



**City Council Meeting**

**Public Hearing Item # 5**

**20-565**

**4949 Great America Parkway**

**Early Consideration**

**August 18, 2020**

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**City of Santa Clara**  
The Center of What's Possible

### 4949 Great America Pkwy

#### General Plan Amendment

- 3.86-acre site
- General Plan Text Amendment to increase allowable intensity of hotels north of the Caltrain Corridor (GP Policy 5.5.1-P13)



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## **4949 Great America Pkwy**

### **Early Consideration Policy**

- Adopted by Council on May 16, 2017 (City Council Resolution 17-8435)
- Purpose: Save time and costs for non-viable GPAs
- Process:
  - City Review (1<sup>st</sup> Round PCC)
  - Community Meeting
  - City Council hearing (within 3 months) to determine consistency with General Plan Major Strategies
  - Determination to continue or discontinue process

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## **4949 Great America Pkwy**

### **Virtual Community Meeting**

- June 3<sup>rd</sup>, 2020
- Four people participated in the community meeting, and two spoke
- General interest in the proposal
- Questions and concerns regarding:
  - architectural design
  - construction timeline
  - expected customer demand

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## **4949 Great America Pkwy**

### **General Plan Review**

- Regional Commercial designation supports regional retail and commercial uses
- General Plan Major Strategies support economic development projects, including hotels which contribute to the City's fiscal health, at locations that minimize impacts to neighborhoods and utilize existing infrastructure
- General Plan Policy 5.5.1-P13 allows intensified hotel development north of the Caltrain corridor (FAR of 2.0)
- Aligns with other General Plan Policies

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## **4949 Great America Pkwy**

### **Recommendation**

City Council direct staff to continue processing the subject General Plan Text Amendment to allow a greater Floor Area Ratio than currently allowed in the Regional Commercial General Plan designation for the 3.86-acre property located at 4949 Great America

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The seal of the City of Santa Clara, California, is circular. It features a central illustration of a mission-style building with a red roof and a bell tower, set against a blue sky with clouds and green grass. The text "CITY OF SANTA CLARA CALIFORNIA" is written in a circle around the top, and "THE MISSION CITY" is written around the bottom. The year "1852" is prominently displayed in the center of the seal.

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**Hilton Santa Clara Expansion**  
Santa Clara, California

**ACRM**  
AWREY COOK ROGERS MCGILL  
ARCHITECTS - INTERIORS

18 August 2020  
City Council Early Consideration

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**ACRM**  
AWREY COOK ROGERS MCGILL  
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Santa Clara, California

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Hilton Santa Clara Addition  
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## HILTON SANTA CLARA COMMUNITY CONTRIBUTION

American Cancer Society  
Second Harvest Food Bank  
Silicon Valley Humane Society  
Teen Challenge Family Center San Jose  
Sacred Heart Community Service  
Mattress Firm Foster Kids  
Toy Drive

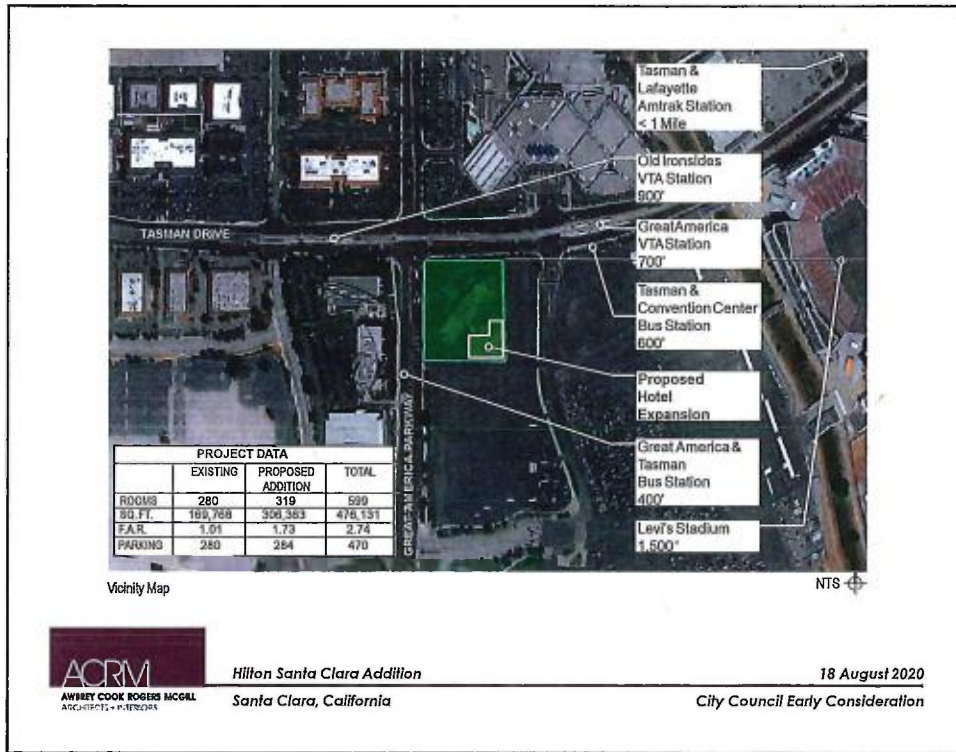
Scott Lane Elementary School  
Chandler Tripp Elementary School  
Heritage Home (Women Shelter)  
Little People of America (LPA)  
City Minister Men's Kitchen  
City Team San Jose  
San Jose Corps



