



# MILPITAS PLANNING COMMISSION AGENDA REPORT

**PRESENTATION**

Meeting Date: April 22, 2009

**APPLICATION:** **PRE-APPLICATION NO. P-PP09-0002: SERRA CENTER REDEVELOPMENT PROPOSAL**

APPLICATION SUMMARY:

Preliminary application for a proposed mixed-use development totaling 813,468 square feet on an approximately 16-acre site at 200 Serra Way.

LOCATION:

200 Serra Way (APN: 86-07-045, 021-044)

APPLICANT:

200 Serra Way LLC, 380 N. First Street, San Jose, 95112

OWNER:

Same as applicant

**RECOMMENDATION:**

**Staff recommends that the Planning Commission:**

- 1. Receive presentation and provide comments on the preliminary design concept.**

PROJECT DATA:

General Plan/

Zoning Designation:

General Commercial/ General Commercial (C2)

Specific Plan:

Midtown Specific Plan

Overlays:

Office Overlay (-OO) and Site and Architectural Overlay (-S)

CEQA Determination:

None at this time, however, it is anticipated that an Environmental Impact Report (EIR) will be prepared.

PLANNER:

Derek Farmer, Senior Planner

ATTACHMENTS:

- A. Design Narrative from Project Architect
- B. Preliminary Plan Set, Color, Size 11" x 17"

## **BACKGROUND**

200 Serra Center LLC, submitted a Preliminary Application on March 26, 2009 to the Planning Division with plans to redevelop the Serra Center. The Preliminary Application process is made available for projects to receive comments from the City early in the design phase, typically before plans are fully developed. Usually this process is handled by staff. However, this project is very significant given its size and location at a major gateway to the City and therefore merits an early review by the Planning Commission. The plans submitted with the Preliminary Application have been included in the agenda packet and the applicant will be making a presentation on these early concepts at the Planning Commission meeting. The City Council Transportation and Land Use Subcommittee received a similar presentation at their April 6<sup>th</sup> meeting and the City Council is tentatively scheduled to have a presentation made at their May 5<sup>th</sup> meeting. A community meeting is also tentatively planned for later in May. Public noticing will occur when the exact date, time and location have been determined.

## **PROJECT DESCRIPTION**

The site includes several parcels totaling 16.2 acres and is generally bound by Calaveras Boulevard and Serra Way on the north, South Abel Street on the east, Junipero Way on the south, and the current Travelodge site on the west.

The proposed redevelopment would consist of a number of buildings containing both retail and office uses, one building containing a 168-room hotel, a multi-story parking garage, and 45 residential units. The square-footage breakdown of these uses is outlined in Table 1 below:

**Table 1**  
**Use and Square Footage**

<b>Use</b>	<b>Square Footage, units or rooms</b>
Retail	277,061
Restaurants	58,404
Office	235,949
Hotels	183,000 (291 rooms, including Days Inn)
Residential	59,040 (45 units)
<b>Total</b>	<b>813,468</b>

Based on the preliminary submittal, it is anticipated that changes to the General Plan, Midtown Specific Plan and Zoning Map will be required. These specifically would include a General Plan Amendment and Zone change from General Commercial to Mixed Use to allow for the variety and density of uses proposed, and an amendment to the Office Overlay zone to incorporate the entire site to allow for the Class “A” office uses proposed. Currently, the Office Overlay covers only a portion of the site. Additional land use entitlements could be required as the formal application is submitted.

In addition, in accordance with the California Environmental Quality Act (CEQA), it is expected that an Environmental Impact Report will be prepared to identify the environmental impacts of

this proposal once the preliminary review process has been concluded and the conceptual design of the proposal has been defined to the satisfaction of the City.

**RECOMMENDATION**

**STAFF RECOMMENDS THAT** the Planning Commission receive presentation and provide comments on the preliminary design concept.

*Attachments:*

- A. Design Narrative from Project Architect
- B. Preliminary Plan Set, Color, Size 11" x 17"

## MEMORANDUM

Date: March 26, 2009

To: Derek Farmer  
**CITY OF MILPITAS**

From: Kirk Ellis, Director of Design Administration/Associate  
**PERKOWITZ+RUTH ARCHITECTS**

Project: **SERRA CENTER** Project No.: 08-249

Re: **SERRA CENTER DESIGN BRIEF** File No.: 2.1

Milpitas is a city that possesses the benefits of regional attention for its Silicon Valley corporations while at the same time maintaining its town center. The Serra Center mixed-use project is positioned to bridge both aspects of Milpitas, literally and figuratively. The location of the project is within the Milpitas Midtown Specific Plan and thus a part of the City's vision for enlivening the core by incorporating a Gateway Office zoning overlay district. By presenting a progressively designed façade of varying heights to Calaveras Boulevard, Serra Center will fulfill the "Gateway" characteristic of the General Plan. The landmark feature along this high traffic corridor will be the office building "prow" reflecting the sunset for all along Calaveras to appreciate.

The land plan's rational and efficient site allows vehicles to move directly to a central parking structure, thus leaving "Main Street" as the primary domain of pedestrians. This "Main Street" runs longitudinally from Abbott to Abel creating 4-sided blocks of two-story retail – all oriented to walkable streets. A mid-rise hotel anchors the western edge, consistent with the character of the corporate campuses across I-880. At the eastern edge, a neighborhood specialty market brings the mass of the project down to neighborhood scale. The four main lifestyle retail blocks fronting Calaveras and "Main Street" are uniquely designed to maintain building code requirements for exiting while providing storefronts at ground level and glazing into each retail space at the second level. The project will orient to the street, showing all of the activity, lighting and display of the shops and restaurants.

