



DATE: **April 23, 2019** AGENDA ITEM NO. 8.A

TO: Planning Commission

FROM: Brittany Bendix, Deputy Planning Manager

SUBJECT: Site Plan and Architectural Review
1205 Redwood Way
APN 007-411-034
File# PLSR-18-0025

RECOMMENDATION

It is recommended that the Planning Commission adopt a resolution approving Site Plan and Architectural Review for the construction of a 4-story, 85,802 square foot, 140-guestroom hotel at 1205 Redwood Way (**Attachment A**).

BACKGROUND

Project Location and Existing Conditions

The subject property is an approximately 1.18-acre vacant parcel at the western edge of the Redwood Technology Center Planned Unit District (PUD). Although vacant, the site is part of a larger 8.19 acre development (Site B in **Figure 1**), approved by the City Council in 2003 with corresponding public improvement and grading plans that are completed. As a result, the current site conditions include a finished building pad, a shared off-street parking lot, and existing access onto Redwood Way and Stub Road. (**Figure 1**)

Redwood Technology Planned Unit District (PUD)

In March of 2003, the Petaluma City Council established the Redwood Technology Center PUD and development standards in conjunction with the certification of an EIR, and an amendment to the General Plan. These approvals enabled the development of the Redwood Technology Center, an office/research and development campus with 262,500 square-feet of office/R&D space and a 7,500 square-foot freestanding restaurant building pad. The approved development, generally bounded by Old Redwood Highway to the north, North McDowell Boulevard to the east, and Highway 101 to the west; was initially divided into two sites:

- Site A: located on the north side of Redwood Way included two three-story buildings (Buildings A1 and A2) and an undeveloped restaurant pad (Building A3), all of which

shared an off-street parking lot. (Site A in **Figure 1**),

- Site B: located on the west side of Redwood Way, included two three-story buildings (Buildings B1 and B2), also sharing off-street parking. (Site B in **Figure 1**),

The EIR for the development site also considered changes to Site C, which included demolition of an existing theater and new construction of a 94,918 square foot retail store, two smaller retail spaces totaling 34,250 square feet, and two restaurant spaces totaling 10,454 square feet. Under separate ownership than Sites A and B, in October of 2003 the City Council approved the establishment of a separate PUD for Site C called the Redwood Gateway PUD.

