



## **CAMBRIA HOTEL**

### **PROJECT DESCRIPTION**

The project proposes to remove the existing commercial building on-site and construct a 5-story, 190-room hotel on the 1.96 acre site. Parking will be provided on-site.

The proposed Cambria Hotel by Choice Hotels International is located along 2900 Lakeside Drive Santa Clara, California. The new hotel development will take place on a developed 1.96 acre site. The Cambria Hotel will be a leisure and business oriented hotel consisting of 190 rooms, meeting space, out-door resort pool and state-of-the-art fitness center. The project consists of one 5-story building.

The project will provide 151 parking spaces onsite at grade and in a one-story parking structure located within the site. The hotel will include pedestrian circulation improvements to public sidewalks along the street frontages. On site amenities such as open space, planters and seating areas are proposed around the project. The project is especially pedestrian and bicycling friendly with numerous enhanced pedestrian connections, bike parking and pedestrian access to the hotel. The service and support activities of the hotel is sited towards the rear of the project to make efficient use of, and activate the street frontages.

The program of the building along Lakeside Drive and Tannery Way is designed to active the public realm with public hotel activity. New public improvements along the project's street frontage will create a pedestrian and bicycle linkage throughout the community, enhancing further development in the specific area. The project will strive for environmental sustainability and include programs to promote public transportation and ride sharing which are readily available to this location. A garden courtyard, pool deck and lounge areas will provide an amenity for the public and guests. The existing site trees will be preserved wherever possible through a tree preservation and removal plan. The project has been designed to comply with the General Plan and Zoning Code established by the City of Santa Clara.

The Cambria Hotel, will be furnished with a breakfast area, lounge, pool, fitness center and pedestrian access into the hotel. The hotel open lounge reception concept enhances the guest arrival experience along both Lakeside Drive and Tannery Way. The hotel will have occasional acoustical live guitar music in the lobby for guests in afternoons. Local flora and fauna will blend the building and site parking into the surrounding landscape.

This hotel project is designed to further enhance the quality of the community environment through its timeless contemporary architectural design. The building architecture is contemporary and timeless. The hotel utilizes a straightforward and timeless palette of

materials to break up the building massing including natural stone, architectural elements and plaster. The exterior colors are timeless, consisting primarily of natural stone, grey and integral plaster colors and native landscaping.

The hotel, once opened, will incorporate the most current hotel operational sustainability systems including high efficiency HVAC systems, natural lighting, energy efficient light bulbs, motion sensor and timed light switches in offices, store rooms, and public restrooms, and LED Exit signs. Sensors and water conserving faucets in public restrooms will be provided. Low flow toilets, water faucets and showerheads in guestrooms and common area. Water efficient commercial dishwashers and laundry washing machines will be used. The Landscaping will use tie into the City of Santa Clara recycled water program, will have a drip system with drought tolerant plants and shrubs. For Lighting, the parking lot will have LED lights with timers and there will be charging stations for guest Electric Vehicles.

#### **HOTEL SHUTTLE AND RIDE SHARING**

On-site ride sharing pick up and drop off areas for guests in addition to a hotel shuttle van will facilitate shared transportation to the Hotel from the area job centers, San Jose International Airport and Levi's Stadium.

#### **BICYCLE PARKING**

Bike racks shall be located along the Hotel for use by both employees and hotel guests.

#### **HOTEL VALET PARKING**

The hotel will provide valet parking as needed for guest during peak hours and dates.

#### **PEDESTRIAN ACCESS**

The project is designed to be especially pedestrian and bike friendly with numerous enhanced pedestrian connections, walkways along the property, bike parking and pedestrian access onto the Hotel property.

#### **GUEST ROOM AMENITIES**

Guests will enjoy a curated hotel experience with boutique amenities and thoughtful, modern touches, including:

- Recharge Beautyrest® Mattress
- Luxe Pillow Top Bedding
- Spa-Like Bathroom with a Walk-In Shower
- Spacious, Well-Lit Work Area
- Bluetooth Mirror in Bathroom
- 55" RoomioTV for Streaming Online Content
- Free, Fast, and Reliable 500Mbps WiFi

- Plenty of Outlets and USB Ports
- In-Room Safe
- Mini-Fridge
- Hair Dryer
- Cuisinart Coffee Maker

## **DELIVERIES**

Deliveries to the hotel be made by delivery trucks or vans to designated parking areas, and will occur on-site at the designated Loading Zones accessed from the driveways on Tannery Way and Lakeside Drive. Deliveries will be limited to between normal operating hours.

