



## City of Rohnert Park Planning Commission Report

**DATE:** July 27, 2017

**ITEM NO:** 8.2

**AGENDA TITLE:** PLSR16-0002 Study Session for Site Plan and Architectural Review for a 100 Room Fairfield Inn & Suites

**REQUEST:** Conduct a Study Session for a 100 Room Fairfield Inn and Suites

**LOCATION:** 405 Martin Avenue, APN 143-040-120

**GP / ZONING:** Regional Commercial / C-R: Regional Commercial

**APPLICANT:** Tejal Patel, Rohnert Park Lodging, LLC

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### **RECOMMENDATION**

Staff recommends that the Planning Commission conduct a study session for the Fairfield Inn and Suites project. The goal is to provide the Commission with an overview of the project and to discuss any potential issues related to the project design. Pending completion of the environmental studies required for this project, consideration of the Site Plan and Architectural Review application is tentatively scheduled for the August 24, 2017 Planning Commission meeting.

### **SUMMARY**

The applicant has proposed a modern style 100-room, five story Fairfield Inn and Suites on the west side of the city. Fairfield Inn and Suite is a Marriott branded hotel, catering primarily to tourists and business travelers. This project would be developed on a vacant 1.83 acre parcel west of Highway 101 at the southwest corner of Dowdell Avenue and Martin Avenue, just north of Hinebaugh Creek. The subject site is designated in the General Plan as Regional Commercial, and is accordingly zoned C-R: Regional Commercial.

Figure 1 – Project Location



## **BACKGROUND**

### **Surrounding Land Uses**

The subject site is located west of Highway 101. The parcel, along with the property to the west and north, is currently undeveloped. The currently undeveloped property to the west and north is part of the Stadium Area Master Plan “PD” zoning district. As part of the Five Creek development a hotel, apartments, public park, and commercial space are planned for the land north of the future Martin Avenue Extension. The property immediately to the west will continue to be owned by the city, and part of that property is planned to include a new fire station. South of the site is Hinebaugh Creek. To the immediate east is the Ashley Furniture Homestore. Costco is located on a large site to the northeast of this project.

Table 1 - Surrounding Land Uses

	<b>Existing Land Use</b>	<b>Proposed</b>	<b>GP Designation</b>
<b>Subject Site</b>	Vacant	Hotel	Regional Commercial
<b>North</b>	Vacant	Vacant	Regional Commercial
<b>East</b>	Ashley Furniture Homestore	n/a	Regional Commercial
<b>South</b>	Hinebaugh Creek Open Space	n/a	Open Space
<b>West</b>	Vacant	Fire Station	Public/Institutional

## Project Details

Figure 2 – Project Rendering



### Location and Access

The Fairfield Inn and Suites is proposed for a location that provides convenient access for guests to Highway 101, the Hinebaugh Creek trail, and restaurants. Primary access will be through the intersection of Martin and Dowdell Avenues. As part of the Five Creek project, Martin Avenue will be extended along the north of the project site as a private street from Dowdell Avenue to Labath Avenue. The hotel will share a driveway with the Ashley Furniture Homestore at the south side of the Martin and Labath Avenue intersection.

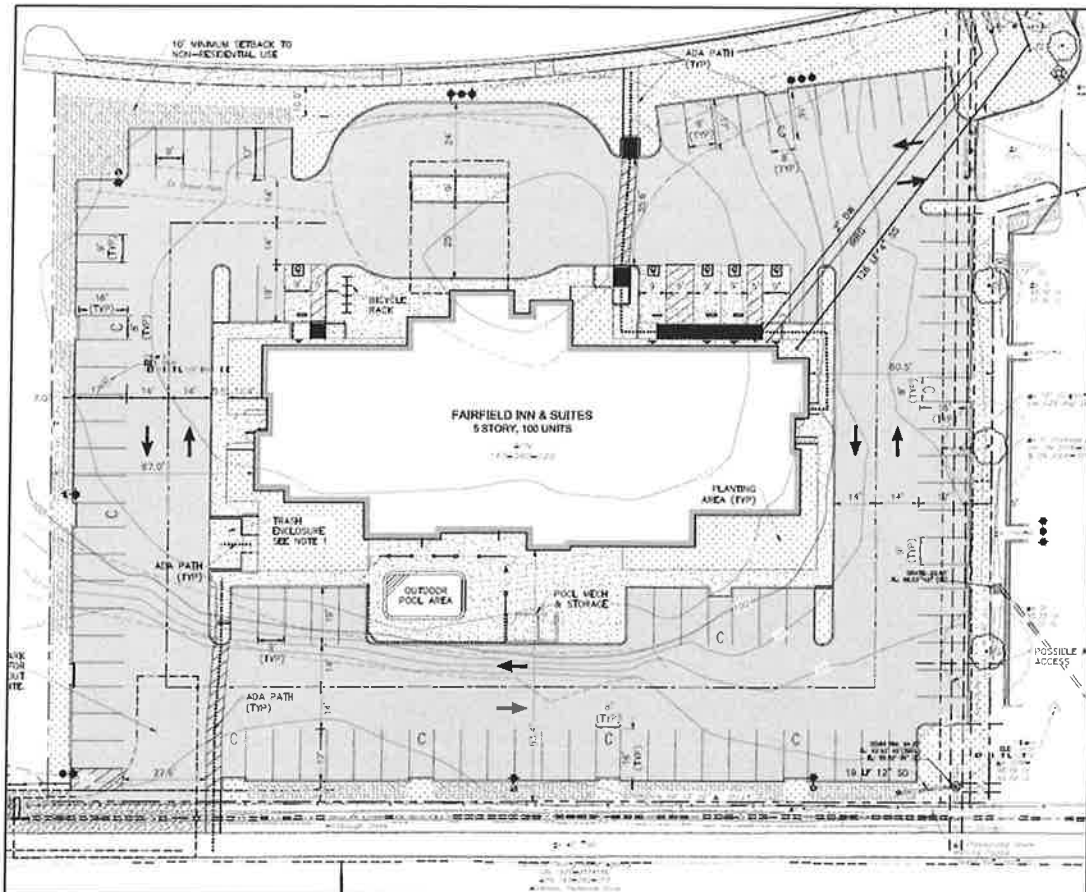
A secondary fire apparatus access is required for a hotel use. This requirement helps insure that emergency vehicles can access the hotel if the primary entrance is blocked or if a secondary staging area is needed in the case of a structure fire. The project applicant is currently in negotiations to obtain secondary fire apparatus access either through the Ashley Furniture property to the east, or the city property/and Hinebaugh Creek right of way to the south and west. The project approval will include a condition that such access must be demonstrated through an access easement prior to the issuance of a grading permit. A third possibility for secondary access was considered. That access would have been through the privately owned Martin Avenue extension to the north. However, the project applicant was unable to secure an agreement from the developers of the Five Creek project.