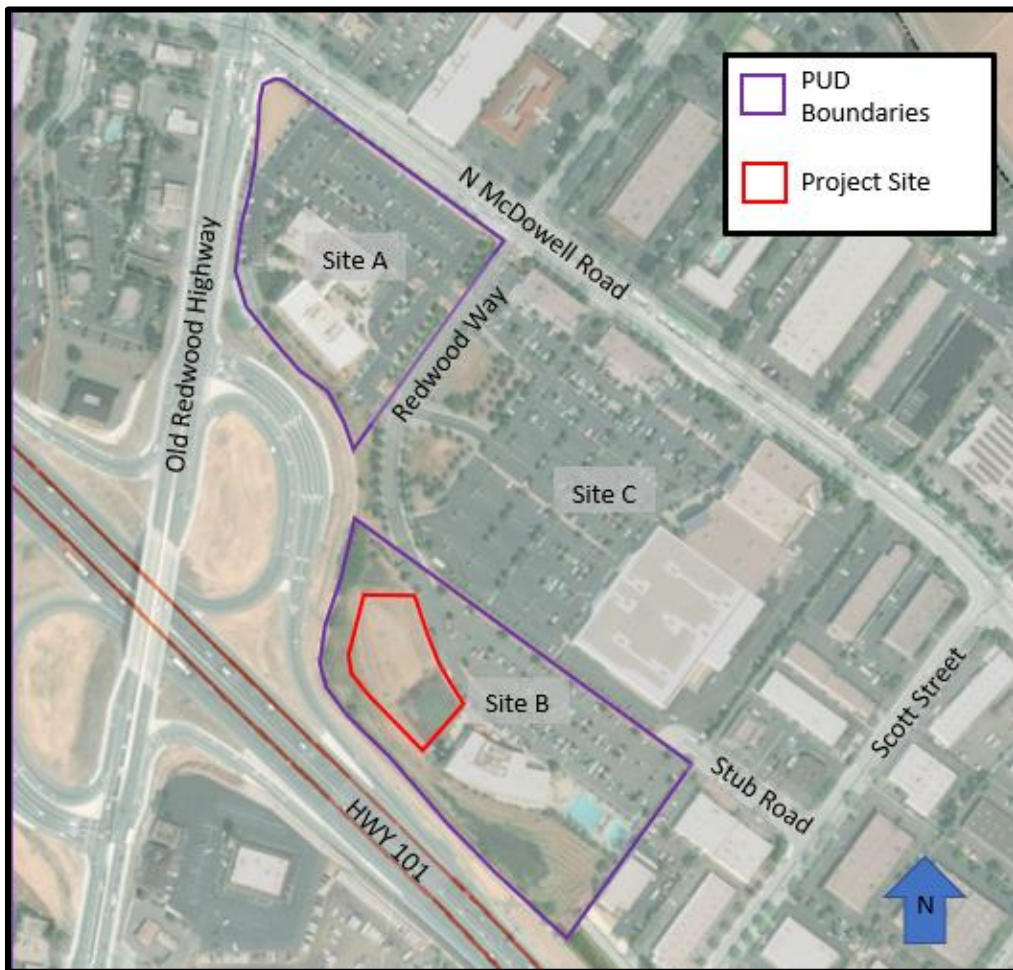


Figure 1: Project Location and Existing Conditions

Neighborhood Context

Since the 2003 approval actions, Site A has been developed with two three-story office buildings and in September of 2018 received SPAR approval to construct a 6,380 square-foot four-unit commercial building on a vacant building pad at 1395 N McDowell Boulevard. Site B has also been developed with a 41,000 square-foot fitness facility, currently occupied by Synergy Fitness. Site C ultimately demolished the existing theatre and pursued the construction of three one-story

commercial buildings, the largest is occupied by Khol's, Michaels, Tuesday Morning and Dollar Tree. General business offices, a variety of eateries and service commercial uses characterize the other surrounding businesses.

General Plan

The project site is designated Business Park (BP) in the General Plan 2025. The BP designation allows a maximum floor area ratio (FAR) of 1.5, although an FAR of up to 3.0 is attainable if there is structured parking. The stated intent of the BP designation is to facilitate the development of business and professional offices, technology park clusters, research and development, light industrial operations, and visitor service establishments, with retail only as a secondary use.



Figure 2: General Plan Designation

The project is also within the North McDowell Boulevard subarea of the General Plan. The North McDowell subarea lies between Highway 101, the Plaza and Plaza North Shopping centers, North McDowell Boulevard, the railroad tracks, and the City's Urban Growth Boundary (UGB). Commercial and industrial uses dominate the area and include business park complexes with office and industrial uses, as well as highway-oriented commercial uses such as hotels, restaurants, large retail stores and auto service stations. These land use activities correspond to the subarea's location. At the edge of Petaluma's urban development, the area has two gateways into the city through Old Redwood Highway and Highway 101, additionally McDowell Boulevard serves as a primary north-south connector for Petaluma's eastern communities.

Fiscal and Economic Impact Assessment

On October 6, 2008, the Council adopted Resolution No. 2008-189 N.C.S. which requires preparation of a Fiscal and Economic Impact Assessment for projects involving general retail, grocery, hotel or building and landscape materials that standing alone, or in combination with any other uses, has a total floor area of 25,000 square feet or more. The Resolution also requires that the City Council hold a public hearing to consider and discuss the FEIA prior to the granting of any land use entitlements, however there is no action on a project FEIA. The purpose of the hearing is to have a public discussion with the City Council, applicants and the public and is not intended to require or result in separate findings, conclusions or approvals regarding the project.