Hilton Santa Clara Addition  
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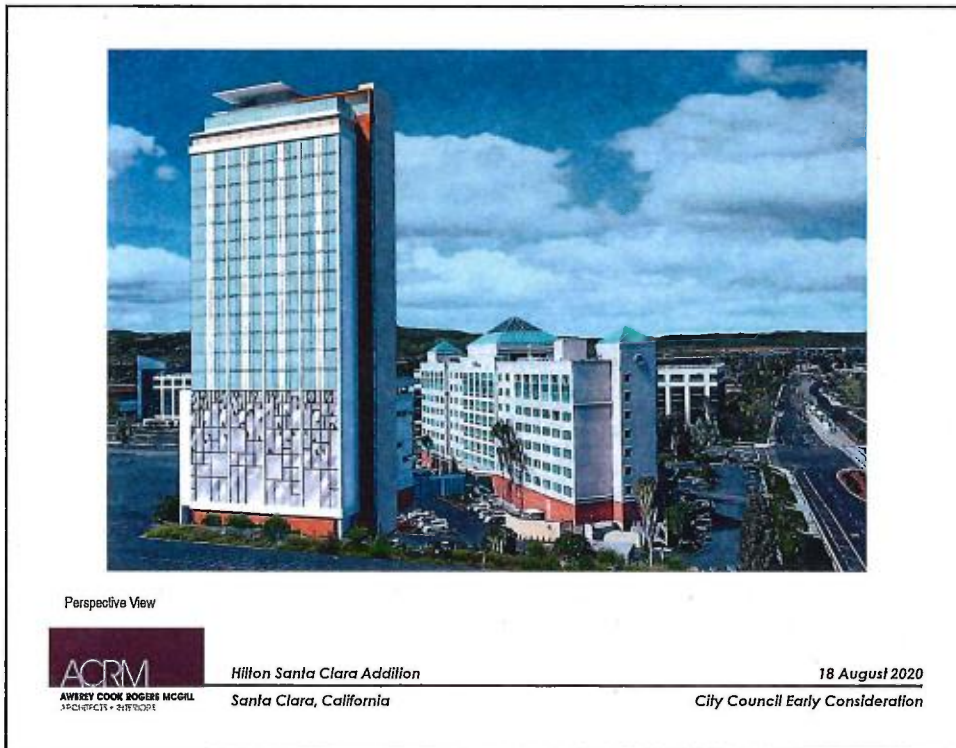
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Hilton Santa Clara Addition  
Santa Clara, California

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### Existing General Plan Land Use Designation 4949 Great America Parkway



-  = 4949 Great America Parkway
-  Regional Commercial



Hillon Santa Clara Addition  
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### Existing Zoning 4949 Great America Parkway