### Parking

The parking requirement for a hotel is one (1) space per room plus one (1) per employee during peak hours. There are 100 rooms and 4 employees during peak hours. This equates to a need for 104 parking spaces. 104 parking spaces are in fact proposed for this hotel. Parking for the hotel

will be located on the west, north and east sides of the building. Five (5) ADA spaces are required, and these spaces are denoted on the site plan. In addition, electric vehicle spaces will be provided per Building Code requirements. Bicycle parking is located at the front of the hotel. A Sonoma County Transit bus stops are located nearby on Labath and Redwood Avenues.

Figure 3 – Site Plan



### Floor Plan

Primary access to the first floor of the hotel is through the main entry under the porte cochere. The first floor will consist of a large lobby and lounge area, a breakfast area with accompanying food preparation space, offices for staff, a fitness room, meeting rooms, laundry, mechanical and electrical rooms, and a few guest rooms. On the south side of the hotel, the breakfast area opens out onto the pool area which features outdoor seating. The second through fifth floors have a central corridor giving access to guest rooms facing both north and south. In addition to the central elevators, there are exit stairways at each end of the building.

### Building Elevations

The architectural styling of the hotel building is contemporary. The building walls are a combination of stucco, stone, and imitation wood siding cement board. The roof is primarily flat with a sufficient slope to provide for drainage. The roof is hidden behind a parapet that also hides mechanical equipment. The roof is partially covered by a decorative trellis, visible from the front elevation that provides additional roofline and façade articulation. Colors are off-white, tan,



brown, and dark gray stucco, as well as tan and brown rough cut stone and siding. The building walls feature a number of architectural features including wall articulation, use of contrasting materials such as metal framing, awnings, trellises, and decorative stone. The porte cochere is a prominent feature that defines the entrance and attracts the eye. The fence around the pool area is a combination of see-through metal fencing and rough cut stone wall that matches the stone walls on the building. The refuse enclosure is split face block with a metal roof and metal gates.

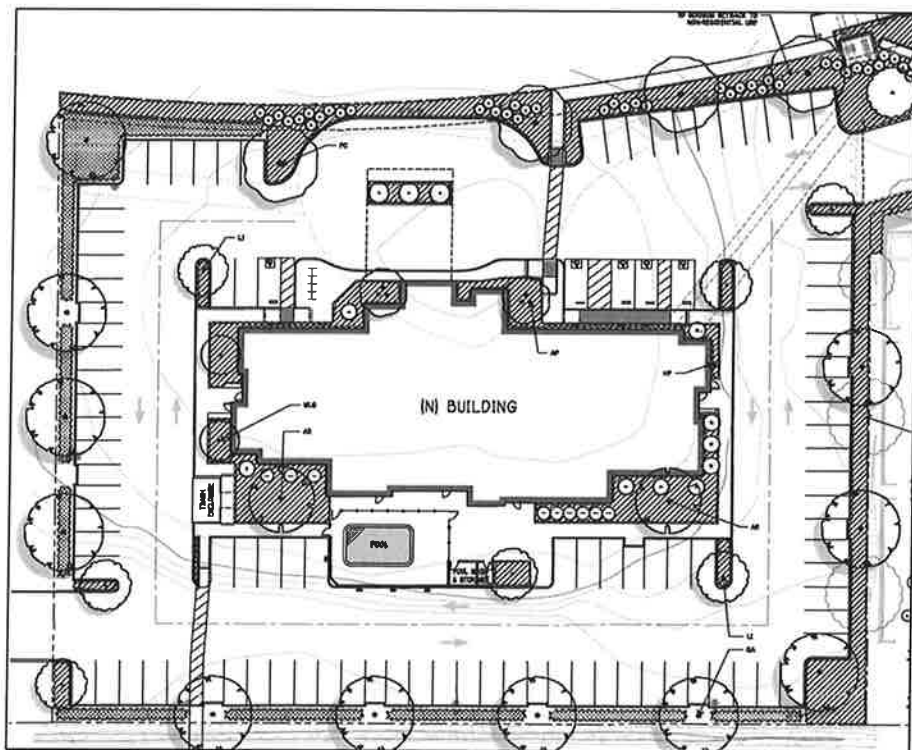
### Signage

The hotel name Fairfield Inn and Suites Marriott is shown in individual letters on the façade above the entrance to the hotel. Smaller wall signage will be on the rear (south façade) allowing travelers exiting Highway 101 at Rohnert Park Expressway to more easily discern the hotel's location. A monument sign is proposed at the corner of Dowdell Avenue and Martin Avenue. Approval of a Sign Program will be required for the hotel signs.

### Landscaping

A preliminary landscaping plan has been submitted. Landscaping consists of a variety of trees, shrubs and groundcover. Oaks, Crape Myrtles, Chinese Pistache, and Japanese Maples make up the bulk of the proposed tree plantings. Planting in the parking areas will shade vehicles during the summer months. Bioswale areas are indicated along the rear west, and northwest portions of the parking area. Irrigation of the landscaping will be with recycled water that is available in Dowdell Avenue. The common area and perimeter area landscaping irrigation will consist of low volume drip system. The plant palette will utilize at least 75% drought tolerant plant materials appropriate to the climate region.

Figure 4 – Landscaping Plan



### Lighting

The walkway and parking area lighting will consist of LED lighting fixtures. In addition to providing accent lighting on the building and lighting the parking lot, pool area, and walkways, light will also spill on to the adjacent Hinebaugh Creek trail, enhancing the attractiveness and safety of that segment of the pathway.