On April 15, 2019, the City Council held a public hearing on the FEIA for the Home 2 Suites hotel project that was prepared under the City's direction by ALH Urban & Regional Economics (ALH Economics). As required by the FEIA policy resolution, the overall assessment of the proposed Home 2 Suites hotel project is that the project would generate an estimated net fiscal surplus of \$586,068 annually to the City of Petaluma's Combined Fund (General Fund, Transient Occupancy tax Fund, Street Maintenance Fund). Additionally, the project would generate a one-time revenue of \$864,032 in development impact fees. (**Attachment D**)

PROJECT DESCRIPTION

The project proposes construction of a new four-story 84,940 square foot hotel on a vacant, flat development pad that was established by the 2003 PUD and development approvals. The proposal includes landscaping improvements along the entire perimeter of the site and will restripe a portion of the existing parking lot to correspond with the circulation and accessibility needs of the hotel use.

Site Plan

The site improvements include the construction of the new hotel, re-striping of the existing off-street parking, installation of bicycle racks and lockers, pedestrian paths that connect to the broader Redwood Technology Center, landscaping, and outdoor amenities for guests such as a pool area, patio, and fire pit. The primary entrance to the hotel is at the center of the proposed building and is accessed from a guest loading area that connects directly to a covered pedestrian entryway. The pedestrian entrance also connects to the site's sidewalk frontage, as well as a network of landscaped pedestrian-oriented paths that encircle the subject property and provide access to the neighboring building. The proposal does not include any changes to the grading of the existing

building pad. The proposal will also not extend into the adjacent wetlands. See **Figure 3**, below for a general site plan, a larger and more detailed site plan is found at Sheet A1.0 of **Attachment B**.