-  = 4949 Great America Parkway
-  CP - Commercial Park



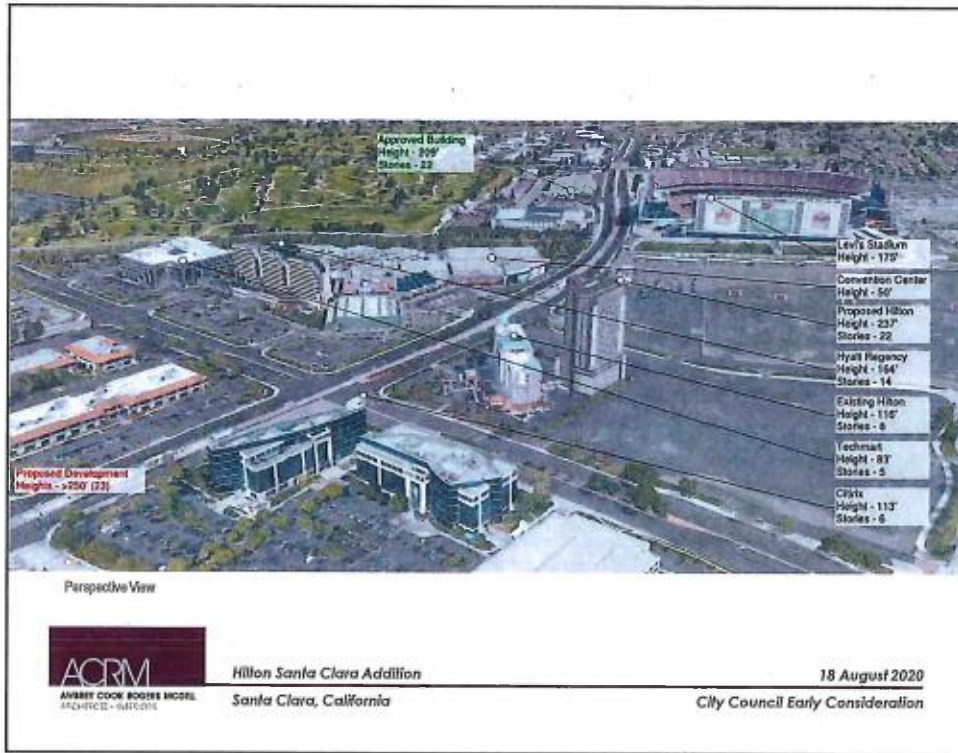
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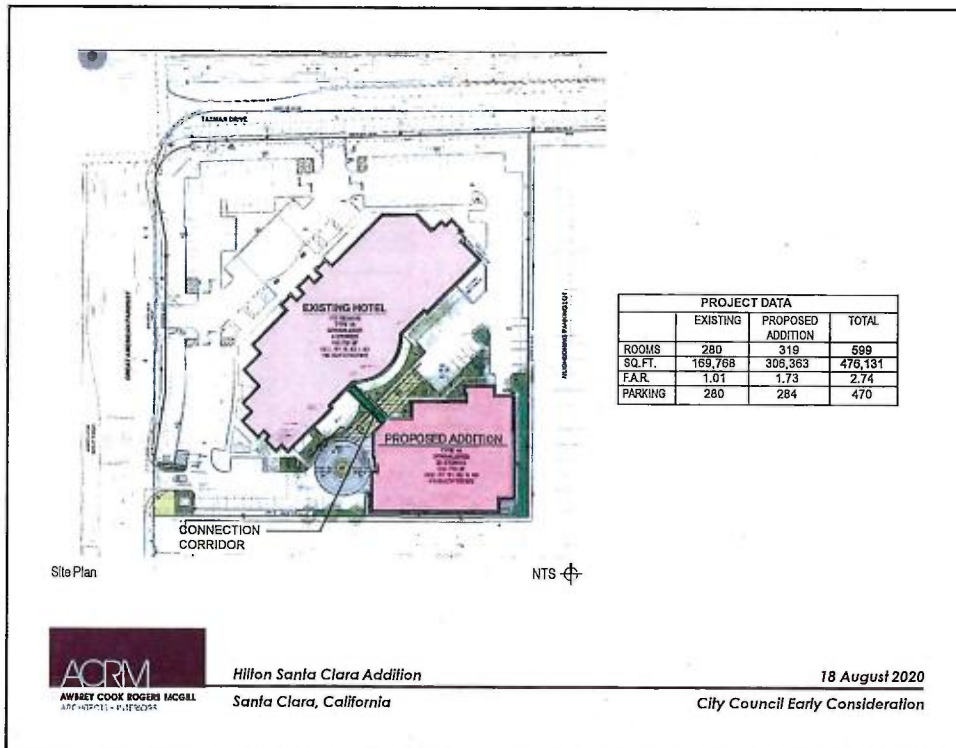
City Council Early Consideration

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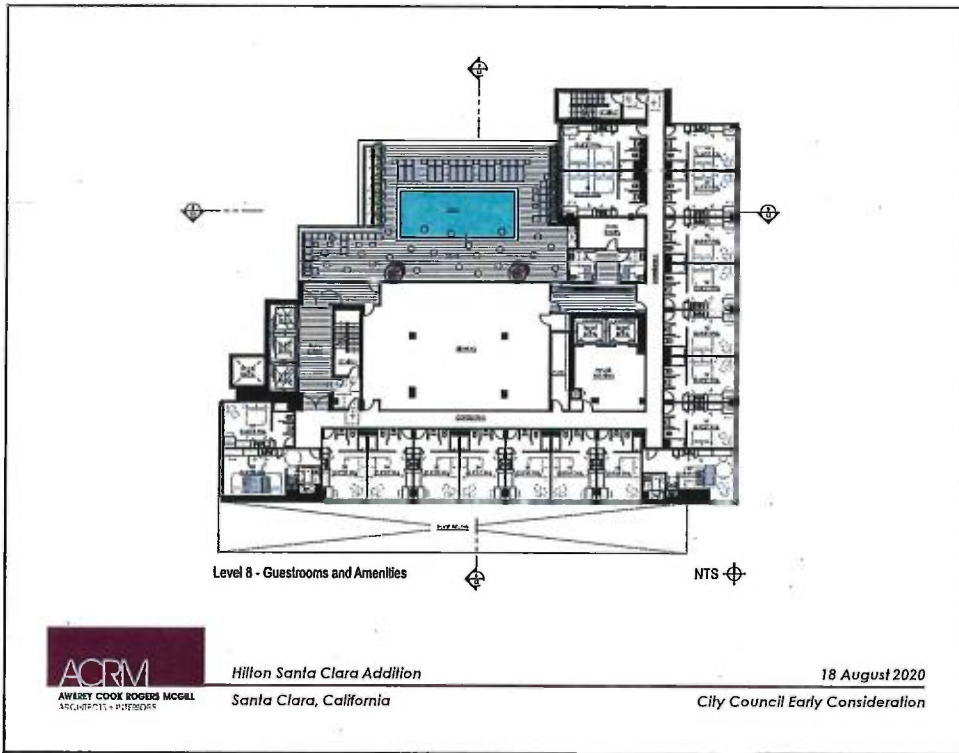




