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 6th meeting and the City Council is tentatively scheduled to have a presentation made at their May 5th 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

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

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”

ATTACHMENT A

Perkowitz+Ruth
ARCHITECTS

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.

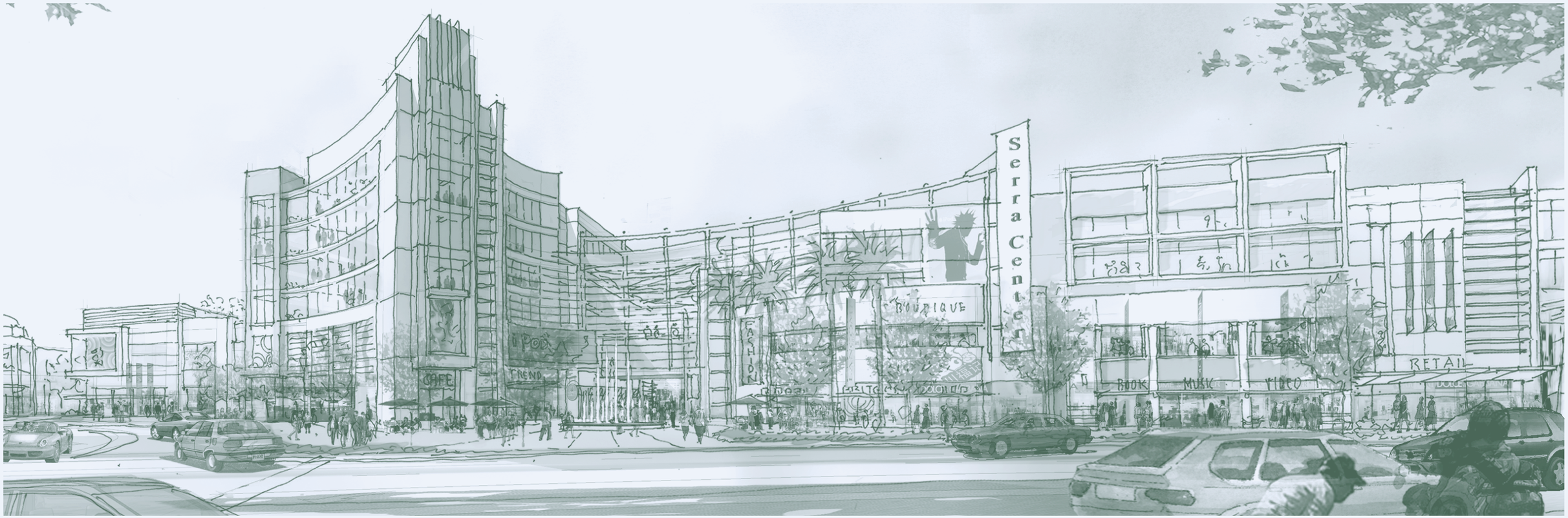
The land plan's rational and efficient site allows vehicles to move directly to a central parking structure, thus leaving "Main Street" as the primary domain of pedestrians. This "Main Street" runs longitudinally from Abbott to Abel creating 4-sided blocks of two-story retail – all oriented to walkable 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.

Regional Office: 600 Anton Boulevard, Costa Mesa, CA 92626, Phone (714) 850-3400
Corporate Office: 111 West Ocean Boulevard, 21st Floor, Long Beach, CA 90802, Phone (562) 628-8000
www.prarchitects.com