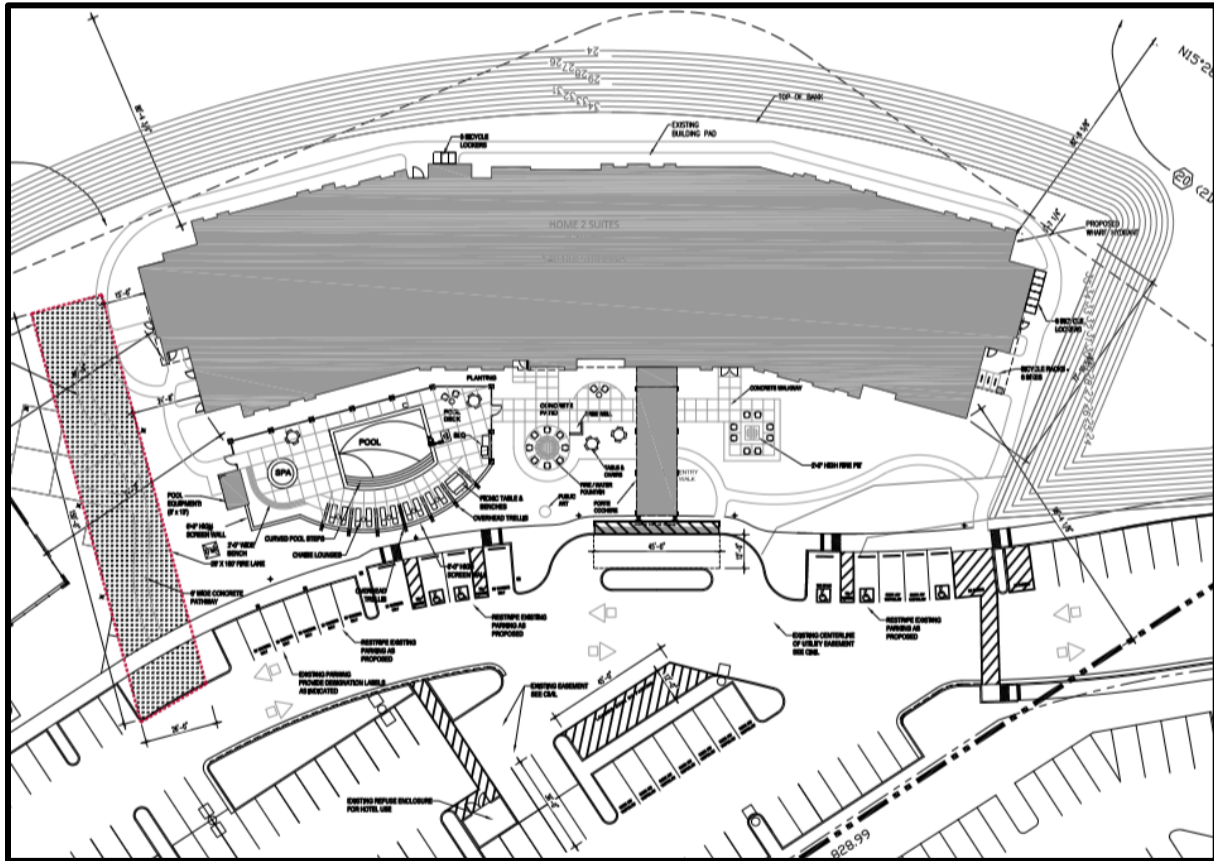


Figure 3: Site Plan

Access, Parking and Circulation

Vehicular ingress/egress to the site is provided via the existing shared driveway from the terminus of Redwood Way into the existing parking lot. This off-street parking area provides 357 parking spaces, which is adequate to meet the required parking needs to accommodate both the proposed hotel and the existing health club. However, the proposal does include changes to the parking area to provide improvements such as ADA parking and pedestrian access, seven (7) Electric Vehicle (EV) Stations and Clean Air Vehicle parking stalls, a trash enclosure, and two loading spaces. The existing secondary access to Scott Street via Stub Road is maintained at the southern edge of the site.

Building Massing and Form

The proposed building has a footprint of 22,097 square feet, a height of 59 feet 7.5 inches (top of parapet), and while the building form is curved, it has a width of approximately 320 feet and a depth of approximately 74 feet at its greatest extents. The proposed curved form of the building derives directly from the shape of the existing pre-approved building pad, as well as the adjacent

building. Although broad, the perception of the building’s mass on the west and east elevations is further reduced through two- to three-foot notches, shifts in color and buildings materials, and variation in the roof form. The intent of these architectural details is to soften the perception of the building’s scale from all visible perspectives, especially from Highway 101 and the site’s primary entrance from Redwood Way. See **Figures 4-7** for general massing and Sheet A3.1 of **Attachment B** for larger detailed elevations.

Building Materials, Colors and Architectural Details

The proposed building elevations are treated with varying neutral colors of sandblasted stucco and are accented with tile, aluminum windows, and on one bay of the West Elevation, a streak of lime green painted stucco that corresponds to the hotel’s branding. The central window assembly on the west elevation features a four-story aluminum system that evokes a curtain-wall aesthetic. The fenestration on all other elevations of the building include punched openings for fixed windows that are recessed one foot from the building face. Flat parapets characterize the roof form but vary in height to break the horizontality of the massing. The parapets above key signage for the hotel are embellished with a fluted and projecting crown.



Figure 4: East Elevation



Figure 5: West Elevation



Figure 6: South Elevation



Figure 7: North Elevation

Landscaping

In addition to the existing landscaping, the proposal includes the planting of 28 trees, 527 shrubs, and ground cover that will encompass the entire building perimeter and extend into the immediately adjacent parking area. The proposed landscaping is varied, including five different types of 24-inch box trees and 15 different species of 5-gallon shrubs. Ten African Sumac trees, which reach a height of up to 25 feet are planted along the site's western edge, providing shade and buffering between the property and Highway 101. The more ornamental and colorful trees, including the 11 Tuscarora Crepe Myrtles, are planted on the east side of the site. Overall, the eastern edge of the site includes the majority of the proposed landscaping as it complements the main entrance to the hotel, outdoor guest amenities and the PUD's pedestrian paths. All proposed plants are low-water usage. See Sheet L1 of **Attachment B** for the Landscaping Plan. Also inset as **Figure 8**.