### **General Plan and Zoning Designation**

Figure 5 – General Plan Designation

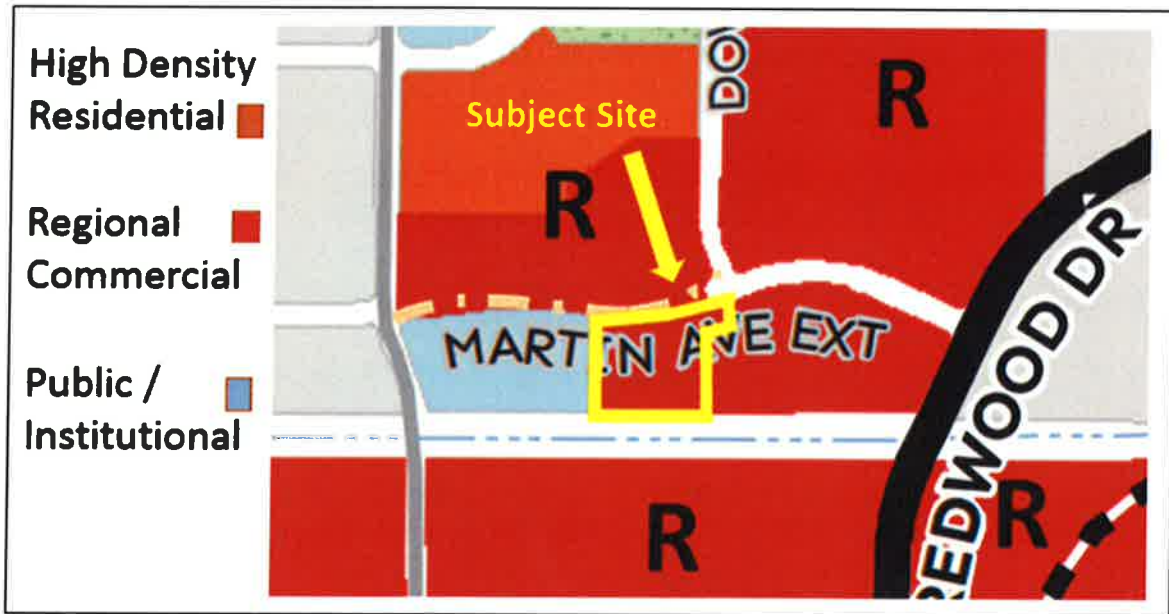


Figure 6 – Zoning Designation



## **Project History**

- The 2000 General Plan establishes the underlying Regional Commercial designation and the application is consistent with that designation.
- Applicant applied submitted the SPAR application on November 1, 2016.
- An initial incomplete letter was sent to the applicant on November 28, 2016, with a response from applicant received February 14, 2017.
- Revisions were requested on March 13, 2017, with a response from applicant received April 21, 2017.
- Additional revisions were requested on May 17, 2017, with a response from applicant received July 11, 2017.
- Based on environmental impacts, it was determined that a Mitigated Negative Declaration (MND) will be needed to satisfy CEQA requirements. It is anticipated that this document will be available for public review on July 24, 2017.
- Planning Commission review of the SPAR is tentatively scheduled for August 24, 2017.

## **NOTIFICATION**

A study session for a SPAR application does not require a public hearing, so newspaper publication and mailing of the notice to surrounding property owners was not provided. The Agenda was posted as required and the meeting materials have been posted to the web site and have been made available to the public.

## **ANALYSIS**

### **Development Standards**

The development standards for this project are those that are applicable in the C-R: Regional Commercial district. The proposed hotel complies with all standards.

Table 2 – Applicable Development Standards

	<b>Proposed</b>	<b>Requirement</b>	<b>Description</b>
<b>Height</b>	70'	65' max	Elements (not more than 20% of a structure) may extend up to eight feet higher.
<b>Setbacks</b>			
<b>Front</b>	30'	15' min	
<b>Side</b>	60'-67'	10' min	
<b>Rear</b>	83'	10' min	
<b>Parking</b>			
<b>Spaces</b>	104	103	1 space / room + employees peak hours
<b>Landscaping</b>	29 trees +	26 trees	1 tree / 4 spaces
<b>Lot Coverage</b>	14.6%	60% max	
<b>Floor Area Ratio</b>	0.72	1.5 max	

## **Design Guidelines**

This project implements an important design criteria: neighborhood compatibility. The massing, colors, height, materials, siting, and landscaping of the hotel will complement the existing uses in the area as well as the planned projects in the adjacent Stadium Area Master Plan. This provides a consistent look and feel throughout this developing neighborhood.

The City of Rohnert Park Design Guidelines lists Modern under Architectural Styles. According to the Design Guidelines, Modern is an architectural style that emerged in the mid-20<sup>th</sup> Century and usually features geometric forms, large windows and flat roofs. Modern is the style the developer has used for the design of the hotel. The architect has utilized the following elements from the Design Guidelines:

- Building massing is inspired by traditional forms. Volumes are simple, asymmetrical yet balanced, and includes variations in height. Repetitive and alternating elements are present, with additional articulation provided by the use of colors, materials, screening, and recesses.
- The building incorporates façade elements such as the roof trellis, and the porte cochere that enriches the quality of the public environment. These elements also take inspiration from green building principles in that they provide shading, and address sun orientation.
- Materials used in the construction of the hotel feature a variety of colors and textures to achieve visual interest. The use of natural materials in modern buildings is encouraged, and this structure proposed to prominently use rough cut stone accents. The colors of additional building materials complement the natural materials.
- The building features a flat roof common to modern buildings. It is hidden by a parapet, but accented by height variation and a trellis. Mechanical and other roof mounted equipment is screened by the roof parapet.
- The trash enclosure is sited so as to minimize visibility from the street. The design of the trash enclosure is complimentary to the overall design of the hotel.

The Planning Commission is encouraged to provide comments on the site plan and architectural elements at this study session and to request any changes that could improve the design or enhance neighborhood compatibility.

## **ENVIRONMENTAL DETERMINATION**

The environmental review of this project is ongoing at this time. Due to potential traffic and greenhouse gas impacts a Mitigated Negative Declaration (MND) is being prepared.

## **RESPONSE TO COMMENTS**

No public comments have been received on this item.



