

**City of Carpinteria
Special Joint Meeting of the
City Council and Planning Commission
Agenda
Monday, July 8, 2013
Council Chamber, 5775 Carpinteria Avenue**

**4:45 p.m. City Council Closed Session
5:30 p.m. City Council/Planning Commission Open Session**

**ESTIMATED
TIME:**

4:45 p.m.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT ON CLOSED SESSION

CLOSED SESSION

- a. Public Employee Performance Evaluation – Government Code
Section 54957

Title: City Manager Dave Durflinger

TEMPORARY ADJORNMENT TO CLOSED SESSION

5:30 p.m.

CITY COUNCIL/PLANNING COMMISSION CALL BACK TO ORDER

ROLL CALL

CLOSED SESSION REPORT

PLEDGE OF ALLEGIANCE

INTRODUCTIONS, PROCLAMATIONS, PRESENTATIONS

5:30 p.m.

- 1. Lt. Kelley Moore, Sheriff's Office, to introduce his replacement Lt.
Brad McVay.

5:35 p.m.

- 2. Recognition and presentation to John Thornberry, Administrative
Services Director and Terry Krieg, CPA for their achievement and
recognition by the Government Finance Officers Association for
Excellence in Financial Reporting.

PUBLIC COMMENT

The City Council/Planning Commission will receive public comment concerning the matters that are the subject of the special meeting. Persons wishing to address the City Council should fill out a green Request to Speak form. The Mayor will call on you when your item is taken up.

The City Council/Planning Commission will meet for the following purpose:

5:40 p.m.

3. Conceptual Review of a Request to Demolish the Existing Church of the Nazarene Located at 4110 Via Real and Construct Two Three-Story Hotels: a 70-Room Hotel and an 80-Room Hotel on the 2.62-Acre Parcel.

Recommendation: Receive public input and provide conceptual review and comments on the subject proposal

Staff presenter: Steve Goggia, Senior Planner

- a. Staff Report
- b. Public Comment
- c. City Council Determination

6:40 p.m.

ADJOURNMENT

The next regular meeting to be held on July 22, 2013, at **5:30 P.M.**, in the Council Chamber, City Hall, 5775 Carpinteria Avenue, Carpinteria, California.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk's Office at 684-5405, extension 403 or the California Relay Service at (866) 735-2929. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

This agenda was posted on Wednesday, July 3, 2013, in the City Clerk's Office, on the City Hall Public Notices Board, and on the Internet.



Government Finance Officers Association
203 N. LaSalle Street - Suite 2700
Chicago, IL 60601

Phone (312) 977-9700 Fax (312) 977-4806

June 10, 2013

Dave Durflinger
City Manager
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria CA 93013

Dear Mr. Durflinger:

We are pleased to notify you that your comprehensive annual financial report for the fiscal year ended **June 30, 2012** qualifies for a Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

The Certificate of Achievement plaque will be shipped to:

John F. Thornberry
Administrative Services Director

under separate cover in about eight weeks. We hope that you will arrange for a formal presentation of the Certificate and Award of Financial Reporting Achievement, and that appropriate publicity will be given to this notable achievement. A sample news release is enclosed to assist with this effort. In addition, details of recent recipients of the Certificate of Achievement and other information about Certificate Program results are available in the "Awards Program" area of our website, www.gfoa.org.

We hope that your example will encourage other government officials in their efforts to achieve and maintain an appropriate standard of excellence in financial reporting.

Sincerely,
Government Finance Officers Association

A handwritten signature in black ink, reading 'Stephen J. Gauthier', is positioned below the typed name.

Stephen J. Gauthier, Director

Technical Services Center

/ds

STAFF REPORT
CITY COUNCIL MEETING DATE
July 8, 2013

ITEM FOR CITY COUNCIL CONSIDERATION

13-1665-CON: VIA REAL HOTELS

Conceptual review of a request to demolish the existing Church of the Nazarene located at 4110 Via Real and construct two three-story hotels: a 70-room hotel and an 80-room hotel on the 2.62-acre parcel.

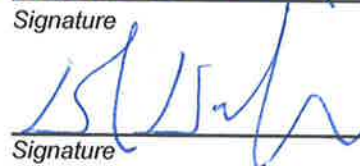
**Report prepared by: Steve Goggia, Senior Planner
Community Development Department**


Signature

**Reviewed by: Jackie Campbell, Director
Community Development Department**


Signature

Reviewed by: Dave Durflinger, City Manager


Signature



Applicant: Mina Patel

Agent: Peikert Group Architects, LLP

Project Location: 4110 Via Real

APN: 004-017-022

Zoning: Commercial Planned Development
with a Residential Overlay (CPD/R)

GP/CP Designation: General Commercial (GC)

I. RECOMMENDATION

Receive public input and provide conceptual review and comments on the subject proposal.

II. PROPOSED PROJECT DESCRIPTION

This is the conceptual review of a request to demolish the existing Church of the Nazarene and construct two new hotels on a 2.62-acre parcel located at 4110 Via Real.

The project includes the development of a 70-room hotel of 37,929 sq. ft. and an 80-room hotel of 42,348 sq. ft. Both structures would be three stories with a maximum height of 30 feet. Each hotel would include a small meeting room, a breakfast area, a fitness center and an indoor pool. A lot split is contemplated such that each hotel would be on its own parcel.

Primary access to the site would be provided off Via Real at the eastern end of the site. A secondary driveway at the western property boundary is required to accommodate an existing 20-foot access easement benefiting property to the north, in addition to providing for ingress and egress to the hotels.

The project would provide 156 parking spaces for the 150 rooms and 18 employees; shared between the two hotels. As the number of spaces does not meet the City's zoning code requirement of 168 spaces, a Modification would be required. A second Modification would be necessary to provide 8-12 of these spaces as compact.

The project would include van service for the hotels providing transportation between the Amtrak station and downtown Carpinteria.

