

## Barlow Hotel Project

Planning Commission/Design Review Board March 25, 2025





Presentations & Questions from Members



**Hold Public Hearing** 

## Format for this Item



Close Hearing & Discuss Project

DRB recommendations to staff on design-related Administrative Review



PC Vote on Resolution Recommending Approval to Council



#### 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



#### Role of Design Review/Tree Board

#### Tree Removal Request (Tree #1)

 Permit Approval included in Development Agreement

#### Consider Design Standards

 Large Projects in CM Zone subject to Code Section 17.25.030 (B)

#### Provide Recommendations to Staff for Future Admin Reviews

• Lighting, materials & colors, signs, landscape materials, etc.



### Design Standards - SMC 17.25.030. B



- 1. The development shall be human-scale and pedestrianfriendly, with the site plan focused on pedestrian access and architecture.
- 2. The development shall be oriented toward the street frontages and primary pedestrian access points, rather than the parking lot. Safe and convenient pedestrian access shall be provided throughout the development, with access and connections provided to existing and planned sidewalks and bicycle routes.
- 3. Development shall not resemble a typical strip commercial development. Strip commercial development is characterized by uses that are one store deep, buildings are arranged in a linear fashion rather than clustered, and site design that emphasizes automobile access and parking.
- 4. Off-street parking shall be distributed to the rear of buildings, except in unusual circumstances when parking to the side will be considered.

# BIOLOGY BLUELINE BIORETENTION TREES SECTION B-B PROMENADE WALKWAY OVERLOOK

## Role of Planning Commission

- PC Review of Development Agreements Required by State and Local Law
  - DA is approval mechanism for all entitlements
  - PC to review & make recommendation to CC
  - CC is approval authority
- Consider Findings for Use Permits
  - Use Permits included in Development Agreement

## SMC 17.440.070 Development Agreements – PC Findings for DA Recommendations to City Council

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			
<b>General Government</b>	\$6,358.00		\$6,358.00
Fire Facilities	\$10,528.00		\$10,447.00
<b>General Plan Update</b>	\$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

# End of Staff Presentation