Following the City's General Plan, the upper floors of the central blocks will incorporate two floors of office space above the retail, rising to six-stories at the "prow". The office will be accessed from street level lobbies with elevators that also connect to skywalks from the central parking structure at the upper retail level. This intentional connection and overlap of access paths will engage all users of the center. One of the many highlights of the project will be a 40,000 square foot signature restaurant with a large amount of private dining over 2 floors facing to the northeast corner of the site. Careful design has accommodated fire and service access without diminishing the pedestrian experience.

Whereas the main blocks of the Serra Center create a walkable mixed-use experience, we realize the importance of transitioning the project thoughtfully to the existing neighborhood to the south. The Serra Center side of Junipero will provide 3-story residential units fronting to the street. Parking for these units will be behind the structures creating a buffer to the project. In this way Serra Center will complete Junipero with like-kind residential, focusing the activity of the mixed-use area to Calaveras.

The massing of the project varies, creating dominant and subservient pieces. Likewise, the aesthetic of the elevations will have an overarching progressive/contemporary approach while highlighting several facades within each building resulting in a rhythmic composition. With this unique location, the design intent for the project is to provide services and entertainment to its surrounding residents, while at the same time present a vision of the City that is uniquely Milpitas. The combination of activities and uses throughout the well-integrated site will achieve the goals of the Specific Plan and provide a commercial development that will compliment the City.

H:\2008proj\08\_249 Serra Way, Milpitas\Documentation\2\_Communication\09\_0326 design brief.doc