Perkowitz+Ruth
ARCHITECTS
Long Beach, CA [562]628.8000 www.prarchitects.com

SERRA CENTER MIXED USE DEVELOPMENT

Milpitas, California

Serra CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

08-249.10 March 25, 2009

AERIAL VIEW LOOKING WEST BY SOUTHWEST

SHEET INDEX

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05	3RD FLOOR PLAN	12	SOURCE IMAGES
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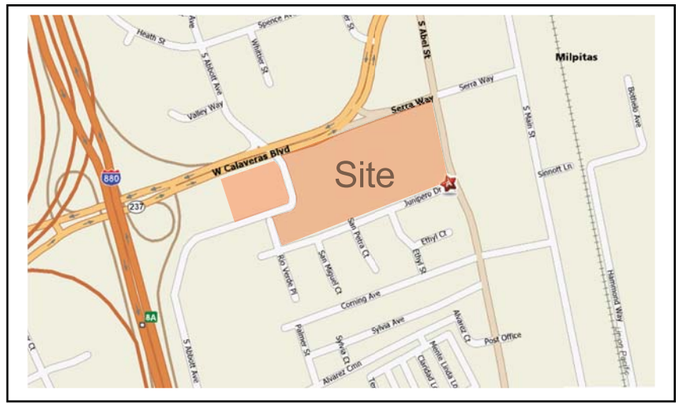
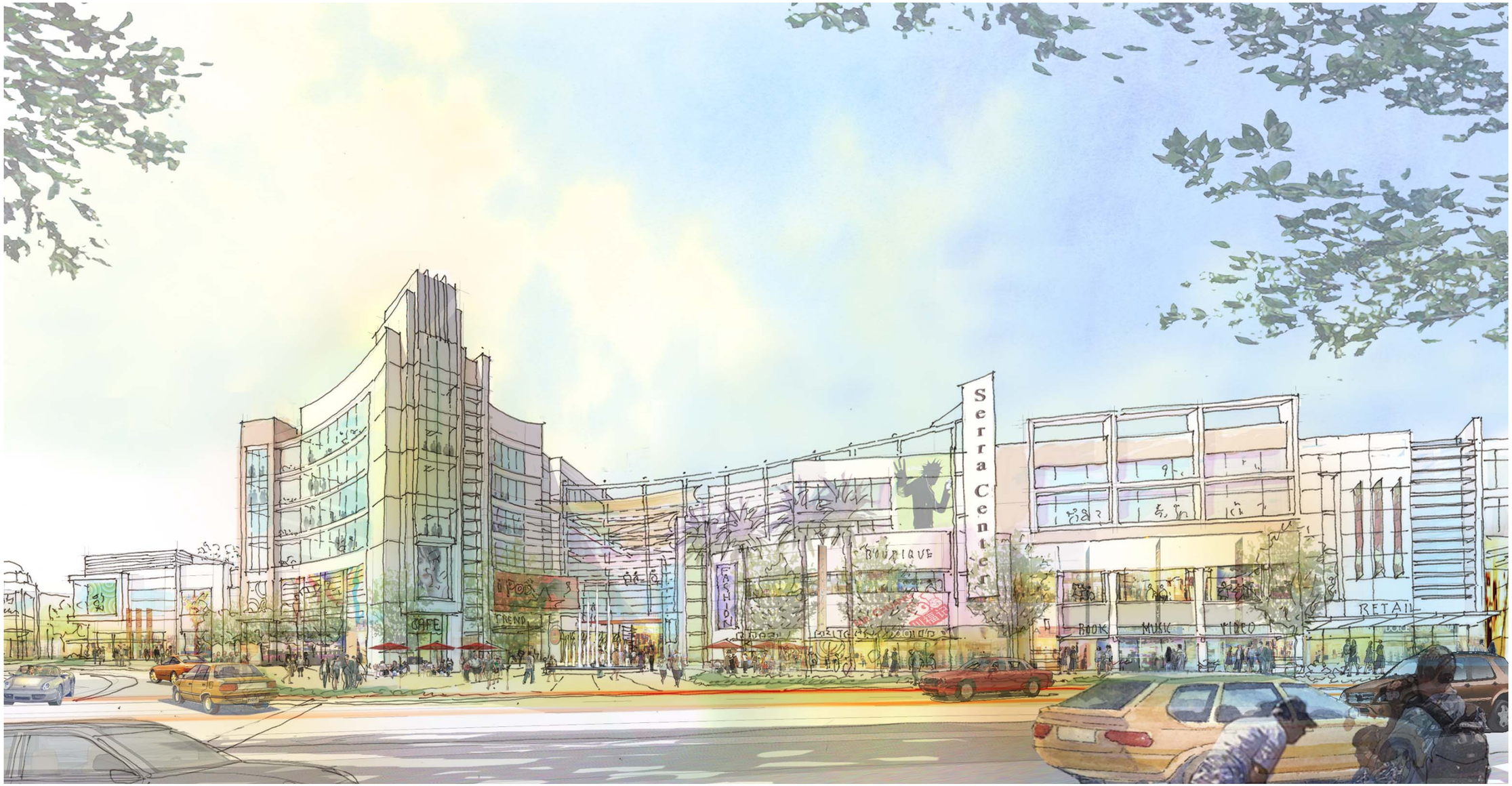