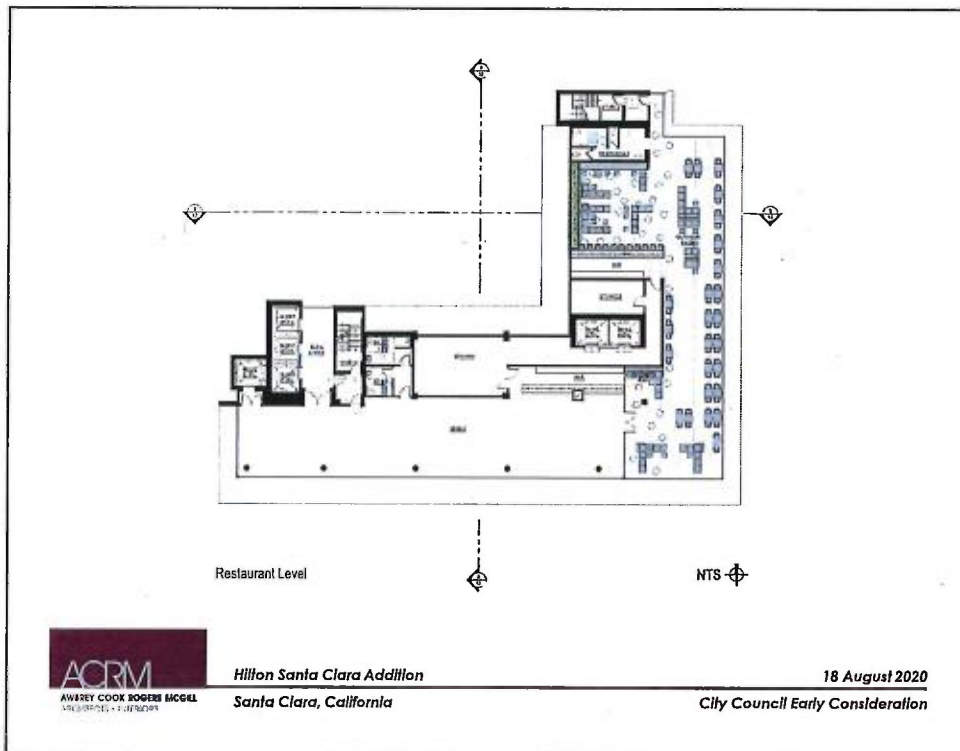
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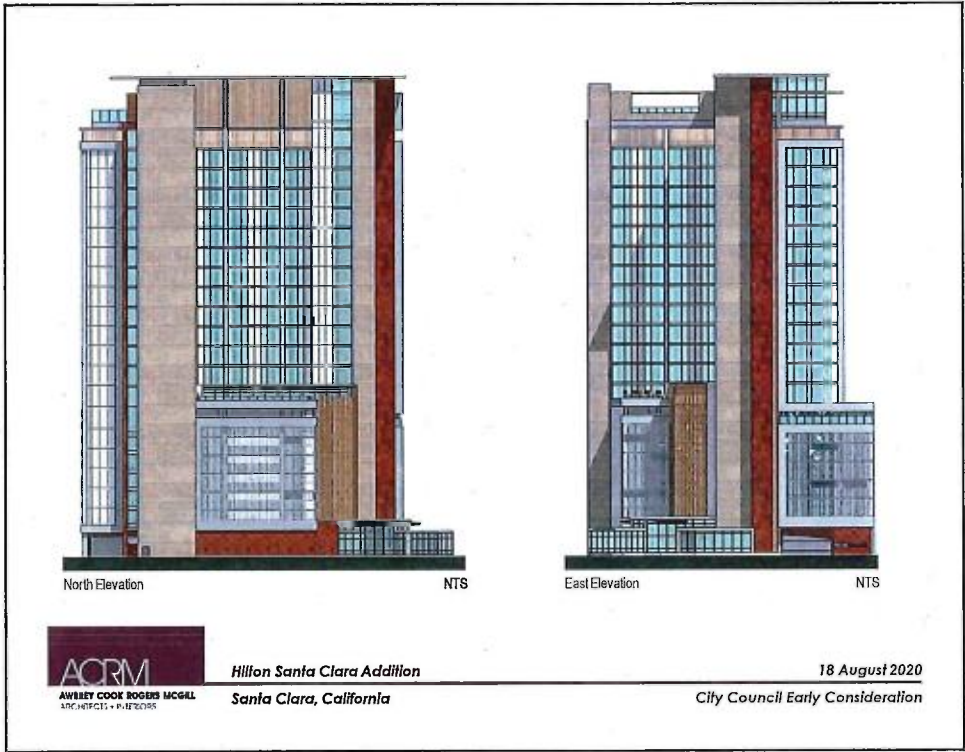
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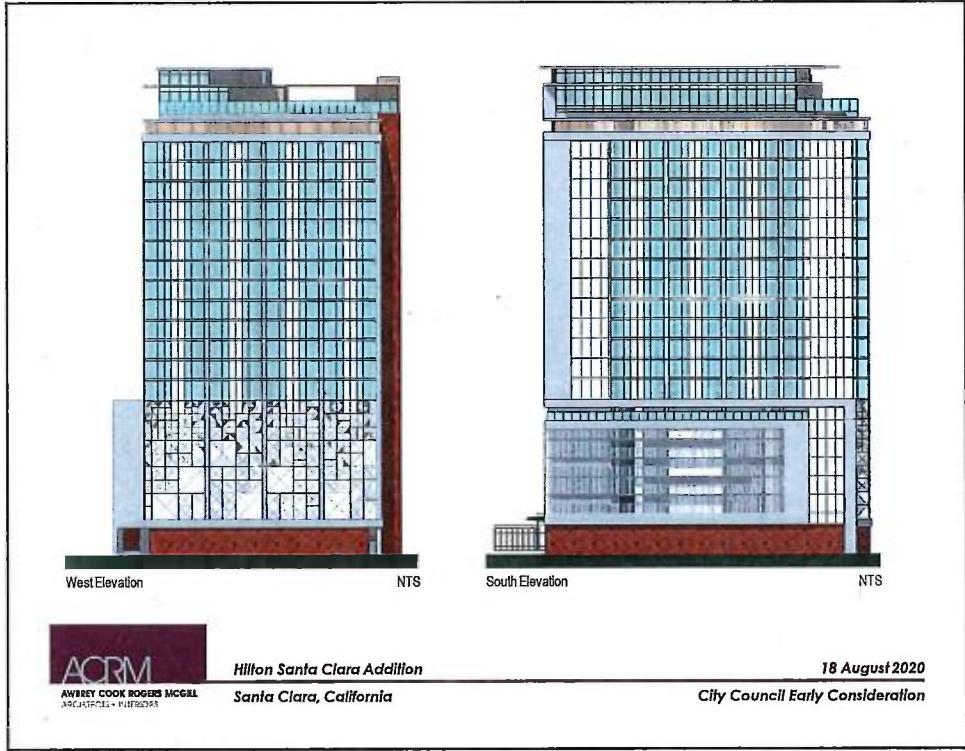
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Perspective View



