

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.