A six-foot masonry wall would be constructed along the western, northern and eastern property lines. In addition, landscaping would be provided to create vegetative screening. The project would include a dark sky lighting plan to ensure that the adjacent residential uses are not significantly impacted by any future hotel lighting.

Plans are included as Attachment A; the letter requesting conceptual review is included as Attachment B.

III. BACKGROUND

Purpose of Concept Review

The purpose of the conceptual review process is to allow an applicant to submit tentative plans in order to receive advisory comments and suggestions from the City's decisionmaking bodies. These advisory comments shall constitute a conceptual review only. A conceptual review and recommendation are not binding upon the Planning Commission or City Council as to any further determinations to be made with respect to the project. The City decisionmakers shall be wholly free to render a different determination and/or decision upon the formal review of the project. Since only limited information regarding the project is provided at this time, the analysis in this report is preliminary and tentative.

Upon completion of the conceptual review process, the next step for the applicant would be to submit a formal application for the project. Once the City has deemed the application complete, environmental review pursuant to the California Environmental Quality Act (CEQA) would be conducted, followed by formal review by the Architectural Review Board, Planning Commission and the City Council if necessary.

Project Setting

The 2.62-acre site is developed with an existing church, play area for children, a parking lot and a vegetable garden. The site slopes gently to the southeast and is slightly raised above Via Real. There is a drainage channel on the western side of the site which conveys stormwater from the property to the north to a culvert that goes under Via Real and U.S. Highway 101 and ultimately to the salt marsh. The on-site vegetation includes: non-native grasses and a non-native hedge along the eastern property boundary, four mature non-native trees and a coast live oak tree.

The project site is located within Community Design Subarea 3: the Santa Monica, Canalino and El Carro Neighborhoods. The surrounding uses include single family residences and farmland to the north, Via Real and U. S. Highway 101 to the south, apartments to the east, and to the west is the existing Carpinteria Camper Park that has been approved for development of the 43-unit Casas de las Flores affordable apartment project.

Several road access and utility easements traverse the property including three that encumber 30-foot strips along the east and west property lines and a 10-foot strip along the northwest rear property boundary.

IV. ENVIRONMENTAL

The conceptual review application is not subject to review under the California Environmental Quality Act (CEQA). Review of the project's potential environmental effects would occur with a formal project application submittal.

V. ANALYSIS

Title 14 Zoning

Hotels are a permitted use in the Commercial Planned Development (CPD) District pursuant to Chapter 14.20 of the City's Zoning Code which requires a Development Plan Permit in addition to a Coastal Development Permit. A comparison of the proposed hotel project with existing hotels/motels in Carpinteria is included as Attachment C. The following table shows basic zoning standards required in this zone and how the conceptual hotels plan does or does not meet these standards.

Development Standards:

Zone Code	Required/Allowed	Proposed	Meets Standard
Front Building Setback	No structure shall be located less than thirty-five (35) feet from the centerline of any street or five (5) feet from the property line, whichever is greater.	A minimum of 47 feet from the front property line is provided.	Yes
Side and Rear Building Setback	Side and rear setbacks shall not be required except that no structure shall be located less than ten (10) feet of any boundary line of a parcel zoned for residential use; however, when the structure exceeds twenty (20) feet in height, it shall be located not less than twenty (20) feet from residentially zoned property lines.	The hotel structure on the east side of the property is a minimum of 45 feet from the portion of the side and rear yard zoned for residential use. The proposed trash/recycle structure is located five feet from the rear property line.	Yes: hotel No: trash/recycle structure
Masonry Wall	Where a commercial or office use abuts property in any residential zone, a masonry wall six (6) feet in height shall be erected and maintained between such uses and the residential zone.	A six-foot high masonry wall is shown adjacent to side and rear property lines.	Yes
Building Height	No building or structure shall exceed a height of thirty (30) feet.	The three-story hotels would be a maximum of 30 feet in height.	Yes
Parking	One space per guest room (150) and one space per employee (18): 168 total spaces required There is currently no provision for compact spaces.	156 spaces would be provided, 8-12 of these compact*	No
Landscape	Not less than twenty (20) percent of the net area shall be landscaped, where feasible; in no case shall less than ten (10) percent of the net area be landscaped.	Approximately 12-18% of the site is shown to be landscaped; all in narrow planting strips**	No
Off-street loading facilities	The Planning Commission determines the number of loading spaces which are to be not less than 10 x 30 feet.	Two loading spaces are shown on the concept plans.	Unknown

* The project proponents have stated that the project application will include two Modifications from the Zoning Code requirements regarding parking. The first would be to reduce the total number of parking spaces provided by 12; the second would be to provide 8-12 compact spaces.

As explained by the applicant in Attachment B, a preliminary parking demand analysis concludes that the parking demand for a business hotel is lower than the City's requirements. The report forecasts that peak parking demand for the project would be 156 spaces on weekdays and 149 spaces on weekends. Approval of a Modification to allow compact spaces in the central parking aisle between the two hotels is proposed in order to create space for tree wells, increasing the amount of landscaping and shade in the central parking lot. An analysis of the requested Modifications would occur with submittal of the formal application and traffic/parking study as part of the project review process.

*** As it would be feasible to provide the minimum 20% landscape requirement, a Modification to provide less would also be required. The landscaping that is provided occurs in narrow planting strips and bump-outs adjacent to the property lines and buildings.*

Staff notes that several of the easements which traverse the property may require a site re-design or modification to the proposed landscape planting. Of particular concern is an easement located along the west and northwest property boundary providing vehicular access to a residential property to the north and a 30-foot easement along the eastern property line held by the Carpinteria Valley Water District. The applicant will need to work with the easement holders to determine if the concept plan is feasible, given the constraints imposed by these easements.

General Plan/Coastal Land Use Plan

The General/Coastal Plan designation for the parcel is General Commercial (GC), which is characterized by a mixture of retail, wholesale, service and office uses, usually located along major transportation corridors. This category includes a variety of commercial intensities. It is recognized that there is demand for hotel rooms in Carpinteria, especially in the mid-price range room rate.

