



## CITY OF ATASCADERO PLANNING COMMISSION AGENDA

### **HYBRID MEETING INFORMATION:**

The Planning Commission meeting will be available via teleconference for those who wish to participate remotely. The meeting will also be held in the City Council Chambers and in-person attendance will be available at that location.

### **HOW TO OBSERVE THE MEETING REMOTELY:**

To participate remotely, residents can livestream the meeting on [Zoom](#). The video recording of the meeting will repeat daily on Channel 20 at 1:00 am, 9:00 am, and 6:00 pm and will be available through the City's website and on the City's YouTube Channel. To participate remotely using the Zoom platform please visit:

<https://us02web.zoom.us/j/83250238111>

Planning Commission – Meeting ID: 832 5023 8111 (No Passcode Required)

### **HOW TO SUBMIT PUBLIC COMMENT:**

Public comment may be provided in-person or remotely. Call (669) 900-6833 (Meeting ID: 832 5023 8111) to listen and provide public comment via phone or via the [Zoom](#) platform using the link above.

Written public comments are accepted at [pc-comments@atascadero.org](mailto:pc-comments@atascadero.org). **Comments should identify the Agenda Item Number in the subject line of the email.** Such comments will be forwarded to the Planning Commission and made a part of the administrative record. ***To ensure distribution to the Planning Commission before consideration of an item, please submit comments not later than 12:00 p.m. the day of the meeting.*** All correspondence will be distributed to the Planning Commission, posted on the City's website, and be made part of the official public record of the meeting. ***Please note, comments will not be read into the record.*** Please be aware that communications sent to the Planning Commission are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed/posted as submitted.

### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

Planning Commission agendas and minutes may be viewed on the City's website:

[www.atascadero.org/agendas](http://www.atascadero.org/agendas).

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the Community Development Department and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the Planning Commission. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during Planning Commission meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the Community Development Department. All documents are available for public inspection during City Hall business hours by appointment.



# **CITY OF ATASCADERO PLANNING COMMISSION AGENDA**

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**REGULAR MEETING  
Tuesday, March 19, 2024  
6:00 P.M.**

**City Hall Council Chambers  
6500 Palma Avenue, 4<sup>th</sup> Floor  
Atascadero, California 93422**

## **CALL TO ORDER**

Pledge of Allegiance

## **ROLL CALL:**

Chairperson Tori Keen  
Vice Chairperson Jeff van den Eikhof  
Commissioner Jason Anderson  
Commissioner Victoria Carranza  
Commissioner Greg Heath  
Commissioner Randy Hughes  
Commissioner Dennis Schmidt

## **APPROVAL OF AGENDA**

**PUBLIC COMMENT** (This portion of the meeting is reserved for persons wishing to address the Commission on any matter not on this agenda and over which the Commission has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Commission may take action to direct the staff to place a matter of business on a future agenda.)

**CONSENT CALENDAR** (All items on the consent calendar are considered to be routine and non-controversial by City staff and will be approved by one motion if no member of the Commission or public wishes to comment or ask questions.)

## **1. APPROVAL OF THE DRAFT MINUTES OF FEBRUARY 20, 2024**

- **Recommendation:** Commission approve the February 20, 2024 Minutes.

### **WEBSITE:**



[www.atascadero.org](http://www.atascadero.org)

<http://www.facebook.com/planningatascadero>

[@atownplanning](https://twitter.com/atownplanning)

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to view the Planning  
Commission Website.



**PLANNING COMMISSION BUSINESS****COMMUNITY DEVELOPMENT STAFF REPORTS**

None

**PUBLIC HEARINGS**

(For each of the following items, the public will be given an opportunity to speak. After a staff report, the Chair will open the public hearing and invite the applicant or applicant's representative to make any comments. Members of the public will be invited to provide testimony to the Commission following the applicant. Speakers should state their name for the record and can address the Commission for three minutes. After all public comments have been received, the public hearing will be closed, and the Commission will discuss the item and take appropriate action(s).

**DISCLOSURE OF EX PARTE COMMUNICATIONS:**

Prior to a project hearing, Planning Commission Members must disclose any communications they have had on any quasi-judicial agenda items. This includes, but is not limited to, Tentative Subdivision Maps, Parcel Maps, Variances, Conditional Use Permits and Planned Development Permits. This does not disqualify the Planning Commission Member from participating and voting on the matter, but gives the public and applicant an opportunity to comment on the ex parte communication.

**2. 6005 EL CAMINO REAL (THE CARLTON HOTEL)**

The project is a request to review a proposal for a Conditional Use Permit to add guest rooms on the ground floor and second floor resulting in modifications to the exterior of the existing Carlton Hotel building, and a parking modification on APN 029-342-023. (USE24-0019).

- **CEQA:** The project is exempt from the California Environmental Quality Act (CEQA) under Categorical Exemption §15303; Class 3: new construction or conversion of small structures.
- **Recommendation:** Staff's recommendation is for the Planning Commission to adopt the Draft Resolution approving a Conditional Use Permit to add guest rooms on the ground floor and second floor resulting in modifications to the exterior of the existing Carlton Hotel building, and a parking modification on APN 029-342-023, based on findings and subject to conditions of approval; and take such additional, related, action that may be desirable.

**COMMISSIONER COMMENTS AND REPORTS****DIRECTOR'S REPORT**

**WEBSITE:** [www.atascadero.org](http://www.atascadero.org)



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## **ADJOURNMENT**

The next regular meeting will be on April 2, 2024, at City Hall, Council Chambers, 6500 Palma Ave., Atascadero, CA.

*Please note: Should anyone challenge in court any proposed development entitlement listed on this Agenda, that person may be limited to raising those issues addressed at the public hearing described in this notice or in written correspondence delivered to the Planning Commission at, or prior to, this public hearing.*

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*City of Atascadero***WELCOME TO THE ATASCADERO PLANNING COMMISSION MEETING**

The Planning Commission meets in regular session on the first and third Tuesday of each month at 6:00 p.m. at City Hall, Council Chambers, 6500 Palma Avenue, Atascadero. Matters are considered by the Commission in the order of the printed Agenda. Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the Community Development Department and are available for public inspection during City Hall business hours at the Front Counter of City Hall, 6500 Palma Avenue, Atascadero, and on our website, [www.atascadero.org](http://www.atascadero.org). All documents submitted by the public during Commission meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the Community Development Department. Commission meetings are audio recorded, and may be reviewed by the public. Copies of meeting recordings are available for a fee. Contact the City Clerk for more information at (805) 470-3400.

**TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA**

Under Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience having business with the Commission to approach the lectern and be recognized.

1. Give your name for the record (not required).
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Commission.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is when items not on the Agenda may be brought to the Commission's attention. A maximum of 30 minutes will be allowed for Public Comment Portion (unless changed by the Commission).

**TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)**

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Commission will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Commission regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson.
2. Give your name (not required).
3. Make your statement.
4. All comments should be made to the Chairperson and Commission.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.
6. All comments limited to 3 minutes.

If you wish to use a computer presentation to support your comments, you must notify the Community Development Department at (805) 461-5035 at least 24 hours prior to the meeting. Digital presentations brought to the meeting should be on a USB drive or CD. You are required to submit to the Recording Secretary a printed copy of your presentation for the record. Please check in with the Recording Secretary before the meeting begins to announce your presence and turn in the printed copy.

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Commission.

**HOW TO SUBMIT PUBLIC COMMENT:**

If you wish to comment, please email public comments to: [pc-comments@atascadero.org](mailto:pc-comments@atascadero.org) by 12:00 pm on the day of the meeting. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the Planning Commission and made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the meeting but will be forwarded to the Planning Commission the next business day. **Please note, email comments will not be read into the record.**

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## **CITY OF ATASCADERO PLANNING COMMISSION**

# **DRAFT MINUTES**

**Regular Meeting – Tuesday, February 20, 2024 – 6:00 P.M.**

**City Hall**

**6500 Palma Avenue, Atascadero, California**

### **CALL TO ORDER - 6:00 p.m.**

Chairperson Keen called the meeting to order at 6:02 p.m. and Vice Chairperson van den Eikhof led the Pledge of Allegiance.

### **ROLL CALL**

Present: Commissioners Anderson, Carranza, Heath, Hughes, Schmidt, Vice Chairperson van den Eikhof and Chairperson Keen

Absent: None

Vacant: None

Others Present: Annette Manier, Recording Secretary  
Roxanne Diaz, Assistant City Attorney (via Teleconference)

Staff Present: Kelly Gleason, Planning Manager  
Erick Gomez, Associate Planner  
Sam Mountain, Assistant Planner  
Nick DeBar, Director of Public Works (via Teleconference)

### **APPROVAL OF AGENDA**

**MOTION: By Vice Chairperson van den Eikhof and seconded by Commissioner Hughes to approve the Agenda.**

***Motion passed 7:0 by a roll-call vote.***

### **PUBLIC COMMENT**

None.

***Chairperson Keen closed the Public Comment period.***

**CONSENT CALENDAR****1. APPROVAL OF THE DRAFT MINUTES OF FEBRUARY 6, 2024**

- Recommendation: Commission approve the February 6, 2024 Minutes.

**2. APPROVAL OF TIME EXTENSION FOR 940 EL CAMINO REAL**

- Recommendation: Commission approve the Time Extension.

**MOTION:** By Vice Chairperson van den Eikhof and seconded by Commissioner Schmidt to approve the Consent Calendar, and adopt PC Resolution 2024-0003 approving a one-year time extension for Home Depot Center Phase II, at 940 El Camino Real on APN 049-045-033, 034, 035 (TEX 23-0117), based on findings and subject to conditions of approval.

*Motion passed 7:0 by a roll-call vote.*

**PLANNING COMMISSION BUSINESS**

None

**PUBLIC HEARINGS****3. 9061 PALOMAR AVE**

The project is a request for Planning Commission to review a proposal for a Conditional Use Permit for a 3,000 SF oversized accessory structure on APN 030-071-054. (USE22-0084).

- CEQA: The project is exempt from the California Environmental Quality Act (CEQA) under Categorical Exemption §15303; Class 3: new construction or conversion of small structures, because it is limited to the discretionary approval of a small accessory structure.
- Recommendation: Staff's recommendation is for the Planning Commission to adopt the Draft Resolution approving a Conditional Use Permit for a detached structure at 9061 Palomar Ave. based on findings and subject to conditions of approval; and take such additional, related, action that may be desirable.