VICINITY MAP

SITE
NTS



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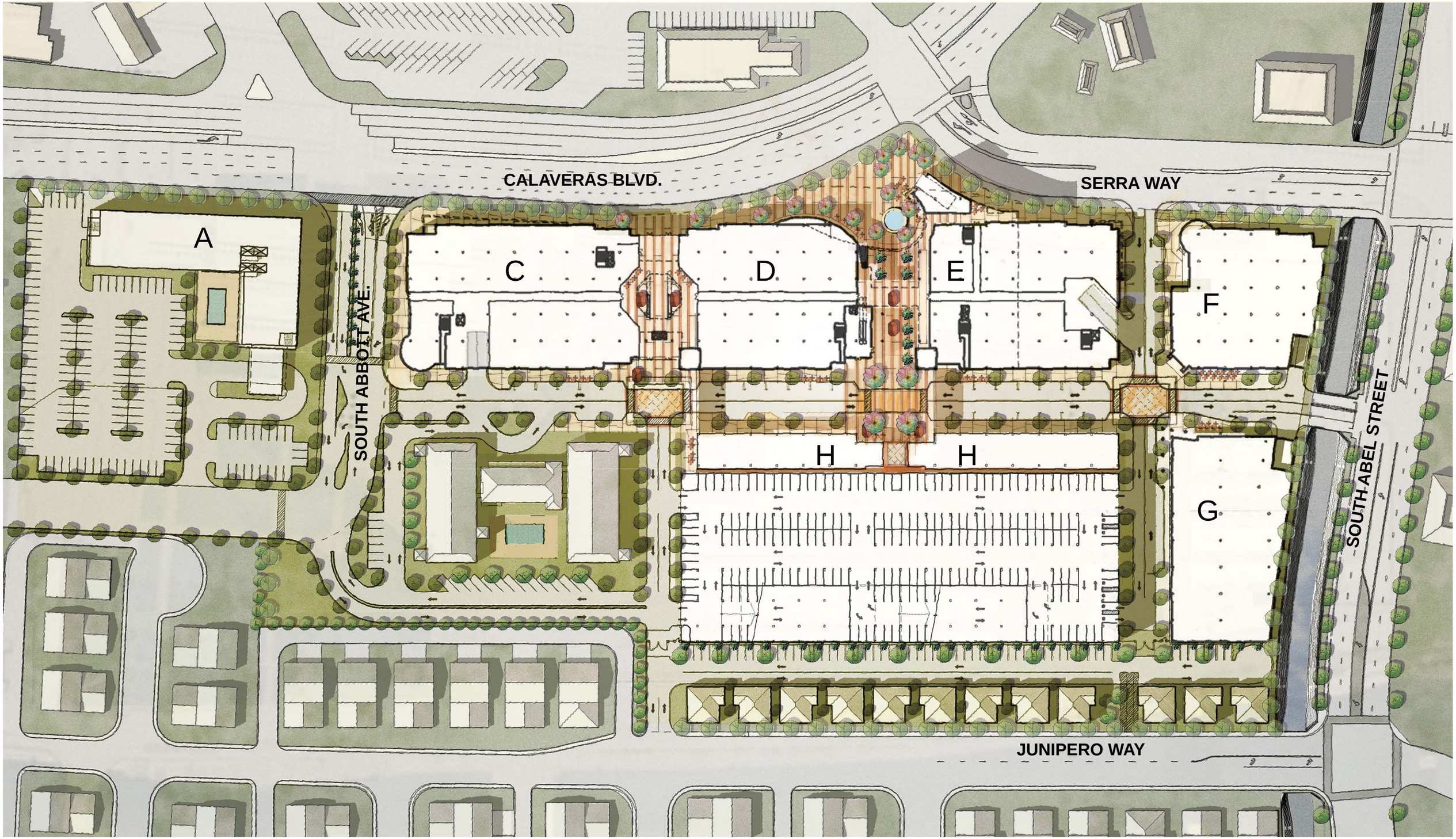
Client
SERRA CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

CONCEPTUAL VIGNETTE
CALAVERAS BLVD.
MARCH 25, 2009



0 50' 100' 200'

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Client
SERRA CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

