

**PA 13-014 Hillsdale Shopping Center North Block
Reconfiguration Pre-application
Meeting notes from Neighborhood Meeting held 5/9/13**

Discussion 1: Groceries, Traffic and Parking Demand

Community Comments:

Target is a big box store that sells groceries.

The grocery component will create a severe parking impact on the site.

Is there enough parking on the site, and can the site handle the large amount of traffic?

Grocery stores have a multiplier effect on traffic.

It is unlikely that the 31st grade separation will occur due to a lack of funds.

Will the Shopping Center be providing funds to ensure that this project will go forward?

The Hillsdale Station Area Plan requires entries to face El Camino Real.

Applicant Response:

Robert Webster, BDC:

We will be having a traffic study prepared. The shopping center will not be funding the grade separation, and it will get built, Bay Meadows depends on it.

John Dewes, Target:

This Target has a small grocery component, less than 10% of the stores sales.

This is not a Super Target with a full size grocery store.

Discussion 2: Change in Tenants

Community Comments:

Will we lose Sears and Cost Plus?

Applicant Response:

Robert Webster, BDC:

They will no longer be part of the project.

Larry Ivich, BDC:

We spoke with Sears about staying on site, but we do not have any agreement.

We also offered Cost Plus a chance to relocate, but they were not interested.

Discussion 3: Will Cinepolis succeed?

Community Comments:

This is the largest of the Cinepolis theaters in California.

Their most recent opening was in 2012.

You say they are the best theater, but how do we know that?

Who pays for the theater when it fails?

Will it just be an empty space?

We are concerned that there is not enough parking for a theater and there will be too much traffic.

Applicant Response:

Robert Webster, BDC:

We know this theater chain is the best in luxury theaters because that is what the industry tells us. If this theater fails, it is our problem, we pay for it. There is more than adequate parking adjacent to the cinema premises.

Matt Heyman, Cinepolis:

This theater has far less seats than a conventional theater and will generate far less traffic.

There are no long lines, all seats are assigned and purchased with reservations.

Based on 25 years of personal experience, I am confident this theater will be a great success in this location.

Discussion 4: Cinepolis Traffic and Location

Community Comments:

The Cinema is great, but it is in the wrong location.

Why isn't it on El Camino Real?

There is already a significant amount of traffic on Edison, especially at the holidays.

The traffic is dangerous at the five way intersection of Edison and 31st Ave.

The cinema will increase traffic on 31st Avenue making the situation worse.

Underneath the bridge it is very dark, and difficult to see pedestrians.

Why can't traffic turn before the bridge?

Can 31st be closed under the bridge?

There is too much traffic on 31st Avenue.

Why can't the theater entrance be moved to the North Side of the project?

I live on 31st Avenue and it is not a quiet street - there is the high school on one end and the mall on the other - there are students and commuters.

I am concerned that there will be no place to park on 31st, and am surprised it is not already permit parking.

We are concerned about traffic in the neighborhood - what are the plans for the North Deck exit at 30th?

Currently the upper level parking structure is used for "donuts" on the upper deck.

How will it be secured?

Applicant Response:

Robert Webster, BDC:

There will be more traffic than there is today. We feel the Cinema needs to be connected to the shopping center in order for it and the shopping center to be successful. If the cinema was located on El Camino there would be no direct connection. We'll be paying particular attention to conditions under the existing bridge on 31st. We are aware of concerns regarding the exit on 30th Avenue and will look at it. It is not likely we will close it.

Jamie Rusin, ELS:

There are several entries into the North Parking area, and we are improving access from El Camino Real near the Wells Fargo Bank.

Cinema patrons will likely enter and exit the site at several points, diffusing congestion.

The cinema is also small compared to other cinemas in the area.

We are also making improvements to the entry at 31st at the five-way intersection.

We are taking measures to improve pedestrian safety on 31st avenue by widening sidewalk widths, which will also reduce lane widths and by enhancing the lighting and visibility at the 31st Avenue crossing.

Discussion 5: Good for residents and Bay Meadows

Community Comments:

I am going to take a different direction with my comment.

Traffic is always the problem on these projects.

I just wanted to say that I think these improvements are beautiful and will be a wonderful asset to existing residents and new residents at Bay Meadows.

Applicant Response:

Robert Webster, BDC:

Thank you very much; we are glad you like the project.

Discussion 6: The future of the Wells Fargo building on El Camino Real

Community Comments:

There are two Wells Fargo banks, what will happen to the Wells Fargo building on El Camino?

Applicant Response:

Robert Webster, BDC:

At this time, Wells Fargo has not indicated they will move or make any changes to their building.

Discussion 7: Cinepolis operational hours

Community Comments:

What time will the cinema close?

Applicant Response:

Matt Heyman, Cinepolis:

On Sunday through Thursday we typically close around midnight. On Friday and Saturday we usually close around 1:30 am. Please remember this is not your typical bar crowd. A person might have time for two drinks in the course of a movie. They are also there for dinner. This is not a party crowd. Our target audience includes males over 25 and female customers of all ages. We do not show horror movies, and the action movies are family oriented. Tickets are priced higher than a conventional theater and are purchased by a more adult crowd.

Discussion 8: Impact of construction on neighborhood

Community Comments:

I own an apartment building next to the shopping center - how will construction affect my building? Will Edison or 31st be closed during construction?

Applicant Response:

Robert Webster, BDC:

We are not doing any work at the perimeter of the parking garage.

We will not directly affect any of the surrounding properties.

Discussion 9: Various Comments

Community Comments:

We just want to say the plants and flowers are great at Hillsdale.

With this new renovation, the Macy's will be the last ugly thing on the property, what are you going to do with that?

How will the new Bay Meadows population access the mall?

Applicant Response:

Robert Webster, BDC:

This project requires Macy's approval, and because of that we are paying for facade improvements to the Macy's - you will be seeing an improved Macy's building.

We have created a stair, escalator and elevator at the east facade to connect pedestrians coming from Bay Meadows with the new food court/dining terrace and enclosed mall.