

From: [REDACTED]
To: [Planning Commission](#)
Cc: Stephen@themartingroup.com; [Linda Ly](#)
Subject: 477 9th Avenue Project, San Mateo
Date: Monday, May 2, 2022 2:37:54 PM

Planning Commission members:

I've just had a chance to look at the plans for the proposed 477 9th Avenue project, and all I can say is: NO. NO. NO. NO. NO. San Mateo does not need more faux-historical, ersatz Mediterranean, Santana Row cum Epcot Center kitsch. No. C'mon, I mean, "Spanish" towers and balconies?? Really?? Those were cliches 50 years ago! Enough already.

San Mateo's new buildings should speak to the present and the future, not parody the past. We need architecture that 30-40 years from now will still be having a visual conversation with its surroundings through complement and contrast, not self-parodistic kitsch. Look at 345 S. B Street, the under-construction 303 Baldwin (Trag's) building, and the proposed 1st and B Street (Donut Delite) project. Those are all new buildings that are proud to look NEW, not trying to look fake-old.

Please, do not saddle the city – and especially downtown – with this Santana Row kitsch. Send this project back to the drawing board and have the developer produce something original and fresh. This isn't it.

Thank you.

Russell Ito

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