GROUND FLOOR PLAN

MARCH 25, 2009

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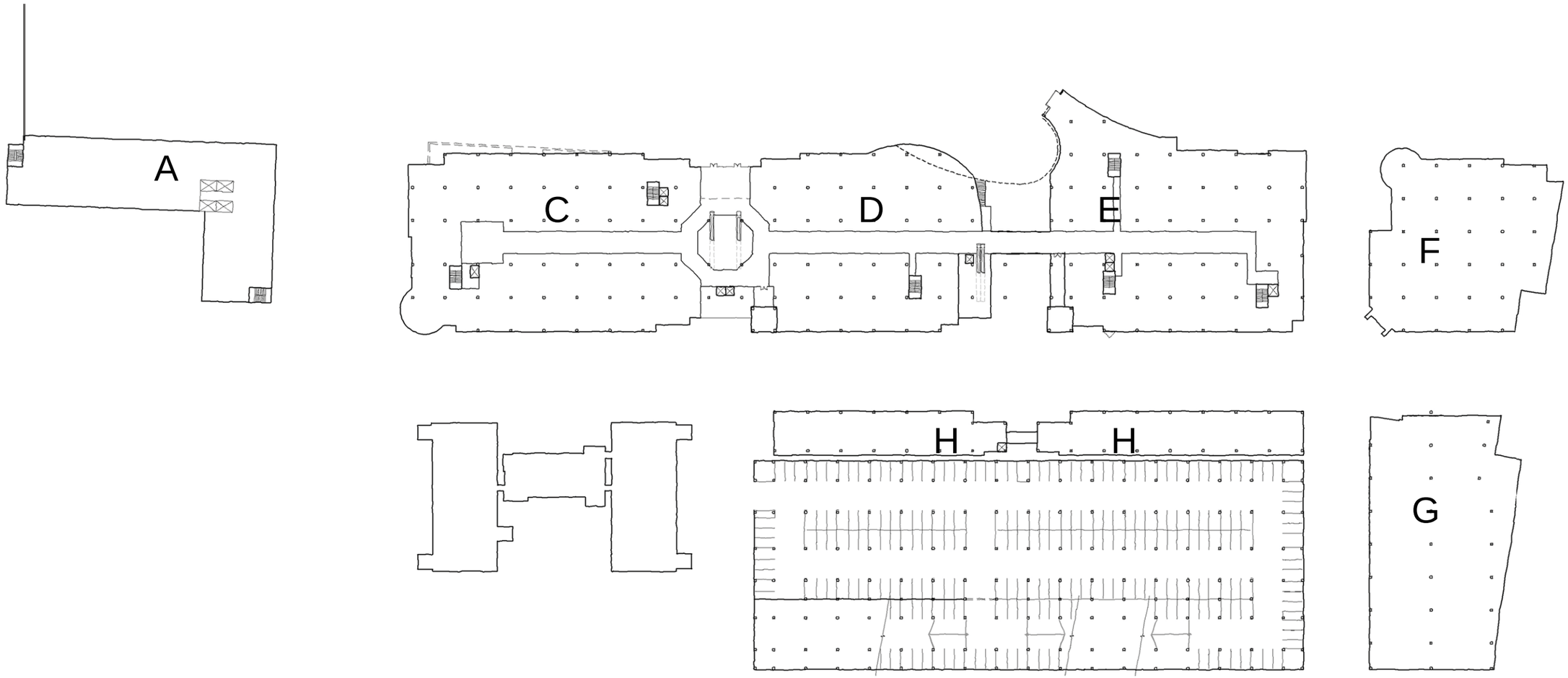

0 50' 100' 200'

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Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

SECOND FLOOR PLAN
MARCH 25, 2009

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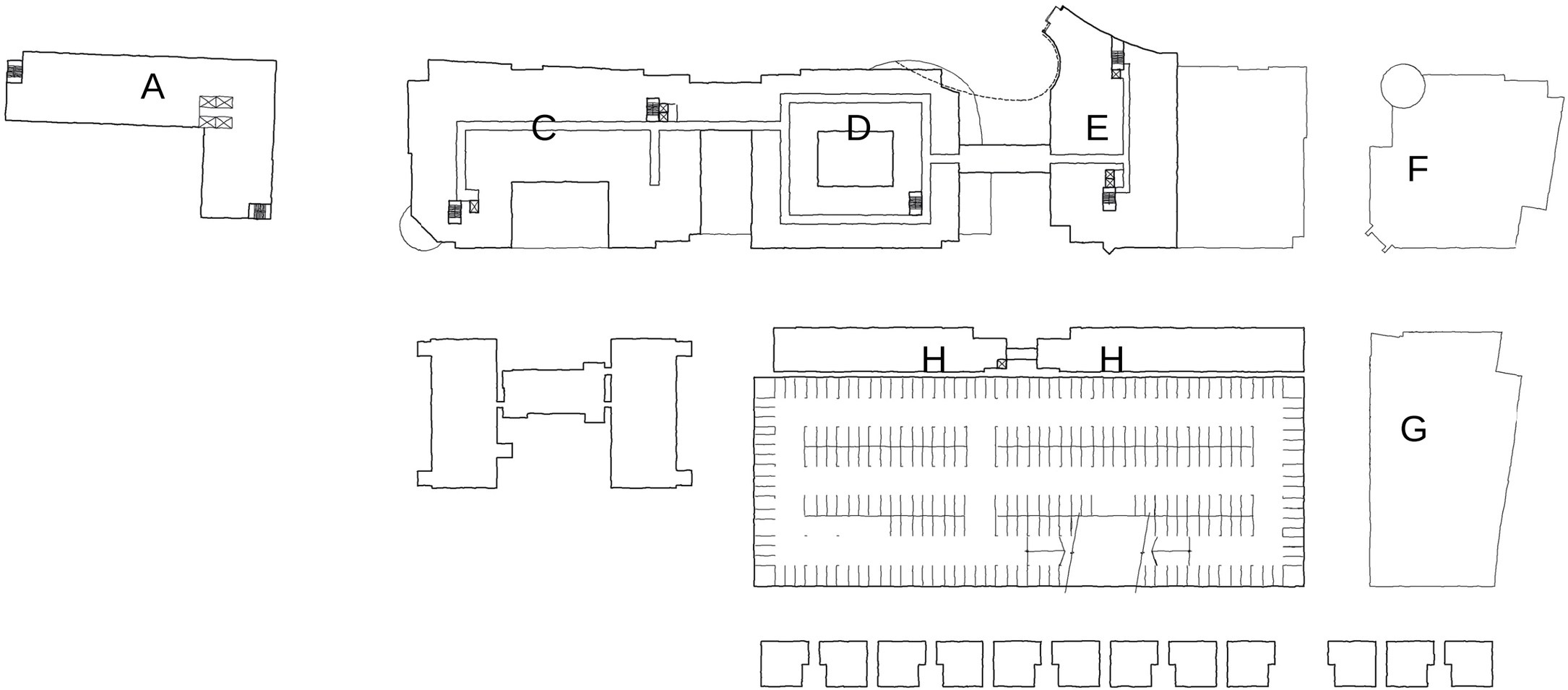