**DISCLOSURE OF EX PARTE COMMUNICATIONS:**

None

Planner Mountain presented the staff report. Planner Mountain, Planning Manager Gleason, and Roxanne Diaz answered questions from the Commission.

Planner Mountain stated that we did receive an email regarding the project (Exhibit A). Staff determined that the applicant did some flatwork that was unpermitted; therefore, staff is recommending the addition a condition that states the following:

*Any flatwork, grading, or septic that was previously unpermitted and required a permit shall be reviewed as part of the building permit application and shall meet all current code requirements.*

#### **PUBLIC COMMENT**

The following members of the public spoke: Dean McMillin, Kristy McMillan, and Greg Parizek. Dean and Kristy McMillin answered questions from the Commission.

***Chairperson Keen closed the Public Comment period.***

***Chairperson Keen reopened public comment period, on the advice of the City Attorney.***

#### **PUBLIC COMMENT**

The following member of the public spoke: Dean McMillin and Kristy McMillin.

***Chairperson Keen closed the Public Comment period.***

Director DeBar answered questions that were raised during public comment.

**MOTION:** By Vice Chairperson van den Eikhof and seconded by Commissioner Hughes to adopt PC Resolution 2024-0004 approving USE22-0084 allowing the construction of an oversized accessory structure at 9061 Palomar Ave. on APN 030-071-054, based on findings and subject to conditions of approval, with an added condition that states “Staff to work with the applicant to determine if any flatwork, grading, or septic that was previously unpermitted and required a permit shall be reviewed as part of the building permit application and shall meet all current code requirements.”

***Motion passed 7:0 by a roll-call vote.***

**4. 3600, 3610 EL CAMINO REAL**

The project is a request for Planning Commission to review a proposal for a Conditional Use Permit and associated Lot Line Adjustment allowing the development of a hotel with kitchens in more than 50% of the guestrooms, a height modification, and a parking modification at 3600 & 3610 El Camino Real (APNs 049-211-058, 059). (USE23-0074/SBDV24-0022)

- CEQA: The project is exempt from the California Environmental Quality Act (CEQA), under §15332 (Class 32: Infill Development Projects) and Categorical Exemption § 15305 (Class 5: Minor Alterations to Land Use Limitations).
- Recommendation: Staff recommends Planning Commission adopt the Draft Resolution approving Lot Line Adjustment ATAL 24-0003 and Conditional Use Permit USE23-0074 to allow the development of a hotel with kitchens in more than 50% of the guestrooms, a height modification, and a parking modification at 3600 & 3610 El Camino Real based on findings; and take such additional, related, action that may be desirable.

**DISCLOSURE OF EX PARTE COMMUNICATIONS:**

None

Planner Gomez presented the staff report and stated that this project went before the Design Review Committee. He and Planning Manager Gleason answered questions from the Commission.

**PUBLIC COMMENT**

The following member of the public spoke: Thom Jess (Arris Studio Architects) and Zack Slezakova (via Teleconference). Mr. Jess answered questions from the Commission.

Director DeBar addressed the Commission in regard to the comments from Zack Slezakova.

***Chairperson Keen closed the Public Comment period.***

**MOTION:** By Commissioner Hughes and seconded by Commissioner Carranza to adopt PC Resolution 2024-0005 approving USE23-0074/SBDV24-0022 approving a Lot Line Adjustment and Conditional Use Permit to allow rooms with cooking facilities in a proposed hotel with a height and parking modification and a parking modification at 3600 & 3610 El Camino Real on APNs 049-211-058, 059, based on findings and subject to conditions of approval.  
***Motion passed 7:0 by a roll-call vote.***

**COMMISSIONER COMMENTS AND REPORTS**

Commissioner Carranza asked about the empty lot near the Mercantile and asked if the City could ask the owner could remove the debris from the lot. Planner Gleason said that staff would research this, and can reach out to the property owner.

Chairperson Keen said that Traffic Way still needs to be paved. Director DeBar answered her question in regard to timelines.

**DIRECTOR'S REPORT**

Planning Manager Gleason stated that the next meeting on March 5, 2024 will be cancelled due to lack of hearing items. The next meeting will be on March 19, 2024.

**ADJOURNMENT – 7:46 p.m.**

The next regular meeting will be on March 19, 2024, at City Hall, 6500 Palma Avenue, Atascadero, CA.

**MINUTES PREPARED BY:**

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Annette Manier, Recording Secretary  
Administrative Assistant

The following exhibit is available in the Community Development Department:  
Exhibit A – Email from Scott Greenaway

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**From:** Scott Greenaway  
**Sent:** Monday, February 19, 2024 9:30 PM  
**To:** Planning Commission Public Comments  
**Subject:** Agenda (USE22-0084) 9061 Palomar Street



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**Subject:** Agenda (USE22-0084) 9061 Palomar Street pc-comments@atascadero.org

First I would like to know if this Notice is for the two garage spaces (2000 SF) and the attached ADU (1000 SF) equaling the 3000 SF accessory unit?

Our main concern is the seasonal rain runoff over the acres behind the 9061 Palomar property running across the applicants property which originally had a seasonal creek through our property (9091 Palomar) and our neighbors' property (9081 Palomar Ave) downstream. We have a culvert under our driveway with the creek continuing to the culvert under Palomar Avenue. The additional run off from this new structure only adds to the existing run off from the applicant's

roofs, concrete walks, concrete patios, RV slab and parking areas, and the ramp access to areas now used to park trucks and equipment over the creek area. The seasonal creek is now filled with multiple feet of fill dirt and rubble on 9061 Palomar (the applicant's property) all adding to the run off water. This water is now moving sediment hundreds of feet through neighboring properties potentially blocking the culvert under Palomar Avenue.

We have repeatedly asked the applicant over the last two years to stop filling in the seasonal creek with dirt and have asked for a perc pond or retention pond equivalent to be built on their property. Instead, we were given a pile of white boulders on fill dirt, a nice fence lined with trees, which looks nice, but the silt keeps coming. More concrete overlay in the future will only make this situation worse.

Scott Greenaway

Estradas

**ATTENTION:**

This email originated from outside the City's network. Use caution when opening links and attachments.





## ***Atascadero Planning Commission***

### ***Staff Report – Community Development Department***

**USE24-0019**

**The Carlton Hotel Remodel  
6005 El Camino Real**

#### **RECOMMENDATION(S):**

Planning Commission adopts a Draft PC Resolution approving Conditional Use Permit USE24-0019 allowing the remodel of The Carlton Hotel to add eleven additional guest rooms on the ground floor and the second floor and parking modification, subject to findings and conditions of approval.

#### Project Info In-Brief:

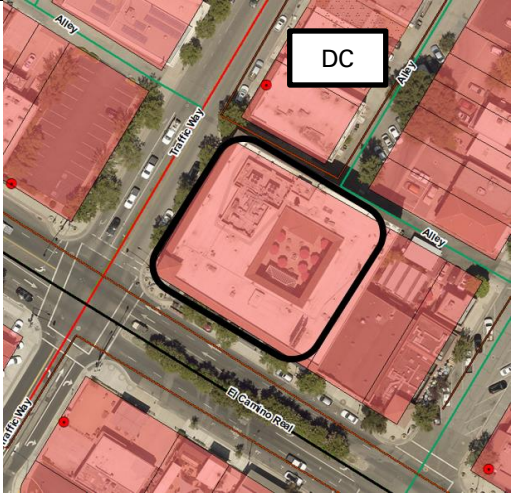

<b>PROJECT ADDRESS:</b>	6005 El Camino Real	Atascadero, CA	<b>APN</b>	029-342-023
<b>PROJECT PLANNER</b>	Xzandrea Fowler	(805) 470-3160	xfowler@atascadero.org	
<b>APPLICANT &amp; PROPERTY OWNER</b>	Capricorn Property Group (ATTN: Kamal Patel) 15223 Hume Drive, Saratoga, CA 95070			
<b>GENERAL PLAN DESIGNATION:</b>	<b>ZONING DISTRICT:</b>	<b>SITE AREA</b>	<b>EXISTING USE</b>	<b>PROPOSED USE</b>
Downtown (D)	Downtown Commercial (DC)	0.45-acres	Hotel / Restaurant/ Café/Bakery	Hotel/ Market Distillery/Restaurant/Café /Bakery/Speakeasy
<b>ENVIRONMENTAL DETERMINATION</b>				
<input type="checkbox"/> Environmental Impact Report SCH: _____ <input type="checkbox"/> Negative / Mitigated Negative Declaration No. _____ <input checked="" type="checkbox"/> Categorical Exemption CEQA – Guidelines Section 15303 <input type="checkbox"/> Statutory Exemption §§ 21000, et seq & _____ <input type="checkbox"/> No Project – Ministerial Project				

**REPORT IN BRIEF:**

Capricorn Property Group requests approval of a Conditional Use Permit to allow the remodel of the ground floor interior space and modify the exterior building façade. The proposed ground-floor interior remodel includes the addition of nine ground-floor guest rooms, the conversion of the existing restaurant into a market distillery, the conversion of the existing café into a separate bar/restaurant and bakery, and the conversion of an existing conference space into a speakeasy. The proposed second-floor interior remodel includes the conversion of a corner guest room into two guest rooms and the conversion of the existing fitness room into a guest room. The proposed exterior modification includes the replacement of all the Traffic Way frontage storefront windows with motorized bifold windows for the first four window bays and glass block or opaque privacy window treatments (allowing light without being translucent) for the remaining window bays and a green wall art installation. A request for a parking modification to allow a parking reduction of approximately 43% for a total of 25 parking spaces is also included. The proposed development will include improvements and upgrades to existing onsite landscaping. Access to the site will continue to occur from El Camino Real. The project site is composed of one legal lot (Assessor Parcel Number 029-342-023) totaling 0.45 acres that is presently developed with a 52-room hotel, restaurant, café/bakery, and conference space. The project is eligible for a Class 3 Exemption (New Construction or Conversion of Small Structures) from environmental review requirements of the California Environmental Quality Act.

