



# PLANNING & TRANSPORTATION DIVISION

## STAFF REPORT

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**TO:** PLANNING & TRANSPORTATION COMMISSION

**FROM:** Kathy Marx, Planner **DEPARTMENT:** Planning and  
Community Environment

**AGENDA DATE:** October 15, 2008

**SUBJECT:** 441 Page Mill Road, 08PLN-00000-00048: Initiation of a Zone Change to Amend the Boundaries of the Pedestrian and Transit Oriented Development Combining District (PTOD), Rezoning the Site from Single-Family Residence District (R-1) to PTOD and amendment of the Comprehensive Plan from Single-Family Residence to Service Commercial for a Four Story Hotel, Café, Restaurant and Bar with Two Levels of Underground Parking.

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### **RECOMMENDATION:**

Staff recommends that the Planning and Transportation Commission (Commission) initiate a zone change from R-1 to PTOD, a PTOD boundary amendment and a Comprehensive Plan Amendment from Single-Family Residence to Service Commercial and provide comments of the project proposal.

### **BACKGROUND:**

The project site is located mid-block on the east side of Page Mill Road between the intersections of El Camino Real and Ash Street. The project site incorporates four parcels addressed as 423, 433, 441 and 451 Page Mill Road.

To the north of the project site the adjacent property is a single-story painting supply retail store. Abutting properties to the east consist of three single-family residential parcels and one mixed use parcel of a residence and art gallery (a legally non-conforming use). One residence is two-story. The three remaining buildings are one-story. To the south of the site is a single-story veterinarian hospital. To the west of the proposed project site is Page Mill Road. At this location Page Mill Road is a four-lane two-way street that is part of the Oregon Expressway route. Traffic flow is separated by a median for the distance of the block adjacent to the proposed site.

On the west side of Page Mill Road are multi-family residential properties of two and three-stories.

The project site currently is occupied by four single-family residences on four individual parcels. Each parcel is 6,733 square feet for a total of 26,932 square feet.

Zoning for the proposed project site is R-1. Zoning for adjacent properties is as follows:

<b>Adjacent Property Location</b>	<b>Zoning Designation</b>
North	General Manufacturing (GM) within the PTOD boundary areas
East	Single-Family Residential (R-1)
South	Neighborhood Commercial (CN)
West	Planned Community District (PC-4463 & PC-4354) within the PTOD boundary areas

**Zone Change and PTOD Boundary Amendment**

The project includes a request for a rezoning of the site from R-1 to PTOD overlay. A PTOD overlay zone change has been requested in order to allow the proposed land use of a hotel with incidental secondary eating and drinking services. The PTOD combining district may be applied to a parcel through rezoning of the site, within the specified boundaries of the district, as shown on the PTOD boundary map. The project site is not within the PTOD boundaries. An exhibit representing the relationship of the boundary proposed to the existing PTOD district is attached (see Attachment C).

Staff is requesting that the Commission initiate an amendment to the boundaries of the PTOD district, a zone change from R-1 to PTOD and to amend the Comprehensive Plan from Single Family Residential to Service Commercial. Upon Commission initiation of the boundary change and rezoning the project proposal will return to the Commission with the formal rezone and boundary amendment process as an amendment to the Comprehensive Plan per Section 19.04.080.

If the rezoning of the proposed site to PTOD combining district is approved, the project plans would be submitted to the Architectural Review Board (ARB) as a major architectural review. The board would review the project for compliance with the architectural review criteria specified in Chapter 18.86 and specific provisions of the PTOD district indicated in Section 18.34.050 of the Zoning Code. A single preliminary review by the ARB may be allowed in advance of the rezoning approval and Planning and Transportation Commission consideration of the rezoning request if plans are submitted. The proposed project underwent a preliminary ARB review on June 5, 2008. Multiple concerns were expressed by neighborhood residents and the board at that time. Discussion of those concerns will follow under the Project Description.

**PROJECT DESCRIPTION AND ARB REVIEW**

The original architectural plans that were preliminarily reviewed by the ARB were of a substantially larger project site incorporating pedestrian emergency throughway to Pepper Avenue, development of an outdoor recreation area on a lot fronting on Pepper Avenue and a

much larger five-story hotel with 100 rooms. Concerns from the Board and citizens related to the following:

- Compatibility of mass, scale, height, size and use with an adjoining single-family residential neighborhood
- Privacy concerns related to adjacent single-family residences
- PTOD combining district zone compliance
- Blank walls and lack of structural articulation
- Utilization of reflective glass as a primary wall material not compatible or permitted in the City of Palo Alto
- Lack of pedestrian features
- Increased traffic
- Food and garbage smells
- Noise from outdoor recreation areas, HVAC systems and delivery trucks
- Local high water table
- Adequate vehicular parking with possible spill-over neighborhood parking
- Light glare from a predominately glass building

In response to the concerns expressed at the ARB the applicants have substantially revised many design elements of the plan. The applicant's letter describing the project and recent revisions is provided as Attachment G.

