

January 20, 2014

City of San Mateo
Planning Commission
C/O: Christy Usher, Associate Planner, AICP
330 W. 20th Avenue
San Mateo, CA 94403

**RE: HILLSDALE INN SITE REDEVELOPMENT AT 477 E. HILLSDALE BLVD.
PROJECT SUMMARY**

Dear Planning Commissioners,

The purpose of our Pre Application submittal is to request that the City of San Mateo allow the redevelopment of the approximately 3 acre property commonly referenced as The Hillsdale Inn, located at 477 East Hillsdale Boulevard, into a 180 unit multi-family residential project.

The property currently has multiple active uses including the 88 room Hillsdale Inn, Ryan's Bar, Enterprise Rent-A-Car, and a self-service, coin operated car wash. To the South of the property is a mix of commercial and residential uses including a BevMo store, a 3 story apartment building, and a mix of multi-family rental properties and single family homes in the San Mateo Village. To the East is Highway 101. To the West are commercial uses with a Chevron gas station and a strip retail center. To the North across Hillsdale Boulevard is a new Kaiser Permanente Medical Office Building, the City of San Mateo Police Station and a large commercial center with offices, restaurants, fitness gyms, and a grocery store.

The proposed project is a 3 and 4-story, multi-family residential project containing 180 units over one full basement level of structured parking. The current zoning of the property is C-2 and this zoning designation allows high density residential housing following the R-4 zoning guidelines. The unit count meets the City of San Mateo zoning allowance of 50 units to the acre with a 20% increase in density for utilizing the State of California State Density Bonus for providing 10% of the units to low income residents. Working with our marketing team, we have arrived at an optimal unit mix with a combination of one, two, and three bedroom units within the project. We are providing 344 parking spaces with 330 spaces in a one level, secure and gated underground garage and fourteen (14) surface parking spaces at the main entry on East Hillsdale Boulevard. This parking count is above the required parking per City of San Mateo standards.

The project incorporates a combination of interior and exterior amenities spaces. We will provide a fitness room, a separate community room, a business services area, and a private bike repair room along Hillsdale Court for residents to use for working on their bikes or for private locker storage. Along with the well landscaped paseos within the project, there will be two separate outdoor community spaces, each surrounded by the residential units and allowing for two distinct and separate outdoor uses. One area would be used for public gatherings, while the other would allow for more privacy or quiet solace. The pathways within the project will creatively lead to the surrounding public areas such as the small park to

the West of the Project, which we plan to work with the City of San Mateo on beautification efforts for this park, as well as creating easy access to the proposed bike/pedestrian path and bridge crossing both Hillsdale Boulevard and Highway 101.

The location of our project at the crossing of Hillsdale Boulevard and Highway 101 allows us to create a true Gateway Project into San Mateo. We are surrounded by commercial, multi-family and single family projects. We envision our architectural style drawing on both the rich history of Mediterranean style architecture found in many traditional San Mateo projects as well as focusing the building exterior to reflect the newer, more contemporary styles found in recently developed projects. We will use hard edges with stucco and plaster as the base building material, expansive glass lines, varying elevations at the roofline, recessed areas for private areas, and other architectural features for signage, area separation and articulation to create a strong building presence. The use of soft greys, whites and accenting earth tone colors in combination with stone, block, wood, and ornamental metal building materials used for gates, balconies, lighting fixtures and arbors will add the Mediterranean architectural styles that will not only soften the architecture of the building, but tie into some of the surrounding developments that have defined San Mateo architecture in the past. Reflecting on Mediterranean style, our landscape design will use bright plants, olive trees, terra cotta colored walkways, fountains, terraced planter boxes, and wood and metal benches, tables, and fire pits. These slight contrasts in architectural style will create a bold new residential community that the City can showcase as well as inspire residents of our new project to enjoy both their own living environment as well as the untapped opportunities of the surrounding community.

I appreciate your review of the above as we process our Pre-Application and prepare for our Planning Commission Study Session. If you have any questions, please contact me at 408-938-6333.

Respectfully Submitted,
BARRY SWENSON BUILDER

A handwritten signature in blue ink that reads "Aaron Barger". The signature is written in a cursive, flowing style.

Aaron Barger
Senior Development Manager