we need as much "Advanced" education as we can develop. Hopefully history will record that a wise decision will have been made. Thank you for your notice. Robert J. Kay 55 W. 5th. Avenue, Apt 7D San Mateo

From: Finley Still [mailto:finleystill@gmail.com]
Sent: Monday, November 26, 2012 3:55 AM
To: Julia Yeh
Subject: Re: Draper University Feedback

Dear Ms Yeh,

My name is Finley Still. I'm a fine arts student who attended Draper University. I wanted to let you know that inside of, as well as in any vicinity or relation to business, Draper University has had a profound impact on my life view and I feel was an invaluable experience for me. I think it's a very special program that's the first of it's kind and is not happening anywhere else in the world. That it's so unique I think it would have a special place in San Mateo. It was more than educative, even though it was that so well. It had a very community vibe and getting to know Draper University I got to know downtown San Mateo. I hope sincerely it will be possible to continue to influence people's lives in the way of all the impressions that it's left on me. It primarily sends students away asking questions about what matters and how they can become part of and become a helping part of the world, and I think in addition to myself this is a very good message for students of all types. Thank you for your time reading this, and I wish you the best in your day.

Sincerely,
Finley Still

From: David Levison [mailto:dlevison@cardiodx.com]
Sent: Thursday, November 22, 2012 12:57 PM
To: Julia Yeh
Subject: San Mateo Support of Draper University

Dear Ms. Yeh,

My name is David Levison. I would like to add my support for the Draper University project in downtown San Mateo. Draper University teaches a well rounded curriculum that mixes entrepreneurship, personal development, and social good. I am a serial entrepreneur having employed several hundred people in San Mateo County over the last 15 years and believe projects like Draper University are critical for driving the economy in the area.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders.

The world needs more schools like Draper University and I am in full support of San Mateo leading the way in allowing such an opportunity to flourish in our community.

Sincerely,

From: Sandy Levison [mailto:sandy@levisonfamily.com]
Sent: Thursday, November 22, 2012 12:53 PM
To: Julia Yeh
Subject: San Mateo loves Draper University

Dear Ms. Yeh,

My name is Sandy Levison. I would like to express my support for the Draper University project in downtown San Mateo. Draper University teaches a well rounded curriculum that mixes entrepreneurship, personal development, and social good. I am very jealous of the opportunities the students have. I wish I could go back and be a part of the program, and I am eager to let my 5 children participate when they are old enough.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders.

The world needs more schools like Draper University and I am in full support of San Mateo leading the way in allowing such an opportunity to flourish in our community. I hope you support it as well.

Sincerely,
Sandra Levison

From: Samantha Levison [mailto:slevison@gwmail.gwu.edu]
Sent: Thursday, November 22, 2012 12:50 PM
To: Julia Yeh
Subject: San Mateo Loves Draper University

Dear Ms. Yeh,

My name is Samantha Levison and I'm a student at the George Washington University. I would like to express my support for the Draper University project in downtown San Mateo. I grew up in the San Mateo area and I am in full support of everything that Draper University is doing to make the world a better place. Draper University teaches a well rounded curriculum that mixes entrepreneurship, personal development, and social good. I am very jealous of the opportunities the students have. I can't wait to participate in the next class of entrepreneurs.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders.

The world needs more schools like Draper University and I am in full support of San Mateo leading the way in allowing such an opportunity to flourish in our community.

Sincerely,
Samantha Levison

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Samantha Levison

From: Hunter Pritchard [mailto:hunterfp@gmail.com]
Sent: Wednesday, November 21, 2012 9:58 PM
To: Julia Yeh
Subject: Draper University

Dear Ms. Yeh,

My name is Hunter Pritchard and I'm a student of Draper University. I would like to express my support of the Draper University project in downtown San Mateo.

It was an amazing experience that I couldn't have gotten anywhere else, and its location added a lot to the experience. I could not imagine the program anywhere else.

What I learned from my experience at Draper University was how to change the world for the better. I know each of my peers will make a difference in the world and it started in San Mateo. The experience has changed my life and way of thinking.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders. The world needs more schools like Draper University.

Sincerely,
Hunter Pritchard

Hunter Francis Pritchard
The George Washington University, School of Business
Bachelor of Business Administration, Marketing & Finance
Certificate in Entrepreneurship, Georgetown University

Program Core Leader for Operations | Compass Fellowship
Epsilon Chapter | Sigma Chi Fraternity

818.263.7262 | Hunterfp@gmail.com
www.hunterpritchard.com
www.linkedin.com/in/hunterpritchard

From: Travis Dockter [mailto:travisdock@gmail.com]

Sent: Monday, November 19, 2012 6:55 AM

To: Julia Yeh

Subject: Draper University Alumn

Dear Ms Yeh,

My name is Travis Dockter and I attended Draper University in its first session last summer. I can't even begin to list the things Draper University taught me about life, business and entrepreneurship. Being in the heart of Silicon Valley learning about the real spirit and culture of the place was an experience like no other. I sincerely hope that the city of San Mateo will support Draper in it's noble undertaking to give the world more heroes.