The application indicates that the 70-room hotel would be a Fairfield Inn & Suites by Marriot and the 80-room hotel would be a Hampton Inn by Hilton (Attachment B), although there is no guarantee that these would be the hotels ultimately developed onsite.

The following is a partial list of key policies contained in the City's General Plan/Coastal Plan that pertain to the conceptual proposal. A comprehensive list and full analysis of the applicable policies would occur with the review of a formal application for development.

Hotel Use of the Commercial Property

Land Use Element Objective LU-1: *Establish the basis for orderly, well planned urban development while protecting coastal resources and providing for greater access and recreational opportunities for the public.*

Policy LU-3d: *Establish a commercial sector that balances the retail and service needs of citizens and tourists.*

Policy LU-3g: *Provide for a range of business activities that bring vitality, revenue, and employment to Carpinteria and are compatible with its small town character.*

Land Use Element Objective LU-5: *Maintain availability of agriculture, coastal - dependent industry and visitor-serving commercial development including hotels/motels, restaurants and commercial recreation uses.*

Hotels are a permitted use in the CPD Zone District; the policies cited above support the development of additional visitor-serving development such as the conceptual hotels project. The Planning Commission and City Council should consider whether this is the right location for the hotels proposal and the right type, style and amenities provided relative to the price point.

The policies below address the compatibility of the proposal within the neighborhood setting.

Size, Bulk and Scale

Land Use Element Objective LU-3: *Preserve the small beach town character of the built environment of Carpinteria, encouraging compatible revitalization and avoiding sprawl development at the city's edge.*

Community Design Element Objective CD-1: *The size, scale and form of buildings, and their placement on a parcel should be compatible with adjacent and nearby properties, and with the dominant neighborhood or district development pattern.*

Community Design Element Objective CD-2: *Architectural designs based on historic regional building types should be encouraged to preserve and enhance the unique character of the city.*

Community Design Element Objective CD-3: *The design of the community should be consistent with the desire to protect views of the mountains and the sea (California Coastal Act of 1976 §30251).*

Community Design Element Objective CD-10: *Areas with attractive frontage designs should be maintained. New development should be carefully planned with frontage areas which maintain and enhance the quality of Carpinteria's streetscape.*

Community Design Element Objective CDS3-3: *Ensure that new development is sensitive to the scale and character of the existing neighborhoods, and consistent with the city's "small beach town" image.*

CDS3-Implementation Policy 45: *Commercial buildings located adjacent to residential parcels should be designed with the same scale of the residential buildings. This does not mean that they should look like residential buildings, but that the height and the increments of the building masses should be in scale with the residential buildings*

The project size, bulk and scale pushes the limits in terms of buildout of the property as evidenced by the building heights at the maximum of 30 feet, the request to reduce onsite parking by 18 spaces, the request to allow compact spaces and the reduction in landscaping below the required 20% of the site area.

In order to be found consistent with the policies and objectives above, staff suggests that two-story buildings be considered as they would be more in scale with the adjacent single-story single family residences and two-story apartments. Two-story structures would also preserve more of the mountain views as seen from the highway.

Due to the placement on the parcel and the minimum amount of landscaping in front of the buildings, the development does not appear welcoming from Via Real. The frontage could be more attractive with additional landscaping and more articulation of the building frontages.

Transportation/Circulation

Circulation Element Objective C-3: *Provide a balanced transportation network with consistent designations and standards for roadways that will provide for the safe and efficient movement of goods and people through the community.*

Policy LU-3h: *Develop land uses that encourage the thoughtful layout of transportation networks, minimize the impacts of vehicles in the community, and encourage alternative means of transportation.*

Policy C-3h: *Require all new projects to demonstrate safe traffic flow integration with the Master Plan of Streets as well as street/drainage improvements function. This shall include construction traffic and the designation of construction routes.*

Policy C-3l: *Provide sufficient parking and loading space in commercial and industrial areas to minimize interference with efficient traffic circulation.*

Circulation Element Objective C-9: *Promote the use of public transit systems that provide mobility to all city residents, and reduce automobile congestion within the capabilities of the community.*

Policy C-9n: *Require new development plans to include significant attention to alternative modes of transportation.*

Project traffic would be expected to impact the Santa Monica/Via Real intersection. A Traffic, Circulation and Parking Study will be submitted with the formal application addressing the operational impacts to local roadways and intersections. Should significant traffic impacts to the Santa Monica/Via Real intersection be identified in the review process, improvements to the intersection may be required in order to make a finding of consistency with the policies above.

The Traffic, Circulation and Parking Study will also address the request to reduce the number of parking spaces provided onsite and to allow some compact spaces. The applicants have indicated that the project will include van service for the hotels, providing transportation to downtown Carpinteria and the Amtrak station supporting the "Car Free" Carpinteria campaign.

Storm Water Management

OSC-10-Implementation Policy 54: *The City shall adopt and implement a Storm Water Management Plan (SWMP) to minimize the water quality impacts of runoff from development in the City. The City's SWMP shall satisfy the requirements established by EPA's Final Phase II National Pollutant Discharge Elimination System (NPDES) regulations, which will be implemented by the Phase II general permit administered by the Central Coast Regional Water Quality Control Board.*

S-4-Implementation Policy 15: *Development applications submitted to the city shall include information adequate to determine compliance with applicable flood and stormwater management programs, policies and regulations.*

The proposal must meet the standards set out in the City's Storm Water Management Plan. In addition to peak flow volume reductions, storm water quality requirements must be achieved. While not shown at this conceptual level, a number of stormwater quality Best Management Practices (BMPs) will be required including the use of detention basins, permeable paving, bioswales and catch basin filter inserts to effectively retain and filter storm water before it leaves the site.

Staff notes that the recently approved Casas de las Flores project located adjacent to the west includes a substantial vegetated detention basin to effectively meet the City's Storm Water Management requirements. The current site plan may require significant redesign to comply with these requirements. Therefore, the lot coverage is a concern as shown on the conceptual plans as there does not appear to be adequate space to accommodate a storm water retention area.