0 50' 100' 200'

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Client
SERRA CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

THIRD FLOOR PLAN

MARCH 25, 2009

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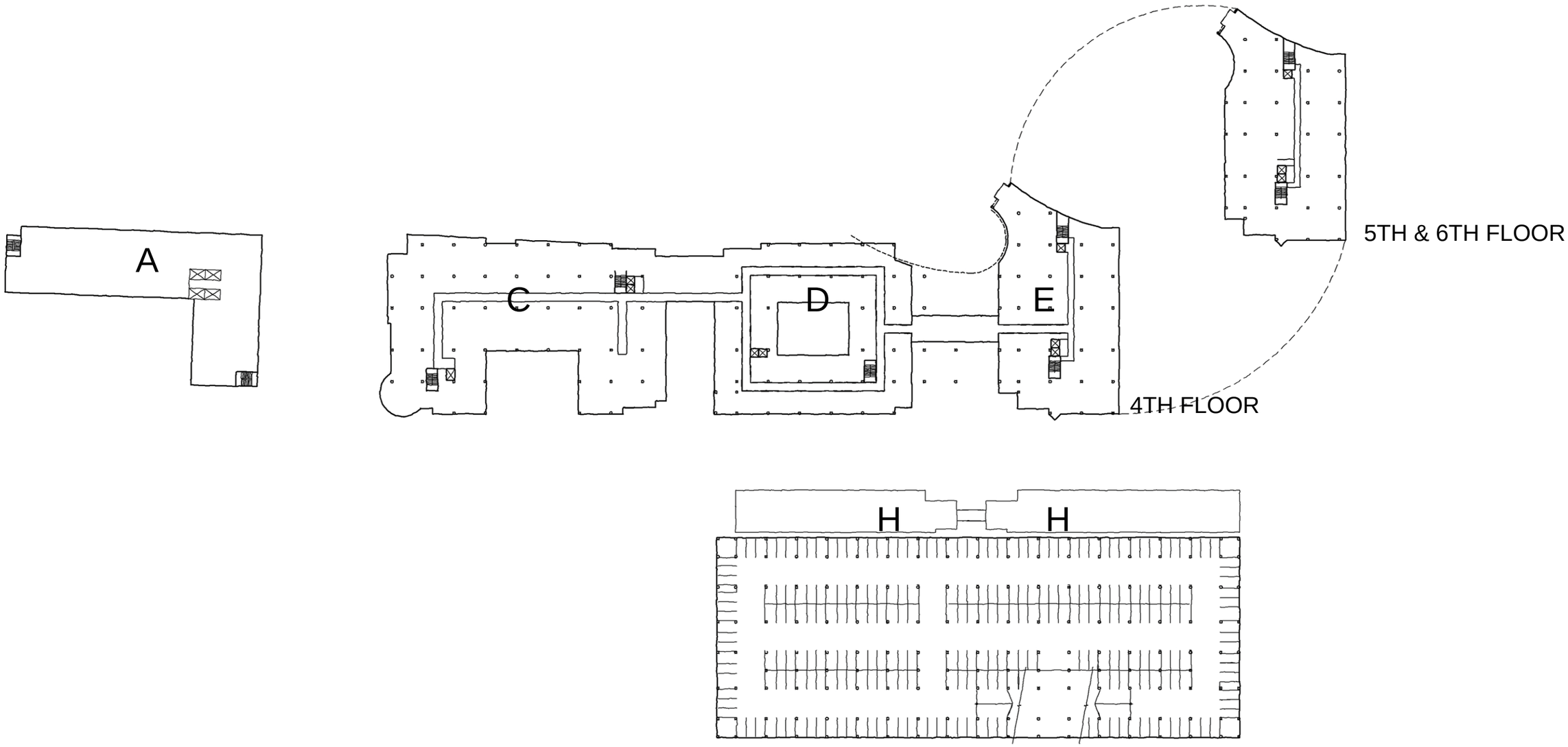

