

CITY OF SANTA ROSA
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
STAFF REPORT FOR CULTURAL HERITAGE BOARD
March 20, 2019

PROJECT TITLE

Econo Inn Redevelopment Concept
Review

APPLICANT

Urban Green

ADDRESS/LOCATION

502 Santa Rosa Ave.

PROPERTY OWNER

502 SR AVE LLC

ASSESSOR'S PARCEL NUMBER

009-263-031

FILE NUMBER

LMA19-003

PROJECT SITE ZONING

CN-H-SA

GENERAL PLAN DESIGNATION

Retail/Medium Density Residential

APPLICATION DATE

February 27, 2019

APPLICATION COMPLETION DATE

March 12, 2019

PROJECT PLANNER

Andrew Trippel

RECOMMENDATION

Provide review comments

PROPOSAL

The project site is located within the Burbank Gardens Preservation District but is neither a contributor nor eligible for local designation. The site is currently developed with a 25-room, 1-story motel building and surface parking. The Econo Inn Redevelopment proposes re-use of the existing structure and new construction to create a 60-room hotel mixed-use project comprised of 1-, 2-, and 5-story buildings. The existing single-story hotel structure is expanded to include 1- and 2-story hotel rooms with private terraces and an interior courtyard with event pavilion. A new 5-story building fronts Santa Rosa Avenue and features a ground floor hotel lobby and retail spaces with hotel rooms and event and gallery spaces on multiple floors and a rooftop terrace.

An approved Conditional Use Permit is required for expansion of the Legal Nonconforming hotel use and a height limit exception for structures within commercial zoning districts. Major Design Review is required, and an approved Major Landmark Alteration Permit is required for building height in excess of 35 feet and two stories within the -H combining district.