The project has been revised to include the following components:

- Demolition of four existing single-family residences
- Construction of an approximately 52,000 square foot four-story 78 room hotel including two levels of underground parking and secondary uses of a indoor/outdoor café, restaurant, bar, board rooms and recreation area. (The hotel has been reduced in size from the original proposal of 96,434 square feet, 5 stories and 100 rooms. The project site has been reduced from 33,654 square feet to 26,932 square feet by eliminating one parcel that originally provided connectivity to Pepper Avenue.)
- Proposed height is 42 feet at the roof deck and 44 feet at the top of the parapet
- Landscape proposal to include a twenty-five foot wide landscape buffer utilizing mature trees and mounded plantings between the hotel and abutting single-family residences along the rear property line
- Added landscape design elements including extended pedestrian walkway for a portion of the site frontage (including public right-of-way) with landscaping and water elements
- Building materials include a combination of cement plaster and brick veneer wall finishes
- Storefront windows are proposed on the ground floor level fronting on Page Mill Road
- The café will incorporate an outdoor dining area providing pedestrian connectivity
- Proposed LEED Silver certification

## Key Issues Discussion

Staff has identified the following issues for the Commission's specific consideration and comment:

### Land Use and Intensity

The Comprehensive Plan designation for the site is Single Family Residential which permits the use of one residence on each lot as well as conditional uses such as churches or schools. Net density for single family areas range from 1 to 7 units per acre and up to 14 units per acre in areas where second units or duplexes are allowed. Population densities range from 1 to 30 persons per acre.

The PTOD combining district is intended to allow higher density residential dwellings on commercial, industrial and multi-family parcels within a walkable distance to the California Avenue Caltrain station while protecting low density residential parcels (Municipal Code Chapter 18.34.010(a)). The combining district is intended to foster the following:

- Support use of public transportation;
- Encourage a variety of housing types, commercial, retail and limited office uses;
- Encourage project design that achieves an overall context-based development for the PTOD overlay area;
- Require streetscape design elements that are attractive to pedestrians and bicyclists;
- Increase connectivity to surrounding existing and planned pedestrian and bicycle facilities; and
- Implement the City's Housing Element and Comprehensive Plan.

The intent of the PTOD combining district overlay has multiple goals that are not exclusively design driven. Staff has concerns that some of those goals may not have been addressed. Design elements are only a part of the intent of the PTOD district. The project design works to achieve an overall context-based development and attractive streetscape design to pedestrians. Other goals, such as supporting the use of public transportation, increasing connectivity to surrounding existing and planned pedestrian and bicycle facilities, and implementing the City's Housing Element and Comprehensive Plan are less obvious or not part of the current project proposal.

The applicant has included a letter indicating justification for the zone change request (see attachment H). The applicant indicates that the support of public transportation is accomplished through the project's proximity to the CalTrain station. The walkable distance from the project site to the CalTrain station is approximately 2,839 feet, over ½ mile. The applicant also notes the proximity of the site to the Stanford Research Park and further indicates that the construction of a hotel at the proposed site would provide pedestrian connectivity to the research park.

The Comprehensive Plan Policy L-31 suggests developing the Cal-Ventura area as a well-designed mixed use district with diverse land uses, two to three story buildings, and a network of pedestrian oriented streets providing links to California Avenue. Based upon feedback from a Community Design Workshop during Comprehensive Plan deliberations, the proposed hotel site was to be utilized as mixed use. During the review process of the Comprehensive Plan and Zoning amendments to create the PTOD combining district, extensive discussion ensued relative

to the inclusion of the R-1 district within the PTOD overlay. It was determined at the time of adoption of the PTOD overlay zone in late 2006 to not include the adjacent R-1 district. This factor was most prevalent along Pepper and Olive Streets, and the few lots along Page Mill Road were not specifically addressed.

Conformance with PTOD Combining District Context-Based Design Criteria

Section 18.34.050 of the Zoning Ordinance requires that development in a PTOD combining district be responsive to its context and compatible with adjacent development and shall promote the establishment of a pedestrian and transit oriented neighborhood. Context is representative of transitions to surrounding areas and not specific to architectural style although it could be reinforced by an architectural response. Context relates to the natural environment adjacent to a site, surrounding land uses and the connectivity of the development to adjacent street types. Compatibility is explained within Code Section 18.34.050 as achieved through mass and scale of new buildings with the intent of achieving a pedestrian and transit oriented neighborhood.

Traffic and Other Environmental Issues

A traffic study, noise study and groundwater and soil investigation pertinent to the environmental review have been submitted. Minor revisions have been requested relating to the traffic study. Review relative to soil and groundwater investigation and noise are still under staff review.

**RESOURCE IMPACT:**

Staff estimates that the proposed project would result in an increase in TOT in a range of approximately \$750,000 to \$950,000 per year based on the room count of 78 rooms with an average nightly room rate of \$327 with a 76% occupancy rate. This is based upon the assumption that all rooms will provide TOT. A complete resource impact analysis would be provided at the time of the Commission's recommendation to City Council.

**ENVIRONMENTAL REVIEW:**

Staff has determined that an Initial Study is required for this project under the California Environmental Quality Act (CEQA). Considering that this is a preliminary review, no environmental document is required at this time. A Draft Initial Study and environmental review would be required prior to the formal Commission review and recommendation to the Council.

**NEXT STEPS**

1. Return to the Commission with a request of a PTOD boundary adjustment, rezoning and Comprehensive Plan amendment.
2. If approved, forward the project to ARB for review.
3. ARB would make a recommendation to the Commission and the Commission would make a recommendation to the City Council.