Impacts to Adjacent Agricultural Operations

Policy LU-3n: *Setbacks shall be created between agricultural and urban uses. The responsibility of providing the buffer shall rest with the property intensifying its use. The buffer shall be adequate to prevent impacts to adjacent agricultural production. Such impacts include increased limitations on the use of chemicals and fertilizers and increased conflicts between the urban use and the adjacent agricultural operation.*

Policy LU-1d: *Ensure that the type, location and intensity of land uses planned adjacent to any parcel designated open space/recreation or agriculture are compatible with these public resources and will not be detrimental to the resource.*

A portion of the northern and northwest property boundary is shared with a parcel located within the County of Santa Barbara that is zoned for agriculture and is currently in open field agricultural production. While setbacks between agricultural and urban uses are required, specific distances are not called out. The adjacent Casas de las Flores project was recently approved with an 80-foot setback from the closest apartment to the agricultural parcel.

Setbacks for non-residential uses are typically less given that there are no long term residents who could be disturbed by daily agricultural operations. The conceptual site plan for the hotel project shows a 25-foot setback from the property line to the 70-room hotel and a 55-foot setback from the property line to the 80-room hotel.

The project would include a six-foot masonry wall and dense vegetation along the property boundaries to further buffer the hotel project from the adjacent agricultural operations. The applicants note that the hotels would not have operable windows and the pools would be located within the buildings. These features will minimize any issues that could be generated by the close proximity to an active agricultural operation, however, the 25-foot setback may not be adequate and will require further study if the application is submitted with the conceptual layout.

Noise

N-3-Implementation Policy 1: *The City will use the land use/noise compatibility matrix shown on Figure N-3 to determine the appropriateness of land uses relative to roadway noise.*

N-3-Implementation Policy 2: *An acoustical study showing the ability to meet state noise insulation standards will be required for any development proposed in an area where noise exceeds the "normally acceptable" level shown on Figure N-3.*

The project site is located within an area shown to have the highest existing and future noise contours in the City (65 - 70 dBA) due to its location adjacent to U. S. Highway 101. An on-site acoustic study prepared for the adjacent Casas de las Flores apartment project measured noise levels at the proposed apartments to be 69.4 dB at ground level and 67.8 dB at the second floor level. Future noise levels (20 years out) were estimated to increase 2 dB over existing.

As with the Casas de las Flores apartment project, use of additional construction methods such as sealing the exposed facades, heavier construction materials and forced air ventilation should reduce traffic noise to acceptable levels without the need for a soundwall adjacent to the highway.

Utilities

The conceptual plans were presented to the Inter Departmental Agency Group (IDAG) for preliminary comments. The Carpinteria Sanitary District indicates that as the site does not have an adequate sewer line fronting the property, an Engineering Study will need to be prepared to evaluate options for connection to the District's wastewater collection system. All costs and expenses associated with the planning, design, permitting and construction of the sewer facilities will be the sole responsibility of the developer.

The Carpinteria Valley Water District indicates that the existing 30-foot wide easement that parallels the east parcel line is for an existing six-inch water main and will need to be free and clear of structures, trees or any facilities that would limit the District's access to the easement.

Development Impact Fees

A series of ordinances and resolutions adopted by the City Council require the payment of various development impact fees. If the project were approved as submitted, it would be subject to the fees as shown in the following table. **The amounts shown are estimates only. The actual amounts will be calculated in accordance with the fee resolutions in effect when the fees are paid.** The Fees are updated annually in July.

The developer of a project that is required to pay development impact fees may apply to the City Council for a reduction, adjustment or waiver of any of those fees based on the absence of any reasonable relationship or nexus between the impacts of the proposed development and either the amount of the fee(s) charged or the type of facilities to be financed. The application must be in writing and must be submitted to the city clerk either ten days prior to the public hearing on the development permit for the project, or if no development permit is required, at the time of the filing of the request for a building permit.

Estimated Development Impact Fees 150-room Hotel project

Fee Type	Fee Per Room Unless noted otherwise	Total Fee
Streets and Thoroughfares	\$259.00	\$38,850.00
Highway Interchanges & Bridges	\$585.84 *	\$878,826.00
Traffic Control Facilities	\$415.23	\$62,248.50
General Facilities & Equipment	\$69.81	\$10,471.50
Storm Drainage Facilities	\$11,197.543 / acre	\$29,337.55
Parkland Acquisition Fees	\$205.81	\$30,871.50
TOTAL		\$1,050,641.00

* Per Resolution 5382 the Highway Interchanges and Bridges fee has been discounted by 50% for commercial, industrial and resort/hotel uses until November 30, 2013.

VI. SUMMARY OF ISSUES

In providing conceptual guidance to the applicant, the following list of topics should frame the discussion:

- Developing two hotels on the project site;
- Relationship of the development to the adjacent use, including agriculture;
- Type of hotels, price point and location appropriateness;
- Building size, bulk and scale;
- Building height;
- Articulation of the buildings' façades;
- Need for parking modifications;
- Site landscaping, especially along Via Real;
- Storm water management; and
- Potential conflicts with existing easements.

VII. ATTACHMENTS

Attachment A	Reduced Plan Sheet Set
Attachment B	Applicant's Request for Conceptual Review
Attachment C	Hotel/Motel Comparison Table