Hilton Santa Clara Addition  
Santa Clara, California

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Perspective View

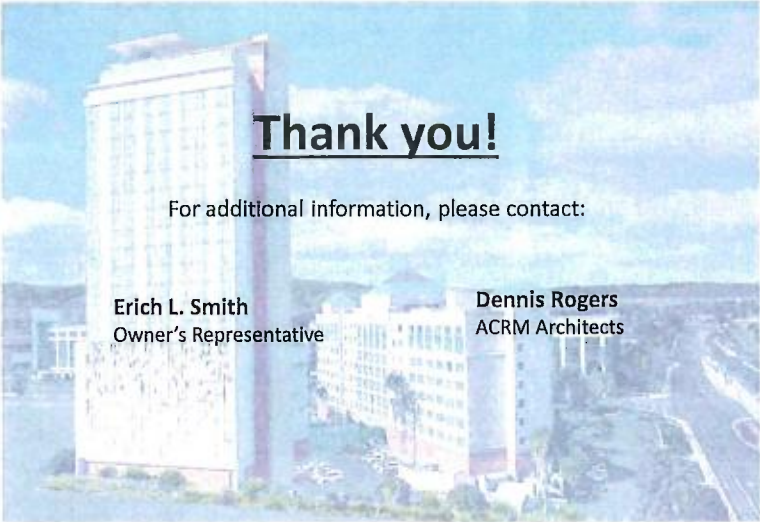


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**Thank you!**

For additional information, please contact:

**Erich L. Smith**  
Owner's Representative

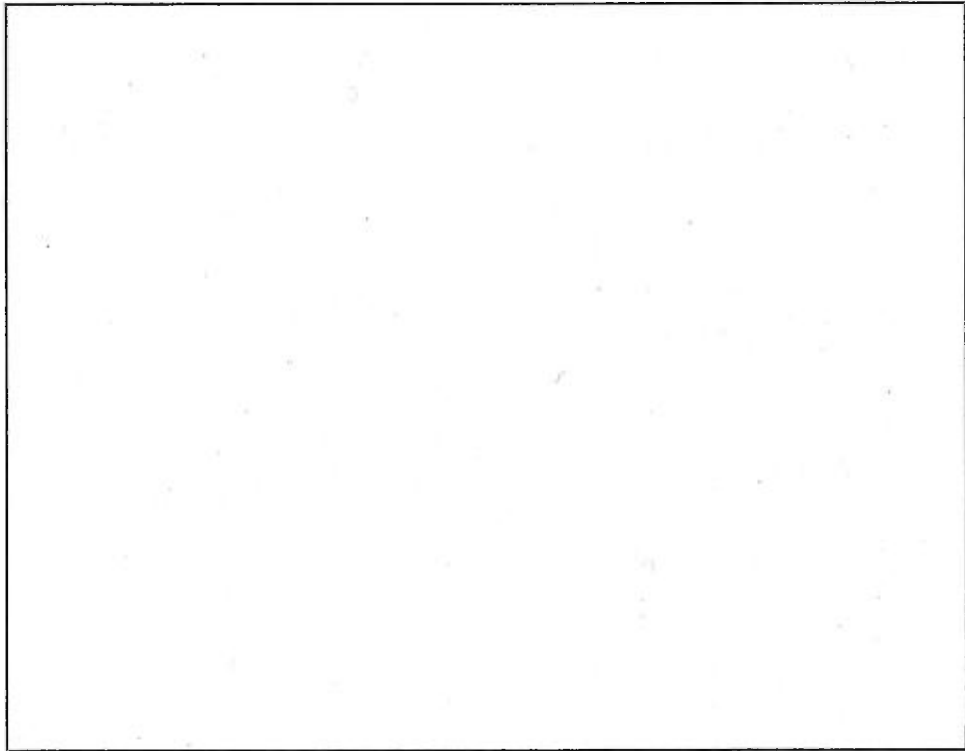
**Dennis Rogers**  
ACRM Architects

**ACRM**  
AWBRY COOK ROGERS MCGILL  
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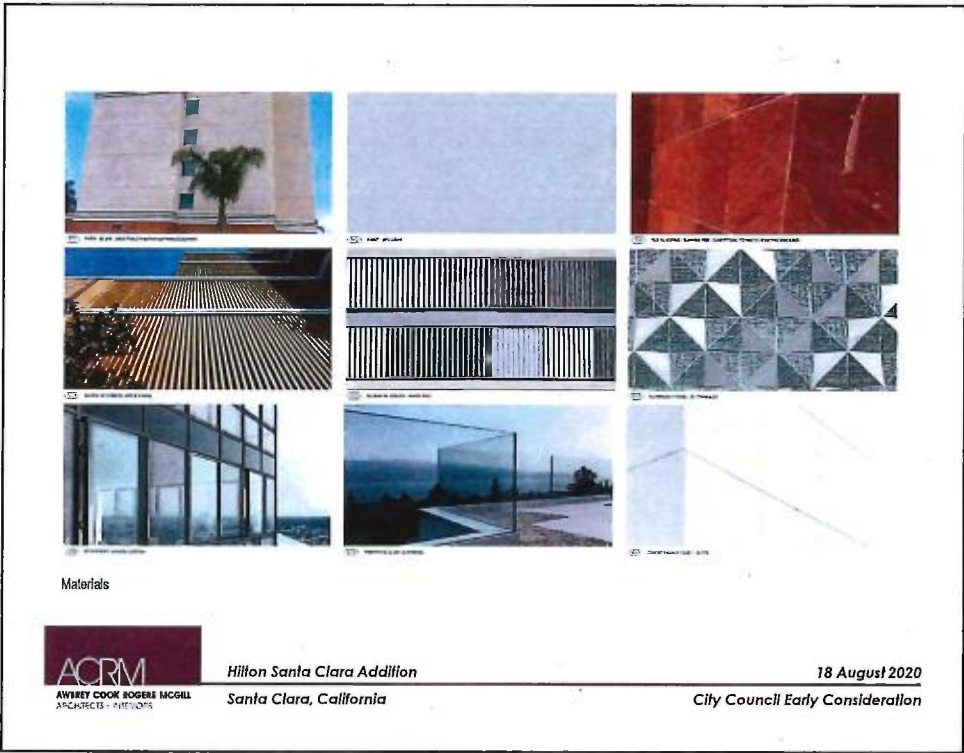