Thank you for taking the time to read my email and it is my wish that you take it to heart.

Yours Truly,

Travis Dockter

Draper Alumni

From: Christine Guibara [mailto:chrissy@guibara.com]
Sent: Sunday, November 18, 2012 10:15 PM
To: Julia Yeh
Subject: Draper University

Dear Ms Yeh,

I am a former student of Draper University, and I would just like to take a moment to tell you about my unbelievable experience. My 4 weeks in the pilot program, however unconventional, were the most inspiring weeks of education that I have ever had. Tim Draper and the staff at Draper University are dedicated helping us heroes find how we can help the people around us, near and far. I have also seen first hand how dedicated they are to working with San Mateo to make the best possible experience to all parties involved.

I grew up in Hillsborough, work in Burlingame, and have been frequenting San Mateo since I was a kid. This summer at Draper University was by far my most time spent in San Mateo, and I really saw how much life was added to the surrounding businesses while we were there. San Mateo is also a perfect place for this school. There were so many events, class experiences, and learning where San Mateo and the surrounding businesses played an integral part. I have watched the Ben Franklin through the years, and I could not be more pleased with how Draper University intends to use this historic building.

As a jewelry designer and retail enthusiast, I believe San Mateo has a wonderful opportunity with Draper University, and I am fully in support of their project moving forward as quickly as possible! If you would ever like to speak with me about my time at Draper University, please do not hesitate to call or email me.

Best,

Chrissy

Christine Guibara
650.678.6800
christine@guibara.com
www.christineguibara.com



November 17, 2012
Susan Loftus
City Manager
City of San Mateo

Dear Ms. Loftus,

This letter is written in support of Mr. Draper's plans for Draper University. As the City is well aware we have had our fair share of concerns with this process over the last 18 months. Our issues were never with the proposed use. We understand the City and some of the communities concerns, as we had them ourselves. How would a project this size impact our business (down town)?

We have been in an empty building for 9 years, 2 recessions, 5 landlords and 2 failed projects. It is time to look forward instead of back. There are some serious consequences to holding on to the past. We miss opportunities when they are presented. The downtown area has had few major changes in the last 20 years and they have been game changers for down town. Although some took a long time to pass, they were real positives for the community. (The Theatre, Draeger's and Equinox). The theatre basically turned around a dismal B Street, Draeger's gave 4th Avenue a boost and helped fortify the retail corridor along B and 4th and Equinox successfully turned a dying retail presence into a vibrant alternate use.

A few things I have learned from my 7th grader that are worth consideration. If you don't adapt, you will eventually die. This is true for animals, people, and communities and if we continue to use the past as a measurement for our decisions, rather than the ever changing future, we will die as well. Also, young people who started kindergarten the same year he did will have 11 careers, 7 of which have not been invented yet; very different from my generation which were projected to have 3 careers.

Let's build a community for these amazing young minds that do not have the limitations we did as kids. There are opportunities greater than we can even calculate at this time because Mr. Draper and his team have the ability to see the future. That has been their business for over 25 years.

Vision: (Definition from Dicionary.com)

The act or power of anticipating that which will or may come to be:
prophetic vision; the vision of an entrepreneur.

Thank you in advance for your consideration and thoughtful approach towards the approval of this project. It is potentially the greatest opportunity our downtown has seen or will see for many years.

Kindly,

Alicia Petrakis

cc: City Council Members, Chief of Police, Building and Planning Departments

From: Kenny Brown [mailto:krbrownii@gmail.com]
Sent: Thursday, November 15, 2012 6:45 PM
To: Julia Yeh
Subject: Draper University

Dear Ms. Yeh,

My name is Kenny Brown and I was a student of Draper University. I would like to express my support of the Draper University project in downtown San Mateo.

It was an amazing experience that I couldn't have gotten anywhere else, and its location added a lot to the experience. The people and businesses of San Mateo were very welcoming and the city provided a great environment for us to learn. It would be great to see more interaction between the cities business and the school to create a relationship in where everyone wins.

What I learned from my experience at Draper University was how to create business that drastically improves our lives. The experience has changed my life and way of thinking.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders. The world needs more schools like Draper University.

Sincerely,
Kenny Brown

--

Kenny R. Brown
Stanford University I BA I 2008
Baylor College of Dentistry I D.D.S. Candidate I 2013

From: john.fanning.jr@gmail.com [mailto:john.fanning.jr@gmail.com] **On Behalf Of**
John Fanning
Sent: Thursday, November 15, 2012 2:29 PM
To: Julia Yeh
Subject: why you should approve Draper University

Dear Ms Yeh,

My name is John Fanning and I'm a graduate of Draper University. I would like to express my support of the Draper University project in downtown San Mateo.