Figure 8: Planting Plan

Lighting

Proposed exterior lighting includes wall-mounted sconces, pedestrian path lights, and tree up-lights. Reference sheet L1 of **Attachment B** for the detail of the project's proposed light fixtures. All wall sconces and pole-mounted lights will be downward-facing and will utilize Light-Emitting Diode (LED) fixtures.

DISCUSSION

Standards of Review

This project is subject to the following standards of review:

- Petaluma General Plan 2025
- Redwood Technology Center PUD
- Implementing Zoning Ordinance
 - IZO §24.010 (Site Plan and Architectural Review)

The following analysis addresses each standard in order of relevance to the proposed project.

General Plan

The following discussion provides an analysis of the proposed project against applicable General Plan policies. Staff analysis is provided in italics below.

Land Use, Growth Management & the Built Environment

Policy 1-P-1 Promote a range of land uses at densities and intensities to serve the community needs within the Urban Growth Boundary (UGB).

Policy 1-P-2 Use land efficiently by promoting infill development, at equal or higher density and intensity than surrounding uses.

Policy 1-P-9 Support continued development and intensification of employment centers.

The proposed project makes use of an infill site already approved to accommodate a building of its size. The proposed hotel use is principally permitted within the PUD and encouraged within the North McDowell Boulevard subarea of the General Plan. Additionally, as indicated in the FEIA, the hotel will provide approximately 30 new permanent jobs within the City's hospitality sector.

Policy 1-P-14 Require provision of street trees, landscaping, parking, and access features to help integrate land uses and achieve an effective transition between uses of disparate intensities.

The project features new landscaping, tree plantings, shrubs, and ground-cover. Parking lot landscaping and site perimeter landscaping features will provide a visual buffer between the immediately adjacent commercial and office uses. These features along with proposed parking and circulation improvements will promote a safe and effective transition between land uses

Community Design, Character and Green Building

Policy 2-P-1 As depicted on the Land Use Map allow for urban development at defined densities and intensities to prevent the need to extend outward beyond the Urban Growth Boundary.

Policy 2-P-5 Strengthen the visual and aesthetic character of major arterial corridors.

Policy 2-P-6 Create a strong sense of entry into the city at key locations, identified as Gateways. Each gateway should be considered individually with some requiring architectural and/or landscape treatments and others more simply protecting/ enhancing what already exists (e.g. cultural landscapes and ecological diversity) to provide a sense of transition or entry to Petaluma.

The proposal is consistent with the density and intensity of use established by the Redwood Technology Center PUD and the BP General Plan land use designation. Given the site's adjacency to Highway 101 and prominent visibility on a corridor that serves as a gateway to the City, the project also includes architecture that provides variation in planes, color and material, as well as landscaping on its west façade. These elements, along with the curved building form, help to soften the site's scale of massing and better integrates the perception of the building into the background of the Sonoma Mountains.

Policy 2-P-88 Provide enhanced pedestrian and bicycle network connections between the industrial, commercial and residential clusters.

Policy 2-P-91 Promote walkability by clustering business parks and increasing pedestrian linkages between office structures and nearby commercial and restaurant uses.

The proposal provides for a pedestrian trail that encompasses the entire building and provides access to the adjacent fitness club, as well as to the area's broader pedestrian network. Additionally, bicycle facilities, both for employees and guests are located to promote ease of access.

Economic Health and Sustainability

Policy 9-P-3 Provide an array of employment opportunities to existing and future residents by assuring diversity in Petaluma's industry and enterprise mix.

Policy 9-P-18 Strengthen the tourism sector.

As noted in the FEIA, the proposed project will introduce a new hospitality service to the area that will strengthen the commercial and industrial activities in the vicinity. The project will also create approximately 30 permanent jobs in the hospitality industry, including 65 percent full-time jobs and 35 percent part-time jobs.

Redwood Technology Center PUD

Development Standards

As described in Table 1 the proposal complies with the development standards of the Redwood Technology Center PUD.

