



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
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## Agenda Report

21-1423

Agenda Date: 10/20/2021

### REPORT TO DEVELOPMENT REVIEW HEARING

#### SUBJECT

Action on the project design of a new six-story dual branded hotel at 312 Brokaw Road and 1240 and 1290 Coleman Avenue

**File No.:** PLN2019-14051

**Location:** 312 Brokaw Road and 1240 and 1290 Coleman Avenue, a 1.7-acre site located at the northeast corner of Coleman Avenue and Brokaw Road, APNs: 230-05-049, -050 and -045; properties are zoned Light Industrial (ML)

**Applicant:** Rachel Lambert, Mogul Hospitality Partners, Santa Clara, LLC

**Owner:** Kevin Wennergren

**Request:** **Architectural review** of a new six-story dual-branded hotel with 396 rooms, 298 parking stalls in a stacked mechanical lift arrangement, on-site amenities, site landscaping and public right-of-way improvements

#### Project Data

	Existing	Project
Site Area	3 contiguous parcels totaling 1.7 acres	Same
General Plan Designation	Santa Clara Station Regional Commercial	Same
Zoning District	Light Industrial (ML)	Same
Land Use <i>square feet (sq)</i>	Commercial: auto rental/office use and two restaurants totaling 17,341 sf	Commercial: 211,645 sf hotel
Stories	One	Six / 86 feet
Floor Area Ratio	.24	2.7
Parking	N/A	298 spaces (includes 30 EV charging stations)
Flood Zone	X	X

#### BACKGROUND SUMMARY

On August 5, 2021, at a public noticed meeting, the Planning Commission reviewed and approved a Use Permit to allow construction of a six-story dual branded hotel with 396 guest rooms, conference meeting rooms and on-site amenities that include: indoor and outdoor dining, fitness room, pool/spa, bar service (ABC Type 47 license) and indoor music entertainment, subject to conditions. The project includes Zoning Administrator approval of a Modification to allow vehicle parking in a stacked mechanical lift arrangement; a reduction in on-site parking to provide 298 stalls where 396 are

required and an increase in building height from a maximum of 70 feet up to 86 feet.

#### Site Design, Parking and Building Architecture

The project involves demolition of the existing structures and site improvements to construct a 211,645 square foot (sf) six-story hotel consisting of an Extended Stay hotel brand with 206 rooms and a Limited Services brand with 190 rooms. The building footprint occupies 65 percent of the site and has a 2.7 FAR. The building interfaces Coleman Avenue and Brokaw Road and is setback from the streetscapes by a separated sidewalk with landscaped park strip and building setback. Ingress and egress of vehicles are provided along both project frontages with primary access to the hotel/lobby and valet parking service via separated ingress and egress driveways on Coleman Avenue and a single ingress and egress driveway on Brokaw Road. Parking for guests and employees is provided at grade in level one of the structure and is operated by mechanical lifts in a triple stacked parking arrangement. Of the 298 parking spaces proposed all are to be valet parked.

First floor amenities include a full-service bar with a Type 47 ABC license, lounge, 1,120 sf of meeting room space, 2,892 sf of indoor dining space, and 1,225 sf outdoor dining/patio space interfacing the project frontage. Second floor amenities include a 1,375 sf fitness room and outdoor terrace with pool, spa, and lounge area with landscaping and views to the south, north and west of the project site.

Building architecture is a modern interpretation of mid-century design with a mixture of cement plaster and faux wood and metal panels in a complimentary color palette; accented with metal louvers and perforated metal panels and modern style signage; and punctuated with windows that are recessed in a linear arrangement. Proposed building height is 86 feet and includes roof top screening of mechanical equipment from public view along the streetscape.

The project includes the undergrounding of utilities (including overhead SVP, PG& E and cable lines) and a complete street section along Coleman Avenue and Brokaw Road with separated sidewalks and landscaping on-site and in the public right-of-way. All 13 existing trees are proposed for removal and would be replaced at a minimum of 2:1 with 24-inch box species. The project also includes extension of the recycled water line from Coleman Avenue to the project border on Brokaw Road for landscape irrigation.

#### Points for Consideration

- The project site is located in the Santa Clara Station Focus Area adjacent to high volume rail and traffic corridors. This Focus Area is envisioned as a gateway into the City and opportunity to expand the City's economic base with new office, hotel, retail and high density residential development to maximize the use of existing and planned transit facilities and operations, and reduce vehicle miles travelled on the local and regional roadway network.
- The hotel project is in a key location to serve San Jose International Airport and support the existing Caltrain Transit Center and the planned BART station for local and regional bus and heavy rail travel. The project would support alternate transit modes with the reduction in on-site parking spaces and stacked parking arrangement.
- The project would aggregate and redevelop three underutilized properties for use as a hotel with an aesthetic, high quality design. The project includes infrastructure improvements to underground utilities and extends recycled water service; provides complete street frontages to improve the pedestrian experience and connectivity to the surrounding land uses; and integrates

site and public right-of way landscaping to beautify the property and reduce heat island effects.