It was an amazing experience that I couldn't have gotten anywhere else, and its location added a lot to the experience.

As an entrepreneur and small business owner, what I learned from my experience at Draper University was revolutionary to my business, and I wouldn't trade my time at the school for anything. The experience has changed my life and way of thinking.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders. The world needs more schools like Draper University.
Sincerely,

John Fanning Jr
Founder, CEO of Zelgor Inc
Member of Team Lanterns
Draper University Graduate

--

- John Jr
Zelgor Inc

From: Kara Cohen [mailto:kara.s.cohen@gmail.com]
Sent: Thursday, November 15, 2012 11:37 AM
To: Julia Yeh
Subject: Draper University

Dear Ms. Yeh,

I participated in Draper University's pilot program this past summer and I was a life changing experience. I learned that I could do a lot more than I ever thought I could. I think this was especially important as a young woman. It was incredible to be surrounded by students/alums from the world's top universities who were starting their own companies. I also got to discover the city of San Mateo, which was great. I ate lunch and dinner almost every day at many of the great restaurants your city has, went to the movies, the local bars and even did some shopping for clothes. I believe that exposing groups of worldly future leaders to your city cannot be a bad thing. Especially since they are supporting local businesses. I hope the city of San Mateo will support this project. It changed all of our lives.

Sincerely,
Kara Cohen

From: T. Jack Foster [mailto:fostertjack@gmail.com]
Sent: Wednesday, November 14, 2012 5:42 PM
To: Julia Yeh
Subject: Draper University

I live at 20 W. Third Ave., less than one half block from Draper University. My apartment is on the east end so the project is within easy eyesight.

I think this is a wonderful development for downtown and will make it interesting. In one's wildest imagination they would never have thought of such a thing. I appreciate that there is a certain amount of processing that you must do but I urge that you try to help them realize their time table.

T. Jack Foster

From: Stephen Medearis [mailto:smedeari@gmail.com]
Sent: Wednesday, November 14, 2012 1:58 PM
To: Julia Yeh
Subject: Allow Draper University Zoning

Dear Ms Yeh,

My name is Stephen Medearis and I am an alumni of Draper University. I would like to express my support of the Draper University project in downtown San Mateo.

It was an amazing experience that I couldn't have gotten anywhere else, and its location added a lot to the experience. I bought a lot of things within the neighborhood and even joined the local gym while I was a student. I think the University brings added funds and culture to the surrounding neighborhood.

What I learned from my experience at Draper University was how to be a better person. The experience has changed my life and way of thinking.

I hope that the city of San Mateo will support this project moving forward ASAP so it can start creating the next generation of leaders. The world needs more schools like Draper University.

Sincerely,
Stephen Medearis

--

Stephen Medearis
Economics B.A.
University Of Southern California

From: Scott Edwards [mailto:scottpauledwards@gmail.com]
Sent: Wednesday, November 14, 2012 11:35 AM
To: Julia Yeh
Subject: Concerns for San Mateo's future

Hello Ms. Yeh,

My name is Scott Edwards and I am a student of Draper University.

Through my educational endeavors, from Cal Poly, to Stanford Graduate School of Business, I have never had an educational program teach me as much in such a small amount of time. What Tim Draper is trying to do is monumental and will put San Mateo on the map for having the best university in the world for aspiring entrepreneurs. With the global problems we will face in the future we all need the leaders that will come from this school. I know the people of San Mateo support Draper University moving forward; I hope the city of San Mateo will support it as well.

Sincerely,

Scott Edwards

From: Christina Wang [mailto:christina.wang@yale.edu]
Sent: Wednesday, November 14, 2012 11:20 AM
To: Julia Yeh
Subject: For Draper U:

Dear Ms. Yeh,

My name is Christina Wang, and I'm a student of Draper University that ran its first pilot session this summer. I would like to express my support of the Draper University project in downtown San Mateo. It was truly a wonderful experience, and really reshaped the way I think I'm going to approach the rest of my time as a student in college. I plan on attempting to bring the culture of entrepreneurship, innovation, and "boldness in action" to some more traditional-thinking schools on the East coast, and I have to say that my time this summer greatly contributed to that motivation.

I think especially contributing to this idea I brought away was the experience of being able to be at DU in one of the hubs of Silicon Valley, especially one with as unique and bustling of an atmosphere as San Mateo. (So many good restaurants, by the way!) There's so much innovation and experimental boldness all around that I hadn't seen much of before, and it was truly a very inspiring atmosphere to be in.