TABLE 1: COMPLIANCE W/ REDWOOD TECHNOLOGY CENTER PUD REGULATIONS		
REGULATION	ALLOWED/REQUIRED	PROPOSED
Minimum Lot Area	6,000 square feet	No change; 53,318 sf (1.18 Acres)
Minimum Lot Width	60 feet	No change; approx. 180 ft
Minimum Lot Depth	100 feet	No change; approx. 120 ft
Maximum Coverage	60 percent	17.69 % (total lot coverage combined with health club)
Maximum Height	60 feet	59 feet 7.5 inches (top of parapet)
Parking ¹	1 parking stall per room 1 parking stall for hotel manager	141 parking stalls including (140 rooms plus 1 hotel manager spot) 7 EVC and 5 ADA
Loading ²	2 off-street loading berths	2 off-street loading berths
<p>1. Parking regulation are from Table 11.1 of the IZO, which requires 1 parking stall for each living or sleeping unit plus 1 parking stall for the manager.</p> <p>2. Loading regulations are from Table 11.3 of the IZO, which requires 2 loading berths for hotel uses that have between 50,001 and 150,000 sf of gross floor area.</p>		

Site Plan and Architectural Review (IZO §24.010)

The Planning Commission shall make the specific findings to approve the project in compliance with IZO§24.010(G) (Standards of Review Applications). Staff recommendations are provided below *in italics*.

- a. The appropriate use of quality materials and harmony and proportion of the overall design.

The project incorporates the use of sandblasted stucco, stone tile and aluminum framed fenestration in a manner that is architecturally harmonious and proportional. This is achieved through a variation in both materials and colors, as well as changes in planes on all elevations, steps in the roof line, and punched window openings.

- b. The architectural style which should be appropriate for the project in question, and compatible with the overall character of the neighborhood.

The architectural style is appropriate for the proposed hotel use. The architecture compliments the site's prominent visibility from Highway 101 as the quality of the design attracts individuals travelling through Petaluma to the hotel use, and by extension reinforces Petaluma's hospitality service industry. The design is also consistent with the overall character of the neighboring structures which are predominantly characterized by tall two- and three-story stucco commercial buildings.

- c. The siting of the structure on the property, as compared to the siting of other structures in the immediate neighborhood.

Buildings in the surrounding vicinity are large commercial and office buildings that have been sited adjacent to and in the center of large surface parking lots with landscaped areas. The proposed building has been sited at the western edge of the Redwood Technology Center with the associated parking area to the east. Accordingly, the siting of the structure on the site has been designed to respond to the siting of other structures in the neighborhood and serves to screen the existing parking area from the Gateway, presenting a more attractive building façade.

- d. The size, location, design, color, number, lighting, and materials of all signs and outdoor advertising structures.

As conditioned, any proposed signage for the new hotel building will need to comply with the sign standards of the Implementing Zoning Ordinance.

- e. The bulk, height, and color of the proposed structure as compared to the bulk, height, and color of other structures in the immediate neighborhood.

The project is located in a commercial area that features tall one- to three-story commercial buildings. Although the proposed structure is a four-story commercial structure, the proposed height complies with the PUD requirements and includes an articulation in massing that is compatible with buildings in the vicinity. Additionally, the proposed building's use of natural colors and durable, stucco and stone material finishes reinforce the appropriateness of the design. The architecture also sets a higher standard for future construction within the area. For all these reasons, the project's bulk, height, and color is compatible with the immediate neighborhood.

- f. Landscaping to approved City standards shall be required on the site and shall be in keeping with the character or design of the site. Existing trees shall be preserved wherever possible and shall not be removed unless approved by the Planning Commission.

The project includes landscaping to approved city as the landscape plans include low-water usage tree and shrub species surrounding the development site. As described above, the project includes five different species of trees, 15 different species of shrubs, and 12 different species of groundcover. All landscaping will be irrigated with a low water use drip irrigation system, and the project's landscaping will be designed to meet the requirements of the City's Water Conservation Regulations.