## Attachments

Exhibit A – Elevations, Design Package Sheet 2  
Exhibit B – Elevations, Design Package Sheet 3  
Exhibit C – Plot Plan/Site Plan  
Exhibit D – Landscape Plan  
Exhibit E – Daytime Rendering  
Exhibit F – Nighttime Rendering  
Exhibit G – Monument Sign Specifications  
Exhibit H – Fairfield Inn Brand Overview  
Exhibit I – Trash Enclosure Plan, Design Package Sheet A100  
Exhibit J – First Floor Plan, Design Package Sheet A110

## APPROVALS:

Zach Tusinger  
Zach Tusinger, Planner II

Jeff Beiswenger  
Jeff Beiswenger, Planning Manager

7.21.17  
Date

7.21.17  
Date



Schematic Design Package



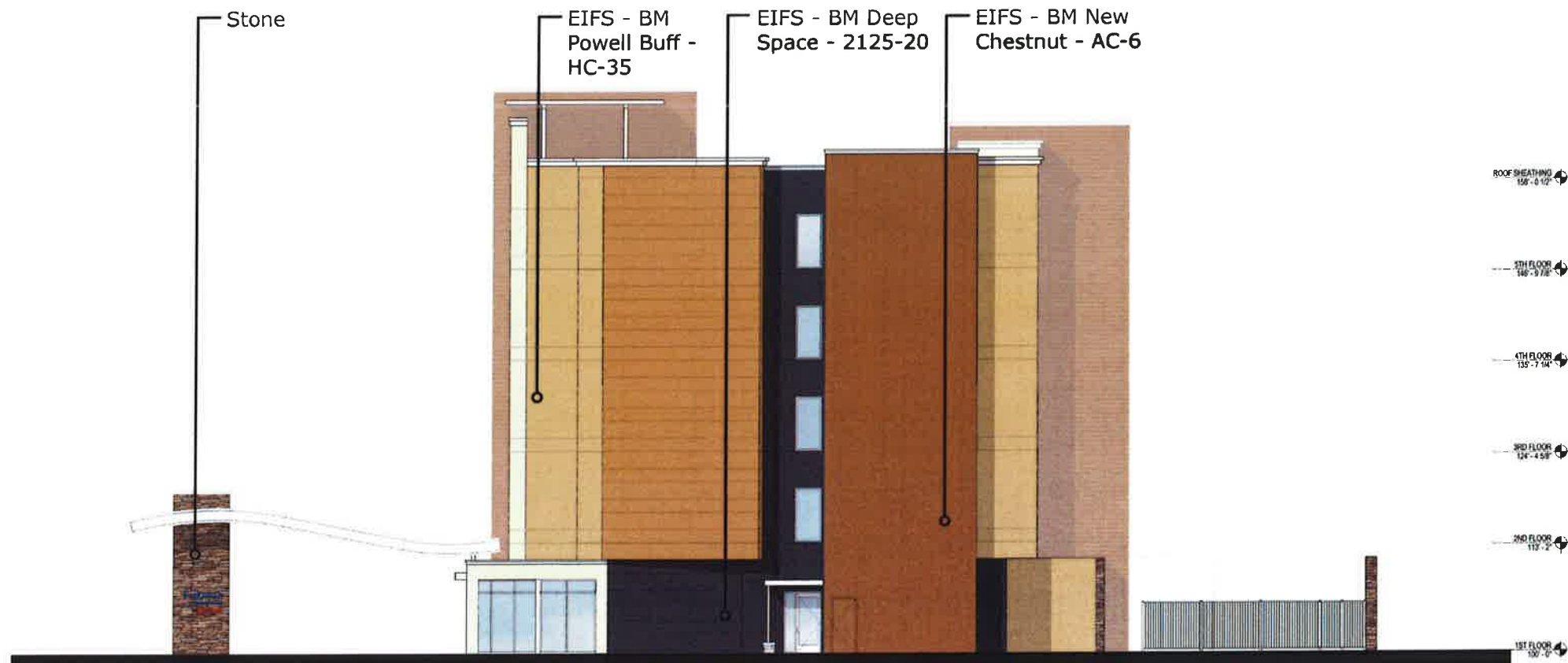
North Elevation



East Elevation

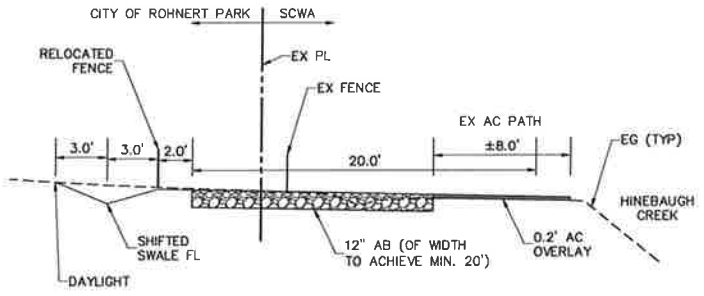
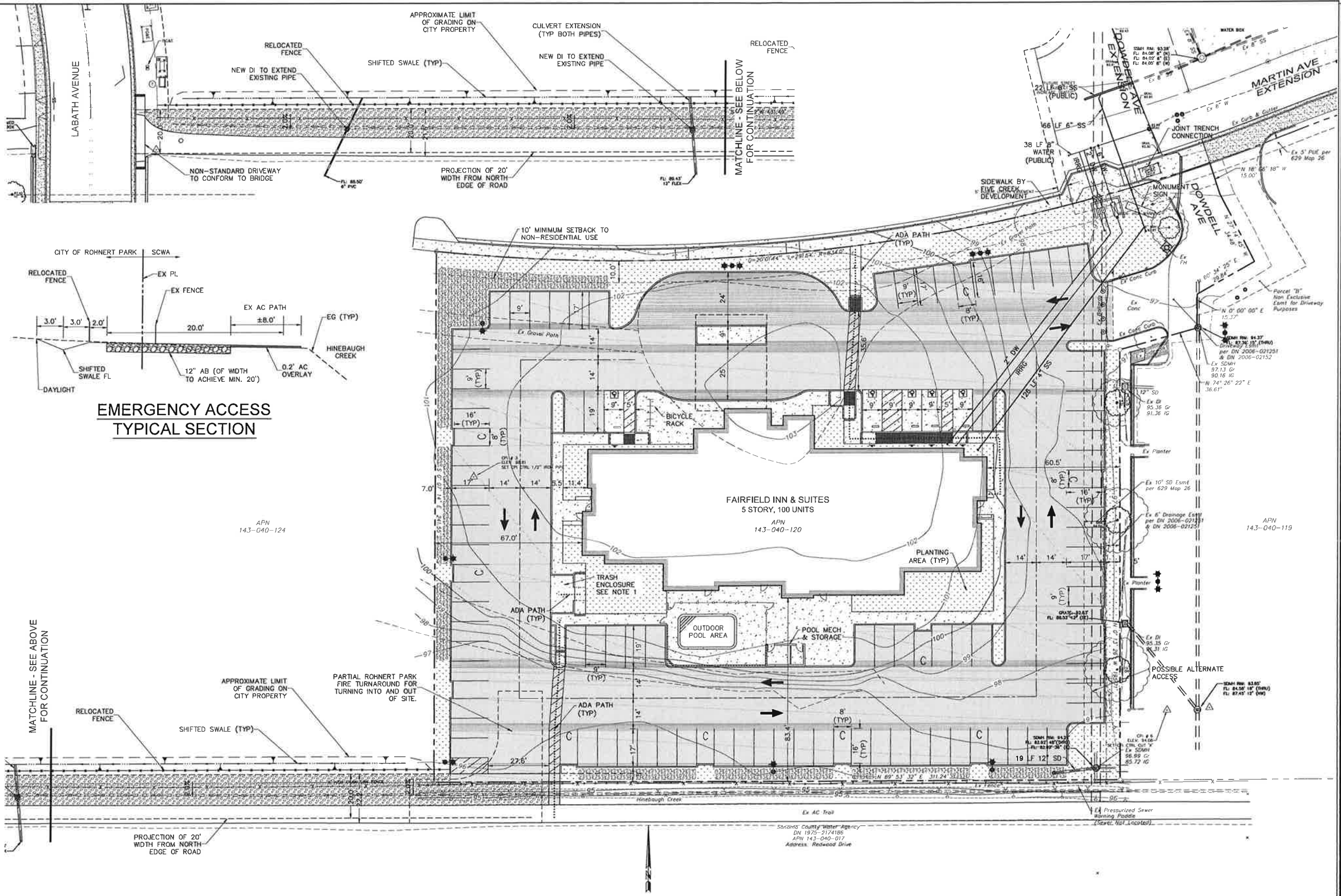