Attachment A

Reduced Plan Sheet Set

Via Real Hotels Concept Review
Project No. 13-1665-CON
July 8, 2013

PROJECT DATA

ADDRESS:	4110 VIA REAL RD., CARPINTERIA, CA.	
APN:	004-017-022	
GENERAL PLAN LAND USE:	GENERAL COMMERCIAL	
ZONING:	COMM. PLANNED DEV. DIST/RES. OVERLAY (CPD/R)	
	HOTEL IS A PERMITTED USE W/ DP APPROVAL	
HEIGHT:	30' MAX.	
GROSS PARCEL AREA:	± 114,127 SF (2.62 ACRES)	
SITE COVERAGE:	± 114,127 SF (100%)	
BUILDING FOOTPRINT:	27,288 SF	(23.9%)
DRIVEWAY/PARKING:	65,072 SF	(57.0%)
(includes 596 sf Trash Enc.)		
LANDSCAPED AREA:	21,767 SF	(19.1%)
(includes 1,851 sf Walks)		
BUILDING AREA:	80,277 SF	
PARKING REQD (PER ORD.):	168 SPACES	
PARKING PROVIDED:	157 SPACES (INCL. 6 ACCESSIBLE)	
	4 LOADING SPACES	
BUILDING DATA:		
HOTEL #1 (MARRIOTT):	70 ROOMS	(37,929 SF)
HOTEL #2 (HILTON):	80 ROOMS	(42,348 SF)
	± 150 ROOMS	(80,277 SF)



AERIAL WITH PROJECT OVERLAY



BIRD'S EYE VIEW OF SITE

VICINITY MAP



SHEET LIST

- A1 Site Plan & Project Data
- A2 70 Room Hotel - Plans & Elevations
- A3 80 Room Hotel - Plans & Elevations

VIA REAL HOTELS

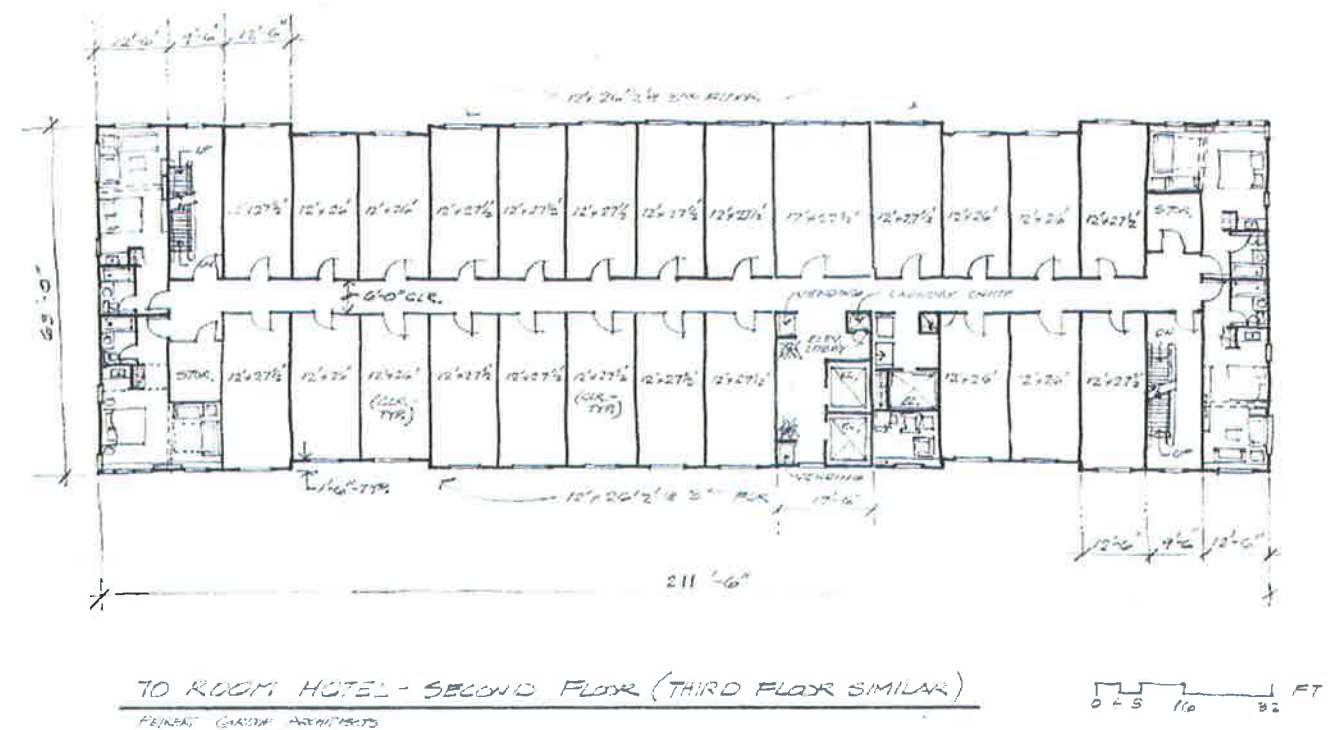
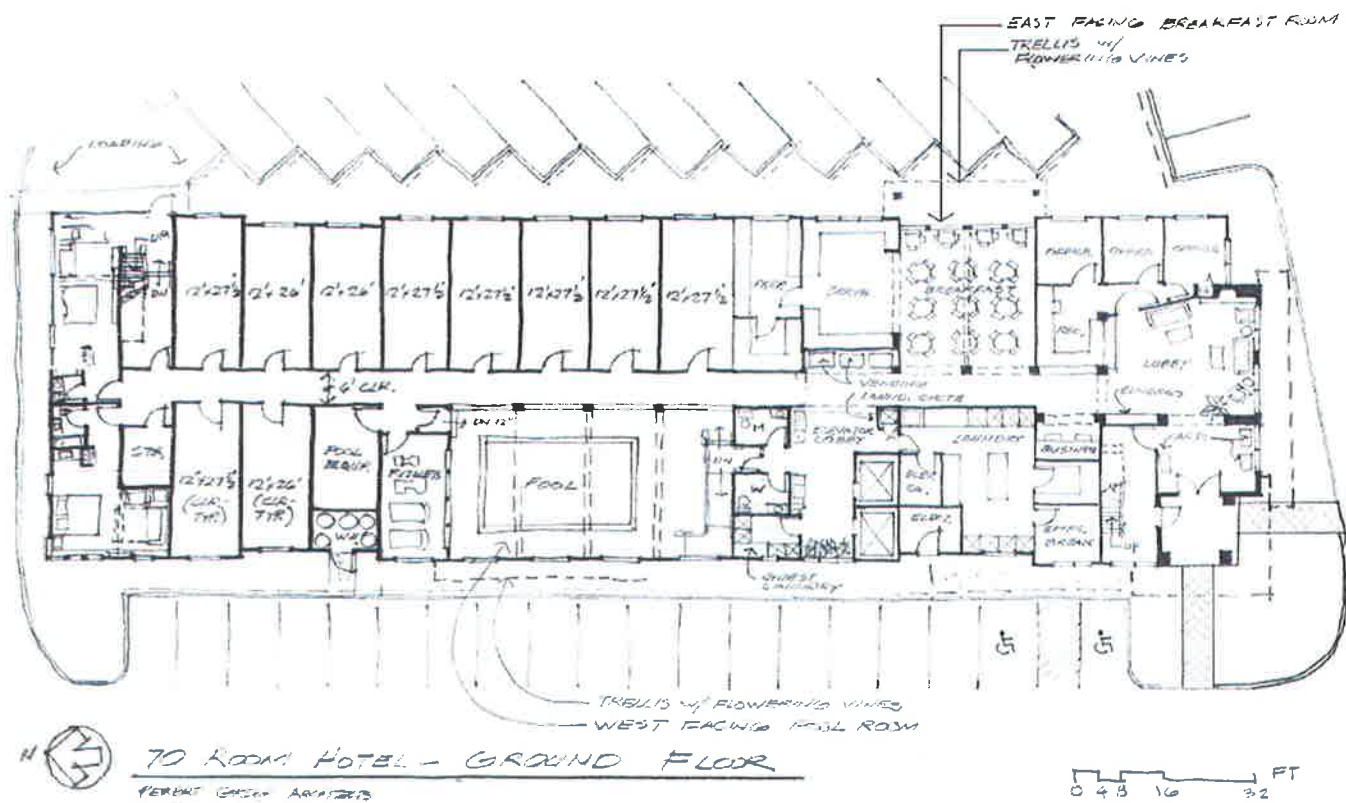




