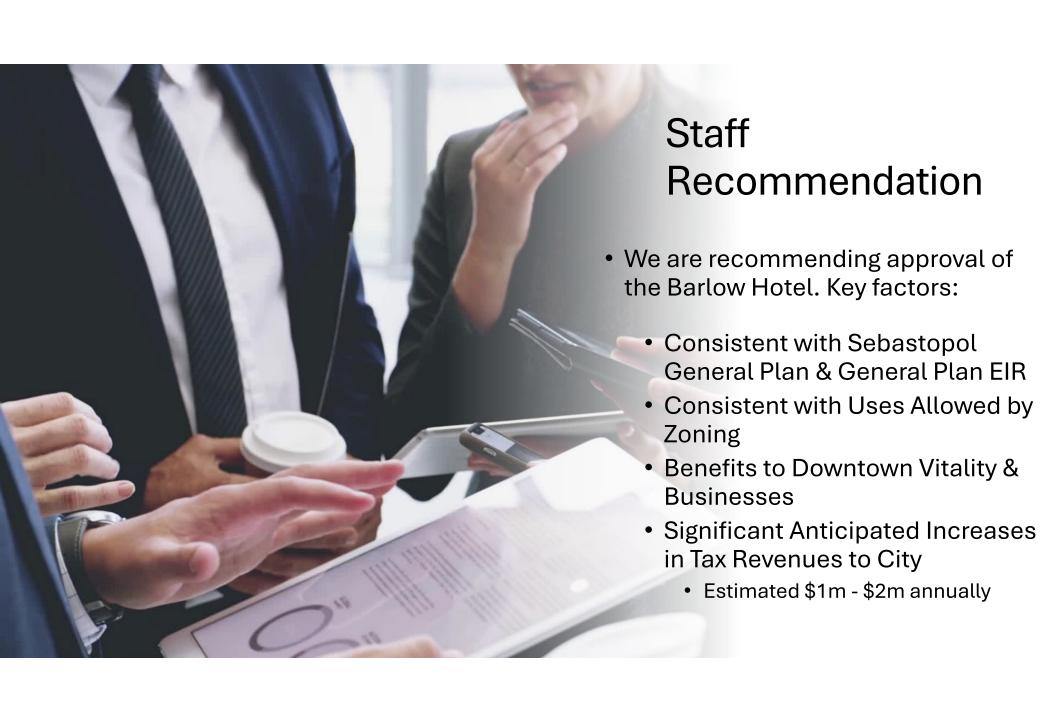


Barlow Hotel Project

Sebastopol City Council April 15, 2025





Project Features: Hotel

- Up to 83 rooms, with ground floor restaurant, bar, spa, retail & meeting rooms
- 2-3 stories, with rooftop pool deck and covered café bar
- Up to 55' tall, plus elevator shaft (max 65')
- Redeveloped Parking Lot adds spaces



Development Agreements

- ☐ Contract Between Property Owner & City
- ☐ Consistent w/GP & Uses Allowed by Zoning
- ☐ Establishes Terms for Development of Property
- Building sizes, heights, densities, setbacks, vehicular access and parking, site design, landscaping, and other physical development features
- Permitted uses and operating standards
- Mitigation measures and conditions of approval
- Amount and payment schedule of any impact fees
- Term of the Agreement
- Procedures for subsequent reviews



Typical Approval Process & Procedure with Barlow Hotel DA

	Project Component	Allowed by Zoning Code?	Typical Processing & Approval Procedure	Procedure for Barlow Hotel Project
Hotel	Hotel, with accessory uses including spa, restaurant, cafe & retail	Yes	Use Permit	Development Agreement
	Bar spaces/alcohol sales	Yes	Admin Review or Use Permit, depending on seats and food service	Development Agreement
	Hotel structure, height, massing, architectural features, colors & materials, landscaping, lighting	Yes	Design Review Board; Planning Commission (height)	Development Agreement; Subsequent Administrative Review if consistent with Development Agreement
	Signs	Yes	Admin Review if consistent with Sign Program	Admin Review if consistent with Sign Program & Development Agreement
	Tree Removal (Tree #1)	Yes	Tree Board	Development Agreement
Parking Lot	Offsite Parking (batch plant parking lot)	Yes	Use Permit	Development Agreement
	Valet Parking (batch plant parking lot)	Yes	Use Permit	Development Agreement
	ESOS Setback reduction from 100' to 50'	Yes	Use Permit	Development Agreement
	Landscaping & Lighting; Shed structure	Yes	Design Review Board	Development Agreement; Subsequent Administrative Review if consistent with Development Agreement

General Plan Consistency

GOAL EV 1: Encourage Economic Development that Broadens the City's Employment Base, Attracts High-Quality Jobs, Provides Services and Goods that Reflect the City's Values, and Increases the City's Tax Base

GOAL EV 4: Emphasize Sebastopol's Role as a Market, Service, and **Tourism Hub** for the West County and as a Gateway to the Coast

• Policy EV 4-3: Encourage amenities needed to support tourism, including hotels, bed-and-breakfasts, eco-lodging and a variety of restaurants, shopping, and services.