## **ABC LICENSE TYPE 47 REQUEST**

The Cambria Hotel restaurant for guests will make the request for an ABC License Type 47 to authorize the sale of beer, wine and distilled spirits for consumption on the premises.

## **CAMBRIA HOTELS**

- ✓ Cambria Trip Advisor ranking is #1 in the upscale segment with a 4.4 out of 5 stars
- ✓ Choice Privileges was rated the #1 Guest Loyalty Program by USA Today in 2018
- ✓ Choice Privileges rewards program is the fastest growing in the industry and has 42M members, Choice added 8.1M new members in 2018

## **HOTEL PARKING TRENDS – RIDE SHARING**

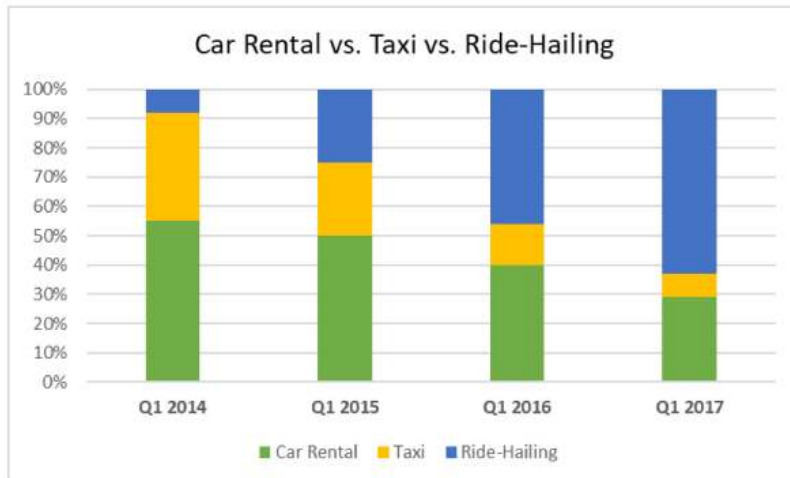
Transportation Network Companies (“TNCs”) or ride sharing companies like Uber and Lyft are changing driving habits and having a material impact on parking demand for Hotels.

Hotel parking demand has decreased due to TNC use by travelers; travelers are choosing to use TNCs instead of rental cars to get to and from hotels.

Travel and expense management service provider Certify found that 59% of individuals using transit for for work related purposed opted to use TNC services instead of a taxis or car as the majority share of ground transportation in 2017; up 4% from the previous year.

Hotels are taking advantage of the market trend and accommodation ride hauling services by designating areas for TNC pick up and drop offs.

## Hotel Travelers



Source: TNOCQZ, <https://www.tnocqz.com/article/certify-uber-lyft-q1-2016/> & <https://www.certify.com/Certify-SpendSmart-Report-Story-infographic-Q2-2017.aspx>

## CAMBRIA HOTEL BRAND STANDARD SUMMARY

Choice hotels in the 2<sup>nd</sup> largest lodging company in the United States with over 6,800 hotels. The Cambria hotel flag is the fastest growing select service upper scale boutique inspired hotel in the US with over 30 Cambria Hotels opening in the next 18-months. Hotel parking and amenities are designed to capture ride sharing trends in the hospitality industry.

## CAMBRIA HOTEL SANTA CLARA

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### Sample New Cambria Hotels Opened and In Development Brand Standard Parking Ratio

	Keys	Parking	Ratio
Austin, TX	212	61	0.29
Houston, TX	226	84	0.37
Orlando, FL	158	65	0.41
Nashville, TN	255	124	0.49
Los Angeles, CA	248	53	0.21
Milwaukee, WI	128	17	0.13
Boulder, CO	140	55	0.39
Washington DC	182	110	0.60
Chicago, IL	215	No on-site parking	
Dallas, TX	177	No on-site parking	
Philadelphia, PA	223	No on-site parking	
Phoenix, AZ	136	96	0.71
Miami, FL	122	68	0.56
Asheville, NC	136	101	0.74
New Orleans, LA	162	No on-site parking	