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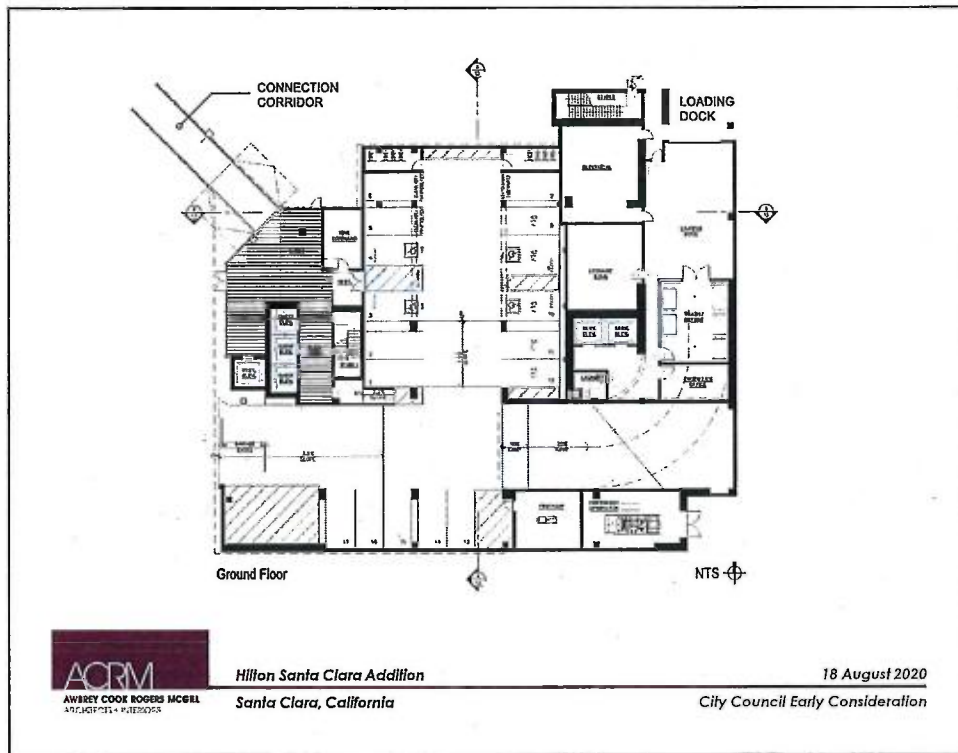
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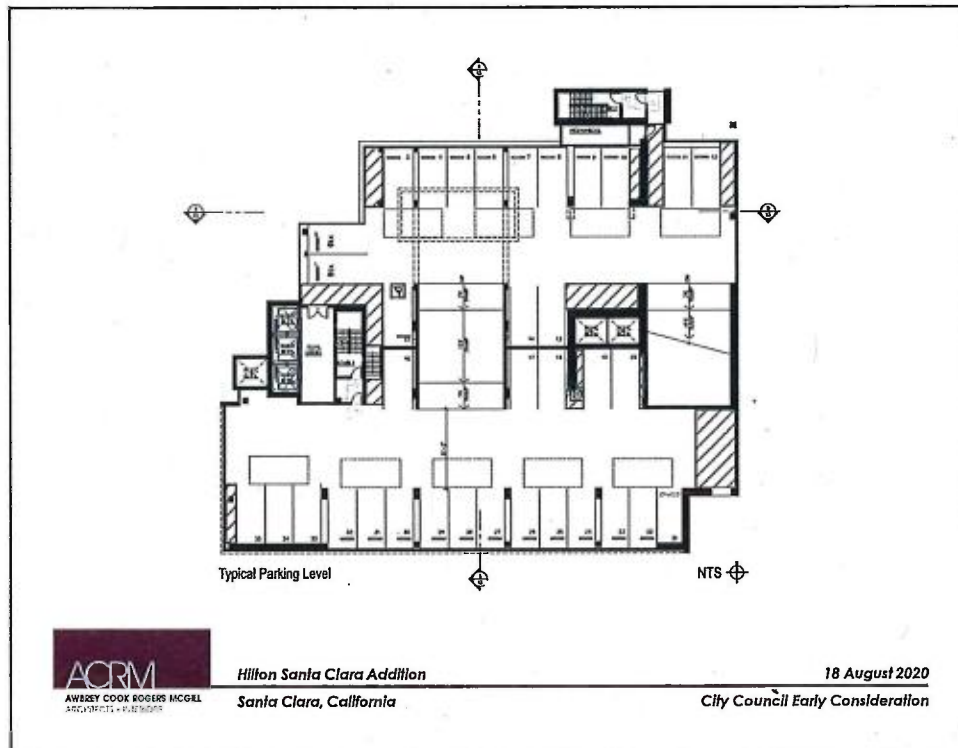
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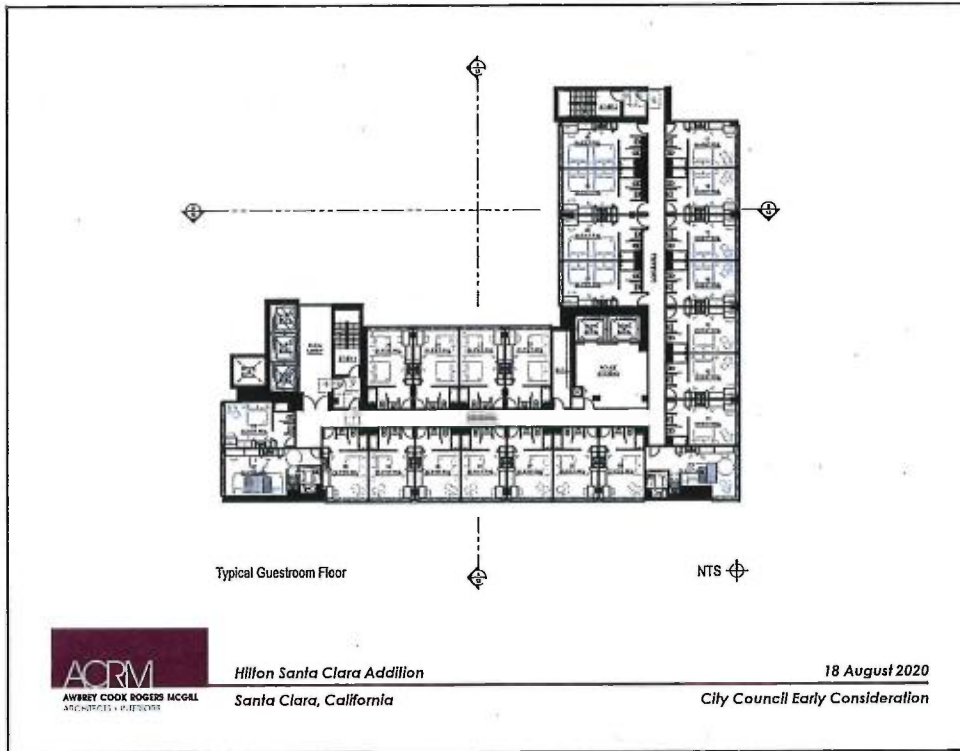