**ATTACHMENTS:**

- A. Aerial Photo
- B. Site Location Map
- C. PTOD Boundary Map
- D. Zoning Map for Cal-Ventura area
- E. Comprehensive Plan Policies

- F. Zoning Compliance Table
- G. Applicant's Project Description Letter\*
- H. Applicant's PTOD Zone Change Request Letter\*
- I. Public Correspondence
- J. Project Plans\* (Commissioners only)

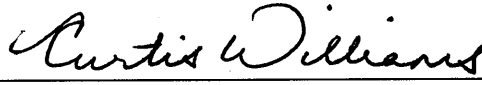
\*Provided by the Applicant

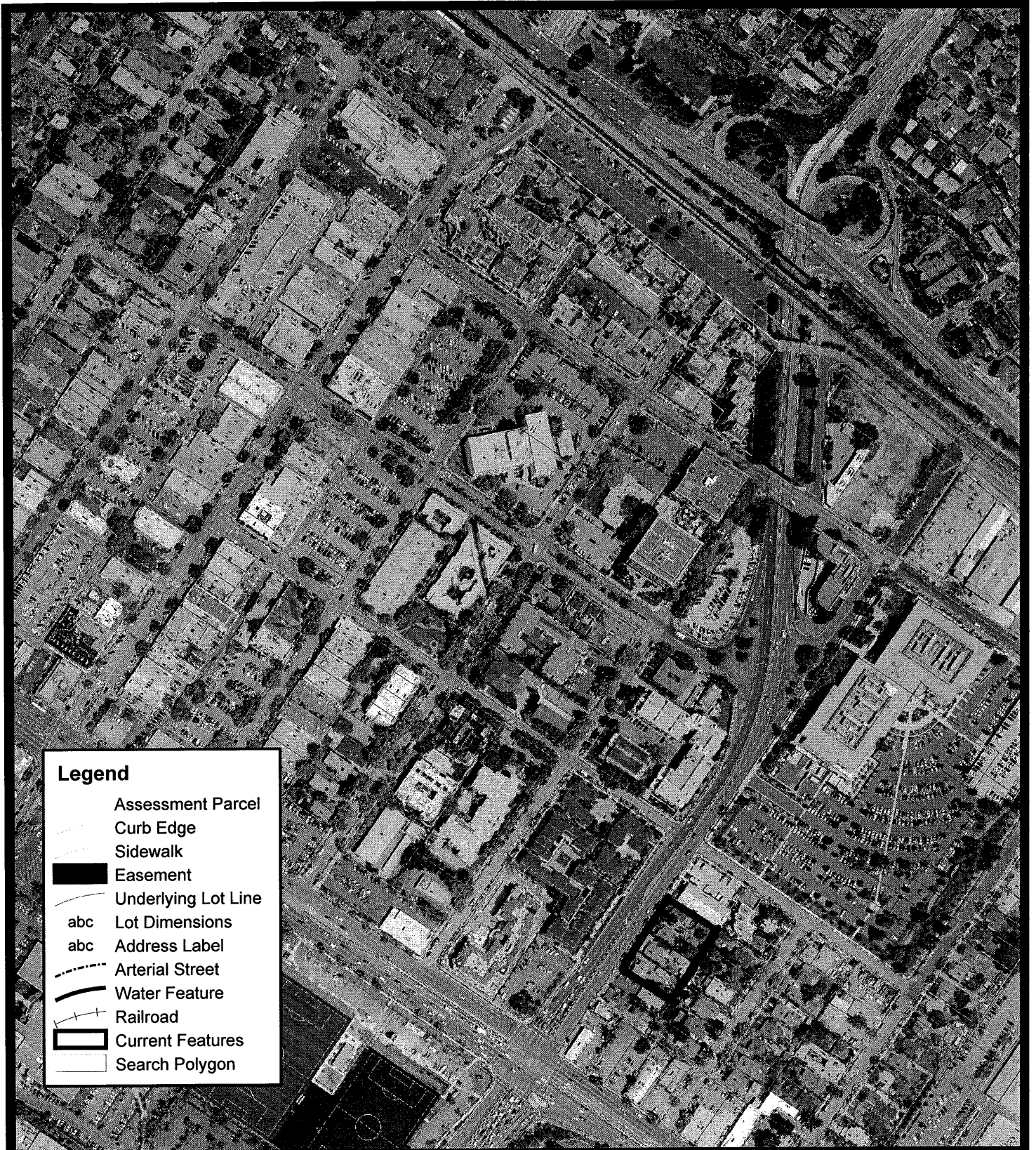
**COURTESY COPIES:**

Shashi Corporation  
Franco Carrubba













PREPARED BY: Kathy Marx, Planner


REVIEWED BY: Steven Turner, Interim Planning Manager

DEPARTMENT/DIVISION HEAD APPROVAL:   
**Curtis Williams, Interim Planning Director**

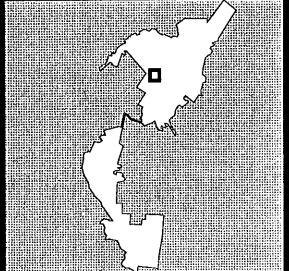


**Legend**

-  Assessment Parcel
-  Curb Edge
-  Sidewalk
-  Easement
-  Underlying Lot Line
-  Lot Dimensions
-  Address Label
-  Arterial Street
-  Water Feature
-  Railroad
-  Current Features
-  Search Polygon





The City of  
**Palo Alto**



**Attachment A**

**441 PAGE MILL RD**

This map is a product of the  
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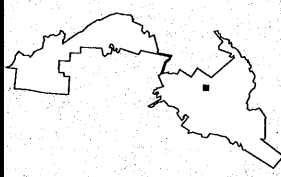