I do hope that the city of San Mateo will support this project moving forward. I know that Draper University will probably have to make a few more concessions in terms of their contributions to the city, but I hope that eventually the school can continue to operate. It was really a pretty incredible experience in terms of the people I was able to meet, and the new things I was able to experience. I realize the school may be a little unconventional, but sometimes, I think, a little unconventionality is exactly what we need.

Most sincerely,

Christina Wang
Yale University, Class of 2015
christina.wang@yale.edu

From: Delehanty, Kevin [mailto:kdelehanty@ccareynkf.com]
Sent: Wednesday, November 14, 2012 8:18 AM
To: Julia Yeh
Subject: Our Downtown and Draper U.

Hi Julia

We met on the front end of this project when I was helping Tim acquire the once dilapidated and decaying Ben Franklin Hotel. I have a couple of comments about the City's downtown in support of Draper U. as well as all the retailers:

1. It needs more activity and destination type establishments such as Draper U. to bring in visitors that will spend money in the various establishments
2. It needs a more compact retail neighborhood so the retailers can feed off each other.
3. It needs much more office space for a higher daytime population that will support the stores.
4. It needs to be finished! The corners at 3rd and El Camino are an embarrassment and an eyesore and it makes me sad to think that that is our gateway to downtown. Those corners and everything else around the Ben and the Collective will be developed and money will pour in, if Draper U. is allowed to launch what they want to do, and in full.

What's the downside to allowing Draper U.'s full development to blossom?

The downside is that people may have a hard time finding parking because it's so busy. What a great problem to have! The place will be so full of people and activity and commerce that there is NO Parking! Sounds like San Francisco to me. Just go through South of Market or the financial district and try to find a parking space. However, people want to be there badly enough that they figure out a way to get there despite the parking issue. The sidewalks are full of people (shoppers), and there is a real dearth of retail and office space available, because everyone wants to be around everyone else. It is simply human nature.

Downtown San Mateo needs an anchor tenant that is allowed to thrive, and Draper U. is the perfect candidate, so I would encourage you to support what Tim Draper and his team have brought to the City.

Thanks Julia.

Kevin

From: Isadore [mailto:isadore@rcsis.com]
Sent: Thursday, October 25, 2012 7:08 AM
To: Julia Yeh
Subject: Draper University

Hello Julia;

I am part owner of a building in the same block as proposed Draper university (3RD Ave). Can you provide any information as to the expected impact of the university on its neighboring properties? I have seen what is online (descriptions etc.), but am looking more towards expected foot and retail traffic impact.

Regards;
Carol Forbes

From: Sherman Chan [mailto:chan22sherman@gmail.com]
Sent: Wednesday, October 10, 2012 2:14 PM
To: Julia Yeh
Subject: Draper University Negative Declaration (cont)

Dear Members of the San Mateo Planning Committee:

I have one more item to add to my comments on the Draper U. plan:

SnapLogic IN THE COLLECTIVE ANTIQUE BUILDING

SnapLogic, a software developer whose office is current in the basement of the Collective Antique Building (now owned by Tim Draper), is moving to the ground floor, as part of the Draper University development plan.

SnapLogic already has several tens of employees. They may hire more people when they move to a large space. I urge the Planning Commission to consider their parking requirements as part of the Draper University application.

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Sherman Chan
303 Franklin St., San Mateo, CA 94402

From: Sherman Chan [mailto:chan22sherman@gmail.com]
Sent: Wednesday, October 10, 2012 1:58 PM
To: Julia Yeh
Subject: Draper University Negative Declaration

Dear Members of the San Mateo Planning Committee:

As a resident and business owner in San Mateo, I read with mixed feelings about the proposed DraperUniversity development at the former Franklin Hotel and surrounding buildings. The following are my major concerns.

PARKING

DraperU. has a capacity for 150 students who will live in the Franklin Hotel building for the duration of the session. Tim Draper's solution to the parking problem is that he will ask the students to not bring their cars. I know this will not work for the twenty-year-olds because it is unenforceable. The students' cars will inevitably end up parking long-term in surrounding residential areas. My street in Baywood, half a mile from downtown, is already full of cars each day from people who work downtown. The additional cars from Draper U. will make the problem much worse.

I hope the City will not allow Draper U to pay in-lieu fees for parking deficits because (a) this is a big project with big parking impact, and (b) the City is facing the loss of 8-hour parking lots near the railroad and it has no plan to add more parking space. Instead, I suggest the City to require Draper U to create actual parking spaces, for example, by building a parking structure for its students and staff on the empty lot at the corner of 3rd Avenue and El Comino.

HEIGHT LIMIT

Draper U. is proposing to add a structure to the top of the Franklin Hotel building. The Franklin Hotel building is already over the height limit. Draper U should not be allowed to build anything new over the height limit. I oppose any deviations from the existing rule.

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Sherman Chan
303 Franklin Street, San Mateo, CA 94402