0 50' 100' 200'

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Client
SERRA CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

4TH, 5TH, & 6TH FLOOR PLAN
MARCH 25, 2009

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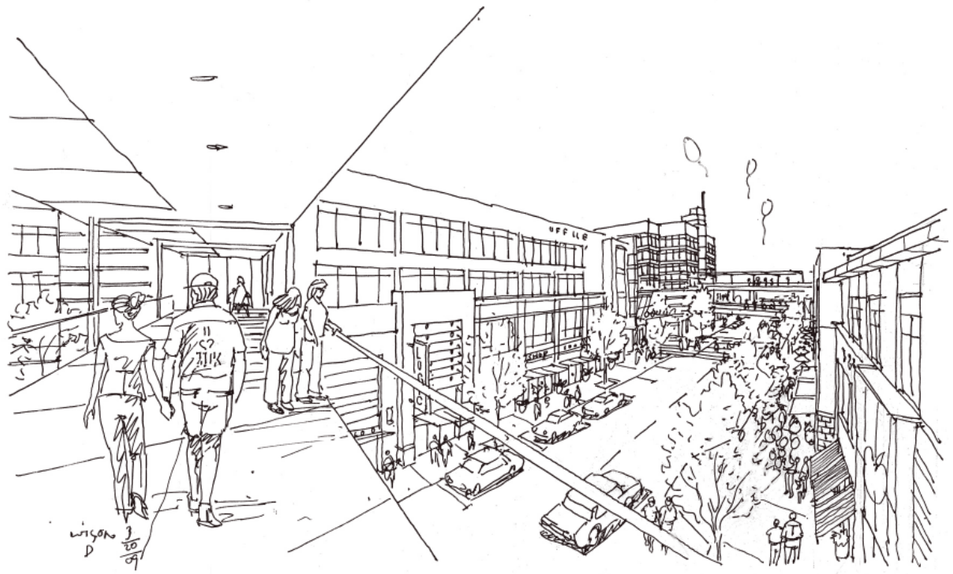
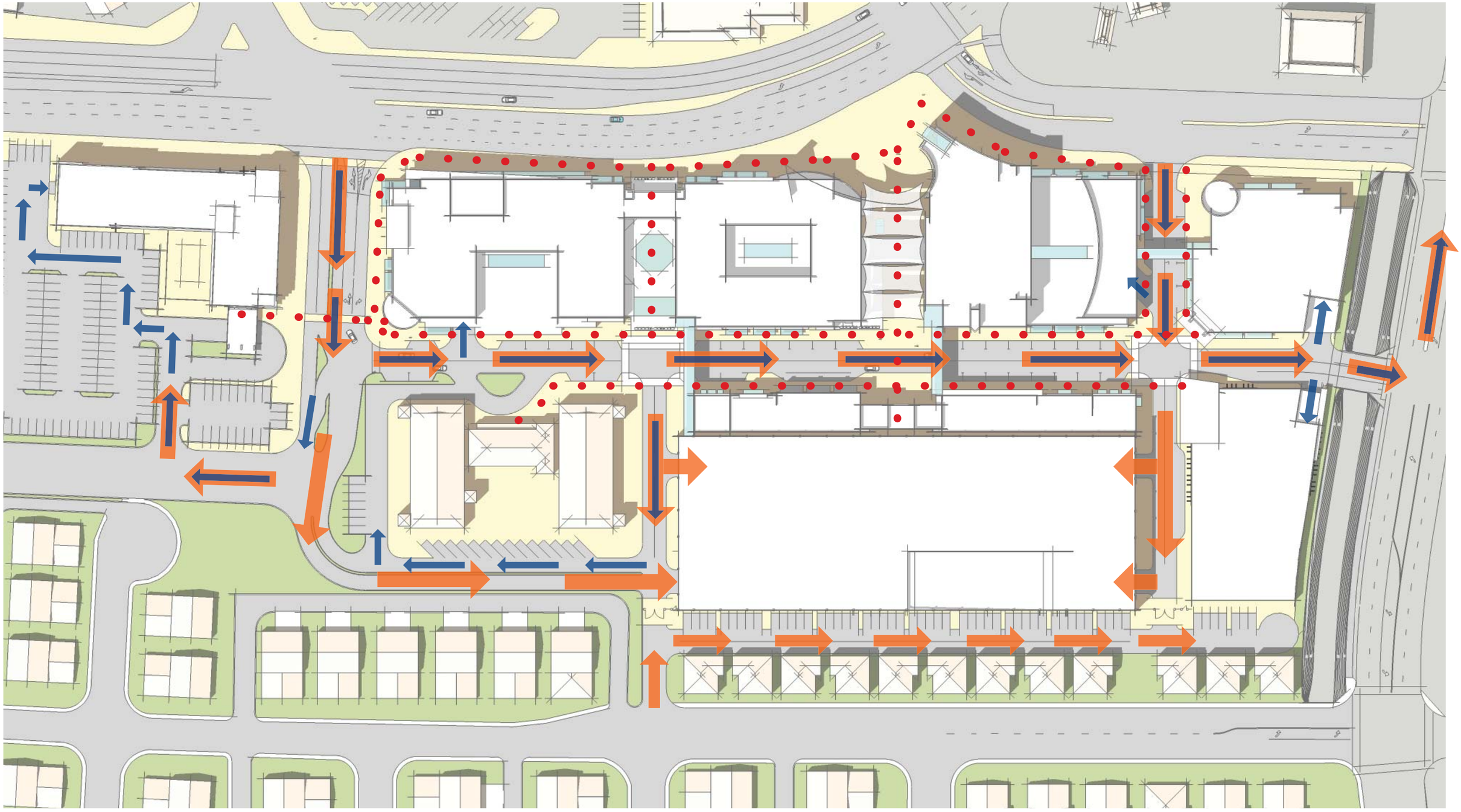
VIEW FROM MAIN STREET

