



UNIVERSAL PARAGON CORPORATION

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Re: Public Comments regarding UPC Opinion Survey for Brisbane Baylands Project

Dear Brisbane Neighbors:

My name is Jonathan Scharfman. I am the Development Director of Universal Paragon Corporation, the owner of the 684-acre Brisbane Baylands site.

We recently mailed an opinion survey to Brisbane residents to get their input on several issues related to the proposed Brisbane Baylands project, including:

1. Approaches to addressing contamination on the Baylands site
2. Types and amounts of development proposed for the Baylands site
3. Types of amenities/public benefits that could be generated by the development of the Baylands site

Since 2006, the City of Brisbane has been conducting environmental review (EIR) of development options for the Baylands. Currently, City Council is concluding public hearings on project development options analyzed in the EIR, including two plans we asked about in the survey:

The Brisbane Baylands Plan: aka the Developer-Sponsored Plan (DSP)

The DSP scenario was proposed by Universal Paragon Corporation and includes 7 million square feet of office, retail and industrial uses, 4,434 residential units, approximately 196 acres of "open space/open area," and approximately 135 acres of "lagoon" area. Total new development under the DSP would be approximately 12.1 million square feet.

Community Proposed Plan (CPP)

The CPP scenario was developed through extensive community input and designated for EIR study by the Brisbane City Council in 2010. The CPP provides for approximately 7.7 million square feet of office, industrial, commercial, and institutional uses, along with approximately 330 acres of open space/open area and the 135-acre lagoon. In addition to the 684-acre area included as part of the DSP, the CPP includes the 44.2-acre Recology site, which spans the cities of Brisbane and San Francisco. The CPP does not include residential development.

Community Comments to UPC Survey

Brisbane is a close-knit community and we've been here a long time (I personally have worked on this project for 12 years). Through our Project Information Center on Visitacion Avenue, it has come to our attention that some Brisbane residents have publicly expressed a variety of comments and concerns after receiving the UPC survey that I want to directly address.

I'll paraphrase some of these comments and address each one below:

Community Comment # 1:

The survey is a "push poll" designed to persuade residents to favor the type of development UPC wants and doesn't consider other alternatives.

UPC commissioned Godbe Research, one of the county's most respected pollsters, to get an honest and accurate read on how Brisbane residents view various development options.

UPC instructed Godbe to ask about **only development options UPC actually is prepared to build**. While there are other proposals—including last year's Planning Commission recommendation for up to 2 million new square feet of development-- circulating about how to use the site, none have been proven to be economically feasible. We think it would be disingenuous of us to publicly test proposals — such as CREBL's proposal to use 170 acres adjacent to the Bayshore Caltrain station as an energy farm — that make little economic sense.

Community Comment # 2:

UPC is tracking how individual residents respond to the survey.

UPC doesn't know and will never know how individual residents or households respond to the survey. Reputable pollsters like Godbe collect and tally individual responses in confidence and never share them with clients. If Godbe violated this trust, they would never be rehired by the many local governments, school districts, elected officials and businesses in San Mateo that depend on them. UPC only sees aggregated percentages of survey responses.

Community Comment # 3:

It isn't possible to "clean up" the Baylands. UPC is simply proposing covering up contamination.

UPC is committed to remediating the development in the Baylands to the highest standard required by state and county regulators for the approved use. Here's what that means:

The Baylands site is a former rail yard and landfill. The contamination — mostly fuel oils and soil metals in the rail yard and decaying household waste in the landfill — is commonplace and typical of numerous other sites around California that have been successfully remediated and re-used.

In California alone, the Department of Toxic Substances Control (DTSC) completes an average of 125 site remediations each year. The different protocols addressing contamination, which are developed and enforced by state regulators, will be based upon Brisbane's approved land uses. If a parcel will be used for housing, it must be remediated to a very high standard, that often involves isolation, treatment or complete removal of soils. If a parcel will be used for day time commercial or recreation activity, regulators typically prescribe that contamination be capped in place, to avoid any risk of dispersal.

Community Comment # 4:

UPC is behind an effort to get regional housing and environmental groups and politicians mad at Brisbane for not allowing housing.

Politicians, advocacy groups and planners are monitoring and talking about the Baylands because it is one of the last large undeveloped Bay Area sites adjacent to transit that could accommodate large amounts of housing. These stakeholders would propose housing on the site regardless of anything UPC said or did.

There is a housing crisis in much of coastal California, and the Bay Area is the hardest hit region, with job growth exceeding housing production by many orders of magnitude. That's why there are 170 housing-related bills moving through the California State Legislature right now.

While Brisbane may not be able to turn off the job creation engine that is attracting new residents to the Bay Area, it could make a historic difference in the Bay Area's quality of life. Brisbane could help shape a plan to remediate the Baylands and create good high-wage R&D jobs and housing affordable to families just like that ones that live in Brisbane — all near transit and powered by renewable energy. This would allow a large number of workers to get out of their cars and create a truly walkable community adjacent to the Bayshore Caltrain station. UPC doesn't have to campaign to get groups to believe in this approach — it's already widely accepted as the best way to meet California's ambitious plans to reduce global warming.

I hope my letter clarifies why and how we are distributing the survey. We want to determine how to build a project that both produces the environmental site remediation and amenities Brisbane residents want — whether that is a new grocery store, a mechanism for raising money for schools or something else — and is economically and technically feasible for us to build.

Feel free to stop by our Project Information Center, email or call me directly at jscharfman@upcsf.com or 415-468-6676 if you want to talk about the survey or learn more about our proposed project.

Sincerely,



Development Director
Universal Paragon Corporation