**DISCUSSION:**

Existing Surrounding Uses / Parcel Configurations:

Existing Zoning		Existing Aerial / Surrounding	
			
North:	South:	East:	West:
Traffic Way, Parking lot and General Commercial	Entrada, Restaurant and Retail	, Single Family Residential beyond	El Camino Real, Restaurant and Retail

### ***Project History***

Construction of the original Carlton Hotel Building began in 1928 and was completed in 1929. The building was constructed to provide restaurant and retail uses on the ground floor and hotel uses on the second floor. The original name of the hotel was “The Annex,” the name changed to the Carlton Hotel in 1931.

The Carlton Hotel has been remodeled several times over the last 96 years. A variety of retail uses have occupied the ground floor of the building, while the second floor was used strictly for hotel purposes until 1968. In 1968 the second floor use in the building was changed to senior housing which was the occupancy until the senior housing closed in 1987 due to the overall dilapidation and deterioration of the structure.

Several unsuccessful attempts to renovate the building occurred in the early 1990s. In September 1995, the Carlton Hotel building was designated as an eligible property for inclusion in the National Register of Historic Places. If a property is designated as eligible for the National Register of Historic Places, the significance of the impacts to the historical structure is required to be evaluated under the provisions outlined in the California Environmental Quality Act (CEQA). “Generally, a project that follows the Secretary of Interior’s Standards and the Guidelines for Rehabilitating Historic Buildings shall be considered as mitigated to a level of less than a significant impact on the historical resource.

In 1999, the property changed ownership. The new owner was issued building permits in February 2000 to allow the renovation/remodel of the hotel, including some interior demolition. The approved project included basement parking, ground-floor retail/restaurant uses, and second-floor hotel uses. Following the issuance of the building permit, the property owner had the structural stability of the building re-evaluated, and it was recommended that to bring the building up to current building and seismic codes, the structural components of the building would need to be removed and replaced with new construction. To comply with the Uniform Building Codes and still maintain the historical integrity of the building, the property owner proposed to demolish the interior of the building, while retaining three of the historic walls including both the El Camino Real and Traffic Way frontage walls. The historic walls were structurally braced during the renovation and retained and refurbished during the construction process.

In August 2000, the property owner received Conditional Use Permit approval for a 17,000-square-foot, third-story addition, and a parking modification to allow the 35 required parking spaces to be provided off-site. The Conditional Use Permit included a condition of approval that requires any substantial modifications to the project, including the increase in hotel rooms, a substantial change of the color elevations, or the addition of conditional uses within the building requiring Planning Commission reconsideration. Modifications to the floor plans may be approved by the Community Development Department provided no additional hotel rooms result.

Mitigation measures to ensure the rehabilitation activities followed the Secretary of the Interior's Standards for the Treatment of Historical Properties were incorporated as conditions of approval. Additionally, a historical resource documentation report was prepared for the property. A public display case within the building that documents the history of the Carlton Hotel and the changes that have occurred to the building.

Construction of the approved third-story addition and renovation project was completed in 2005. The hotel currently has a mix of uses on the ground floor including a 4,200 sq ft restaurant/gourmet dining room, a 9,000 sq ft kitchen and restaurant support area, a 1,700 sq ft bakery, and 2,400 sq ft of retail space in the interior mall. The second floor has 26 guest rooms, a fitness center, and an interior atrium extending between the second and third floors. The third floor has 26 guest rooms.

### ***Summary***

The project site is composed of one legal lot: a 0.45-acre lot fronting El Camino Real and Traffic Way developed with the existing hotel building. The applicant proposes a remodel of the interior and exterior of the hotel building to address changes in the hospitality industry. The project site is zoned Downtown Commercial (DC) and is presently developed with a 52-room hotel building, restaurant, conference space, and a café/bakery. The existing restaurant will be converted into nine ground-floor guest rooms and a market distillery. An existing conference space will be converted into a speakeasy. The existing café/bakery will be converted into a separate bar/restaurant and a separate bakery. All the ground floor storefront windows along Traffic Way will be replaced with treatments designed for guest room privacy and bifold storefronts for the proposed market distillery. On the second floor, an existing corner guest room will be converted into two guest rooms and the existing fitness room will be converted into a guest room. Access and parking for the hotel will remain unchanged.

A Conditional Use Permit is sought to allow the following project components:

- Addition of 9 guestrooms on the ground floor and 2 guestrooms on the second floor
- Changes to the elevations/building frontage
- A parking reduction of approximately 43% to allow the hotel to operate with a total of 25 off-street parking spaces instead of the 44 spaces required by City zoning regulations.

### ***Analysis***

#### **Hotels**

A Conditional Use Permit is required for hotel uses in the Downtown Commercial zone. Additionally, the previously approved Conditional Use Permit (CUP 2000-0013) included a condition that required Planning Commission reconsideration for any substantial modifications to the project, including the increase in number of hotel rooms, a substantial change of the color elevations, or the addition of conditional uses within the building. To

approve the requested Conditional Use Permit the Planning Commission is required to make specific findings. The specific findings are discussed later in this report and in the attached draft resolution.

### Ground Floor Guest Rooms

The proposed addition of ground-floor guest rooms presents some unique design challenges because the privacy needs of the guests' conflict with the high percentage of glass that would typically be encouraged for ground-floor uses downtown. The applicant proposes to balance the competing objectives by introducing art and landscape to provide guest room privacy while maintaining the architectural rhythm, proportions, and character of the existing building façade. Although the proposed ground floor use will no longer be solely retail, the applicant's proposal to retain a storefront design can encourage shopping, increase a sense of security, and generate pedestrian activity.

Staff and the applicant have met extensively to determine a path forward that respects the need for ground floor activation with the applicant's desire for additional rooms and reduced restaurant and retail space to respond to changing trends. The initial proposal included the entire Traffic Way façade converted to guest rooms however, staff believed that this was not a viable option to maintain active pedestrian engagement along Traffic Way. The applicant also highlighted challenges with the building including floor elevation differences between the sidewalk and interior of the existing restaurant space. As you move northward on Traffic Way, the finished floor elevation of the existing restaurant is approximately 2 to 4 feet above sidewalk level, making it difficult to create smaller commercial tenant spaces facing Traffic Way.

The compromise proposed by the applicant includes approximately 50% of the Traffic way frontage converted to guest rooms. The remainder of the space is reserved for commercial use, such as the market distillery at the corner or other more active associated hotel uses. These spaces include the replacement of the existing non-operable storefront windows with operable bi-fold doors to allow patrons to interact directly with the space from the adjacent sidewalk and encourage spillover of seating onto the Traffic Way sidewalk and potential parklet.

To maintain an attractive and activated storefront where ground floor guestrooms would be located, the applicant proposes two design options for consideration. Both options include the addition of greenery as a layering element that will provide movement along the façade. Option "A" includes replacing the storefront windows with geometric glass blocks. Option "B" includes opaque glass (allowing light without being translucent) with art installations. The art material is designed to filter light through the rooms while blocking visual intrusion from the exterior.

The design options include storefront materials that complement the materials used on adjacent buildings. The number of different wall materials proposed is limited to clear glass, glass block (transom), exterior plaster, cut stone (cast stone and ceramic tiles (bulkhead)). The renderings and material choices represent a coordinated color scheme

that responds to the style of the structure. Painted trim colors should complement base colors. The colors of signing, awnings, planters, accent materials, and primary façade color choices should all be cohesive.

### Building Design

The applicant is proposing to retain the existing storefront patterns with the addition of glass block or opaque glass (allowing light without being translucent) with art installation window treatments, and black metal frame motorized bifold storefront along the ground floor of the Traffic Way frontage. The awnings may remain over the storefronts with the privacy window treatments, but removal is proposed over the storefronts with the motorized bifold windows. The applicant is not proposing changes to the existing storefront along the El Camino Real frontage. The existing building is painted a taupe/peach color with gray-green accent on the shutters. The existing wall color has a warm tone, like the bricks found in City Hall. The existing black canvas awnings complement the stone tiles under the storefront openings.

The Design Review Committee (DRC) reviewed the project on March 7, 2024, and recommended approval of conceptual design option “A” replacing the storefront windows with geometric glass blocks with minor recommendations to improve the project's appearance. Their recommendations have been incorporated as conditions of approval and include working with staff to design a brow line along the Traffic Way frontage to create design symmetry if the final design necessitates the removal of awnings, allowing for the restoration of the existing projecting sign with an alternative light source consistent with the historic context, excluding the conceptual parklet from the project, exploring the feasibility of incorporating rotating public art into the design and working with staff to remove or identify an alternative landscape plan and plant palette if the proposed green wall does not work due to environmental conditions (i.e., irrigation or maintenance constraints, lack of sunlight, etc.). The DRC also recommended approval of the parking modification.

### Access and Parking

Historically, the Carlton Hotel property has not provided on-site parking. Existing downtown buildings are not required to provide off-street parking when there is no change in use. No parking for the ground-floor or second-floor uses was required. Parking was required for the first time when the third-floor addition, which doubled the number of guest rooms, was approved in August 2000. The Pedestrian Commercial Zoning District (now the Downtown Commercial Zoning District) required additional parking for hotel addition at a rate of one parking space per guest room and one additional parking space per ten guest rooms. The calculation resulted in a requirement for 32 parking spaces. The Planning Commission approved a parking modification, reducing the number of required parking spaces to 25. The zoning district allows parking requirements to be met by providing the required spaces off-site, but within 500 feet of the proposed use, in a lot owned or leased by the developer. The Carlton Hotel secured the lot across the street, via a long-term lease agreement, which provides 25 parking spaces.

The City Municipal Code requires that a hotel use provide off-street parking consistent with the following standard:

*2 Spaces + 1 Space per room + 1 Space of for every 10 rooms*

The proposed addition of 11 guest rooms requires a total of 12 parking spaces. Currently, the project proposes 25 spaces offsite, through an existing long-term lease agreement.

The Municipal Code allows the Planning Commission to approve a parking modification allowing parking space quantities below the minimum parking requirement with a Conditional Use Permit if they find the following to be true:

- 1) The characteristics of the use or its immediate vicinity do not necessitate the number of parking spaces, type of design, or improvements required by the standard ratios listed in the municipal code.
- 2) The reduced parking will be adequate to accommodate on the site all parking needs generated by the hotels.

These findings can be met and are discussed in the attached draft resolution. The applicant team has also provided statements based on their experience that the parking proposed is adequate to meet the needs of staff and guests based on standard occupancy rates. Condition language includes requiring a parking agreement before Building Permit issuance to ensure the availability of the required parking spaces for the life of the project. The parking spaces identified for hotel use are directly adjacent to the project site and a pedestrian crosswalk links the parking stalls to the hotel site.

