



## DESIGN REVIEW BOARD Staff Report

Planning & Environmental Services  
130 Cremona Drive, Suite B, Goleta, CA 93117  
Phone: (805)961-7540 Fax: (805)685-2635  
[www.cityofgoleta.org](http://www.cityofgoleta.org)

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### AGENDA ITEM: M-3

DATE: December 8, 2009  
TO: Goleta Design Review Board  
FROM: Natasha Campbell, Contract Planner  
SUBJECT: 09-075-DRB; Marriott Residence Inn and Hollister Business Center; 6300 Hollister Avenue; APN 073-050-020

#### APPLICANT:

Anthony Wrzosek  
R.D. Olson Development  
2955 Main Street, Third Floor  
Irvine, California 92614

#### OWNER:

Russ Goodman  
Sares-Regis  
500 Esplanade Dr, Suite 470  
Oxnard, CA 93036

**PROJECT DESCRIPTION:** This is a request for *Conceptual* review of a 140-room extended stay hotel on a vacant portion of a parcel located at 6300 Hollister Avenue, between La Patera Lane and Robin Hill Road. The project site occupies the westerly 3.81 acres of a larger 10.95-acre parcel that contains an existing research-manufacturing facility, known as the Hollister Center. The 3.81 acres would be split to create the separate parcel for the hotel development. Reciprocal access and parking with the Hollister Center would be provided. The property is presently zoned M-RP (Industrial Research Park).

The proposed hotel is approximately 99,634 square feet and is designed in a U-shape configuration around a pool, framed by three building wings, each three-stories in height. The main entrance is oriented toward Hollister Avenue with access served from both Hollister Avenue and Robin Hill Road. A new landscaped island in Hollister Avenue and a new left turn lane for eastbound vehicles approaching the hotel would be provided. Vehicles exiting the hotel's Hollister Avenue driveway would be limited to right turns only.

A total of 132 surface parking spaces are provided around the building perimeter, with 27 additional spaces that would be provided through a reciprocal parking agreement with the Hollister Center.

The proposed architecture is characterized as contemporary Mediterranean with emphasis on smooth stucco finish, accent awnings, wood trellis, cornice mouldings and concrete roof tile. Proposed uses include a pool, fitness center, library, guest laundry, and approximately 1,875 square feet of meeting space. The proposed hotel is intended to accommodate extended stay guests and would have full kitchens in each room. The project does not include a restaurant, but it is proposed to have a small ground floor kitchen to provide complimentary breakfast and a manager's reception in the evening.

Trees would be placed along frontages, entry ways, parking areas, and elsewhere throughout the property. The plan also includes shrubs, groundcovers, vines, and biofiltration plants.

Utilities along the property's Hollister Avenue and Robin Hill Road frontage would be placed underground. An existing lift station located along Hollister Avenue is planned to be relocated eastward on Hollister Avenue by the GSD prior to construction of the hotel. Water service would be provided by the Goleta Water District.

**BACKGROUND:** In 2007 and 2008, the DRB considered a nearly identical project (07-007-DRB), which was approved by the City Council in November 2008. At the applicant's request, the 2008 project approval was recently rescinded by the City Council. The applicant submitted the current project request in May 2009. An EIR is currently under preparation for the current project request.

The project has several permit components that are not within the DRB's purview, with the exception of the minor amendments to the Development Plan for adjacent Hollister Business Center. However, the other permit components are listed below to give the project context. These additional components are the following:

- Development Plan to allow construction of the Marriott Residence Inn.
- Final Development Plan Amendment (Case 07-167-DPAM) to address the parcel split, institute a reciprocal access and parking agreement between the Hollister Business Center site and the proposed hotel site.
- Parcel Map to allow creation of a separate parcel for the hotel.