70 Room Hotel - South
1/16" = 1'-0"



70 Room Hotel - West
1/16" = 1'-0"

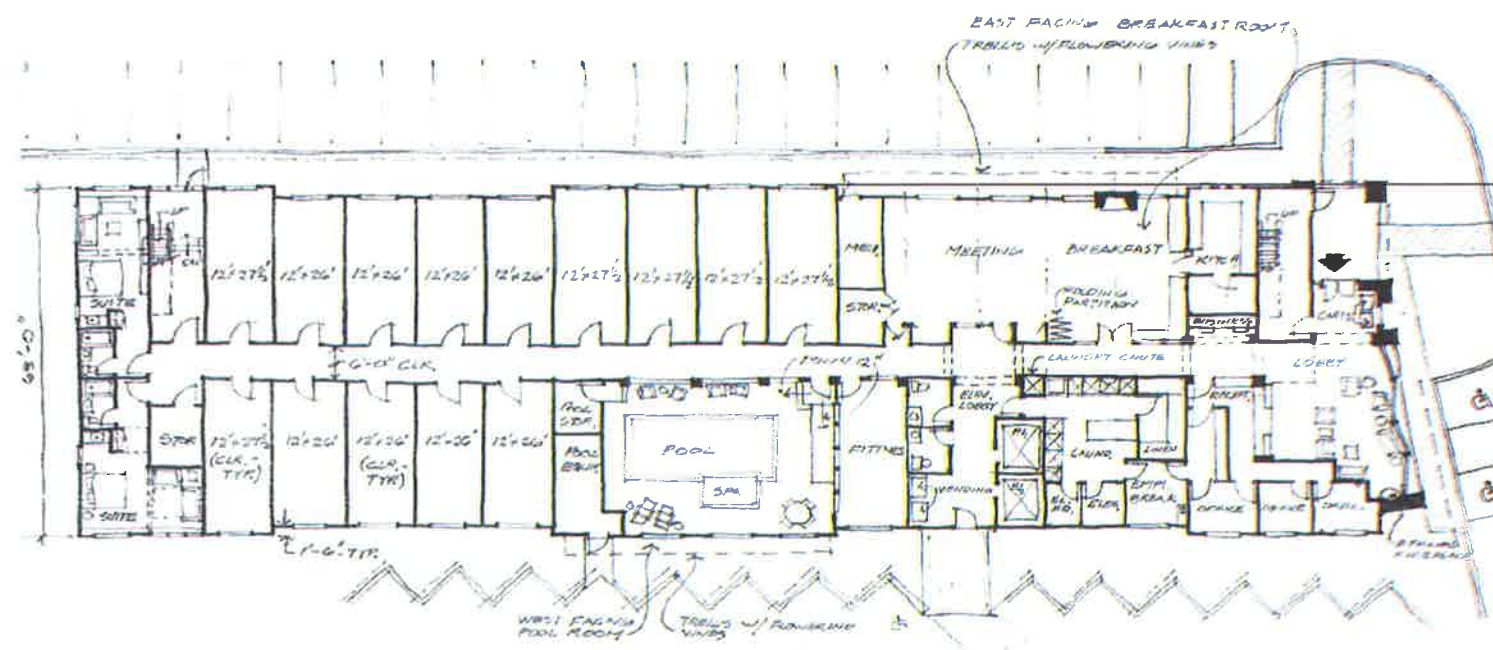




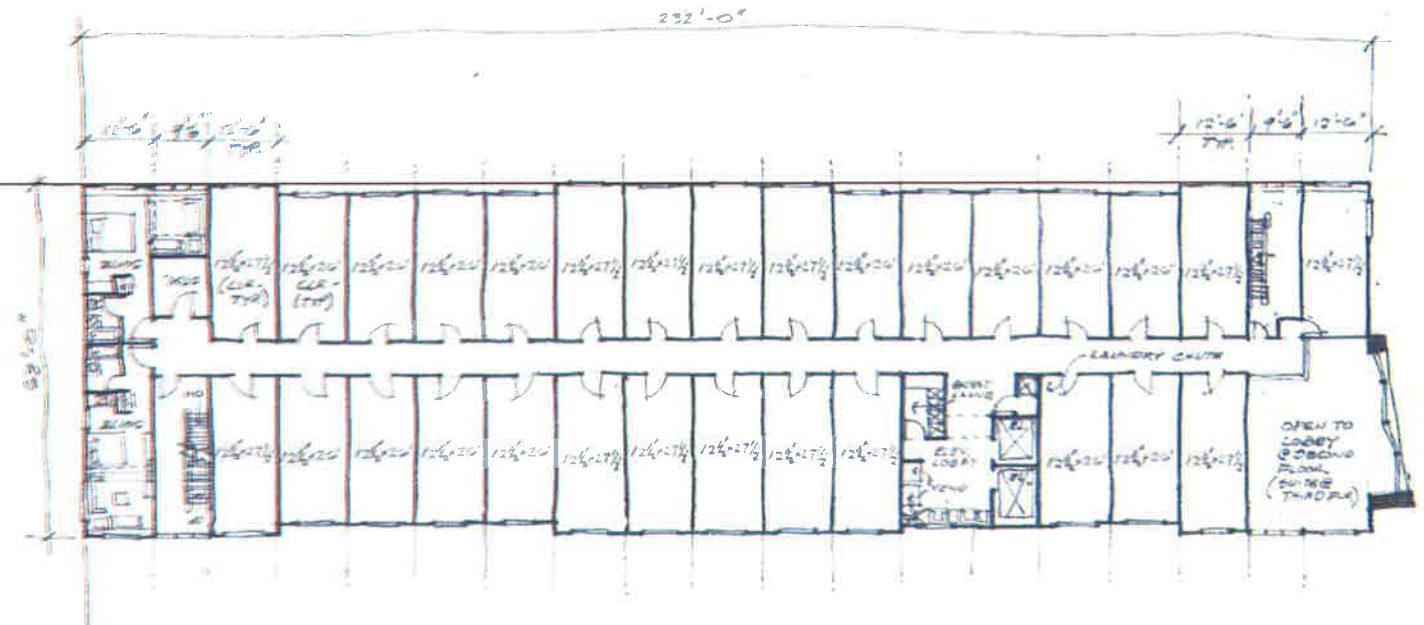
80 Room Hotel - South Elevation
1/16" = 1'-0"



80 Room Hotel - East Elevation
1/16" = 1'-0"



Hilton 80 Room Hotel - Ground Floor
1/16" = 1'-0"



Hilton 80 Room Hotel - 2nd & 3rd Floors
1/16" = 1'-0"



Attachment B

Applicant's Request for Conceptual Review

Via Real Hotels Concept Review
Project No. 13-1665-CON
July 8, 2013



PEIKERT GROUP ARCHITECTS, LLP

RECEIVED

MAY 09 2013

COMMUNITY DEVELOPMENT
DEPARTMENT

May 9, 2013

Ms. Jackie Campbell
Community Development Director
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

SUBJECT: Conceptual Review for 4110 Via Real: Patel Hotel Project

Dear Ms. Campbell:

On behalf of the Patel Family, Peikert Group Architects, LLP is pleased to submit this application for a joint Planning Commission and Design Review Board conceptual review for a two new hotels. The project includes two business hotels; a 70 room hotel and an 80 room Hampton Inn by Hilton located at 4110 Via Real. The Assessor Parcel Number is 004-017-022.

This letter includes a description of the existing setting and proposed project. We look forward to receiving feedback from staff, the Design Review Board and the Planning Commission on the proposed project design and moving forward with a Development Plan and Parcel Map.

1. Existing Setting

As noted above the project site is located at 4110 Via Real. The 2.62 acre site is developed with an existing church, play area for children, a parking lot and a vegetable garden. The General Plan and Zoning Designations are General Commercial and CPD Commercial Planned Development/Residential Overlay, respectively.

The site slopes gently to the southeast and is slightly raised above Via Real. There is a drainage channel on the western side of the site which conveys stormwater from the property to the north to a culvert that goes under Via Real and ultimately U.S. Highway 101. The on-site vegetation includes: non-native grasses and a non-native hedge along the eastern property boundary, four mature non-native trees, and a coast live oak tree.

The surrounding uses include; single family residences and farmland to the north, apartments to the east, and the existing camper park – which will be converted to low income apartments – to the west.