South Elevation



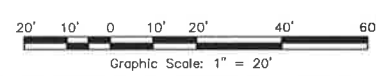
West Elevation





EMERGENCY ACCESS  
TYPICAL SECTION

PLOT PLAN



HATCHING LEGEND:

AC OVER CL II AB	TRUNCATED DOMES PER CBC 11B-247
HARDSCAPE	PLANTING AREA

- NOTES:
- TRASH ENCLOSURE TO MEET ROHNERT PARK MUNICIPAL CODE. WALLS SHALL BE MINIMUM 6' HIGH CONCRETE BLOCK WALL WITH EXTERIOR MATERIAL MATCHING BUILDING. ENCLOSURE SHALL INCLUDE SOLID METAL ACCESS GATES AND ROOF COVERING.

FAIRFIELD INN & SUITES

PLOT PLAN

405 Martin Ave  
Rohnert Park, California  
APN 143-040-120

SCALE: AS NOTED

Date:	APRIL 20, 2017
Design by:	AM
Drawn by:	JB
Checked by:	W

Sheet  
**C1.0**

of 1 Sheets  
Job 16255

adobe associates, inc.  
Civil Engineering / Land Surveying / Wastewater

1220 N. Duane Ave., Suite 200, CA 95001  
P (707) 541-2300 F (707) 541-2301  
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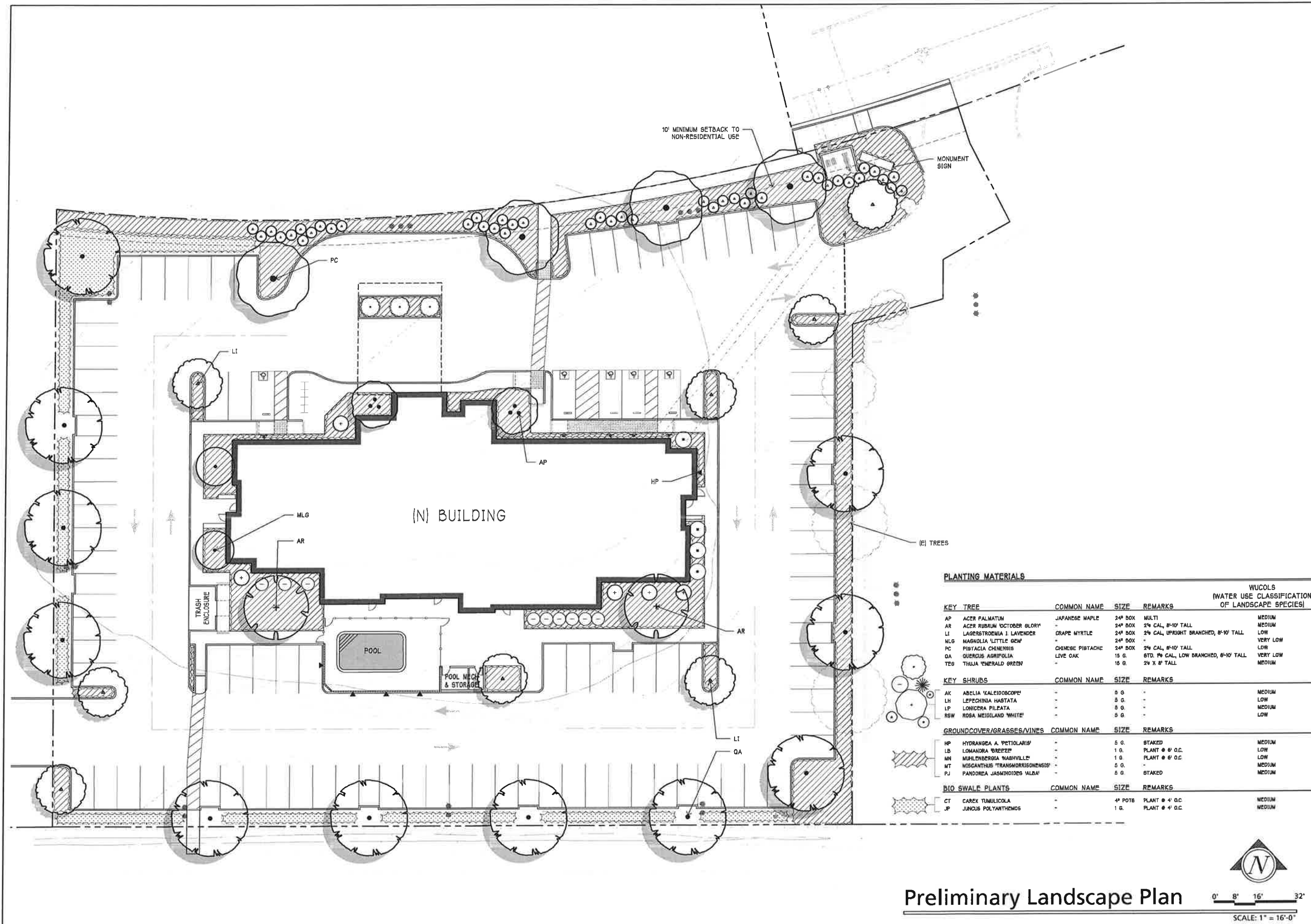