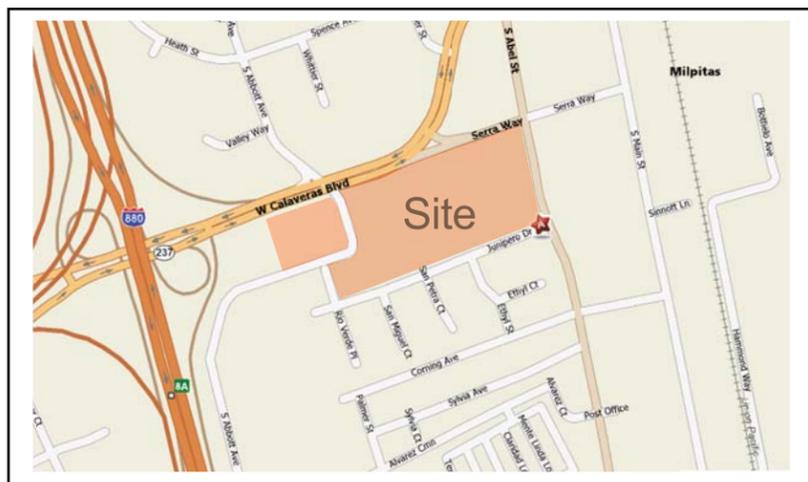




AERIAL VIEW LOOKING WEST BY SOUTHWEST

## SHEET INDEX

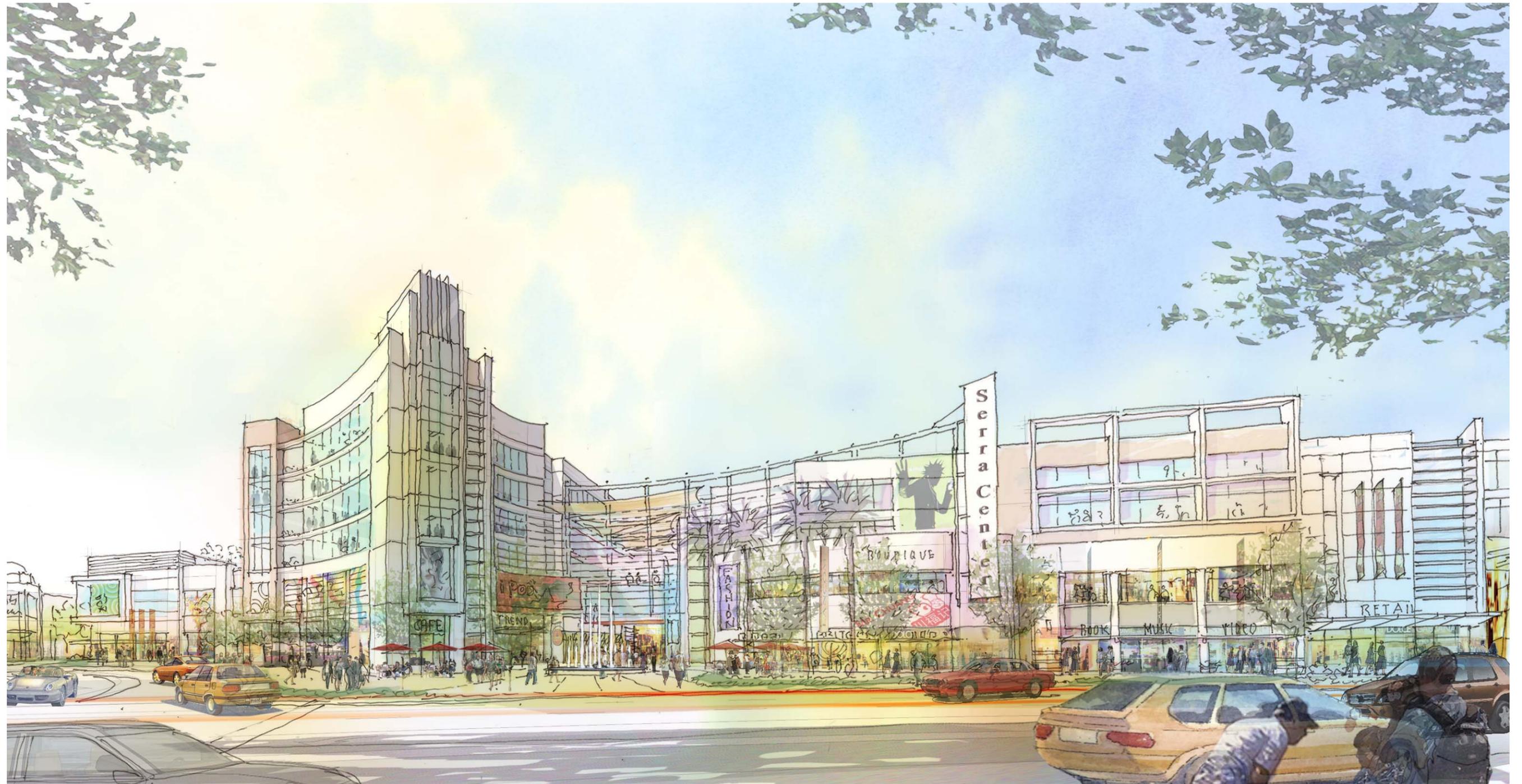
00 COVER SHEET	07 CONCEPTUAL VIGNETTE - MAIN STREET
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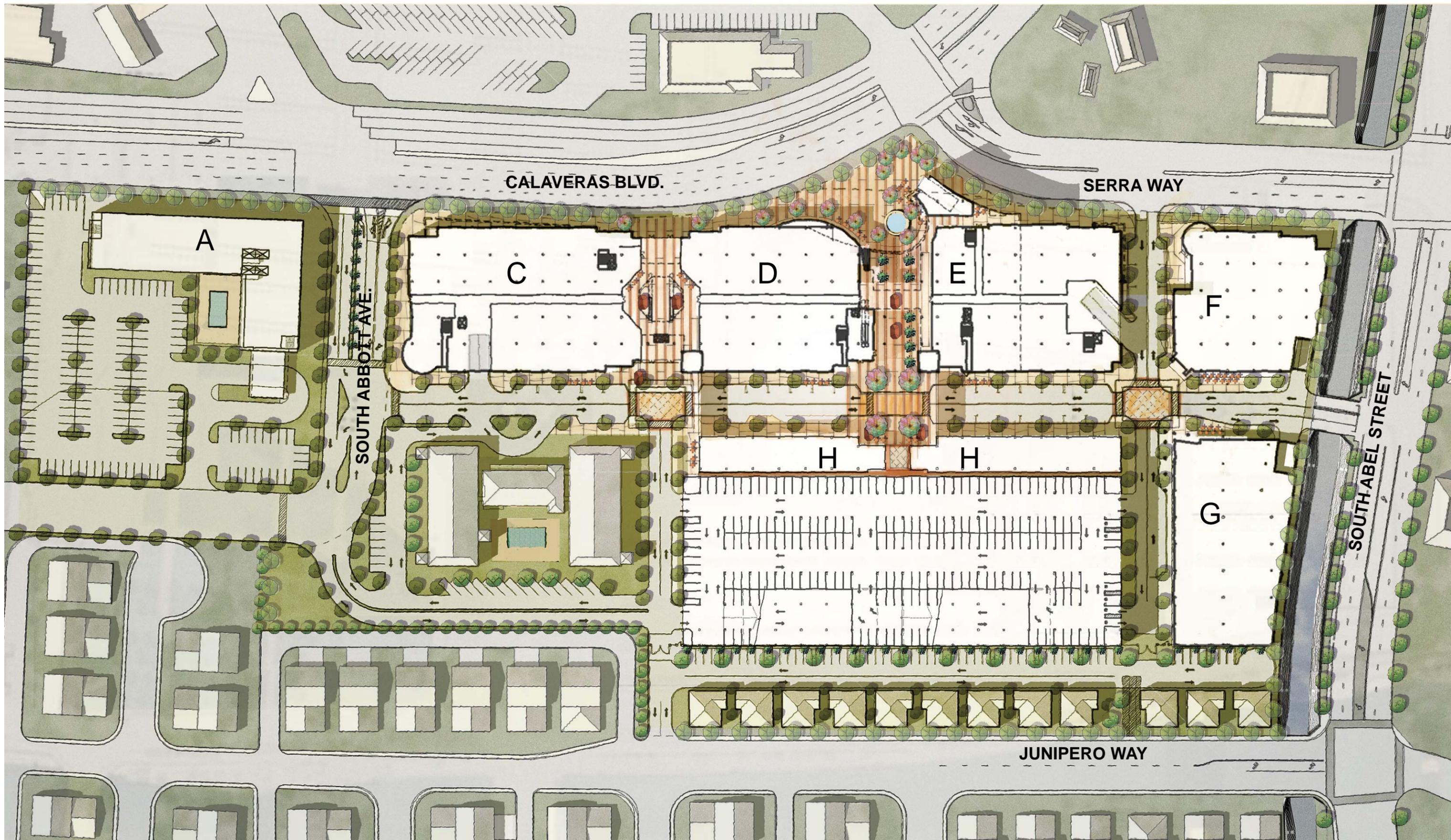