#### Landscape

The applicable landscape requirements along Traffic Way and El Camino Real regarding the planting of street trees have been satisfied.

The applicant provided a conceptual landscape plan that depicts parklet inspiration for the Traffic Way frontage to encourage pedestrian engagement, create a visual statement, and expand the area for adjacent commercial tenant space use. The conceptual parklet includes design features such as planters and seating to provide space for the café and market distillery patrons and the general public. The feasibility of the parklet requires additional review by the City Engineer before it can be pursued by the applicant. Any addition of a parklet in this location will need to maintain safe traffic flow and respond to pedestrian safety needs. Due to the potential feasibility challenges associated with the construction and ongoing maintenance of the conceptual parklet, the DRC recommends the removal of the parklet from the project.

#### General Plan and Zoning Ordinance Consistency

The Downtown (D) land use designation of the General Plan encourages pedestrian-oriented businesses with sidewalk storefronts. The Downtown Revitalization Plan and the Downtown Design Guidelines are applicable. The proposal includes pedestrian-oriented



uses, and the additional guest rooms will support an influx of tourists into the downtown area that will become an economic resource to other businesses in the downtown area. The proposal includes pedestrian enhancements along the Traffic Way frontage and design to complement future pedestrian-oriented infrastructure improvements downtown. The Development Guidelines of the Downtown Master Plan identifies Hotels/Motels as an allowed use on the second floor of a building, and all the other proposed uses on the first floor are allowable.

#### 9-3.330 Nonresidential district allowable land uses

Table 3-2 of the Zoning Ordinance identifies the uses of land allowed in each nonresidential zoning district and the applicable planning permit required to establish each use. Hotels/Motels are uses that require a Conditional Use Permit to establish the use. To approve the Conditional Use Permit, the Planning Commission must make the required findings.

#### Signage

The Carlton Hotel received approval for a master sign program for the site when the third-floor addition was approved in August 2000. The existing development uses a series of wall, window, canopy, and suspended signs along the El Camino Real and Traffic Way frontages to provide identification for the interior tenants of the building. In addition to those signs, there is an existing “The Carlton” projecting sign on the corner of the building and a “Carlton Hotel” roof-mounted historic sign on the south end of the El Camino Real frontage. Any proposals to install or replace signage shall comply with the Atascadero Municipal Code standards at the time of building permit submittal. Additionally, a condition has been included to ensure that the projecting and roof-mounted signs remain.

#### **ENVIRONMENTAL DETERMINATION:**

The project qualifies for a Class 3 Exemption from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) CEQA pursuant to CEQA Guidelines Section 15303, because it involves the partial conversion of existing hotel floor area from one use to another, where only minor modifications are made to the exterior of the structure, the site is zoned for such use, and all necessary public services and facilities are available and the surrounding area is not environmentally sensitive.

#### **FINDINGS:**

The Planning Commission may approve USE24-0019 subject to the findings listed below. These findings and the facts to support these findings are included in the attached resolution.

#### *Conditional Use Permit (AMC Section 9-2.110(b).(3).(iv))*

1. The proposed project or use is consistent with the General Plan.

2. The proposed project or use satisfies all applicable provisions of this title.
3. The establishment and subsequent operation or conduct of the use will not, because of the circumstances and conditions applied in the particular case, be detrimental to the health, safety or welfare of the general public or persons residing or working in the neighborhood of the use, or be detrimental or injurious to property or improvements in the vicinity of the use.
4. The proposed project or use will not be inconsistent with the character of the immediate neighborhood or contrary to its orderly development.
5. The proposed use or project will not generate a volume of traffic beyond the safe capacity of all roads providing access to the project, either existing or to be improved in conjunction with the project, or beyond the normal traffic volume of the surrounding neighborhood that would result from full development in accordance with the land use element.
6. The proposed project is in compliance with any pertinent City policy or criteria adopted by ordinance or resolution of the City Council.

*Parking Modification (AMC Section 9-4.115(h)):*

7. The characteristics of a use or its immediate vicinity do not necessitate the number of parking spaces, type of design, or improvements required by this title.
8. The reduced parking will be adequate to accommodate on the site all parking needs generated by the use.

**ALTERNATIVES:**

1. The Planning Commission may include modifications to the project and/or conditions of approval for the project. Any proposed modifications, including conditions of approval, should be clearly re-stated in any vote on any of the attached resolutions.
2. The Planning Commission may determine that more information is needed on some aspect of the project and may refer the item back to the applicant and staff to develop the additional information. The Commission should clearly state the type of information that is required. A motion, and approval of that motion, is required to continue the item to a future date.
3. The Planning Commission may deny the project. The Commission must specify what findings cannot be made, and provide a brief oral statement, based on the

Staff Report, oral testimony, site visit, correspondence, or any other rationale introduced and deliberated by the Planning Commission.

**ATTACHMENTS:**

1. Draft Resolution
2. Existing Façade Elevations
3. Applicant Design Package

<b>ATTACHMENT 1: Draft Planning Commission Resolution</b> <b>USE 24-0019</b>
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**DRAFT PC RESOLUTION**

**RESOLUTION OF THE PLANNING COMMISSION  
OF THE CITY OF ATASCADERO, CALIFORNIA, APPROVING A  
CONDITIONAL USE PERMIT (USE24-0019) TO ALLOW THE  
REMODEL OF THE CARLTON HOTEL TO ADD ELEVEN  
ADDITIONAL GUEST ROOMS ON THE GROUND FLOOR AND THE  
SECOND FLOOR, AND A PARKING MODIFICATION AT  
APN 029-342-023**

**6005 El Camino Real  
Capricorn Property Group, The Carlton Hotel**

**WHEREAS**, an application has been received from Capricorn Property Group, Applicant and Owner, to consider a Conditional Use Permit (USE24-0019) to allow for the remodel of The Carlton Hotel to add eleven additional guest rooms on the ground floor and the second floor and parking modification at 6005 El Camino Real; and

**WHEREAS**, the site's General Plan Designation is Downtown (D); and

**WHEREAS**, the site's Zoning is Downtown Commercial (DC); and

**WHEREAS**, the laws and regulations relating to the preparation and public notice of environmental documents, as set forth in the State and local guidelines for implementation of the California Environmental Quality Act (CEQA) have been adhered to; and

**WHEREAS**, a timely and properly noticed Public Hearing upon the subject Conditional Use Permit application was held by the Planning Commission of the City of Atascadero at which hearing evidence, oral and documentary, was admitted on behalf of said Conditional Use Permit.

**NOW THEREFORE, BE IT RESOLVED**, that the Planning Commission of the City of Atascadero, California, makes the following findings, determinations, and recommendations with respect to the proposed Conditional Use Permit:

**SECTION 1. Recitals.** The above recitals are true and correct.

**SECTION 2. Public Hearing.** The Planning Commission of the City of Atascadero, in a regular session assembled on March 19, 2024, considered testimony and reports from staff, the applicants, and the public.

**SECTION 3. CEQA.** The proposed project is Categorically Exempt (Class 3) from the provisions of the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and CEQA Guidelines (Title 14 California Code of Regulations §§ 15000, et seq.) CEQA pursuant to CEQA Guidelines Section 15303, because the project is limited to the partial conversion of the existing hotel floor area from one ancillary use to another, where only minor modifications are made to the exterior of the structure, the site is zoned for such use, and all necessary public services and facilities are available and the surrounding area is not environmentally sensitive.

**SECTION 4. Findings.** The Planning Commission makes the following findings and determinations :

1. The proposed use is consistent with the General Plan

**Fact:** Hotels are consistent with the Downtown land use designation of the General Plan. Land Use and the Downtown Revitalization Plan and the Downtown Design Guidelines. The subject property is 0.45 acres, and the existing and proposed Hotel renovation maintains the pedestrian-oriented business character envisioned by the General Plan and consistent with General Plan policies related to the Downtown designation.

2. The proposed project satisfies all applicable provisions of the Title (Zoning Ordinance)

**Fact:** The project as conditioned satisfies the provisions of the Atascadero Municipal Code. AMC 9-3.330 and Table 3-2 of the Zoning Ordinance identify the uses of land allowed in each nonresidential zoning district and the applicable planning permit required to establish each use. Hotels/Motels are uses that require a Conditional Use Permit to establish the use. The project complies with all Municipal Code requirements.

3. The establishment and subsequent operation or conduct of the use will not, because of the circumstances and conditions applied in the particular case, be detrimental to the health, safety, or welfare of the general public or persons residing or working in the neighborhood of the use or be detrimental or injurious to property or improvements in the vicinity of the use.

**Fact:** The proposed use is not detrimental to the health, safety, or welfare of the public or persons residing or working in the neighborhood of the use, or detrimental or injurious to property or improvements in the vicinity of the use. The project proposes a remodel of the interior and exterior of the existing hotel structure to address changes in the hospitality industry.

4. That the proposed project will not be inconsistent with the character or the immediate neighborhood or contrary to its orderly development.

**Fact:** The Carlton Hotel was established in 1929 and has consistently provided restaurant, retail, and hotel uses over the past 96 years. The proposed uses and remodel will be compatible and consistent with the historic and evolving character of the immediate downtown neighborhood.

5. That the proposed project will not generate a volume of traffic beyond the safe capacity of all roads providing access to the project, either existing or to be improved in conjunction with the project, or beyond the normal traffic volume of the surrounding neighborhood that would result from full development in accordance with the Land Use Element

**Fact:** The proposed project will result in a minor expansion of the established hotel use. No significant additional traffic will be generated because of this remodel.

6. The proposed project is in compliance with any pertinent City policy or criteria adopted by ordinance or resolution of the City Council.

**Fact:** The proposed project is consistent with all applicable Downtown development policies adopted by ordinance or resolution of the City Council.

7. The characteristics of a use or its immediate vicinity do not necessitate the number of parking spaces, type of design, or improvements required by this title.

**Fact:** The parking spaces identified for hotel use are directly adjacent to the project site and a pedestrian crosswalk links the parking stalls to the hotel site. The off-site parking has been secured through a long-term lease agreement.

8. The reduced parking will be adequate to accommodate on the site all parking needs generated by the use.

**Fact:** The applicant team has provided statements based on their experience that the parking proposed is adequate to meet the needs of staff and guests based on standard occupancy rates.