**ANALYSIS:**

**Zoning Consistency:**

|  | <b>Required</b>   | <b>Proposed Parcel 2</b>   | <b>Consistent Y/N</b>        |
|--|---|--|------------------------------|
| Front Yard Setback<br><br>(Parcel 2 is a corner lot and has two front yard setbacks) | 80 feet from centerline<br><br>50 feet from right-of-way line of any street (on both frontages) | Hollister Avenue:<br>Parking: less than 80 feet from centerline;<br>Building: greater than 80 feet from centerline<br><br>Parking: 30 feet from right-of-way to porte cochere;<br>Building: 96 feet 3 inches to porte cochere and 108 feet from Hollister right-of-way to building;<br><br>Robin Hill Road:<br>Parking: 18 feet from existing right-of-way;<br>Building: greater than 50 feet from existing right-of-way | Yes, subject to modification |
| Side Yard Setback  | 10 feet from any side property line   | From proposed eastern property line:<br><br>Parking: 1 parking space (northeast corner) is less than 10 feet from eastern property line;<br>Building: 46 feet 10 inches<br><br>All other parking spaces are greater than 10 feet from side property line.  | Yes, subject to modification |
| Rear Yard Setback  | 10 feet from any rear property line   | Building: 54 feet 7 inches   | Yes                          |
| Building Coverage  | Not to exceed 35% of the net area of the property shall be covered by buildings or structures   | 23% (38,183 square feet)   | Yes                          |
| Building Height (parcel 2 only)  | No building or structure shall exceed a height of 35 feet average                               | 35-foot average<br><br>Maximum roof peaks: up to 39.25 feet, except for porte cochere at 40 feet 5 inches  | Yes                          |
| Parking spaces   | 144 total spaces<br><br>One space per guest room and one space per 5 employees                  | 159 total spaces<br><br>132 spaces on-site<br>27 spaces nextdoor (with reciprocal parking agreement)   | Yes, subject to modification |

|                        | <b>Required</b>  | <b>Proposed Parcel 2</b>  | <b>Consistent Y/N</b>        |
|------------------------|--|---|------------------------------|
| Landscaping/Open Space | Not less than 30% of the net area of the property shall be landscaped                        | 30.5%   | Yes                          |
| Storage (trash)        | None   | Trash enclosures in parking lot, within setback from Robin Hill | Yes, subject to modification |
| Minimum Lot Size       | 1 acre minimum   | 3.81 acres net  | Yes                          |
| Hotel Overlay          | Maximum Floor-Area-Ratio: 0.6<br><br>Parking: conjunctive use of parking spaces is permitted | 0.6 Floor-Area-Ratio<br><br>Conjunctive use of parking spaces   | Yes                          |

**ISSUES:**

- Land Use:** Although a lot split is proposed to separate the hotel from the adjacent business center, the two would be linked by a reciprocal parking and access agreement. As noted in the table, a total of 144 parking spaces are required to serve the hotel compared to 132 spaces that are proposed on-site. However, an additional 27 spaces are proposed to be provided through the reciprocal parking agreement with the connected Hollister Business Center's parking. Therefore, the total number of parking spaces available to the hotel would be 159 parking spaces, which exceeds zoning ordinance requirements.
- Off-Site Improvements:** Along Robin Hill Road, a 6'-wide sidewalk and 4'-wide parkway with street trees would be provided. Improvements along Hollister Avenue are largely governed by the City of Santa Barbara and have been designed following multiple discussions between the Cities of Santa Barbara and Goleta. The current plans include a slightly meandering 6-foot wide sidewalk and parkway and a landscaped median along the Hollister Avenue frontage that would allow left turns into the proposed site driveway on Hollister Avenue, but prohibit left turns from this new access point. Additionally, the existing transit stop along Hollister Avenue would be improved and possibly relocated.
- Building Height:** The proposed hotel would have an average height of 35', but include certain roof elements that extend to 38.17'-39.23' at the top of highest roof ridges. The hotel is outside the airport approach and safety zones. Sections 35-317.8.1 and 35-321.2.3.d. of the City's Zoning Ordinance permit variation in the height limit under a Development Plan.
- Visual Simulations:** Updated visual simulations have been prepared for the project under contract with the City of Goleta. In addition, a simulated drive-by of the site from Hollister Avenue will be presented at the DRB meeting.

**ATTACHMENTS:**

- Reduced 11" x 17" revised project plan set
- Reduced set of visual simulations (does not include video drive-by)