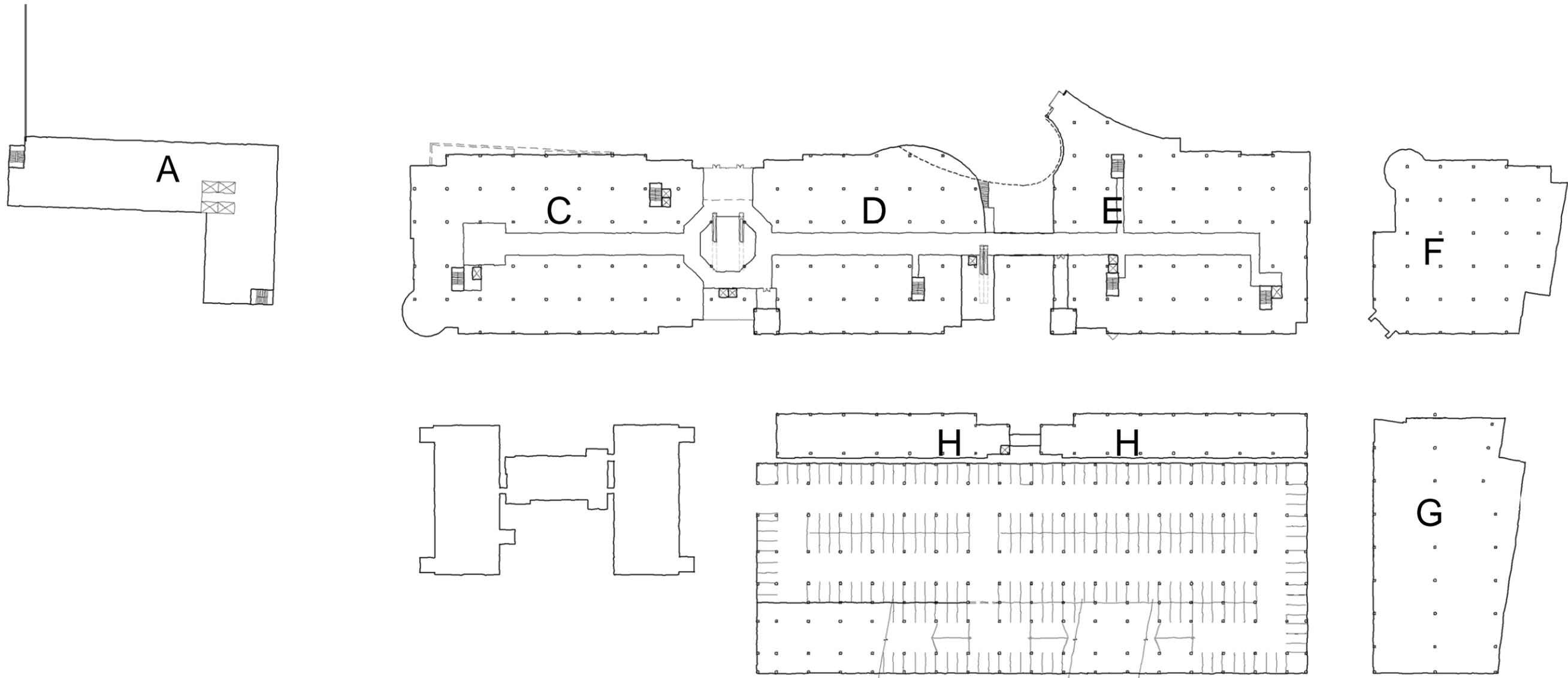
VICINITY MAP

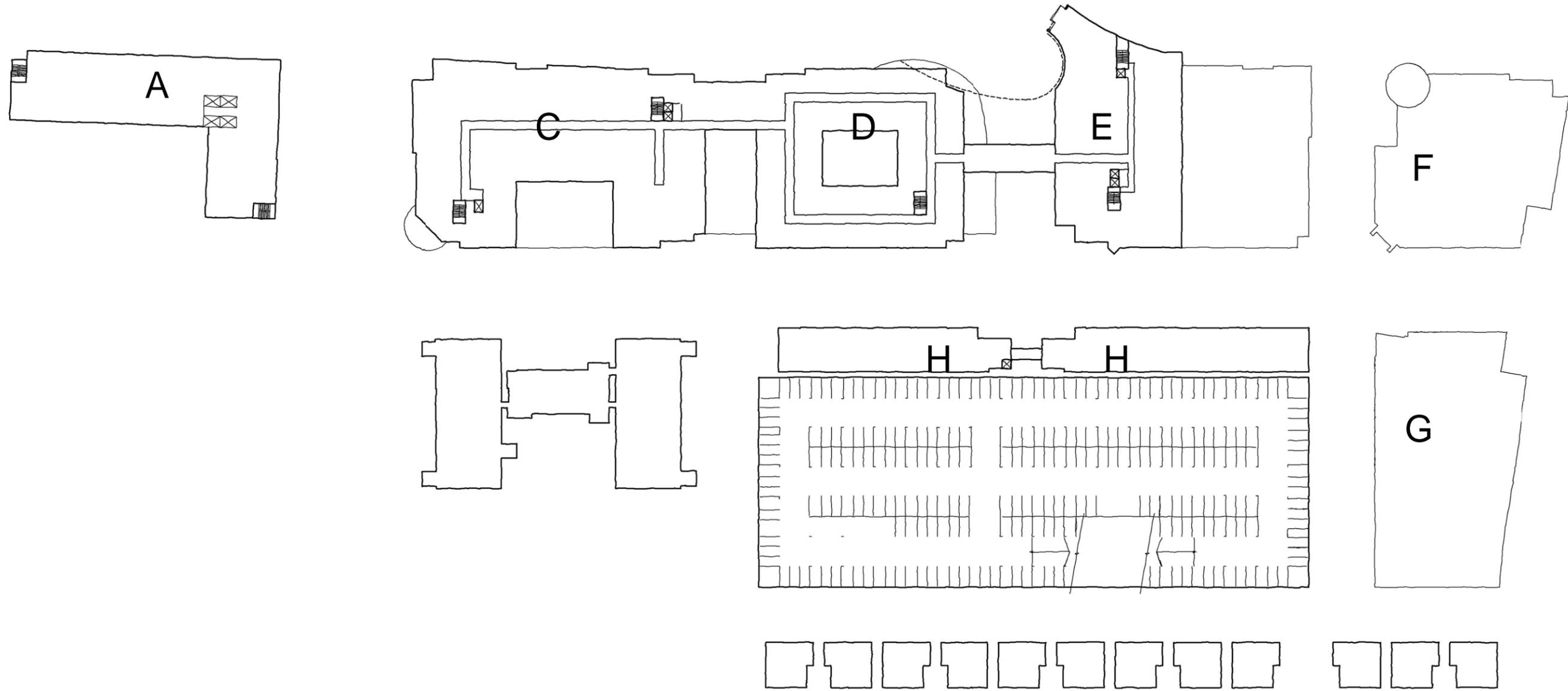


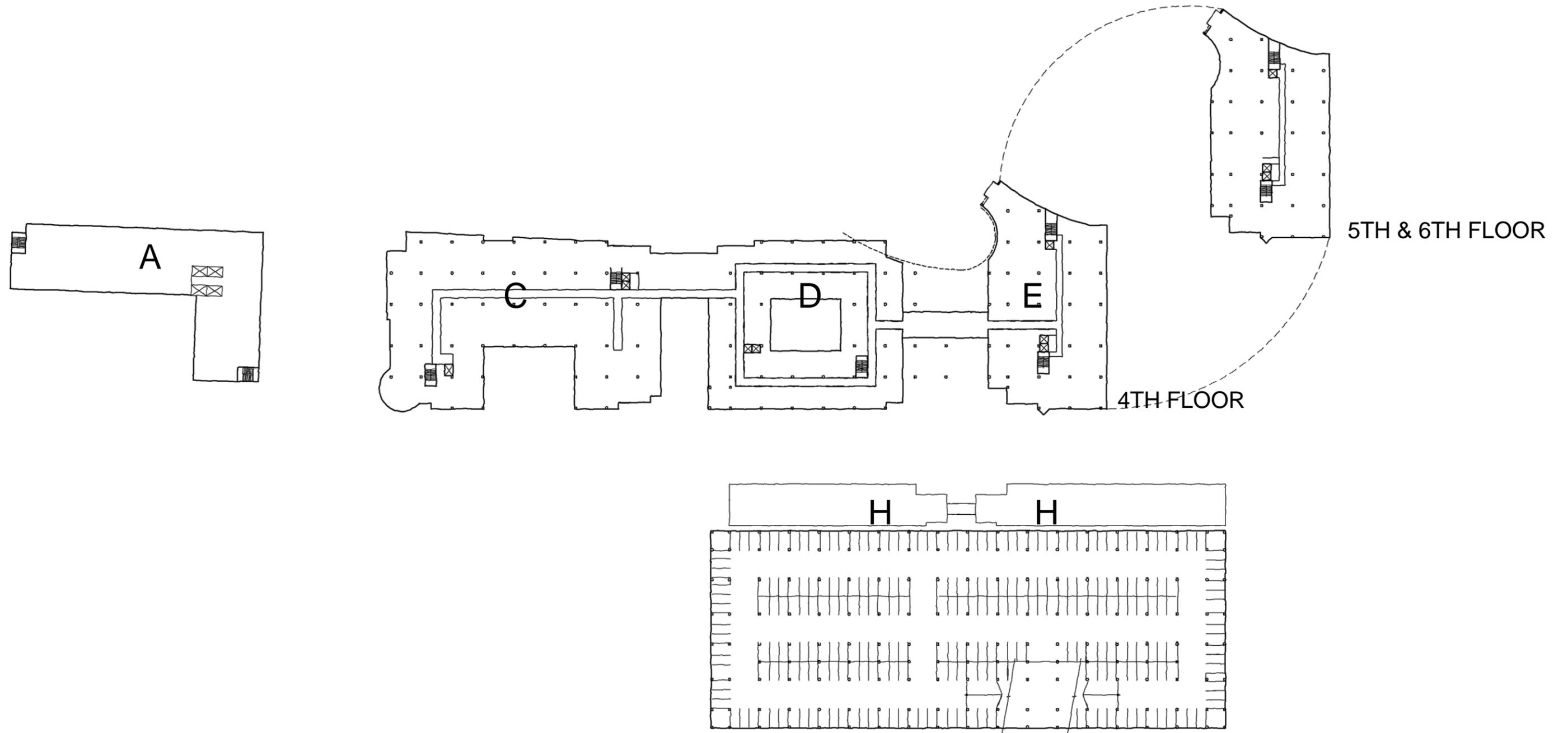
SITE  
NTS





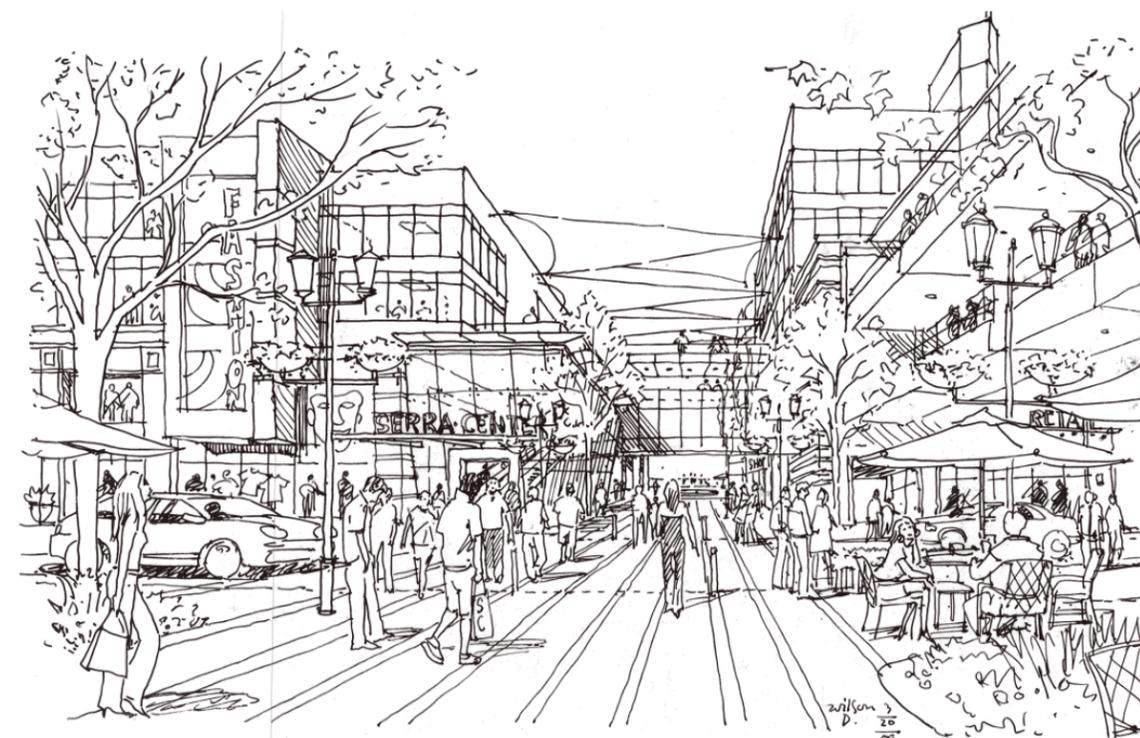




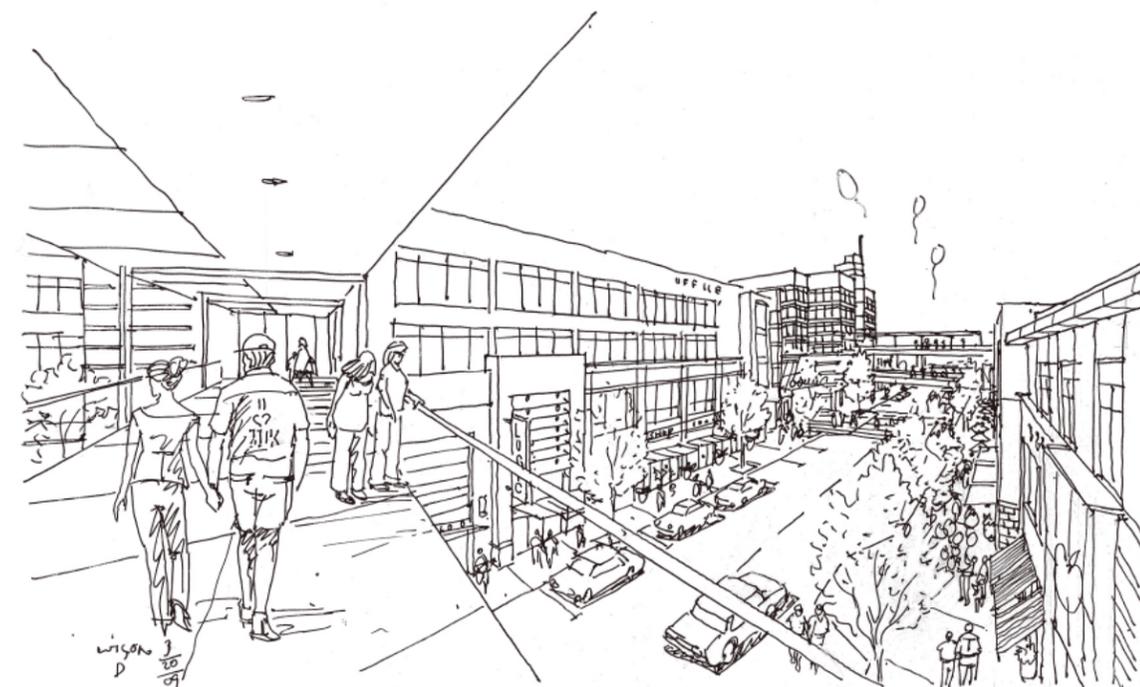




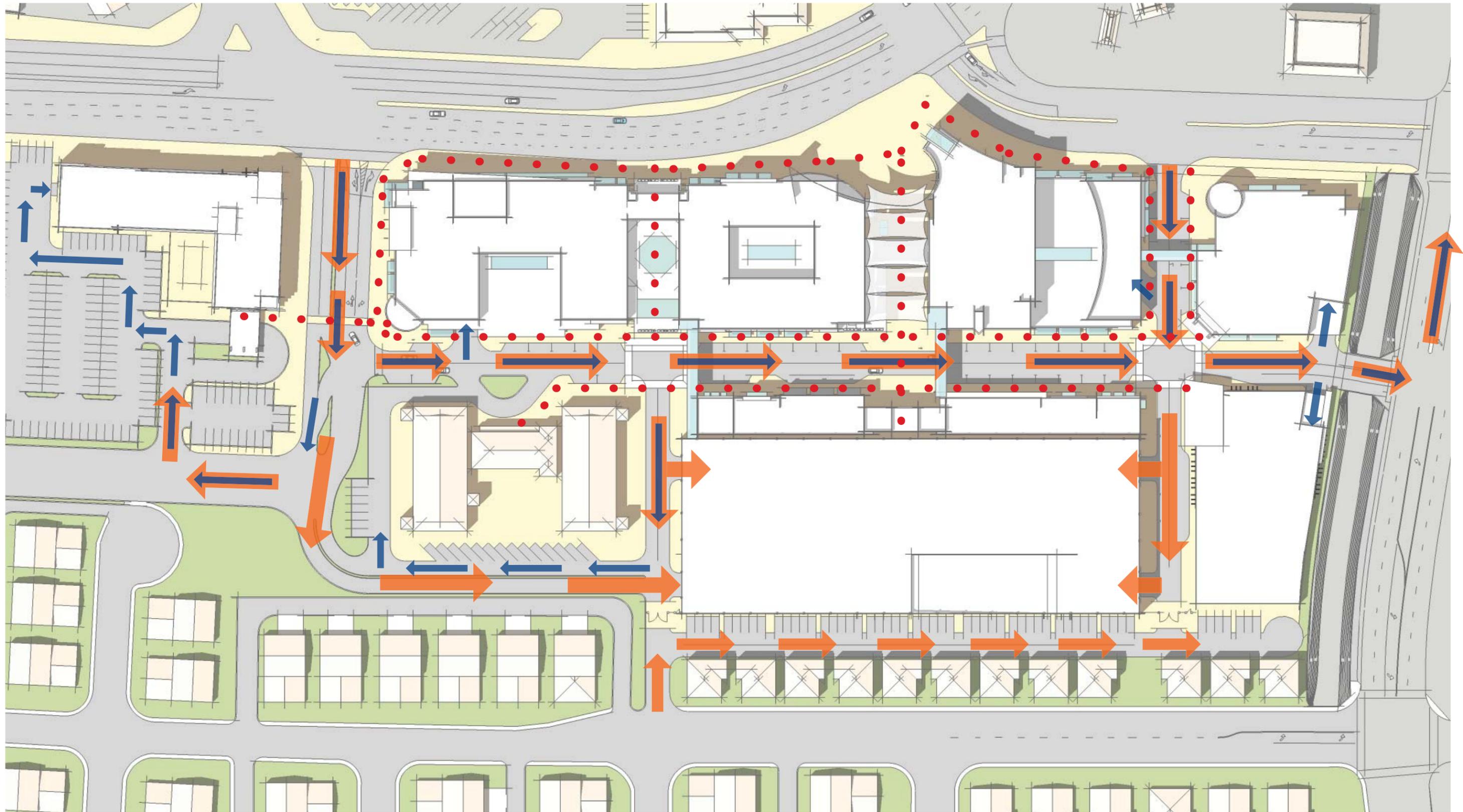
VIEW FROM MAIN STREET