**SECTION 3. Approval.** The Planning Commission of the City of Atascadero, in a regular session assembled on March 19, 2024, resolved to approve Conditional Use Permit Use USE24-0019, subject to the following:

- EXHIBIT A: Conditions of Approval
- EXHIBIT B: Site Plan/Floorplan
- EXHIBIT C: Elevations – Design Option “A”

On motion by Commissioner \_\_\_\_\_, and seconded by Commissioner \_\_\_\_\_, the foregoing resolution is hereby adopted in its entirety by the following roll call vote:

AYES:	( )
NOES:	( )
ABSENT:	( )
ABSTAINED:	( )
ADOPTED:	

CITY OF ATASCADERO, CA

\_\_\_\_\_  
Jeff van den Eikhof  
Planning Commission Chairperson

ATTEST:

\_\_\_\_\_  
Phil Dunsmore  
Planning Commission Secretary

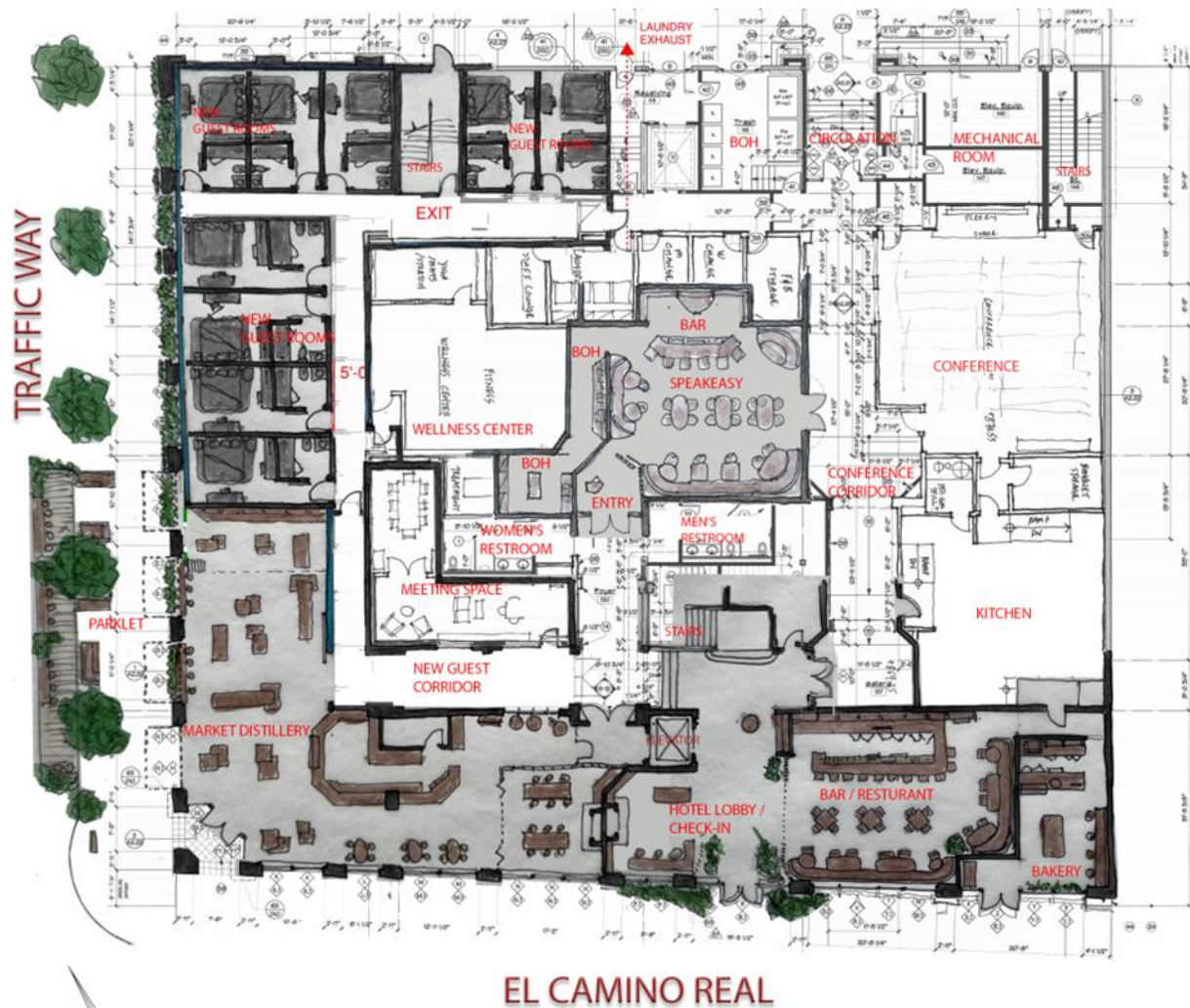


**Exhibit A: Conditions of Approval**  
**USE 24-0019**

<b>Conditions of Approval</b>	<b>Timing</b>	<b>Responsibility /Monitoring</b>
<b>6005 El Camino Real</b>  <b>USE 24-0019</b>	BL: Business License GP: Grading Permit BP: Building Permit FI: Final Inspection TO: Temporary Occupancy FO: Final Occupancy	PS: Planning Services BS: Building Services FD: Fire Department PD: Police Department CE: City Engineer WW: Wastewater CA: City Attorney
<b>Planning Services Conditions</b>		
1. This Conditional Use Permit shall allow for the remodel of The Carlton Hotel to add nine additional guest rooms on the ground floor, two additional guest rooms on the second floor, changes to the elevations/building frontage, and a parking reduction to allow the hotel to operate with a total of 25 off-site parking spaces, at 6005 El Camino Real, APN 029-342-023, as described in the attached Exhibits.	<b>Ongoing</b>	<b>PS</b>
2. The approval of this use permit shall become final and effective for the purposes of issuing building permits fourteen (14) days following the Planning Commission approval unless an appeal to the decision is filed as set forth in Section 9-1.111(b) of the Zoning Ordinance.	<b>Ongoing</b>	<b>PS</b>
3. The Community Development Department shall have the authority to approve the following minor changes to the project that (1) modify the site plan project by less than 10%, and/or (2) result in a superior site design or appearance.	<b>BP</b>	<b>PS, BS</b>
4. Approval of this Conditional Use Permit shall be valid for twenty-four (24) months after its effective date. At the end of the period, the approval shall expire and become null and void unless the project has received a building permit or a time extension has been granted.	<b>BP</b>	<b>PS</b>
5. The applicant shall defend, indemnify, and hold harmless the City of Atascadero or its agents, officers, and employees against any claim or action brought to challenge an approval by the City, or any of its entities, concerning this Conditional Use Permit.	<b>Ongoing</b>	<b>CA</b>
6. Before issuance of a building permit, the applicant shall submit to the Community Development Department a parking agreement to ensure the availability of the required parking spaces for the life of the project.	<b>BP</b>	<b>PS, BS</b>
7. Colors and materials must match those depicted in the submitted elevations.	<b>Ongoing</b>	<b>PS</b>
8. New wall signs shall be individual letters, designed to match or complement existing signage. All signage shall be required to comply with all applicable Atascadero Municipal Code standards at the time of building permit submittal. The "Carlton Hotel" roof-mounted historic sign and the "The Carlton" projecting wall sign shall remain. Restoration of the existing projecting sign with an alternative light source technology shall be consistent with the historic context and neon sign appearance.	<b>Ongoing</b>	<b>PS, BS</b>

<b>Conditions of Approval</b>  <b>6005 El Camino Real</b>  <b>USE 24-0019</b>	<b>Timing</b>  BL: Business License GP: Grading Permit BP: Building Permit FI: Final Inspection TO: Temporary Occupancy FO: Final Occupancy	<b>Responsibility /Monitoring</b>  PS: Planning Services BS: Building Services FD: Fire Department PD: Police Department CE: City Engineer WW: Wastewater CA: City Attorney
9. Existing and new storefront frames/trimms shall be painted to match or complement one another.	<b>Ongoing</b>	<b>PS</b>
10. The applicant shall work with staff to design a brow line along the Traffic Way frontage to create design symmetry if the final design necessitates the removal of awnings. All remaining awnings on the building shall be replaced and/or repaired when damaged.	<b>Ongoing</b>	<b>PS, PB, CE</b>
11. The conceptual Parklet is not part of the approved project.	<b>Ongoing</b>	<b>PS, PB, CE, FD</b>
12. Any plant material included in the green wall design shall be reviewed and approved by the Community Development Department. The green wall shall be irrigated with a self-watering system. Plant materials shall be maintained in perpetuity and any damaged, non-thriving, or dead plants shall be replaced within 30 days. If maintaining the green wall poses a problem in the future, the applicant shall work with staff on alternatives should they be required.	<b>Ongoing</b>	<b>PS</b>
13. The applicant shall work with staff on the design of the glass block walls to make sure there is a process in place to facilitate a seasonal canvas or rotating exhibition of art along the Traffic Way frontage. Any art shall be non-commercial and shall be required to gain approval through the City's non-commercial mural approval process.	<b>Ongoing</b>	<b>PS</b>

**Exhibit B: Site Plan/Floorplan – First Floor**  
**USE 24-0019**



ADDITIONAL INFORMATION MAY BE OBTAINED BY CONTACTING THE ATASCADERO COMMUNITY DEVELOPMENT DEPARTMENT AT

<http://www.atascadero.org>

6500 PALMA AVENUE | ATASCADERO, CA 93422 | (805) 461-5000

**Exhibit C: Elevations – Design Option “A”**  
**USE 24-0019**

*North Elevation (Traffic Way) Design Option “A” – Glass Block, Green Wall Art with Planters, and Bifold Storefront*





**Attachment 2: Existing Façade Elevations  
USE 24-0019**

**Elevated Corner View, North and West Facades, from the intersection of El Camino Real and Traffic Way.**



**Front View, North Façade, from Traffic Way**



<b>Attachment 3:     Applicant Design Package</b> <b>USE 24-0019</b>
---

**See Following**





# THE CARLTON HOTEL ATASCADERO, CA

GROUND FLOOR DESIGN CONCEPT

FEBRUARY 1ST, 2024



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## THE CARLTON HOTEL / CONCEPT DESIGN