David R. Brown, RCE 41833  
My license expires 3/31/2018

Revisions

No.	Date	Description	Approved





#### PLANTING MATERIALS

KEY TREE	COMMON NAME	SIZE	REMARKS	WUCOLS (WATER USE CLASSIFICATION OF LANDSCAPE SPECIES)	
AP	ACER PALMATUM	JAPANESE MAPLE	24" BOX	MULTI	MEDIUM
AR	ACER RUBRUM 'OCTOBER GLORY'	-	24" BOX	2 1/2" CAL, 8'-10' TALL	MEDIUM
LI	LAGERSTROEMIA I. LAVENDER	GRAPE MYRTLE	24" BOX	2 1/2" CAL, UPRIGHT BRANCHED, 8'-10' TALL	LOW
MLG	MAGNOLIA 'LITTLE GEM'	-	24" BOX	-	VERY LOW
PC	PISTACIA CHINENSIS	CHINESE PISTACHE	24" BOX	2 1/2" CAL, 8'-10' TALL	LOW
OA	QUERCUS AGRIFFOLIA	LIVE OAK	15 G.	6TD, 1 1/2" CAL, LOW BRANCHED, 8'-10' TALL	VERY LOW
TEG	THUJA 'EMERALD GREEN'	-	15 G.	2 1/2" X 8" TALL	MEDIUM
KEY SHRUBS	COMMON NAME	SIZE	REMARKS		
AK	ABELIA 'KALEIDOSCOPE'	5 G.	-	-	MEDIUM
LH	LEPECHINIA HASTATA	5 G.	-	-	LOW
LP	LONICERA PILEATA	5 G.	-	-	MEDIUM
RSW	ROSA 'MEIDLAND WHITE'	5 G.	-	-	LOW
GROUND COVER/GRASSES/VINES	COMMON NAME	SIZE	REMARKS		
HP	HYDRANGEA A. 'PETIOLARIS'	5 G.	STAKED	-	MEDIUM
LB	LOMANDEA 'BREEZE'	1 G.	PLANT @ 8' O.C.	-	LOW
MN	MISLENTHERIA 'WASHVILLE'	1 G.	PLANT @ 8' O.C.	-	LOW
MT	MISCANTHUS 'TRANSVAALICENSIS'	5 G.	-	-	MEDIUM
PJ	PANDOREA JASMINOIDES 'ALBA'	5 G.	STAKED	-	MEDIUM
BIO SWALE PLANTS	COMMON NAME	SIZE	REMARKS		
CT	CAREX TUMULICOLA	4" POTS	PLANT @ 4' O.C.	-	MEDIUM
JP	JUNCUS POLYANTHEMOS	1 G.	PLANT @ 4' O.C.	-	MEDIUM



**RESOURCE DESIGN**

LANDSCAPE ARCHITECTS  
• PLANNERS  
• ARBORIST

835 Piner Road  
Suite F  
Santa Rosa, CA 95403  
p 707.526.5009  
f 707.573.9626

LICENSED LANDSCAPE ARCHITECT  
MARTIN W. BOWEN  
P.L.A. 1351  
Signature: [Signature]  
Notary Seal: [Notary Seal]  
DATE: [Date]

DATE: [Date]

DESCRIPTION: [Description]

REVISION: [Revision]

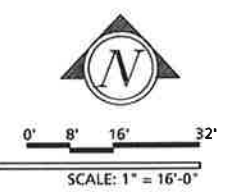
**FAIRFIELD INN & SUITES**  
405 Martin Avenue, Rohnert Park, California, 94928

**Preliminary Landscape Plan**

PHASE: PRELIMINARY  
DRAWN BY: MB/GR  
DATE: 02.10.17

SHEET NUMBER:  
**L1.0**

## Preliminary Landscape Plan



ALL RIGHTS RESERVED. THE DESIGN, DETAILS, AND SPECIFICATIONS CONTAINED IN THIS DRAWING ARE CONFIDENTIAL. THE RECEIVERS OF THIS DRAWING HEREBY ACKNOWLEDGE AND AGREE THAT IT IS THE SOLE PROPERTY OF RESOURCE DESIGN AND THAT THEY SHALL NEITHER USE NOR REPRODUCE ANY OF THE DESIGN DETAILS OR SPECIFICATIONS CONTAINED IN THIS DRAWING OUTSIDE OF THE CONTRACTUAL AGREEMENT WITH RESOURCE DESIGN AND WITHOUT EXPRESS WRITTEN PERMISSION FROM RESOURCE DESIGN. EXCLUSIONS FROM THIS DRAWING SHALL NOT BE MADE WITHOUT CONSULTING RESOURCE DESIGN. IN CASE OF DISCREPANCIES BETWEEN DRAWINGS, THE INFORMATION AND DETAILS PROVIDED IN CONTRACT AGREEMENTS, RESOURCE DESIGN SHALL CEDE WHICH INFORMATION MAY BE FOLLOWED AND THEIR DECISION SHALL BE FINAL.