The City of  
Palo Alto



# ATTACHMENT B

## 441 Page Mill Rd.

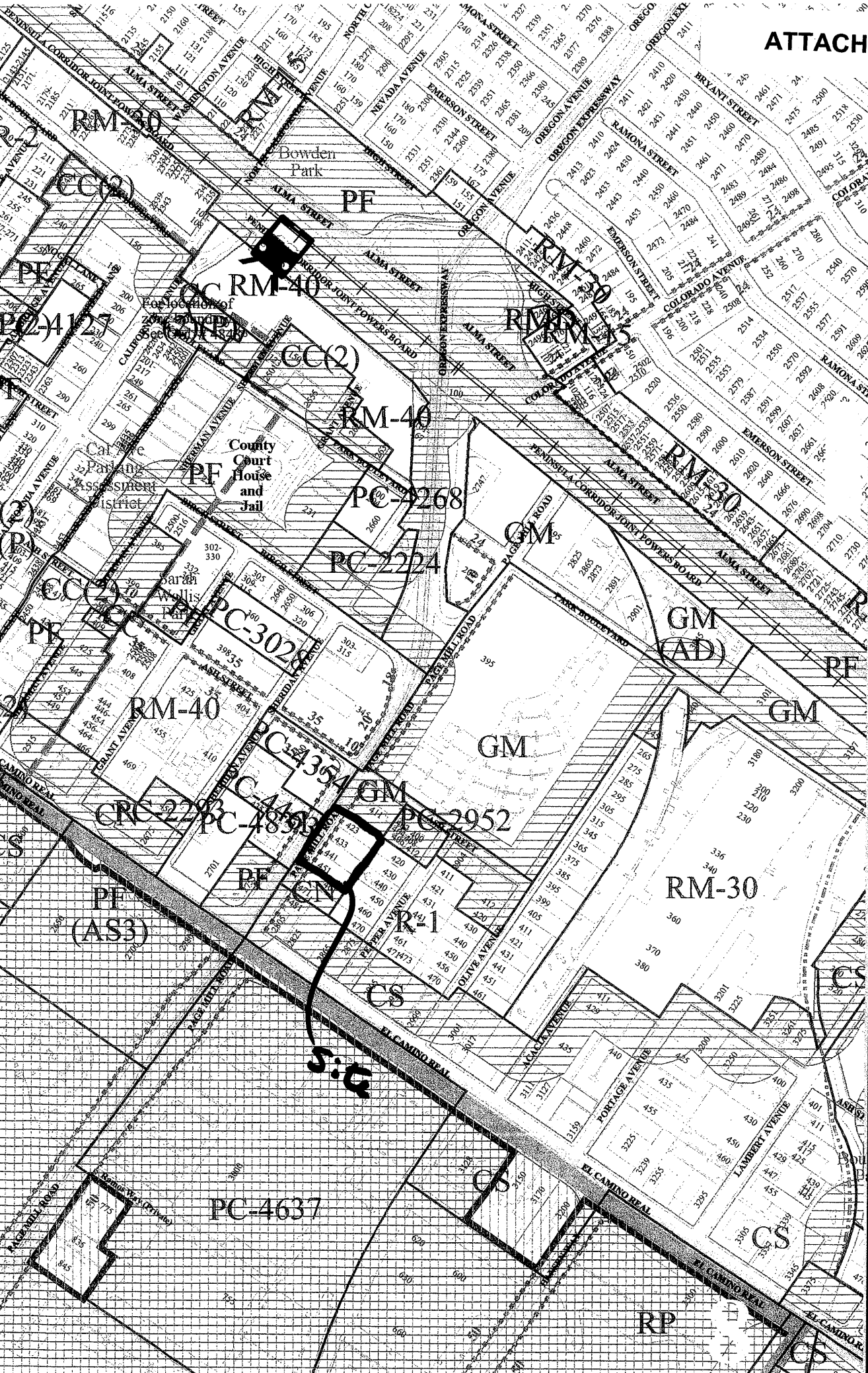
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City of Palo Alto GIS











Zoning Page 08

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**Attachment E**

PTOD Zone Change and Boundary Adjustment  
441 Page Mill Road  
08PLN-00000-00048

**Applicable Comprehensive Plan Policies**

<b><i>Land Use and Community Design Element</i></b>
<b>Goal L-1:</b> A well-designed, compact city, providing residents and visitors with attractive neighborhoods, work places, shopping district, public facilities and open spaces.
Policy L-1: Continue current City policy limiting future urban development to currently developed lands within the urban service area. The boundary of the urban service area is otherwise known as the urban growth boundary.
Policy L-7: Evaluate changes in land use in the context of regional needs, overall City welfare and objectives, as well as the desires of surrounding neighborhoods.
<b>Goal L-5:</b> High quality employment districts, each with their own distinctive character and each contributing to the character of the City as a whole.
<b>Goal L-6:</b> Well-designed buildings that create coherent development patterns and enhance city streets and public spaces.
Policy L-48: Promote high quality, creative design and site planning that is compatible with surrounding development and public spaces.
Program L-48: Use the Zoning Ordinance, design review process, design guidelines and Coordinated Area Plans to ensure high quality residential and commercial design.
<b><i>Business Element</i></b>
<b>Goal B-3:</b> New businesses that provide needed local services and municipal revenues, contribute to economic vitality and enhance the City's physical environment.
Policy B-9: Encourage new businesses that meet the City's business and economic goals to locate in Palo Alto.
<b><i>Transportation Element</i></b>
<b>Goal T-3:</b> Facilities, services and programs that encourage and promote walking and bicycling.
Policy T-23: Encourage pedestrian-friendly design features such as sidewalks, street trees, on-site parking, public spaces, gardens, outdoor furniture, art, and interesting architectural details.