2. Site Analysis & Planning

In preparing the conceptual site plan, the project team thoroughly reviewed the project site's constraints and opportunities. As part of this process, specific site planning objectives were identified. These objectives include the following:

- Preserve views of the foothills
- Enhance the neighborhood
- Create a buffer from agricultural land and surrounding residences

3. The Proposed Project

The project includes the development of two hotels on the project site. The first is a 70 room Fairfield Inn & Suites by Marriot and the second is an 80 room Hampton Inn by Hilton. Each hotel will include a small meeting room, a breakfast area, a fitness center, and an indoor pool. Carpinteria does not currently have any higher end business oriented flag hotels and are losing potential customers and the associated tax revenue to Santa Barbara and Goleta. The applicant is seeking to capture these business travelers and vacationers that are loyal to specific hotel flags.

The two hotels are oriented in a north/south direction in an effort to protect the views of the foothills and utilize the site efficiently. The 70 room hotel is 37,929 square feet and the 80 room hotel is 42,348 square feet. Both structures are three stories with a maximum height of 30 feet. The rooms are a mix of standard rooms and suites. The site layout has been designed to utilize the parking areas and drive aisles to as buffers between the hotels and the adjacent uses.

A five to six foot masonry wall will be constructed along the western, northern and eastern property lines. In addition, landscaping will be provided to create vegetative screening. The project will include a dark sky lighting plan to ensure that the adjacent residential uses are not significantly impacted by any future hotel lighting.

Access, Traffic, Van Service, and Parking

Access to the site is provided off Via Real at the eastern end of the site. There is a secondary driveway at the western property boundary that provides for ingress and egress and is required to accommodate an existing 20 foot access easement benefiting a property to the north. There

is also a 10 foot access easement that extends along a portion of the northern property boundary.