- The project would be compatible with adjacent land uses and support employees and visitors to the project area. The project also provides an economic opportunity to capture added property tax and transient occupancy tax revenues resulting from redevelopment at a higher intensification than existing conditions and use associated with limited an extended stay hotel occupancy for contribution to the City's General Fund.
- In accordance with the City's Public Outreach Policy, the applicant team conducted a noticed Community Meeting via Zoom on July 28, 2020 at 6:00 p.m. The applicants mailed out flyers to property owners within 1,000 of the project site boundaries. The applicant team provided a presentation which was followed by community input. A total of 15 individuals participated in the Zoom meeting. The comments expressed focused on the design, noise and traffic and timing of project development. Individuals expressed favor with the building architecture; concerns about the speed of travel on Coleman Avenue and traffic at the Coleman/Brokaw intersection; and questions about site ingress/egress and airport noise.
- At the Planning Commission meeting of August 5, 2021, the integration of artwork into the design of the exterior façade (southwest facing elevation) was introduced and recommended by Commissioner Saleme.

### **Findings supporting the Staff Recommendation**

1. *That any off-street parking area, screening strips and other facilitates and improvements necessary to secure the purpose and intent of this title and the general plan of the City area a part of the proposed development, in that;*
  - The project provides sufficient parking to serve guests and employees of the hotel while at the same supporting existing and planned transit facilities and service to reduce vehicle miles travelled.
  - The project provides complete street sections with landscape planter strips and wide sidewalks for pedestrian and ADA mobility and connectivity to adjacent land uses.
  - The project includes public and private roadway improvements and infrastructure to serve the development.
2. *That the design and location of the proposed development and its location to neighboring developments and traffic is such that it will not impair the desirability of investment or occupation in the neighborhood. And will not unreasonably interfere with the use and enjoyment of neighboring developments, and will not create traffic congestion or hazard, in that:*
  - The project is compatible in terms of land use, intensity of development and building orientation, height and architecture with adjacent existing and planned development.
  - The project is subject to the terms and conditions of the Use Permit approval for the project and shall implement and comply with the mitigation measures set forth in the MND to avoid and reduce potential development impacts.
3. *That the design and location of the proposed development is such that it is in keeping with the character of the neighborhood and is such as not to be detrimental to the harmonious development contemplated by this title and the general plan of the City, in that;*
  - The development is consistent with the General Plan designation for the project site and is compatible with the planned transit-oriented uses in the Santa Clara Station Focus in which it is located.
  - The project is compatible in terms of land use, intensity of development and building

orientation, height and architecture with adjacent existing and planned development.

4. *That the granting of such approval will not, under the circumstances of the particular case, materially affect adversely the health, comfort or general welfare of persons residing or working in the neighborhood of said development, and will not be materially detrimental to the public welfare or injuries to property or improvements in said neighborhood, in that;*
  - The project is subject to the California Building Code and City Code requirements, which serve to regulate new construction to protect public health safety and general welfare.
  - The project is subject to the Use Permit conditions of approval and shall implement and comply with the mitigation measures set forth in the MND for the project to avoid and reduce potential development impacts.
5. *That the proposed development, as set forth in the plans and drawings, are consistent with the set of more detailed policies and criteria for architectural review as approved and updated from time to time by the City Council, which set shall be maintained in the planning division office, in that;*
  - The project has an attractive modern front facing aesthetic that incorporates high quality materials and landscaping in the site design and building architecture.
  - The stacked mechanical parking spaces and roof mounted mechanical equipment rooftop mechanical equipment, are screened from view along the public right-of-way.
  - The project provides for proper access, visibility and identity, and transit accessibility to existing and planned transit facilities

### **CONDITIONS OF APPROVAL**

- 1) Submit plans for final architectural review to the Planning Division and obtain architectural approval prior to issuance of building permits. Said plans to include, but not be limited to site plans, floor plans, elevations, landscaping, lighting and signage.
- 2) The developer shall implement and comply with the approved Use Permit project conditions of approval and Mitigation Monitoring and Reporting Program for the Dual Branded Hotel Project, as attached to this staff report.

### **ENVIRONMENTAL REVIEW**

A Mitigated Negative Declaration (MND) was [prepared and circulated for public agency review and comment in accordance with the California Environmental Quality Act. Following public testimony and consideration of the evidence, the Planning Commission adopted the MND and approved the Mitigation Monitoring and Reporting Program for the project at a public noticed meeting August 19, 2021.

### **FISCAL IMPACT**

There is no impact to the City for processing the requested application other than administrative staff time and expense typically covered by processing of fees paid by the applicant.

### **PUBLIC CONTACT**

On October 10, 2021 a notice of public hearing of this item was mailed to properties within 1,000 feet of the project boundaries and was posted in three conspicuous locations within 300 feet of the project site. At the time of this staff report, Planning staff has not received public comments of this

architectural review application.

**RECOMMENDATION**

Approve the project design of a new six-story dual branded hotel at 312 Brokaw Road and 1240 and 1290 Coleman Avenue.

Prepared by: Debby Fernandez, Associate Planner, Community Development

Approved by: Gloria Sciara, Development Review Officer, Community Development

**ATTACHMENTS**

1. Development Plan
2. Mitigation Monitoring and Reporting Program
3. Conditions of Use Permit Approval