3	EXISTING CONDITIONS
5	GROUND FLOOR KEY PLAN
6	GROUND FLOOR OVERALL FLOOR PLAN
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8	MARKET CONCEPT
9	MARKET OPPORTUNITIES
10	PARKLET AND FACADE STUDY
13	FACADE RENDERINGS
14	FACADE STUDY
15	PLANTATION INSPIRATION
20	GUEST ROOM RENDERINGS
21	GUEST ROOM SPATIAL DIRECTION



EXTERIOR EXISTING CONDITIONS

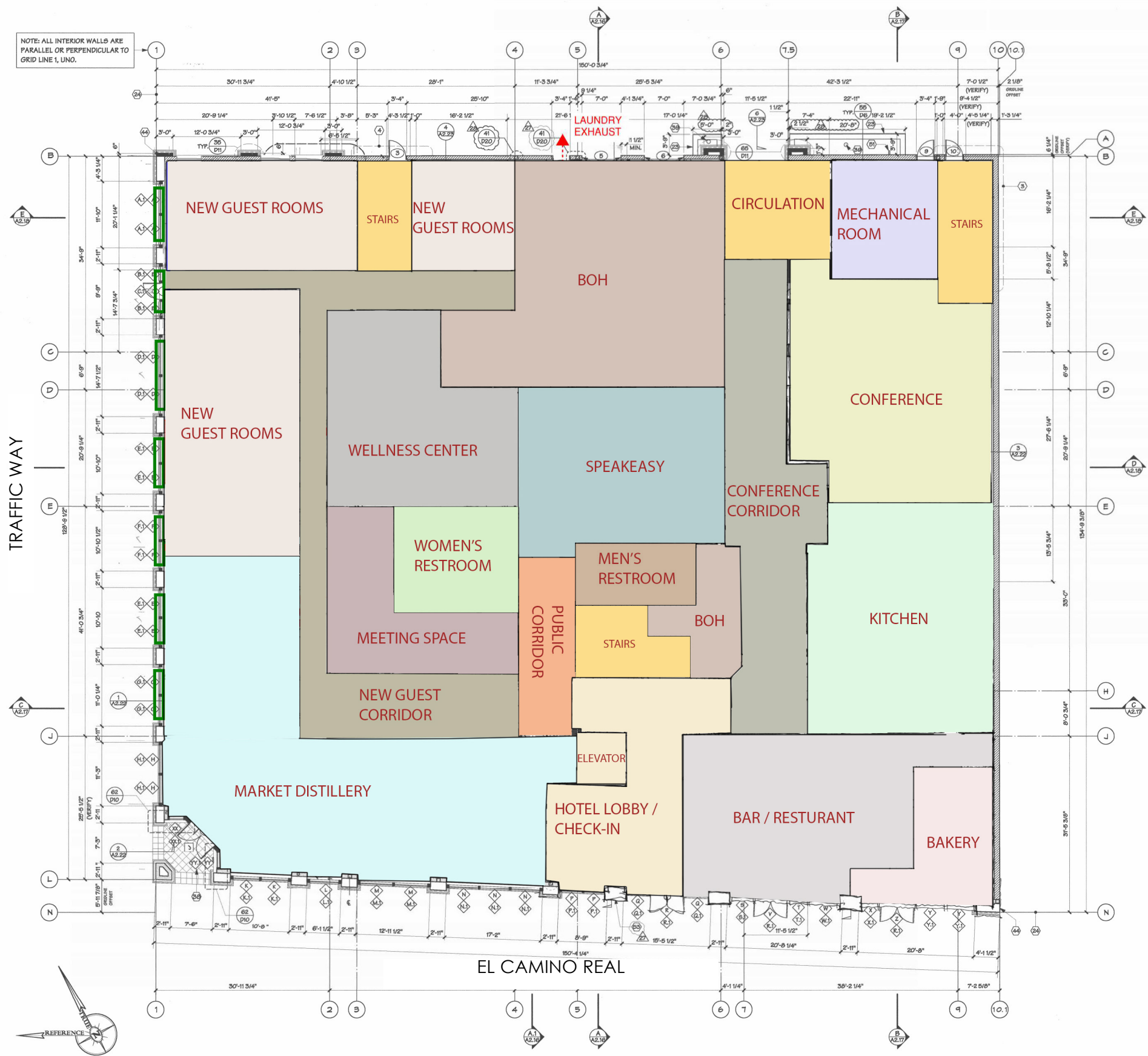






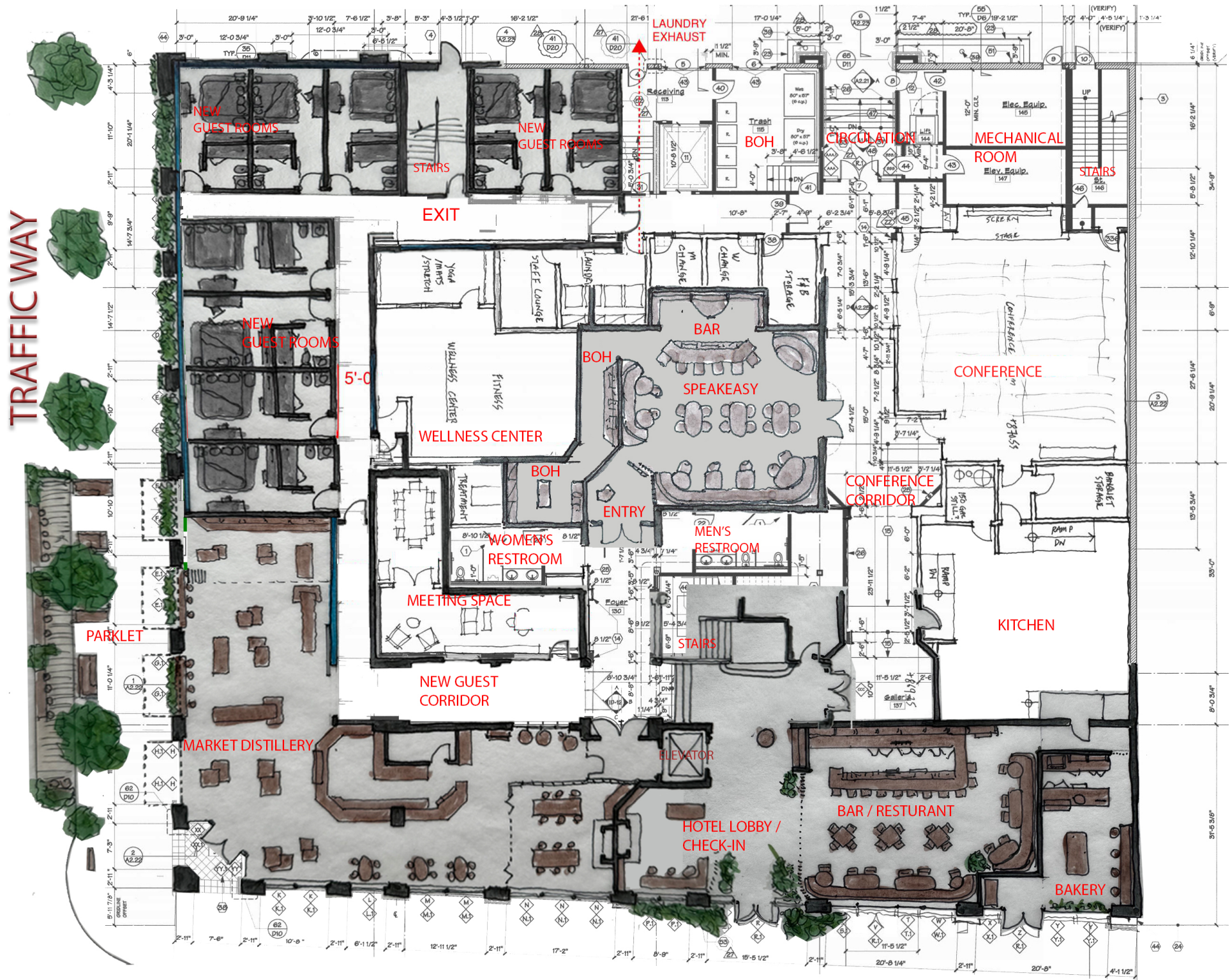


## GROUND FLOOR KEY PLAN





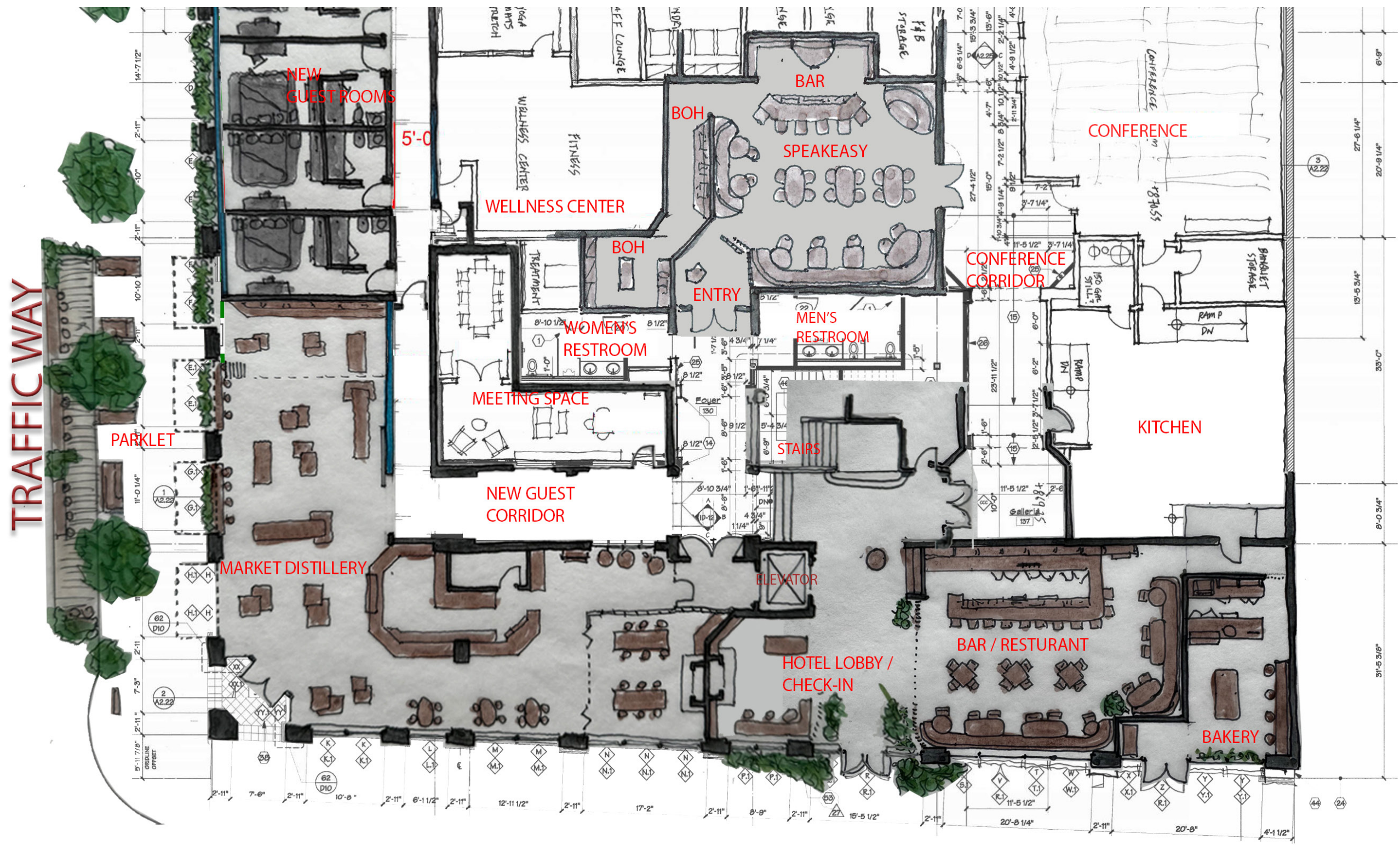
# GROUND FLOOR OVERALL FLOOR PLAN



EL CAMINO REAL



# GROUND FLOOR F&B FLOOR PLAN



EL CAMINO REAL



ATASCADERO MARKET  
CRAFT YOUR OWN EXPERIENCE

Traditional food shopping outlets such as **farmer’s markets**, **corner stores**, **supermarkets**, and **local delis** have laid the foundation for the next generation of food halls, third spaces, and gathering places, which have modernized the way we buy, interact with, and enjoy food and beverage. Based on our experience and study of both old and new market concepts, the core values of fresh, local, convenient, and familiar define a successful operation. Not only are guests constantly seeking convenient and fresh experiences, nourishment that is good for them (and sometimes indulgent), but also spaces that have ties to the local community and satisfy a craving for familiar service.