## Attachment F

### PTOD Zone Change and Boundary Adjustment 441 Page Mill Road 08PLN-00000-00048

<b>Table 1: CONFORMANCE WITH CHAPTER 18.34 (PTOD COMBINING DISTRICT)</b>			
<b>Regulation</b>	<b>Required</b>	<b>Proposed</b>	<b>Conformance*</b>
Front Yard	20' Page Mill Road special setback	10'	Does Not Conform
Interior Side Yard	0'	5' 2"	Conforms
Rear Yard	20'	25'	Conforms
Floor Area Ratio	2.0	1.94	Conforms
Building Height	50'	44'	Conforms
Daylight Plane	Initial height at rear setback line: 16' Angle in degrees: 45		Conforms

<b>Table 2: CONFORMANCE WITH CHAPTER 18.52 (Off-Street Parking and Loading)</b>			
<b>Parking Spaces</b>	<b>Required</b>	<b>Proposed</b>	<b>Conformance</b>
Hotel + Combined Use Credit	20 (78*) <b>149 spaces</b>	<b>161 spaces</b>	Conforms
Gym	3		
Conference Room	48		
Dining Service Area	5		
Dining Public Area	73		
Bicycles spaces	20	20	Adjustment needed

\*18.52.040 allows for a reduction of 75% of the vehicular parking spaces required for guest rooms (1:guest room) upon approval of the Director based upon a parking study of parking generated by the mix of uses.



# SHASHI CORPORATION

10050 Wolfe Road, Building SW1- Suite 276, Cupertino, CA 95014

Phone: 408 689 2971 Fax: 408 996 2729

**9/8/2008**

Ms. Kathy Marx  
Planner  
City of Palo Alto  
250 Hamilton Avenue  
Palo Alto, CA 94301

Re: Architectural and Environmental Submittal for Proposed High-end Hotel at 423, 433, 441, and 451 Page Mill Road

Dear Ms. Marx,

As discussed last week, this is our submittal for Planning Commission Review of our plans to develop a high-end luxury hotel at 423, 433, 441, and 451 Page Mill Road. This proposed project is located on Page Mill Road between El Camino Real and Ash Street.

Based on the feedback we received at the Architectural Review Board and several neighborhood meetings we have made dramatic changes to the project design and scope; including limiting project scope to the 4 lots on Page Mill Road, removing the 5<sup>th</sup> floor, and redesigning to mitigate neighborhood privacy concerns and increase the pedestrian-friendliness of the Page Mill frontage.

The proposed project will be an approximately 78-room, four-story hotel, over an underground multi-level parking garage. Proposed development will integrate a 10' setback on Page Mill Road with the Public Right of Way to create an 18'-wide pedestrian walkway with landscaping and water elements. The rear setback will be a 25' beautifully landscaped, non-accessible area.

This submittal includes the key architectural, landscape, and environmental deliverables:

- Conceptual Architecture Plans
- Conceptual Landscape Plans
- Soil & Groundwater Investigation
- Traffic (and Parking) Impact Analysis
- Noise Impact Study
- Solar Study Analysis

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Department of Planning &  
Community Development

This would be a high-end hotel with contemporary design and world-class amenities, targeted primarily to business travelers and locals (for dining & entertainment). Hotel amenities would include a world-class spacious lobby and lounge area, destination restaurant & bar, executive board rooms, business center, swimming pool & spa, fitness center, and luxurious hotel rooms with cutting-edge hi-tech features. Water fountains and water bodies will be seamlessly integrated with overall interior and exterior design.

The project will be designed “green” and meet the minimum standards of a LEED Silver Certified Project. We are confident this project would contribute significantly to the City of Palo Alto Development efforts, including pedestrian activity on Page Mill and El Camino.

At this point, we would like to understand any critical issues and next steps. We look forward to continuing to work with you on this project.

Regards,

A handwritten signature in black ink that reads "Dipesh Gupta". The signature is written in a cursive style and is positioned above a horizontal dashed line.

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Dipesh Gupta  
CEO, Shashi Corporation - Applicant

# SHASHI CORPORATION

10050 Wolfe Road, Building SW1- Suite 276, Cupertino, CA 95014

Phone: 408 689 2971 Fax: 408 996 2729

9/30/2008

Ms. Kathy Marx  
Planner  
City of Palo Alto  
250 Hamilton Avenue  
Palo Alto, CA 94301

Re: Zone Change Request from R-1 to Pedestrian and Transit Oriented Development  
Combined District (PTOD) for Proposed High-end Hotel at 423, 433, 441, and 451 Page Mill  
Road

Dear Ms. Marx,

This proposed development is requesting a rezoning of 423, 433, 441 and 451 Page Mill Road from R-1 to Pedestrian and Transit Oriented Development (PTOD) Combined District for the purpose of constructing a high-end 78-room four-story contemporary hotel with world-class amenities. This hotel has been designed with the intention of contributing to the City of Palo Alto's Development efforts – including encouraging pedestrian activity on Page Mill Road and El Camino Real, meeting the guidelines and intentions of the Pedestrian and Transit Oriented Development Combining District Regulations, and supporting the goals of Palo Alto's Climate Protection Plan. The project's proximity to public transportation and the high corporate density of Stanford Research Park make this site a perfect fit to transition from a residential land use to a hotel land use that is more appropriate and serving to the community.

