Presentations from the
April 1, 2019
City Council Meeting
3200 El Camino Real
Hotel Parmani

City Council – April 1, 2019
Project Overview

- Replace 36-room motel with 99-room hotel
- Architectural Review required for overall design
- Ordinance eliminating 50’ special setback along Hansen
Site Context

- Subject property is within the CS zoning district
Background

- Subject of City Council Pre-Screening meetings
  - Offered comments supporting a text amendment as opposed to a variance
  - Encourage coffee shop or similar use at corner
- Planning & Transportation Commission (PTC) meeting:
  - Support for eliminating 50’ special setback, but only for hotel and mixed-use
- Architectural Review Board (ARB) meeting:
  - Supports design
  - Added balconies
Project Components

- **Parking**
  - Two basement levels
  - Valet operation
  - TDM Plan

- **Circulation**
  - Removal of pork chop
  - Enhanced bicycle lane
  - Transportation network company drop offs

- **Plaza area**
  - Coffee shop and outdoor seating
Special Setback

- Setback established in 1959 after the existing motel was constructed
- No specific reason for the setback. May have been established for future street widening or landscaping
- Adjacent building does not conform to setback
  - 25’ from building to property line
Setback Relationship
Project Perspective
Mitigated Negative Declaration

- Initial Study/MND circulated between December 4, 2018 and January 3, 2019
- Potential significant impacts to Air Quality, Biological, Cultural and Geologic & hazards resources
- Mitigation provided to reduce impacts to a level of less than significant
Recommended Motion

1. Adopt Mitigated Negative Declaration and Mitigating Monitoring Program;
2. Introduce an Ordinance amending the setback map; and
3. Adopt a Record of Land Use Action subject to conditions of approval with the added conditions:
   – Standard condition for TDM program and reporting
   – Condition for Transportation Management Association
Recommended Condition

TDM PROGRAM AND ANNUAL REPORTING REQUIREMENT: The applicant shall abide by the Final Transportation Demand Management (TDM) plan, entitled “Parking Demand Assessment & TDM Plan for Hotel Parmani in Palo Alto, California, July 13, 2018”, to the satisfaction of the Director of Planning and Community Environment. The TDM plan includes measures and programs to achieve a reduction in single-occupancy vehicle trips to the site by a minimum of 30%. The TDM plan includes an annual monitoring plan to document mode split and trips to the project site. The TDM annual report shall be submitted to the Chief Transportation Official. Monitoring and reporting requirements may be revised in the future if the minimum reduction is not achieved through the measures and programs initially implemented. Projects that do not achieve the required reduction may be subject to daily penalties as set forth in the City’s fee schedule.
Recommended Condition

TRANSPORTATION MANAGEMENT ASSOCIATION (Palo Alto TMA). Employers at the subject site shall participate in the Palo Alto Transportation Management Association (http://www.paloaltototma.org/) or any successor Transportation Management Association that is designed to reduce employee commute trips to and from the City of Palo Alto. The property owner shall ensure this condition is included in all lease agreements in order to streamline implementation.
Palo Alto City Council Hearing

3200 El Camino Real

Hotel Parmani Redevelopment

April 1, 2019
Our Request

A Site Specific Zone Amendment to Remove a 50’ Special Setback Constraint and Final Approval of Hotel Project.
1. We are here tonight seeking City Council approval for a site-specific zoning amendment to eliminate a 50’ special setback restriction which was imposed twelve (12) years \textit{after} the motel was originally built in 1947. Key Point: Without removal of the restriction, the site would be impossible to develop, now or in the future.

2. Concurrent with the elimination, we have before you our entitlement package to accommodate a 99-room, modern hotel which meets all requirements of the General Plan, Zoning Code (CS), and El Camino Real Design Guidelines, for final approval.
Project Highlights

- Modern, well-designed hotel with no land use change.
- Project fully code-compliant (CS) / meets El Camino Real Design Guidelines.
- Increased TOT - Contributes substantially to Annual City Budget Projections (net $1M annually)
- Improves traffic flow by relocating ingress/egress to Hansen Way.
- Supply of high-quality rooms near the demand in Stanford Research Park
- Presents a quality image for the high-standards expected in Palo Alto
**Brief Project History**

- **April 4, 2016:** City Council Pre-Screen
  - Site Specific Zone Amendment vs. Variance
  - Abstract discussion; request from Council to see design details
- **May 1, 2017:** City Council Pre-Screen
  - Presented a Design to Council
  - Positive Feedback
- **June 15, 2017:** Pre-ARB
- **October 4, 2018:** 1st Formal ARB
- **December 12, 2018:** PTC Hearing
- **December 20, 2018:** 2nd Formal ARB
- **March 21, 2019:** ARB Subcommittee
- **April 1, 2019:** City Council
Project History: What we heard from City Council

- We asked City Council to provide direction BEFORE engaging in the entitlement process.
- Two prior pre-screen hearings with City Council.
  - Initial hearing: Discussed setback line on parcel without showing massing and aesthetics
  - Second hearing demonstrated massing and aesthetics
- Council unanimously supportive of redevelopment of the site via elimination of the 50’ special setback by site-specific zoning map amendment.
- The Council liked the direction of the project design and encouraged further enhancements.
History: Special Setback

- Hotel was the first developed (1947) land along Hansen Way; the Research Park filled in around the hotel years later.