The Market concept is inspired by the personal relationship and emotional connection that people have with food. It is an agile concept that can constantly evolve to meet the ever-changing needs of guests, yet rooted in personal service and the ability to craft one’s own experience which today’s guests are craving. This market concept is a hybrid between food shopping and a full-service dining experience. It acts as the kitchen in your home away from home with the added luxury of a personal chef selecting the ingredients and preparing your meal.



FARMER’S MARKET  
FOOD HALL



CORNER STORE  
LOCAL COFFEE SHOP



SUPERMARKET  
FRESH SUPERMARKET



LOCAL DELI  
CHARTCUTERIE HALL



# PUBLIC MARKET + MARKET SPACES INSPIRATION

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## PUBLIC MARKET

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<https://slopublicmarket.com/>  
<https://www.pasomarketwalk.com/>

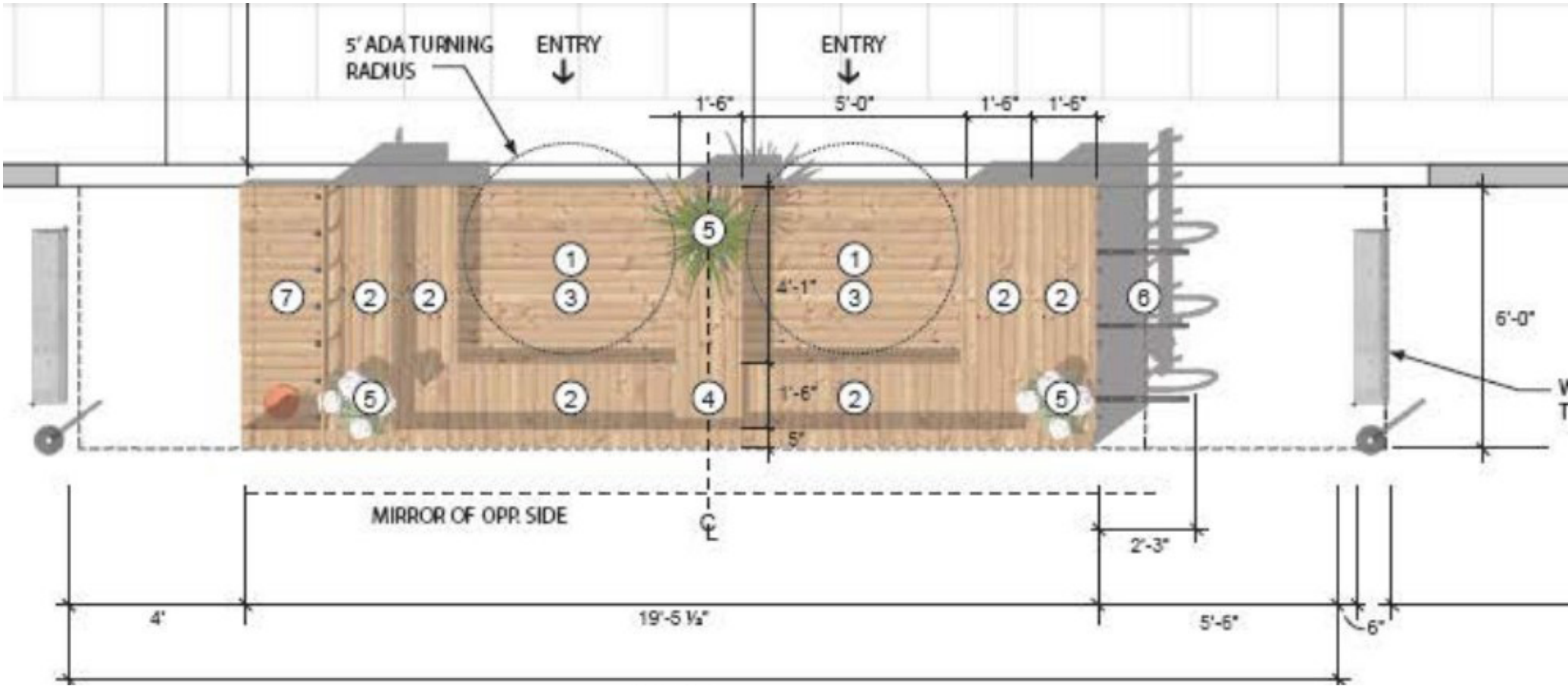


## MAKERS SPACES

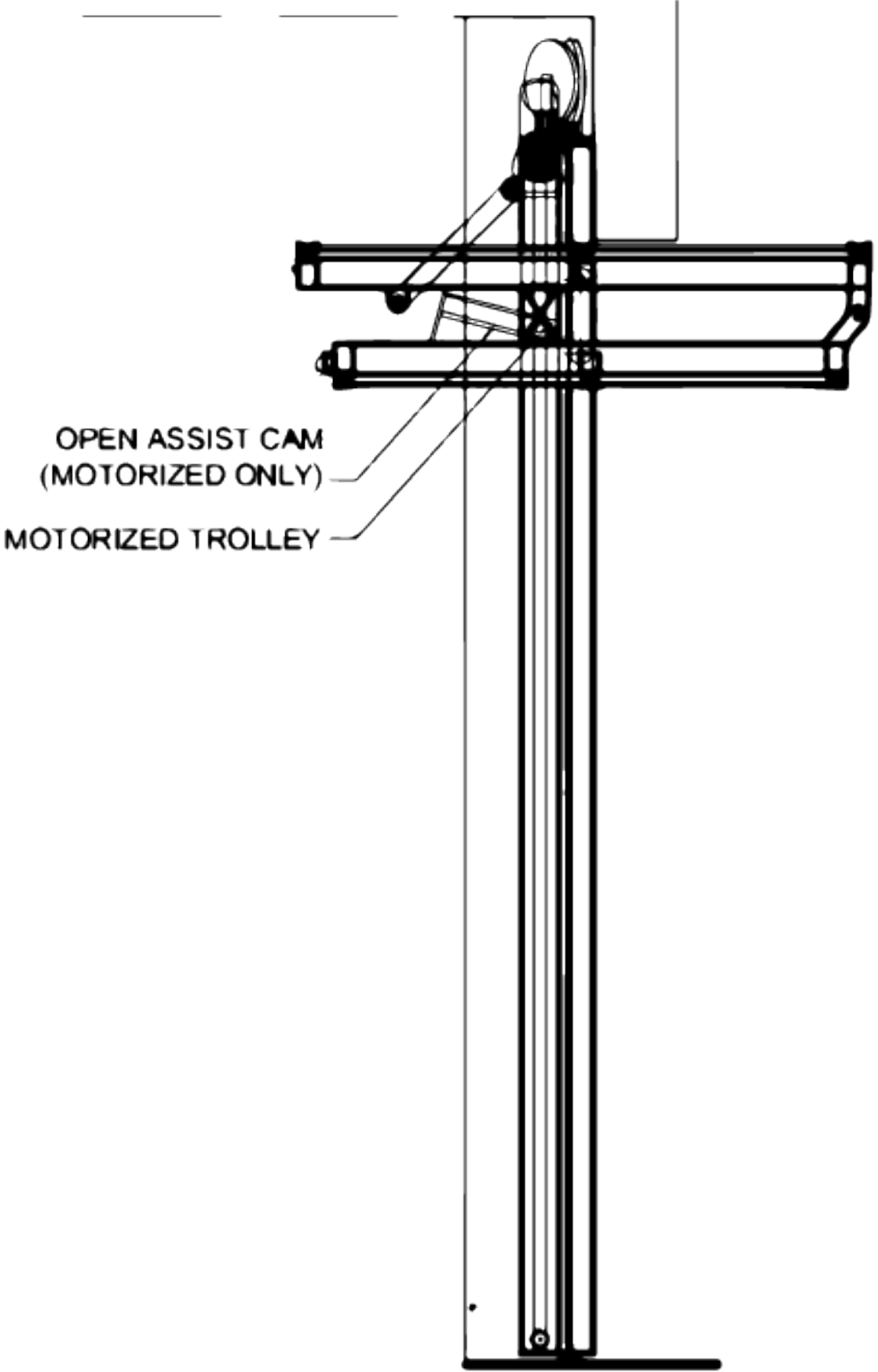
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SLOcally Made: <https://slocally-made.com/>  
Morro Made: [https://www.instagram.com/morro\\_made/](https://www.instagram.com/morro_made/)  
Paso Robles General Store: <https://www.generalstorepr.com/>  
Makeshift Muse: <https://www.themakeshiftmuse.com/>  
SLO Makers Space <https://www.slomakerspace.com/>