PASEO SKETCH



VIEW FROM BRIDGE



0 50' 100' 200'

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Client
SERRA CENTER, LLC
200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

CIRCULATION DIAGRAM

MARCH 25, 2009

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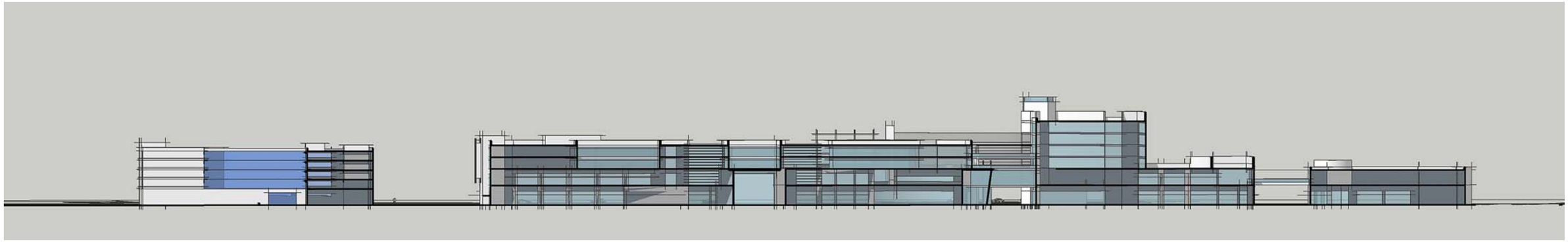
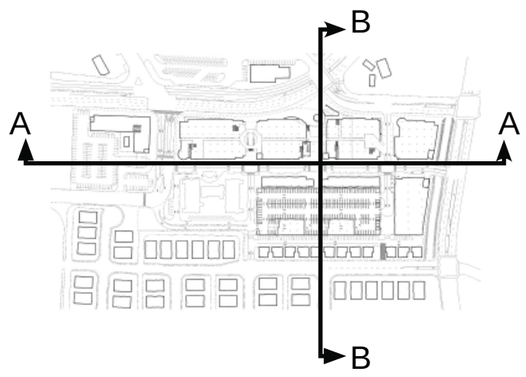


SECTION A-A

SECTION B-B



0 50' 100' 200'

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Client
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200 SERRA WAY, MILPITAS, CALIFORNIA

Project
SERRA CENTER MIXED USE DEVELOPMENT
Milpitas, California

SITE SECTIONS
MARCH 25, 2009

09
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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.
SUBTTL G.F.A.	**59,040 s.f. s.f.**	**277,061 s.f.**	**46,084 s.f.**	**12,334 s.f.**	**235,949 s.f.**	**183,000 s.f.**	**TOTAL: 813,468 s.f.**
SITE AREA:	**714,384 s.f.**						**F.A.R. : 1.14**

PRELIMINARY PARKING REQUIREMENTS

REQUIRED PARKING BY BUILDING USE

BUILDING USE			LEASABLE FLOOR AREA		PARKING RATIO PER MIDTOWN PLAN	STALLS REQ'D.
Retail	(gross factor)	80%	221,649 s.f.		1 stall per 200 n.s.f.	1108 stalls
Restaurant	(dining area)	55%	25,346 s.f.		1 stall per 39 n.s.f.	650 stalls
Take Out Rest.	(dining area)	70%	8,634 s.f.	1 stall per 2.5 seats	1 stall per 60 n.s.f.	222 stalls
Office	(gross factor)	100%	235,949 s.f.		3.3 stall per 1000 n.s.f.	779 stalls
Hotel			291 keys		1 stall per 1 key	291 stalls
Residential	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
PARKING REQUIRED PER ZONING & MIDTOWN PLAN						3,117 stalls