- g. Ingress, egress, internal circulation for bicycles and automobiles, off-street automobiles and bicycle parking facilities and pedestrian ways shall be designed as to promote safety and convenience and shall conform to approved City standards.

Vehicular ingress/egress to the site is provided via the existing shared driveway from the terminus of Redwood Way into the existing parking lot. However, the proposal does include changes to the parking area that provide improvements such as ADA parking and

pedestrian access, seven (7) Electric Vehicle (EV) Station and Clean Air Vehicle parking stalls, a trash enclosure, two loading spaces, and bicycle parking facilities. The proposed vehicular parking spaces will meet the minimum requirements of the approved PUD, while the bicycle parking spaces will meet the standards of the IZO. The site will also continue to have adequate access via the shared driveways with the adjacent fitness building. Additionally, the Fire Department has indicated that it will have adequate emergency access to the site. For these reasons, the project provides a safe circulation environment which conforms to city standards.

PUBLIC COMMENT

A notice of public hearing was published in the Argus Courier on April 11, 2019 and mailed to all property owners and occupants within 1,000 feet of the project site. Additionally, a public hearing sign was installed on site consistent with City Council Resolution No. 2018-107 N.C.S. At this time, the City has not received any public comment on the proposal. Additionally, consistent with the requirements outlined in Resolution 2008-189, availability of, and the public hearing on the Home 2 Suites FEIA was published in the Argus Courier in an eighth page ad on March 14, 2019. Notice for the FEIA hearing was also mailed to all property owners and occupants within a 1,000 foot radius of the site.

As of April 16, 2019, the Planning Division has received one letter in opposition to the project. The concerns identified in the letter relate to lack of notice to the adjacent health club's management, limited parking available for club users with current conditions, a lack of foresight by the City in addressing necessary water and sewer needs throughout Petaluma, and a request that the site remain vacant, otherwise locating needed development in currently vacant buildings. This letter is included as **Attachment E**.

ENVIRONMENTAL REVIEW

On June 10, 2003, the Redwood Technology Center EIR, SCH #1999062121 was certified and the Redwood Technology Center project was approved by the City of Petaluma, which provided for the development of approximately 30 acres including 7,500 square feet of restaurant use, 262,500 square feet of office/research and development campus land uses, 94,918 square feet of an independent retail store with an associated 20,405 square foot garden center, two smaller retail spaces totaling 34,250 square feet, two restaurant spaces totaling 10,454 square feet, and appurtenant improvements.

As proposed, the Home 2 Suites Hotel Project would develop a 4-story 85,802 square foot hotel containing 140 guest rooms, landscaping, an inground pool, patio and spa area, and appurtenant improvements. The proposed project is consistent with the development intensity analyzed in the certified Redwood Technology Center EIR and no further environmental analysis is warranted. A review of CEQA Guidelines Section 15162, Subsequent EIRs and Negative Declarations, did not identify any conditions warranting subsequent environmental review. The proposed Home 2 Suites Project is consistent with the certified Redwood Technology Center EIR and no further environmental review is warranted.

In addition, and as documented herein, the proposed project meets the conditions for the In-Fill Development Project Categorical Exemption pursuant to Section 15332 of the State California Environmental Quality Act (CEQA) Guidelines. Specifically, the project is consistent with the Business Park land use designation and regulations of the Redwood Technology Center PUD. The project is also located within city limits on a site less than five acres substantially surrounded by urban uses and on a site without value for habitat for endangered, rare, or threatened species. The project would not result in any significant effects related to traffic, noise, air quality, or water quality and is located on a site served by all required utilities and public services. See **Attachment C** for the Categorical Exemption determination.

ATTACHMENTS

- A. Draft Resolution and Conditions
- B. Project Plans
- C. Categorical Exemption
- D. Financial and Economic Impact Analysis; Staff Report and Attachments:
https://petaluma.granicus.com/MetaViewer.php?view_id=31&clip_id=2699&meta_id=421750
- E. Public Comment