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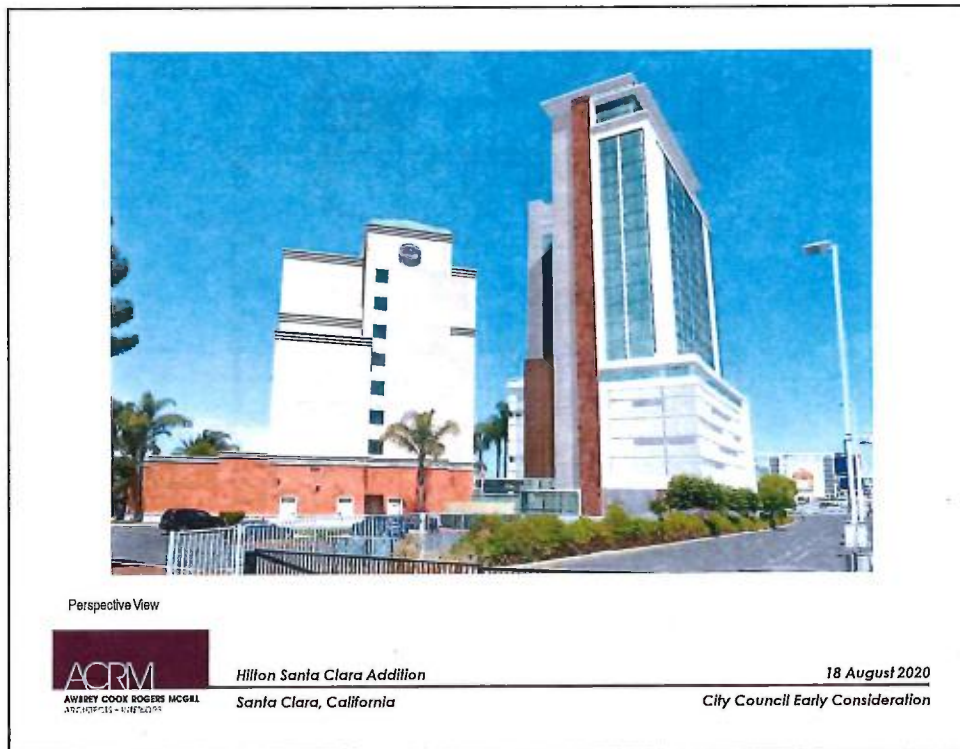
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Perspective View



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Perspective View



*Hilton Santa Clara Addition*  
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