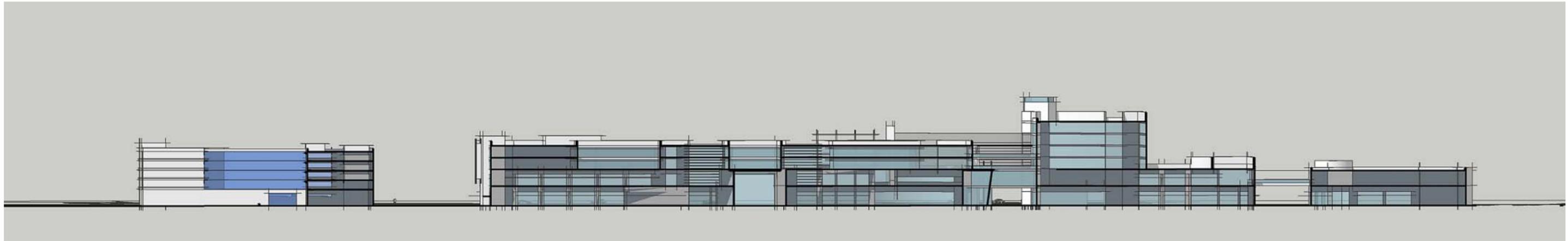


PASEO SKETCH



VIEW FROM BRIDGE

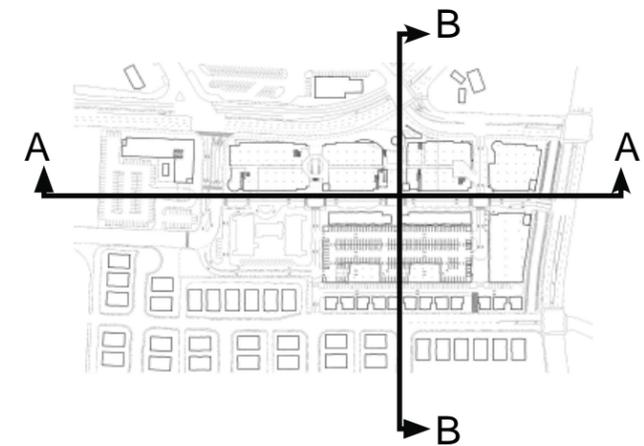




SECTION A-A



SECTION B-B





CALAVERAS



HOTEL



“MAIN” STREET



MARKET

**GROSS FLOOR AREA PER BUILDING**

BUILDING	Residential	Retail	Restaurant	Take Out Rest.	Office	Hotel	TOTAL	
A						102,000 s.f.	102,000 s.f.	
C		79,118 s.f.	4,395 s.f.	4,395 s.f.	65,574 s.f.		153,483 s.f.	
D		69,226 s.f.	3,846 s.f.	3,846 s.f.	58,956 s.f.		135,874 s.f.	
E		73,667 s.f.	4,093 s.f.	4,093 s.f.	77,419 s.f.		159,271 s.f.	
F		11,250 s.f.	33,750 s.f.	s.f.			45,000 s.f.	
G		26,400 s.f.					26,400 s.f.	
H		17,400 s.f.			34,000 s.f.		51,400 s.f.	
J						81,000 s.f.	81,000 s.f.	
K	59,040 s.f.						59,040 s.f.	
<b>SUBTTL G.F.A.</b>	<b>59,040 s.f.</b>	<b>277,061 s.f.</b>	<b>46,084 s.f.</b>	<b>12,334 s.f.</b>	<b>235,949 s.f.</b>	<b>183,000 s.f.</b>	<b>TOTAL: 813,468 s.f.</b>	
<b>SITE AREA:</b>	<b>714,384 s.f.</b>						<b>F.A.R. :</b>	<b>1.14</b>