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
PEAK PERIOD											**2678**

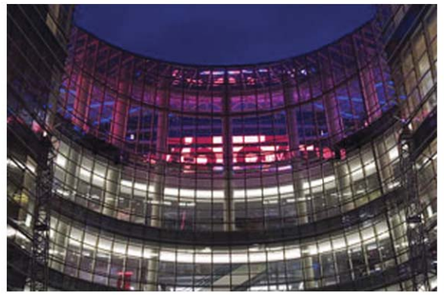
WEEKEND NON-RESIDENTIAL SHARED PARKING PER U.L.I.

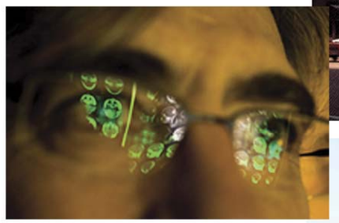
	RETAIL		RESTAURANT		TAKE OUT		OFFICE		HOTEL		TOTAL
	factor	*stalls*	*factor*	*stalls*	*factor*	*stalls*	*factor*	*stalls*	*factor*	*stalls*	
6 a.m.	*1%*	11	*0%*	0	*5%*	11	*0%*	0	*95%*	276	299
7 a.m.	*5%*	55	*0%*	0	*10%*	22	*20%*	156	*90%*	262	495
8 a.m.	*10%*	111	*0%*	0	*20%*	44	*60%*	467	*80%*	233	855
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
PEAK PERIOD											**2359**

MAXIMUM REQUIRED PARKING WITH SHARED PARKING FACTOR	**2678**

TOTAL NON-RESIDENTIAL PARKING PROVIDED

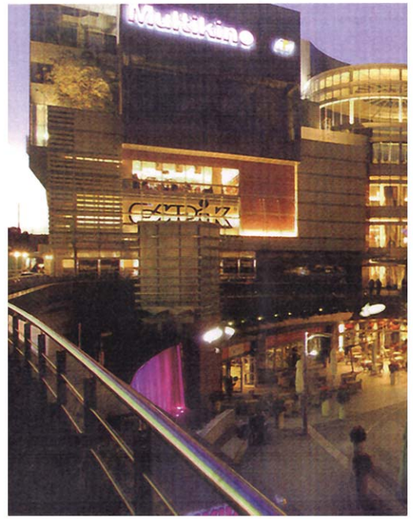
Parking Structure	8 lvl.s	2,270 stalls
Surface parking		390 stalls
PRELIMINARY PARKING COUNT		**2,660** stalls
		(18) stalls over





NOBLE

AVEDA



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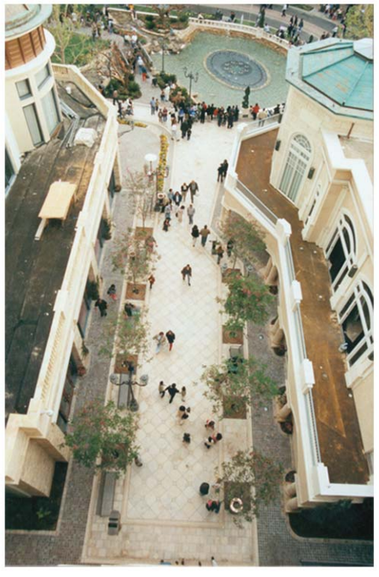

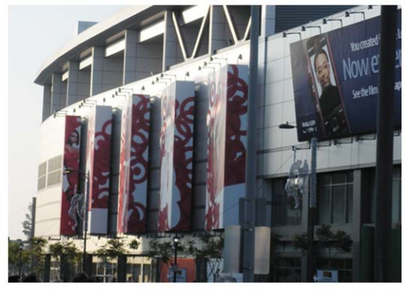

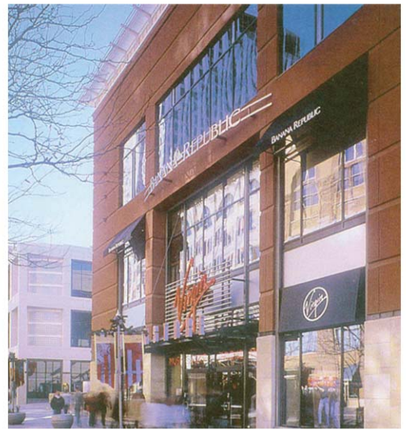

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