In preparing this document we went through Chapter 18.34 of the Palo Alto Zoning Code – Pedestrian and Transit Oriented Development (PTOD) Combining District Regulations. Our proposal is in full compliance with the intent of the district as well as the regulations and design criteria specified in the zoning code. This project is meant to encourage and support the key purposes and objectives that were behind the creation of the PTOD Combining District as stated in section 18.34.010:

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COMMUNITY ENVIRONMENT

- **Supporting the use of public transportation** – accomplished through the project’s proximity to the California Ave CalTrain station and various VTA routes
- **Encourage a variety of housing types, commercial, retail, and limited office uses** – hotel is a great land use for Page Mill Road and will provide a much needed pedestrian-accessible resource to over 10 million square feet of offices hosting 23,000+ employees for 140+ companies in Stanford Research Park.
- **Encourage project design that achieves an overall context-based development for the PTOD overlay area** – the project has been designed to blend in with the neighborhood with the front façade of brick and stone melding with the varied but high-end character of Page Mill Road while the proposed 5’-wide landscaping strip plus 18’-wide, landscaped pedestrian walkway with street side café, bar, and restaurant will encourage pedestrian activity. The rear of the hotel steps down at each floor, transitions to a smaller scale appropriate to the neighboring residential buildings, and provides a 25’ setback from the rear lot line filled with dense non-accessible landscaping as an added buffer.
- **Require streetscape design elements that are attractive to pedestrians and bicyclists/Increase connectivity to surrounding existing and planned pedestrian and bicycle facilities** – Proposed development will integrate a 10’ setback on Page Mill Road with the Public Right of Way to create a 5’-wide landscaping strip next to an 18’-wide pedestrian walkway lined with attractive uses, landscaping, and water elements. Additionally, hotel management will provide complimentary bicycle rentals and trail maps to guests.

The hotel design also encourages the following objectives of the Palo Alto Climate Protection Plan which we believe are of the same spirit as the goals of the PTOD:

- **“Chapter 5: Transportation and Sustainable Land Use”** – the project’s proximity to and targeting of the 140+ Stanford Research Park businesses for their use of the hotel, its conference facilities, and its outdoor café and restaurant; will help those businesses minimize their carbon footprint as out of town guests would have less need of rental cars and employees could walk rather than drive for off-site meetings.
- **“Chapter 6: Green Building”** – the project will be built LEED Silver. Additionally the recommendations set forth in this chapter are to build or establish more traffic reducing developments and to encourage transit-oriented development (TOD) that promote biking and walking which the project does by providing complimentary bicycle rentals to hotel guests and its location so near to public transit facilities and its intended clientele.

Amending the PTOD district to include this site is appropriate due to its proximity to the California Ave. CalTrain Station (2000’) and its suitability to meet the intent and purposes of the PTOD. Page Mill Road is not residential in nature and in fact these are last 4 R-1 lots on Page Mill Road between Foothill Expressway and Alma Street. Page Mill Road is primarily a

commercial corridor and this site borders commercial use properties except along the rear lot line which borders residences on Pepper Avenue. Pepper Avenue itself is a mixed-use street used for residential: condominiums, single-family homes; as well as commercial: car workshop, art gallery, laundry; purposes (Detailed in C2-Property Uses). We will conform to the Applicability Regulations in 18.34.020. Per 18.34.030, a Hotel is a permitted use of the PTOD district pending the compliance with the development standards and regulations set forth in section 18.34.040 (detailed below).

<b>18.34.040 - PTOD Hotel Development Standard</b>	<b>Requirement</b>	<b>Provided</b>
Maximum FAR	2.0	1.94
Maximum Height	50 Feet	42 Feet at Page Mill Road frontage; building steps down at each floor and its rear height is 12 Feet 8 Inches
Parking Required	132 Stalls	161 Stalls
Required Setbacks (adjacent to R-1 and R-2 zones – rear lot line)	Rear Yard: 20 feet Side Yard: n/a	Rear Yard: 25 feet Side Yard: n/a
Daylight Plane (adjacent to R-1 and R-2 zones – rear lot line)	Initial height at rear setback line: 16 feet Angle (degrees): 45	Complies

In addition to the high-level fit of this project with the purposes of the PTOD Standards and Guidelines, this project also meets the detailed requirements of the PTOD Context Based Design Criteria as specified in 18.34.050 and presented below. While Page Mill is primarily commercial and we have commercial buildings on either side of our property our site shares a rear lot line with R-1 zoned properties and so has particular context and compatibility concerns. We have been diligent in meeting with and gathering feedback from the neighboring residents in order to help us design our project in such a way as to mitigate impacts on the neighborhood, facilitate compatibility with the neighborhood, and demonstrate sensitivity to the neighbors adjacent to the hotel especially in regards to impact and privacy concerns.