- *No legislative intent* can be located for why the special setback was enacted (1959).
  - *Presumably* to maintain a generous landscape buffer for parcels in the Stanford Research Park to give it a campus-like feel to the Stanford Research Park.

- A mistake that the setback was applied to this parcel (26,000+ square foot CS zoned lot vs. large RP zoned lots).

- Property directly to the west built in 1983, decades after the special setback was enacted, violates the 50’ special setback.
Site Map

- CS Zoned Parcel
- To the West and South there are large RP Zoned lots
- Special setback is determined as 50’ in from the property line.
- Renders 50% of the site un-usuable, with the remaining site too small for new development (purple shading represents 50’ special setback)
**Special Setback Impact**

- Renders 50% of the site unusable and not feasible for development, now or in the future.

- Old design attributes of the hotel are not attractive to today’s guests and not competitive with new hotels.

- The issue remains in perpetuity unless addressed.

- *It is not known what the special setback was intended to accomplish aside from perhaps providing a landscape buffer, but it is clear that it did not consider the geometry of this site and its context with El Camino Real and RP zoned parcels.*
ARB Recommendation

• Complimentary Feedback From ARB

  – Chairperson Furth: “I think you have made the most neighborhood friendly hotel design in the city that we have seen. So, congratulations. We really appreciate what you have done. We probably have some very friendly hotels downtown, but actually, I don't even think they do as well. This is really, really impressive. Thank you.”

  – ARB Board Member: “I do want to thank the applicant for the really detailed and useful color and material board, the numerous 3D presentation images. It really helps a lot for us when we're trying to evaluate the design. Staff, if you could take note that this type of presentation is much appreciated.”
PTC Recommendation

• Recommended removal of 50’ special setback
  – Wanted to restrict use on our parcel to hotel or mixed-use. Why?
  – No rezoning action before you this evening
  – Opportunity to remove restriction without adding another restriction.
  – Discretionary process exists which affords the City oversight
  – We might not be able to even fathom what the future holds in store 40 years from now
  – The idea of locking in specific land uses when zoning districts accomplish that seems inappropriate as a matter of principle
  – Common goal of what’s best for the City (staff time / resources)
Design: Hansen Way

- This site has a larger than normal distance from curb to property line for sidewalk and public landscaping.
- The new project offers a generous landscape buffer and “openness” into the site.
- The new design turns its frontage to both Hansen and El Camino; improves ingress/egress into the hotel by moving it to Hansen Way and eliminating the “pork-chop” intersection. Improves safety.
- Building is stepped back
Design: Hansen Way Frontage
Approximately 19’ landscape buffer along Hansen Way

Existing Frontage

Proposed Frontage

HANSEN WAY FRONTAGE

HOTEL PARMANI | 3200 EL CAMINO REAL PALO ALTO, CA
CITY COUNCIL HEARING: APRIL 1, 2019
Design: El Camino Real / Corner Plaza

- Corner of property proposes a generous and welcoming public plaza.
- Building steps back from the street at the upper floors to reduce massing impact.
- Sidewalk has been widened to conform to the El Camino Real design guidelines.
- Hotel guests and the public activate the corner, using the plaza and the balconies above.
Project Massing and Aesthetics
Project Massing and Aesthetics
Hotel Development Project Benefits

- **Fully complies with current CS zoning requirements.**
  - Proposed land use of hotel is the same as we have now.
  - Proposed project meets the objectives of the PA Comprehensive Plan.
  - Proposed project meets the design criteria of the El Camino Real Design Guidelines.
  - We are **not** requesting a zone change (parcel will remain CS zoned).

- **Increased TOT** – Contributes substantially to Annual City Budget Projections (net $1M).

- Provide a supply of high-quality rooms in close proximity to actual demand (Stanford Research Park).

- **Minimal or no residential impact** – 560’ to nearest residential parcel, across a 6 lane road.

- Generous Public Plaza / Landscape buffer along Hansen Way.

- Meeting space we hope our neighbors will use.

- Best use of the site as envisioned by the Comp Plan and current zoning regulations.
THANK YOU
### Parking

- Project moves parking from on-grade to below ground into a garage.
- Parking requirement is 105 cars
- Parking provided is 106 cars.

### Traffic

- The project adds less than 100 peak hour trips (70) thus not triggering a Traffic Impact Analysis (TIA).
- The project will not cause any intersection to drop below its current LOS standard.
- Environmental report indicates that project will have less than significant impact on traffic.
- Traffic flow and safety improved by elimination of the only site access from El Camino and places or westward from intersection on Hansen.
- Project will not increase traffic on local residential streets.