**PRELIMINARY PARKING REQUIREMENTS**

**REQUIRED PARKING BY BUILDING USE**

BUILDING USE	LEASABLE FLOOR AREA	PARKING RATIO PER MIDTOWN PLAN	STALLS REQ'D.
<b>Retail</b>	(gross factor) 80% 221,649 s.f.	1 stall per 200 n.s.f.	1108 stalls
<b>Restaurant</b>	(dining area) 55% 25,346 s.f.	1 stall per 39 n.s.f.	650 stalls
<b>Take Out Rest.</b>	(dining area) 70% 8,634 s.f.	1 stall per 2.5 seats	222 stalls
<b>Office</b>	(gross factor) 100% 235,949 s.f.	3.3 stall per 1000 n.s.f.	779 stalls
<b>Hotel</b>	291 keys	1 stall per 1 key	291 stalls
<b>Residential</b>	studio DU 10 DU	1 stalls : DU	10 stalls
	1-bed DU 25 DU	1.5 stalls : DU	38 stalls
	2-bed DU 10 DU	2 stalls : DU	20 stalls
<b>PARKING REQUIRED PER ZONING &amp; MIDTOWN PLAN</b>			<b>3,117 stalls</b>

**SHARED PARKING FOR NON-RESIDENTIAL MIXED-USE**

**NON-RESIDENTIAL PARKING PER BASE PARKING RATIOS**

	RETAIL	RESTAURANT	TAKE OUT	OFFICE	HOTEL
STALLS	1108	650	222	779	291

**WEEKDAY NON-RESIDENTIAL SHARED PARKING PER U.L.I.**

	RETAIL		RESTAURANT		TAKE OUT		OFFICE		HOTEL		TOTAL
	factor	stalls	factor	stalls	factor	stalls	factor	stalls	factor	stalls	
6 a.m.	1%	11	0%	0	5%	11	3%	23	95%	276	322
7 a.m.	5%	55	0%	0	10%	22	30%	234	90%	262	573
8 a.m.	15%	166	0%	0	20%	44	75%	584	80%	233	1027
9 a.m.	30%	332	0%	0	30%	66	95%	740	70%	204	1342
10 a.m.	55%	610	15%	97	55%	122	100%	779	60%	175	1782
11 a.m.	75%	831	40%	260	85%	188	100%	779	60%	175	2233
12 p.m.	90%	997	75%	487	100%	222	90%	701	55%	160	2567
1 p.m.	100%	1108	75%	487	100%	222	90%	701	55%	160	2678
2 p.m.	95%	1053	65%	422	90%	199	100%	779	60%	175	2628
3 p.m.	90%	997	40%	260	60%	133	100%	779	60%	175	2344
4 p.m.	90%	997	50%	325	55%	122	90%	701	65%	189	2334
5 p.m.	95%	1053	75%	487	60%	133	50%	389	70%	204	2266
6 p.m.	95%	1053	95%	617	85%	188	25%	195	75%	218	2272
7 p.m.	95%	1053	100%	650	80%	177	10%	78	75%	218	2176
8 p.m.	80%	887	100%	650	50%	111	7%	55	80%	233	1935
9 p.m.	50%	554	100%	650	30%	66	3%	23	85%	247	1541
10 p.m.	30%	332	95%	617	20%	44	1%	8	95%	276	1278
11 p.m.	10%	111	75%	487	10%	22	0%	0	100%	291	911
12 p.m.	0%	0	25%	162	5%	11	0%	0	100%	291	465
<b>PEAK PERIOD</b>											<b>2678</b>

**WEEKEND NON-RESIDENTIAL SHARED PARKING PER U.L.I.**

	RETAIL		RESTAURANT		TAKE OUT		OFFICE		HOTEL		TOTAL
	factor	stalls	factor	stalls	factor	stalls	factor	stalls	factor	stalls	
6 a.m.	1%	11	0%	0	5%	11	0%	0	95%	276	299
7 a.m.	5%	55	0%	0	10%	22	20%	156	90%	262	495
8 a.m.	10%	111	0%	0	20%	44	60%	467	80%	233	855
9 a.m.	30%	332	0%	0	30%	66	80%	623	70%	204	1226
10 a.m.	50%	554	0%	0	55%	122	90%	701	60%	175	1551
11 a.m.	65%	720	15%	97	85%	188	100%	779	60%	175	1959
12 p.m.	80%	887	50%	325	100%	222	90%	701	55%	160	2294
1 p.m.	90%	997	55%	357	100%	222	80%	623	55%	160	2359
2 p.m.	100%	1108	45%	292	90%	199	60%	467	60%	175	2242
3 p.m.	100%	1108	45%	292	60%	133	40%	311	60%	175	2020
4 p.m.	95%	1053	45%	292	55%	122	20%	156	65%	189	1812
5 p.m.	90%	997	60%	390	60%	133	10%	78	70%	204	1802
6 p.m.	80%	887	90%	585	85%	188	5%	39	75%	218	1917
7 p.m.	75%	831	95%	617	80%	177	0%	0	75%	218	1844
8 p.m.	65%	720	100%	650	50%	111	0%	0	80%	233	1714
9 p.m.	50%	554	90%	585	30%	66	0%	0	85%	247	1453
10 p.m.	35%	388	90%	585	20%	44	0%	0	95%	276	1294
11 p.m.	15%	166	90%	585	10%	22	0%	0	100%	291	1064
12 p.m.	0%	0	50%	325	5%	11	0%	0	100%	291	627
<b>PEAK PERIOD</b>											<b>2359</b>

**MAXIMUM REQUIRED PARKING WITH SHARED PARKING FACTOR**

**2678**

**TOTAL NON-RESIDENTIAL PARKING PROVIDED**

Parking Structure	8 lvl.s	2,270 stalls
Surface parking		390 stalls
<b>PRELIMINARY PARKING COUNT</b>		<b>2,660 stalls</b>

(18) stalls over