Consideration	Requirement	Provided
Pedestrian and Bicycle Environment	The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity	<ul style="list-style-type: none"> <li>• Wide 18' Sidewalks plus 5'-wide Landscaping Strip</li> <li>• Bike racks and complimentary bicycle rentals</li> <li>• Visible and appealing ground floor uses: (Street side Café, Restaurant, and Bar)</li> <li>• Street trees, benches, and landscape elements</li> <li>• Detailed in A1-Site Plan and L1-Conceptual Landscape Plan</li> </ul>
Street Building Facades	Street facades shall be designed to provide a strong relationship with the sidewalks and the street, to create an environment that supports and encourages pedestrian activity	<ul style="list-style-type: none"> <li>• Entries, windows, and landscape elements facing onto the street along with the 18' wide, landscaped pedestrian walkway and 5' wide landscaping strip help the hotel create a strong, direct relationship with the street</li> <li>• The front façade includes clearly defined entries for each use (Hotel, Café, Restaurant/Bar) and breaks up the building mass using overhangs and architectural elements of a human scale</li> <li>• Storefronts (Street side Café, Restaurant, and Bar) have a strong presence on the street with outdoor seating and nana doors that open to the pedestrian walkway</li> <li>• Detailed in L1-Conceptual Landscape Plan and A8-South Elevation</li> </ul>
Massing and Articulation	Buildings should be designed to minimize massing and provide for articulation and design variety	<ul style="list-style-type: none"> <li>• Front building mass is broken up through material, articulation, and use to appear almost as 3 separate entities</li> <li>• Building has pedestrian-scaled entries, awnings, and landscape elements</li> <li>• Rear of building conforms to daylight plane standards and each level steps back in the rear, with landscaping on each step back to further break mass</li> <li>• Heavy landscape buffer in 25' rear setback to mitigate visual impact</li> <li>• Our proposed development height is similar and in context with neighboring buildings such as Sunrise Assisted Living and 2825 El Camino Real</li> <li>• Detailed in A8-East and South</li> </ul>



		Elevation, A9-West and North Elevation, A10-NorthWest Contextual, and L1-Conceptual Landscape Plan
Low-Density Residential Transitions	Where new projects are built adjacent to existing lower-scale residential development, care should be taken to respect the scale and privacy of adjacent properties	<ul style="list-style-type: none"> <li>• Upper stories are stepped back to provide transition to nearby smaller scale buildings and conform to R-1 daylight plane requirements</li> <li>• No guest room windows face directly onto neighboring residential properties</li> <li>• Heavy landscaping in 25' rear setback will further minimize sight lines into and from neighboring residential properties</li> <li>• Building orientation results in minimal sun and shade impact on neighboring properties</li> <li>• The orientation of building mass along Page Mill Road, the CMU wall along the property border, along with heavy landscaping in the rear setback will mitigate noise impact to neighbors and result in a net noise level decrease for most adjacent residences</li> <li>• Detailed in A9-West and North Elevation, A2,3,4 – Upper Level Floor Plans, L1-Conceptual Landscape Plan, L2-Landscape Cross Section, SS1,2-Solar Study, A12-SouthEast Contextual View, A13-SouthWest Contextual View, Environmental Noise Impact Study</li> </ul>
Project Open Space	Private and public open space shall be provided so that it is usable for the residents, visitors, and/or employees of the site	<ul style="list-style-type: none"> <li>• Visible and appealing Street side Café, Restaurant, and Bar with integrated landscape elements and water features to mask street noise will provide public open space</li> <li>• Hotel Courtyard designed with landscaping elements and water features will provide larger private open space area for hotel visitors</li> <li>• Detailed in A1-Site Plan and L1-Conceptual Landscape Plan</li> </ul>
Parking Design	Parking needs shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment	<ul style="list-style-type: none"> <li>• All parking is located below grade with a minimal driveway for drop-offs and pickups</li> <li>• Delivery location is within building</li> <li>• Project is proposing to provide 20% more parking than required by code</li> </ul>

		<ul style="list-style-type: none"> <li>• Detailed in A1-Site Plan, A5-First Level Garage Plan, A6-Second Level Garage Plan, and Traffic Impact Analysis</li> </ul>
Large (multi-acre) Sites	Large (in excess of one acre) sites shall be designed so that street, block, and building patterns are consistent with those of the surrounding neighborhood	<ul style="list-style-type: none"> <li>• N/A; Site is less than one acre</li> </ul>
Sustainability and Green Building Design	Project design and materials to achieve sustainability and green building design should be incorporated into the project	<ul style="list-style-type: none"> <li>• Project will be LEED Silver certified</li> <li>• Pedestrian, bicycle, and transit access is facilitated by on-street design, bicycle racks, free bicycle rentals to guests, and proximity to CalTrain, VTA Routes, and Stanford Research Park</li> <li>• Onsite stormwater management will be primarily through natural means such as landscaping and permeable pavement</li> <li>• Detailed in Traffic Impact Analysis, C3 Stormwater Control Plan, and all Architectural Plans</li> </ul>

At this point, we would like to understand any critical issues and next steps. We look forward to continuing to work with you on this project.

Regards,

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Dipesh Gupta  
CEO, Shashi Corporation - Applicant

# Pepper Avenue Neighborhood Association

## Concerns Regarding Proposed Hotel Project at 441 Page Mill Road/430 Pepper Avenue (Permit # 08PLN-00000-00048)

ARB Preliminary Review Study Session · Thursday, June 5, 2008

Speaking on behalf of the residents of Pepper and Olive Avenues in Palo Alto:

Alissa Shook, 451 Pepper Avenue, 408-930-2700, alissashook@yahoo.com  
Crystal Gaudette, 421 Pepper Avenue, 650-521-0623, crystalgaudette@gmail.com  
Chris Donlay, 408 Pepper Avenue, 650-327-7061, chrisdonlay@yahoo.com

We, the residents of Pepper and Olive Avenues, have a large number of concerns about the hotel project proposed for 441 Page Mill Road and 430 Pepper Avenue. These parcels are currently zoned for R-1 residential use, which does not permit the construction of a hotel on the site.

Our concerns relate to two main goals of the ARB -- the desirability of living conditions in the neighborhood and the aesthetic quality of the visual environment -- both of which would be seriously and negatively impacted if the project were to be approved and completed.

The neighborhood's concerns are detailed below.