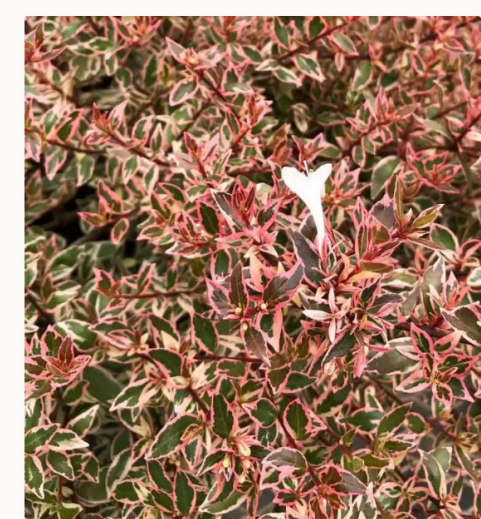












Abelia  
**‘Pink’ Suntastic™**  
*Abelia Hybrid ‘Pink’ PPAF*  
New and improved Abelia! These super easy shrubs stay nice and compact, requiring much less work to keep in shape than others. Bright foliage colors add color to low-water gardens.

**Sunset Zones**  
4–24, 28–35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-10°F to 0°F USDA zones 6–10  
This plant is suitable for your USDA Zone 9a  
[Not Your USDA Zone? Click here to change.](#)



Butterfly Bush  
**Magenta Butterfly Towers™**  
*Buddleia davidii ‘Tobud1305’*  
This unique new Buddleia is a vertical growing butterfly magnet. A tower of eye-catching magenta or crisp white blooms in summer, Butterfly Towers is ideal for hedges or screens or as an easy-care garden accent. Both varieties thrive in USDA Zones 5a – 9b, full sun to part shade. Maturing 4–5' high by 2–3' wide, Butterfly Towers produces copious blooms year after year that can be enjoyed outdoors in spring through summer, or taken indoors in stunning cut flower arrangements.

**Sunset Zones**  
4–24, 28–35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-20°F to -10°F USDA zones 5–10



Lagerstroemia  
**Delta Flame™**  
*Lagerstroemia indica ‘Delec’*  
Delta Flame has the perfect combination of dark burgundy foliage and reblooming red blooms. This small tree or hedge (8-12') is an excellent low-water choice. Foliage color does not fade in the hot summer sun. Deciduous.

**Sunset Zones**  
7–10, 12–14, 18–21  
[Find Your Sunset Zone →](#)

**USDA Zones**  
0°F to 10°F USDA zones 7–10  
This plant is suitable for your USDA Zone 8a  
[Not Your USDA Zone? Click here to change.](#)



Abelia  
**‘Radiance’ Suntastic™**  
*Abelia Hybrid ‘Radiance’ PP21929*  
This beautiful variegated abelia holds its green with creamy white foliage year round. White flowers attract pollinators. Deer resistant.

**Sunset Zones**  
3 (with protection) 4–24, 28–35  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-10°F to 0°F USDA zones 6–10



Mahonia  
**‘Marvel’**  
*Mahonia x media ‘Marvel’ PP27425*  
Mahonia media are fabulously tough landscape plants, but most get too large for smaller spaces. ‘Marvel’ keeps its flower power, but on a more compact, and less prickly plant. Large flower clusters in fall and winter are followed by dark blue berries. Winter foliage color when temperatures fall below 28°F.

**Sunset Zones**  
4-9, 14-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-5°F to 0°F USDA zones 6B–9



Camellia  
**White Shi-Shi™ October Magic®**  
*Camellia sasanqua ‘Green 02-004’ PP27553*  
Similar to Shi-Shi Gashira, White Shi-Shi has a low growing spreading habit, perfect for foundation plantings and tighter spaces. Porcelain white, fully double flowers from fall through January.

**Sunset Zones**  
4–9, 12, 14–24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
0°F to 10°F USDA zones 7–10



Berberis  
**‘Orange Rocket’**  
*Berberis thunbergii ‘Orange Rocket’ PP18411*  
This award-winning barberry sports a unique color combination for an easy-care shrub. New spring foliage starts out a vibrant coral and ages to ruby red last into fall. Useful as a vertical element in borders, landscapes, or containers.

**Sunset Zones**  
2B, 3-24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-20°F to -10°F USDA zones 5–10  
This plant is suitable for your USDA Zone 7b  
[Not Your USDA Zone? Click here to change.](#)




Podocarpus  
**Roman Candle®**  
*Podocarpus macrophyllus ‘Miu’ PP28582*  
Roman Candle is a unique, slower-growing Podocarpus, with a pale green to white new growth. This upright grower has a narrow footprint and makes a fabulous container plant.

**Sunset Zones**  
4–9, 12–24  
[Find Your Sunset Zone →](#)

**USDA Zones**  
0°F to 10°F USDA zones 7–11



Buxus  
**Lucky Charm®**  
*Buxus microphylla ‘BHGC01’ PP30890*  
Find luck in your garden with easy-care versatile plants like this one! Lucky Charm has a compact, rounded habit with small, dark green, elongated foliage. It grows slowly and stays small; plus, it performs well in shade.

**Sunset Zones**  
3B, 4–26  
[Find Your Sunset Zone →](#)

**USDA Zones**  
-20°F to -10°F USDA zones 5–9

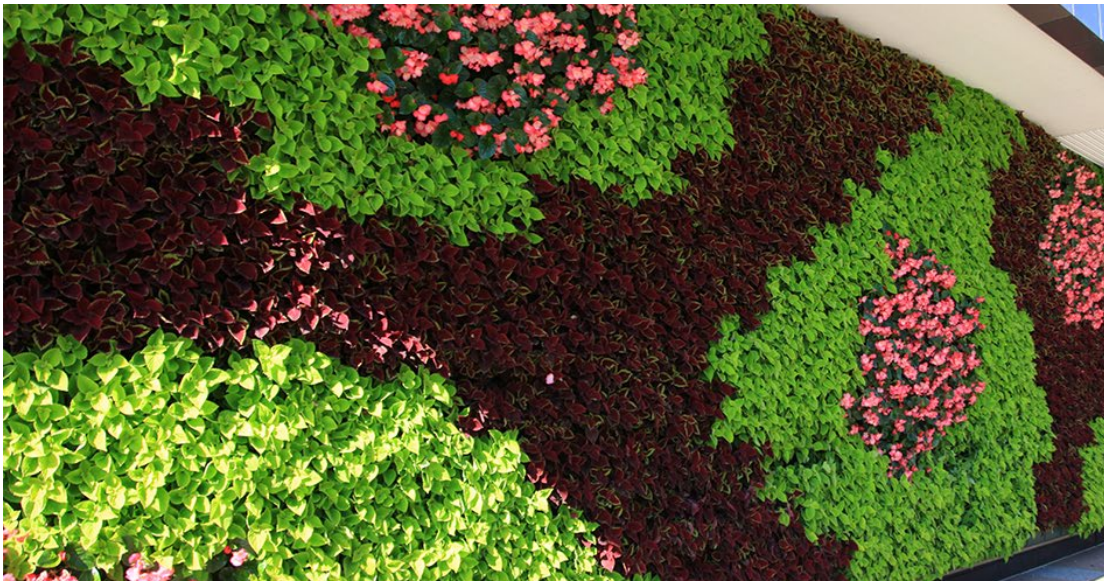


EXTERIOR FAÇADE PLANTING INSPIRATION





EXTERIOR FAÇADE GREEN WALL ART INSPIRATION







ATASCADERO, CA / THE CARLTON HOTEL



CONCEPT / ROSEBERNARD



## GUEST ROOM OVERALL FLOOR PLAN













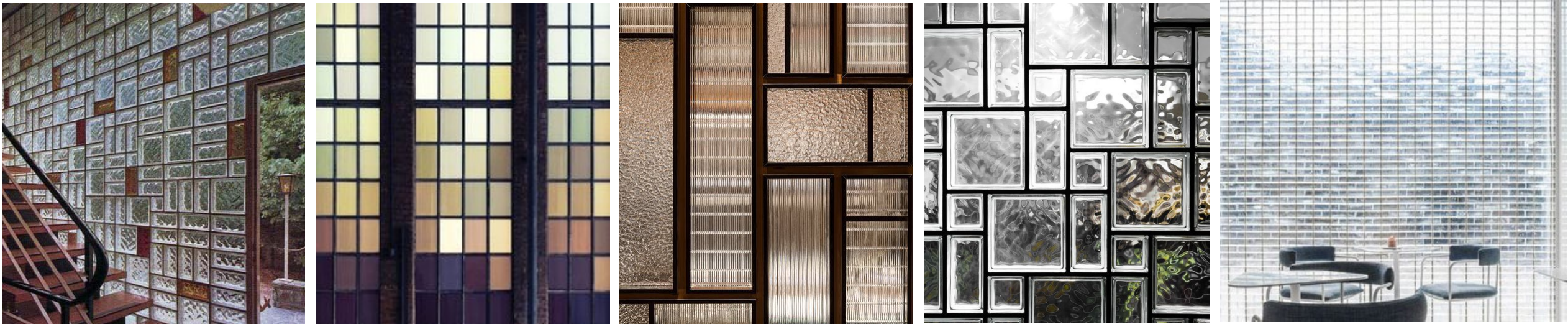
INTERIOR FAÇADE INSPIRATION







Pierre Chareau Maison de Verre 1928





# GROUND FLOOR GUEST ROOMS MARKET RESEARCH



HOTEL VIRGINIA TAPESTRY BY HILTON,  
SANTA BARBARA



MARRIOTT FISHERMANS WHARE, SAN FRANCISCO, CA



VINLAND HOTEL & LOUNGE, SOLVANG, CA





THANK YOU!