MONUMENT SPECIFICATIONS

**Monument Specifications:**  
*Construction:* Aluminum angle frame with .125" aluminum shoe-box style faces  
*Face Construction:* Routed aluminum with backer panel  
*Retainer:* Bleed face  
*Illumination:* White LED's  
*Exterior Finish:* Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Matthews MP02110 blue, satin finish for blue color option)and Pantone® 877 C Silver, satin finish  
*Interior Finish:* Paint reflective white

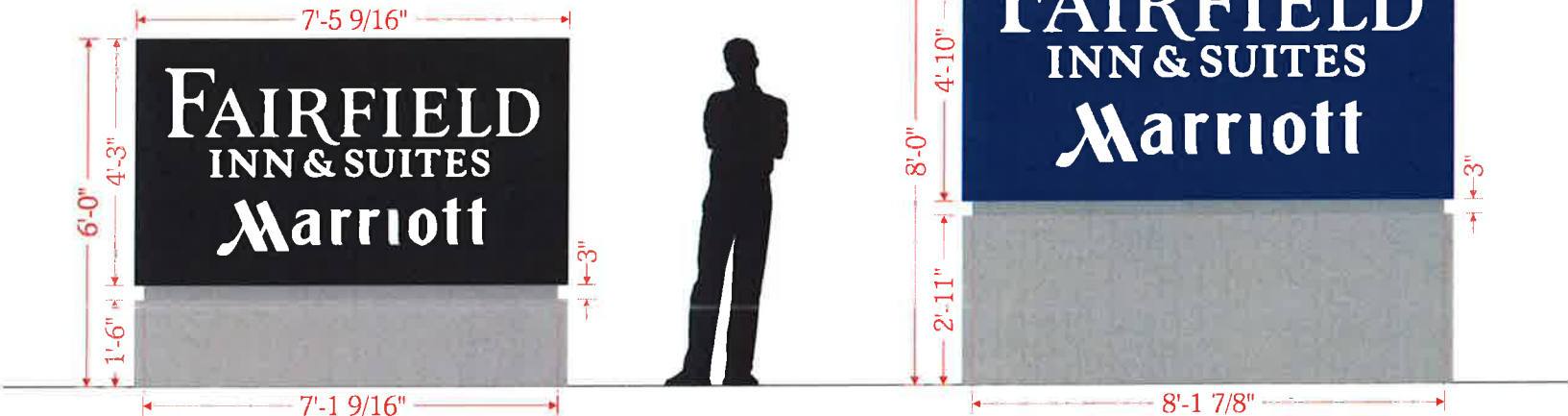
**Monument Face Specifications:**  
*Face Construction:* Routed aluminum with backer panel  
*Face Decoration:* Paint Matthews MAP-LVS929 Carbon Black, satin finish  
\* *Optional Face Decoration:* Paint Matthews MP02110 blue, satin finish  
*Backer Panel:* .118" white solar grade polycarbonate  
\* "Fairfield Inn & Suites" and "Marriott" to appear white during the day and illuminate white at night

**Pole Cover Specifications:**  
\* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)  
*Construction:* Aluminum angle frame with .080" aluminum skins  
*Exterior Finish:* Paint Matthews 41342SP Brushed Aluminum, satin finish

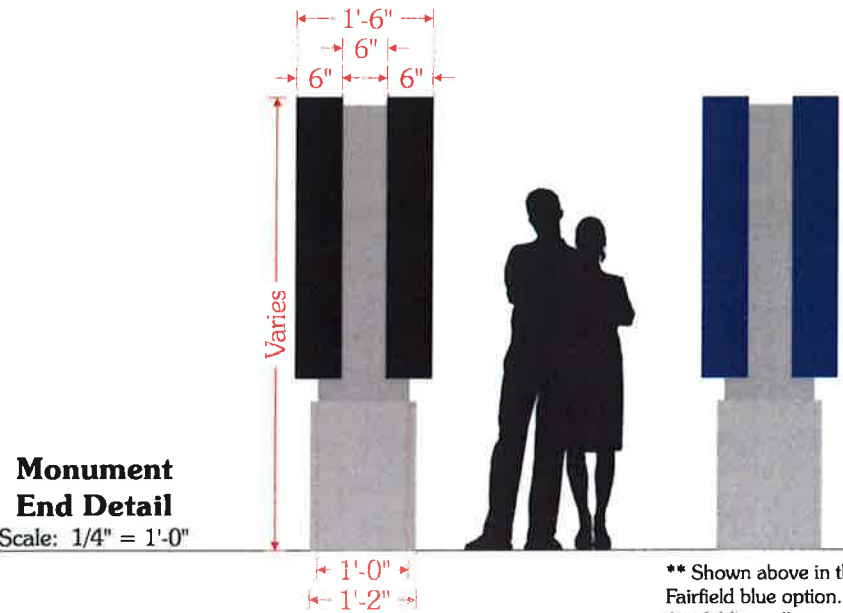
\*\* If optional blue color is used, all other freestanding signs must be blue as well. This includes hi-rise signs, mid-rise signs and directional signs.



Monument Elevations  
Scale: 1/4" = 1'-0"

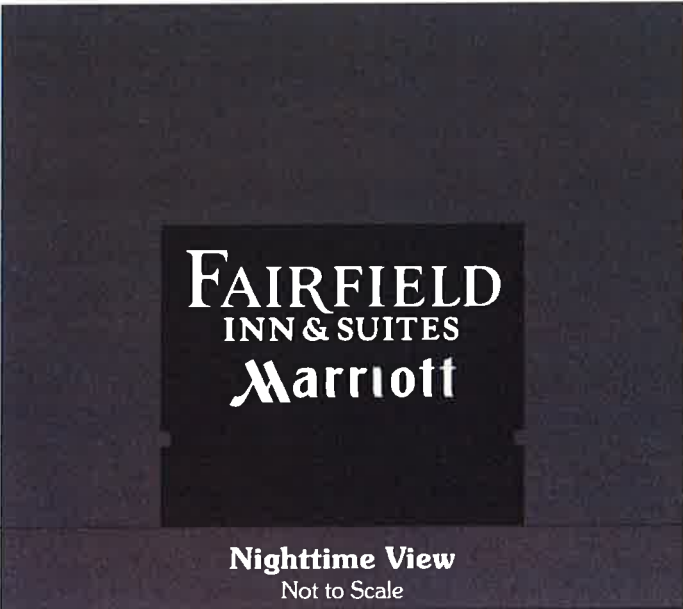


\*\* Shown above in the Fairfield blue option. Available in all sizes.