### Quality of Life Concerns

- Large number of transients brought to the neighborhood
- The extension at 430 Pepper would bring them into the heart of the neighborhood
- Loss of all privacy with 5 floors of guest rooms looking into our yards and homes from two different angles
- Tall and wide building that would block sunlight to our homes
- Guest room lights will shine into our yards and homes throughout the night
- Constant smell of food from the kitchen and garbage from the hotel
- A restaurant on the block will attract rats and insects
- Increased litter in our neighborhood from guests and employees
- The noise of guests in the outdoor areas, such as the patio, swimming pool and bar, throughout the day and evening
- Reduced safety from increased car and human traffic
- Constant noise from the HVAC system
- Regular noise from deliveries in the early morning and throughout the day
- Incalculable impact to the property values of our homes

# Pepper Avenue Neighborhood Association

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## Environmental Concerns

- Our neighborhood has a high water table, with many residents already experiencing flooding issues during the winter
- A 2-story underground parking will make this problem worse, both during construction and seasonally after completion
- The ground water in our neighborhood is polluted and any project that involves digging and diverting water is a hazard to all of us
- The project would destroy many mature trees which currently provide shade, a view, and privacy to the block

## Parking Concerns

- The design does not provide enough parking for guests and employees, let alone visitors
- Some guests, visitors and employees will undoubtedly park on Pepper, Ash and Olive
- These streets already have considerable spill-over from current local businesses, with a new office building on El Camino Real to open shortly

## Traffic Concerns

- The intersection of El Camino Real and Page Mill Road is already one of the busiest intersections in the city
- As a result, drivers routinely cut through Pepper, Olive and Ash to avoid the intersection, causing safety concerns
- There is already a city traffic calming project in the neighborhood to address the current issue
- A hotel catering to hundreds of people located a hundred feet from this intersection will only make the traffic worse, which will increase the number of drivers who use Pepper, Olive and Ash as a short cut
- Page Mill is one way in front of the hotel, so guests/visitors who wish to reach El Camino Real and/or eastbound Page Mill will also use Pepper, Olive and Ash as their main route
- Deliveries to the hotel will further back up traffic on Page Mill as well as the intersection with El Camino Real
- The already bad traffic levels in the neighborhood will soon be exacerbated yet again when two currently empty buildings nearby are filled: the new office building at 2825 El Camino Real, and the former Agilent Technology building on Page Mill

# Pepper Avenue Neighborhood Association

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## Architectural Concerns

- A 5-story building with a 2-story extension (with peaked roof close to another story in height) is too tall and too big for the neighborhood; it will overwhelm the entire block in violation of Policy L-5 of the city's Comprehensive Plan
- Most homes in the neighborhood are one-story bungalows built circa the 1940s; those that are two-storey are unobtrusive in design
- The wing proposed for 430 Pepper Avenue will bring a commercial business into the heart of a residential neighborhood
- Our homes will be surrounded by the hotel on two sides; some residents' entire views will be obscured by the hotel
- The all-glass design does not match the aesthetic style of the neighborhood in any way

To: Palo Alto A+B

Re: 6/5/08 Meeting on Prelim. Review  
of hotel at 441 Page Mill Rd.

Date: 6/4/08

From: Denny Petrosian, 33 yr.  
member Ventura Neighbor-  
hood Assoc., boundaries  
El Camino to Park, Meadow  
to Page Mill

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→ Decade-by-decade, P.A.'s city govt.  
has re-affirmed its commitment  
to protect P.A.'s residential area.  
Encouraging this development would  
be a major betrayal of that  
commitment, leaving no resident  
secure in their ability to main-  
tain the minimal amenities for  
which they originally make a  
housing investment. This obnox-  
ious development would send  
the home prices in this area  
plummeting even more than

has the already precarious housing market. Shame on any developer that would intrude Commercialization into P.A.'s residential streets!

→ This is a poorly disguised Plan for ultimately expanding the hotel to wipe out all Pepper St.'s housing. As proposed here, it already blocks off one end of the neighborhood from the other with its awkward finger of a bldg. called "Suites".

→ Another goal of decades-long planning has been to keep the traffic-generating potential of the Page Mill / El camino intersection

low - Hence, disabled/senior housing on one corner, soccer fields on another, and small shops on another (Palo Alto Square already built out). The thought of hundreds of new car trips (guests, conference goers, service + supply drivers) further congesting this intersection, the Alma North and South on-ramps, as well as competing with a steady stream of right-hand turns coming north on El Camino + turning east on Oregon Expressway - Boggles the mind.

- Please spend no more scarce city funds even studying this gross violation of our city.



Thursday, June 05, 2008

City Of Palo Alto  
Planning Division

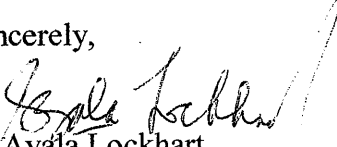
RE: 441 Palo Mill Road (08PLN-00048)

It seems insensible that Palo Alto is treating this area so piece meal (from the old Maxi Mart site to Page Mill Road between El Camino and Park). Here we go again with one little portion of it.

This project is obviously going to affect the streets of Pepper and Olive, directly to the south of 441 Page Mill Rd. We in the neighborhood are going to be inundated with cars driving through, racing through, and parking on our streets. This project should be required at very least to have free parking on site, so people won't be tempted to park on neighborhood streets. This includes parking for employees.

A parking lot entrance through Pepper is certainly insensitive to the residents. We are always concerned with cars on our streets and have had the consolation of weekend peace. This project is going to take even that away.

Sincerely,



S. Ayala Lockhart  
405 Olive Avenue  
Palo Alto, CA 94306