



## DESIGN REVIEW BOARD

### Staff Report

Agenda Item C.3

Meeting Date: November 13, 2018

TO: Goleta Design Review Board  
FROM: Brian Hiefield, Associate Planner; (805) 961-7559

SUBJECT: **5955 Calle Real (APN 069-110-018)**  
**Calle Real Hotel Project**  
**Case No. 16-097-DRB**

#### PROJECT DESCRIPTION:

This is a request for a third *Conceptual* review. The property includes an existing 13,327-square foot commercial building on an 88,767-square foot lot in the C-2 zone district. The applicant proposes a three-story 134-room hotel totaling 18,172 square feet of building footprint and 54,910 square feet of gross floor area with 142 parking spaces, 8 bicycle parking spaces, and associated landscaping improvements and outdoor pool. The project is subject to the standard DRB bylaws applicable to all projects, as well as the Architecture and Design Standards for Commercial Projects (Resolution No. 03-20 attached). The purpose of this third Conceptual review is to provide the applicant with design related comments on the revised concept that was developed based on DRB comments from August 9, 2016 and November 29, 2016. The project was filed by agent David Watson of Watson Planning Consultants and Troy White of TW Land Planning & Development on behalf of Peninsular Investments Inc, property owner. Related cases: 16-097-DP, 11-032-DP (Fresh & Easy), 05-017-SCD (SB Motorsports).

#### DRB COMMENTS:

##### August 9, 2016

1. Concern expressed with the proposed height as there are no other 3-story buildings in the area.
2. Consider increased building setbacks and stepping back upper floors.
3. Concern was expressed regarding the size, bulk and scale of the building.
4. While the existing architectural styles in the area are eclectic, the architecture:
  - a. Is not compatible with surrounding properties.
  - b. Looks industrial or institutional and too "clean".
  - c. Design would be more appropriate for an urban area.
  - d. The color blocking does not coordinate with the neighborhood.

- e. The roofline looks drab.
  - f. Does not look welcoming in the sense of hospitality.
  - g. The use of corrugated metal and wood is more appropriate on agrarian designs.
- 5. Encouraged to incorporate Photovoltaic cells on the roof and the use of solar heating for the pool.
- 6. The design is not blocking views on Calle Real to the south, but potentially will block views on the freeway or exiting the freeway.
- 7. The corner facing the street is weak for announcing itself as a hotel. The porte-cochere is attractive and looks integrated with the design. Consider mitigating the impact of the height with a roof that lessens the impact of the third story. Consider shifting the building entry/entire building towards Calle Real to be more welcoming and pedestrian friendly. The entry as designed gets lost with the view of the car wash and gas station. The transition edges on both the west and east need to be softened, possibly with tree wells. Suggested moving the porte-cochere to the front. If there will be a third story, suggest it be placed in the middle portion, facing the north elevation. On sheet A15, the corner view of the hotel from both Highway 101 and the driveway entrance along Calle Real seem cold.
- 8. There could be some rooms with nice views to the north. Plant trees that provide shade and some visual relief but do not disturb the potential views.
- 9. As part of the process it would be useful to provide:
  - a. Visual simulations from the Fairview Avenue overpass, from Highway 101 and from the neighbors to the south;
  - b. Street scene along Calle Real showing the existing area and how the project fits in;
  - c. An integrated vehicle and pedestrian traffic plan and how the proposed circulation works with the adjacent parcels.
- 10. It is important to maintain the access to the corner parking lot because the ingress and egress is compromised.
- 11. Study the overall parking plan and more ways for pedestrians to park cars and get to the entrance. The parking areas are problematic and awkward. The two dead-end areas seem odd.
- 12. With regard to landscaping:
  - a. The landscape palette seems limited and needs more variety and tree variety.
  - b. Use the *Hymenosporum Flavum* (Sweetshade) tree around entryways and public areas around the pool.

- c. Consider adding landscaping along the northeast side of the site and near the car wash area.
  - d. The use of graywater, such as from onsite laundry, for the landscaping is strongly encouraged.
  - e. Make sure the pool is not overly shaded in the afternoon while making sure that it is adequately screened from the parking area. The Goodland Hotel provides a good example of successful landscaping around a pool.
- 13. Design should take into account noise from the car wash.
  - 14. A lighting plan will be needed
  - 15. The location for signage is appropriate but seems after-the-fact.
  - 16. Consider possibly exchanging the pole sign for another method of signage.

**November 29, 2016**

- 1) Concern that parapets exceed the 35' maximum height limit. The parapets need to fit within the height limit.
- 2) The size, bulk, scale and mass of the building is too big.
- 3) Submit cross sections for review regarding building height.
- 4) Concern over the overhangs on the eastern boundary and how they are depicted on the renderings.
- 5) More work is needed on the architecture to make it look less institutional. Too much use of the white color.
- 6) A simulation of the east elevation view would help understand the relationship between Zodo's and the proposed hotel.
- 7) Re-enforce the entry element without using so much glass. Above the porte-cochere, the sheets of glass in the window seem out of character.
- 8) Study adding a crosswalk for safe pedestrian access across Calle Real as part of the traffic study.
- 9) The site plan revisions shown are successful. The circulation is better. The pedestrian and traffic flow were improved. The massing is improved. Putting the front door entrance onto the street is an enhancement and improves massing.
- 10) With regard to the landscaping plan:
  - a) Submit more details regarding the landscaping plan.
  - b) Bioswales and permeable paving are encouraged.
  - c) Replace the Mexican Feather Grass because of its invasive nature.
  - d) A small-scale Palm tree species around the pool and entry would be more appropriate for long-term.
  - e) Consider repeating the tree layout that is in a grove on the west side so there is also a grove on the east side. The tree species for the grove should be all on type of tree.
  - f) Stagger the trees on the west side rather than lined up.

- g) Consider more design development for the large landscape area on the east side do it could be an amenity that is interesting and useful for hotel guests.
  - h) Add landscaping buffer between the existing wall and the parking lot on the southwest side near the car wash. Consider adding landscaping where there are overhangs. Consider adding vies to the wall.
  - i) The landscaping should provide clear lines of sight for pedestrians and traffic.
  - j) The pool area seems undersized for the amount of rooms.
  - k) The Tipu trees along Highway 101 are fine but are shown at about half of their mature height.
- 11) Submit more details regarding the laundry including plans with regard to an offsite laundry. If the laundry is moved onsite it is optimal to use greywater for landscape irrigation. An offsite laundry is just moving the use of water to another location.
- 12) Story poles are important and supported.

**ATTACHMENTS:**

- Architecture and Design Standards for Commercial Projects (Resolution No. 03-20).
- Reduced 11" x 17" copies of site plans and elevations.