- **Policy EV 4-4:** Encourage the development of civic amenities, entertainment venues, retail and restaurants, and services **that increase visitation**, **spending**, **and tourism**.
- **Policy EV 4-5:** Promote both the City, and the City's open space and natural resources, with emphasis on the Laguna Wetlands Preserve, as a tourist destination.



California Environmental Quality Act (CEQA)

CEQA Section 15183 mandates for Project Consistent with General Plan & Previously Certified EIR

- Limits Additional CEQA Review
- Extensive Checklist (similar to Initial Study) & Site-Specific Studies
 - LOS and VMT Studies, Crosswalk Study
 - Historical Resources Evaluation
 - Biological Assessment for Batch Plant Parking Lot
 - Arborist's Report
 - Greenhouse Gas (GHG)
 - Air Quality Assessment



Zoning Consistency

- Uses are Allowed by Zoning Code
- Height up to 4 stories/50' allowed with Use Permit, but DA can allow more
- Use Permit Findings for Conditional Uses (Hotel, Bar, Off-site Parking, ESOS) and allowed by DA



Design Review/Tree Board Discussion & Recommendations



- Consistent with City's established Design Guidelines
- Architecture, materials, and details successful in providing good design on this important site
- Tree #1 should be removed

Recommendations:

- Appropriate to treat the building's facades differently
- Pay more attention to the Sebastopol Avenue facade
- Consider a high-quality wood alternative that provides same look to replace the real wood over large expanses
- Recommendations made re: tree sizes & species

Planning Commission Discussion & Actions



- Planning Commission made findings & recommended approval 4-0-1
- Complemented the applicant team on design of hotel site & parking lot w/Laguna viewing areas
- Recognized difficulty of designing this site & agreed w/DRB re: Sebastopol Avenue side

Recommendations:

- Upgrade Sebastopol Ave side to provide a better facade treatment and pedestrian experience.
- Ensure public access to the Laguna
- City, applicant & provide property owners should work together on accessibility between hotel & Main Street

SMC 17.440.070 Development Agreements – Findings

A. Consistent with Goals, Objectives & Policies of General Plan B. Compatible with the uses authorized in, and the regulations prescribed for, the zone district

C. Is in conformity with public convenience, general welfare and good land use practice

D. Will not be detrimental to the public health, safety and general welfare

E. Will not adversely affect the orderly development of property

F. Will provide sufficient benefit to the City to justify entering into the Agreement



Barlow Hotel	Fees	Value of Improvements	Applicable Impact Fees
Traffic Impact	\$229,112.00	\$51,727.00	\$177,385.00
Park Land and	\$309,258.00	\$309,258.00	\$0.00
Development			
General Government	\$6,358.00		\$6,358.00
Fire Facilities	\$10,528.00		\$10,447.00
General Plan Update	\$15,106.66		\$15,106.66
Storm Water	\$28,800.00		\$28,800.00
Water Connection Fee	\$172,434.00		\$172,434.00
Sewer Connection Fee	\$106,167.00		\$106,167.00
TOTAL IMPACT FEES	\$877,763.66	\$360,985.00	\$516,697.66
TOTAL PROCESSING	\$417,042.88		\$417,042.88
FEES			
TOTAL FEES DUE	\$1,294,806.54		\$933.740.54

Fiscal Analysis Summary

Estimated Annual Revenues after 5 Years of Operation

	Hotel Tax (TOT)	Property Tax	Sales Tax	Total
RRC Associates	\$1,548,000	\$180,000	\$350,000	\$2,078,000
EPS	\$891,000	\$54,000	\$34,200	\$979,200

Introduce Ordinance & Waive 1st Reading

- 2nd Reading & Possible Adoption
- Ordinance Effective 30 Days after Adoption
- Enter into Development Agreement
 - Annual Reporting Required
- Applicant Prepares & Submits Construction Documents
- Subsequent Administrative (Staff) Reviews
- Permits Issued
 - Processing Fees Paid
 - Impact Fees Deferred
- Commencement of Construction
- Inspections
- Hotel Opens

End of Staff Presentation