Monument End Detail  
Scale: 1/4" = 1'-0"

\*\* Shown above in the Fairfield blue option. Available in all sizes.



Nighttime View  
Not to Scale





Fairfield is everywhere you want to be, at a great value. Fairfield's multi-functional public spaces and guest rooms are designed for restful sleep and productivity, and the 100% Guarantee is our commitment to delivering outstanding service.

## BRAND POSITIONING

**Stress Free Travel so you can perform and be your best.** Fairfield guarantees a stress-free stay for no-nonsense travelers who strive to maintain their momentum and balance while on the road. We support well-being and productivity, all at a great value, so guests never skip a beat.

## TARGET GUEST

**Momentum Seeker.** This guest values staying on track, mentally and physically. Upbeat and practical, they're committed to maintaining a routine while on the road. They often find travel to be draining, and tend to trust reliable brand-name hotels that give them peace of mind so they can stay productive and balanced.

## BRAND TAG LINE

Stay Amazing.

## BRAND VALUES

IT'S RIGHT | IT'S EASY | IT WORKS

### MEETING PLANNING RESOURCES

- **Meeting Space:** Boardroom designed for small meetings in most locations
- **Rewards program:** Marriott Rewarding Events allows members to earn Marriott Rewards points or airline miles on actualized revenue for qualified meetings and events held at all properties with participating Marriott brands



## KEY BRAND DETAILS (June 2016 STR Data)

**CHAIN CODE:** FI  
**STR SEGMENT:** Upper Midscale  
**PORTFOLIO SEGMENT:** Classic Select  
**MANAGED vs. FRANCHISED:** 1% vs. 99%  
**ROOMS:** 73,950  
**DISTRIBUTION** *(units):* 779 total

AP	CALA	Canada	U.S.
3	6	19	772

## DIFFERENTIATING FEATURES

- Fairfield 100% Guarantee™ ensures great service and a stress-free travel experience
- 24/7 fitness facilities
- 90% of the hotels have been renovated into a recent decor package
- Fairfield rated #1 by the 2016 ACSI survey in its tier

## FOOD&BEVERAGE OFFERINGS

- Free hot breakfast with healthy options
- 24/7 access to the Market for snacks and beverages

## LOYALTY

Marriott Rewards/Rewarding Events

## PRIMARY COMPETITORS





[illegible]

Project Name

**FAIRFIELD**  
**INN & SUITES**  
**Marriott**

**Project Address**  
405 MARTIN AVE  
ROHNERT PARK, CA 94928

Project Manager:  
JH  
Checked By:  
  
Drawn By:  
JH  
Document Date:  
11/01/2016

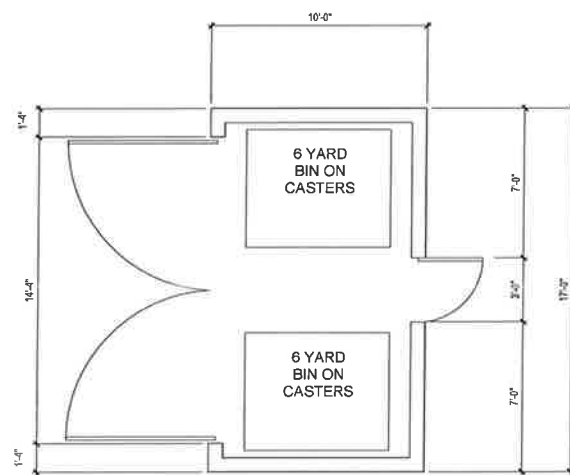
Project No. **31000164**

**Professional Seal**

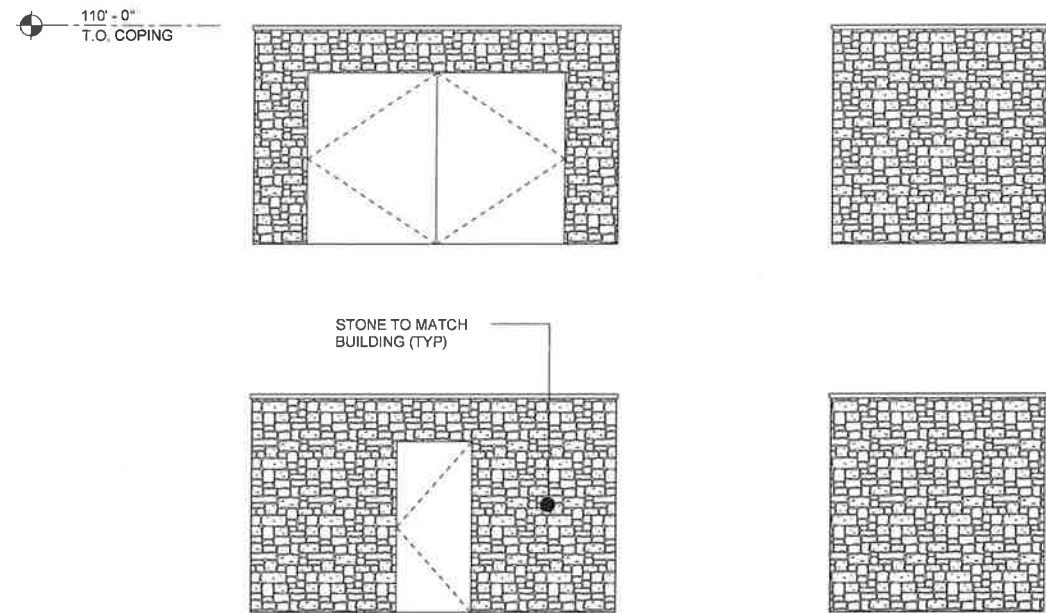
Sheet Title

## DUMPSTER PLAN & ELEVATIONS

Sheet No. **A100**

 BRR Original printed on recycled paper

**1 DUMPSTER PLAN**  
1/4" = 1'-0"



### 1 DUMPSTER ELEVATIONS

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[illegible]

Project Name

**FAIRFIELD**  
INN & SUITES  
Marriott

**Project Address**  
**405 MARTIN AVE**  
**ROHNERT PARK, CA 94928**

Project Manager:  
**JH**  
Checked By:  
**JH**  
Drawn By:  
**JH**  
Document Date:  
**11/01/2016**

Project No. **31000164**

Sheet Title

## FIRST FLOOR PLAN

Sheet No. **A110**

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