Associated Transportation Engineers (ATE) is in the process of preparing a traffic study for the proposed project. This study will include traffic counts at nearby intersections and will assess the potential for the project to result in any traffic impacts. It should be noted that the project will include van service for the hotels. The purpose of the service is to provide transportation between the Amtrak station and downtown Carpinteria. This type of service will enable hotel guests to visit Carpinteria without a vehicle.

The project provides 156 parking spaces for the 150 rooms. The spaces will be shared between the two hotels. The parking does not meet the City's zoning ordinance requirement of one space per room and one space per employee. The total number of employees for both hotels would be 18. Therefore, the code requires 168 parking spaces. Associated Transportation Engineers has prepared a parking demand analysis that found that the parking demand for a business hotel is lower than the City's requirements. Using the Urban Land Institute's (ULI) Shared Parking Model, the peak parking demand for the project is forecast to be 156 spaces during the weekdays and 149 spaces on the weekend. Therefore, the parking supply would accommodate demand.

Landscaping

The site will be landscaped with native and/or drought tolerant plantings including, but not limited to: oak trees, olive trees, ceanothus, sage, lavender rockrose, yarrow, and flax. A row of trees and tall shrubs will be provided along the western, northern, and eastern property boundary to screen the project from the surrounding uses. A preliminary landscape plan will be prepared and submitted as part of the development plan application.

Agricultural Setback

General Plan Policy LU-3n calls for buffers between urban uses and agricultural uses in order to minimize land use conflicts and prevent impacts to existing agricultural operations. Traditionally, the largest buffers are required between residential and agricultural uses due the potential conflicts arising from dust generation, noise, and possible pesticide use associated with the agricultural uses.

Setbacks for non-residential uses are typically less given that there are no long term residents that could be disturbed by daily agricultural operations. In this instance, the drive aisles and parking areas are located along the edges of the property to create a buffer between the hotel

uses and the agricultural operation. A 25 foot setback from the property line to the 70 room hotel is provided and a 35 foot setback from the property line to the 80 room hotel is also provided. The setbacks to the edge of the agricultural field are even greater (approximately 20 additional feet) as the property to the north includes a maintenance/operation road along the property boundary. It should be noted that in other areas of the City there are limited buffers between non-residential and agricultural uses. For example, the Commercial development on Mark and Cindy Lane has minimal buffers between the existing buildings and the surrounding agricultural land.

In addition, the project will include a 5 to 6 foot masonry wall and dense vegetation along the property boundaries to further buffer the uses. Lastly, the hotel will not have operable windows and the pool will be located within the hotel. These features will minimize any issues that could be generated by the close proximity to an active agricultural operation (i.e. dust, noise).

Grading and Drainage

As noted in the Existing Setting section, the site is developed with a Church that includes a play area for children, a vegetable garden and a parking lot. With the proposed project new impervious surfaces will be introduced to the site which will increase the amount of stormwater run-off from the site. The civil engineer for the project will prepare a preliminary drainage summary which outlines how drainage will be addressed and how the project will meet the City's stormwater requirements. In addition, the existing drainage channel will be accommodated within the proposed project.

The project will require some grading. The amounts of cut and fill have not yet been determined, but a preliminary grading and drainage plan will be prepared and submitted as part of the formal development application.

Requested Modifications

The applicant is requesting two modifications to the City's Zoning Code. As noted above, the applicant is seeking relief from the City's parking requirements for hotels. This is based on the most current ULI's shared parking model which indicates that the required parking exceeds the anticipated demand for parking. In addition, the applicant is requesting permission to provide compact parking spaces in the central parking aisle between the two hotels. Selected spaces that face one another would be reduced to a 16 foot length which would create space for a 4 foot tree well. Allowing for additional tree wells will increase on-site landscaping and will provide a greater amount of shade in the parking area.

4. Sustainable Development

The proposed project will exceed energy efficiency standards set forth in Title 24 by utilizing advanced energy efficient mechanical systems, insulation, fenestration and cool roof systems, and solar panels.

5. Conclusion

In conclusion, we believe that this is an opportunity to redevelop an underutilized parcel with two small business hotels. The new development will be designed in a manner that will enhance the neighborhood. In addition, the development of a Marriot and Hilton hotel will capture customers that would otherwise look for lodging in Santa Barbara or Goleta simply because they are loyal to these particular brands. These hotels also have the potential to generate significant revenues (bed tax, sales tax) for the City as well as bring in new visitors that will patronize the local businesses. We are very excited about working with City staff and decision-makers to bring this project to fruition. We look forward to receiving the suggestions and comments from City staff, the Design Review Board, and the Planning Commission.

Please do not hesitate to contact me if you need additional information or if you have questions about the proposal.

Sincerely,



Lisa Plowman
Planning Manager

XC: Mina Patel

ATTACHMENTS:

1. City of Carpinteria Application
2. 3 sets of Property Owner and Resident Mailing Labels, Radius Map
3. Project Contact Mailing Labels – 3 sets
4. Title Report
5. Site Photos

Attachment C

Carpinteria Hotel Comparison

NAME	NUMBER OF STORIES	NUMBER OF ROOMS	PROPERTY SIZE	DENSITY	PARKING SPACES	AVERAGE ROOM RATE
Motel 6 Via Real	Three	124	2.21 acres	56 rooms/acre	134	\$80
Best Western	Three	152	2.13 acres	71 rooms/acre	160	\$108
Holiday Inn Express	Two	108	2.98 acres	36 rooms/acre	114	\$145
Motel 6 Carpinteria Ave.	Three	139	4.06 acres	34 rooms/acre	148	\$86
Sandyland Reef Motel	Two	52	0.71 acre	73 rooms/acre	52	\$70
Proposed Via Real Hotels	Three	150	2.62 acres	57 Rooms/acre	157	unknown at this time

Note: The Casa del Sol motel is not included in this table as the property includes a 12-unit apartment structure in addition to the 19-room motel.