

# Project Description and Design Concept Narrative

**PROJECT: AVENUE 3111 STORAGE and APARTMENTS**  
**3111 & 3119 Santa Rosa Avenue, Santa Rosa**  
**APN: 043-143-018 & 043-143-002**

## PROJECT SUMMARY:

The project parcels, 3111 and 3119 Santa Rosa Avenue, located between Santa Rosa Avenue and Highway 101 just south of the proposed future Bellevue Avenue overcrossing, are zoned CG (General Commercial). The project site is currently used for RV storage. The properties on the east side of Santa Rosa Avenue are currently occupied with a mix of automotive-related commercial and multifamily residential uses. The properties immediately to the south of the project consist of a motel and a rental car business.

This approximately \$17,000,000 project proposes to develop 48 units of rental multifamily housing and a storage facility. A lot line adjustment will expand the existing small parcel at the southeast corner of the site to the northwest. When completed, this lot line adjustment will result in the overall approximately 4.51 acre project site being divided into a 1.83 acre multifamily residential site and a 2.68 acre storage site. The northerly and westerly portion of the overall site will be developed with an approximately 85,500 square foot single- and two-story storage facility. The perimeter of the storage facility site will consist of single-story storage buildings and a management office; the central portion of the storage site will be developed with a two-story storage building. The southeasterly portion of the site along Santa Rosa Avenue will be developed with a primarily three-story 48-unit apartment project. The apartment site will provide 84 parking spaces; 48 of those spaces will be carports. The storage site will have separate parking associated with the storage office. Vehicle access will be provided at two driveway curb cuts along Santa Rosa Avenue, with the southeasterly corner of the storage site having a gated emergency vehicle access into the multifamily site for Fire Department use. A bus pullout is proposed at the northeast corner of the site on Santa Rosa Avenue.

Hours of operation for the self-storage facility will be 7 am to 9 pm seven days a week. A total of 2 employees will occupy the management office with hours of operation from 9 am to 6 pm seven days a week. The storage site will be secured by an access gate near the northerly Santa Rosa Avenue site entrance operable by a key-code access panel for management and storage tenant entry only. It is anticipated that some of the apartment tenants may use the storage facility for their long-term storage needs. The storage facility will be a good neighbor for the proposed apartment project, not only in terms of physical buffering from the highway and future proposed Bellevue Avenue extension, but also because of its minimal parking requirements and low noise and traffic impacts.

The apartment project will have 10 two-bedroom and 38 one-bedroom units housed in three groupings of buildings surrounding three courtyard spaces and a community building. The proposed apartment units range in size from approximately 600 to 980 square feet. The 1035

square foot community building houses a community room, management office and laundry room for the tenants. The community building is adjacent to a partially trellised patio with seating and a barbeque area.

Exterior multifamily facades will consist of a mixture of exterior plaster (stucco) and horizontal ribbed metal siding; the metal siding is being used both as a part of the contemporary aesthetic of the exterior elevation design and in recognition of the metal siding being used as an accent façade material on the project's adjacent storage buildings. The storage facilities primary exterior material will be precision-face and split-face concrete block.

Parking has been placed on the perimeter of the apartment project to create a walkable pedestrian experience within the project and its three connected courtyards. The courtyards are enclosed by the buildings which, along with the parking lots, act as visual and acoustic buffers from the highway, Santa Rosa Avenue and the self-storage facility. The multifamily buildings are proposed to have an earth tone color palette.

The design intent for the landscaping of the project is to provide an attractive, low maintenance and durable landscape. Planting will include a mixture of native California and horticulturally appropriate trees, shrubs and groundcover. The intent of the landscape and water delivery systems is to meet all aspects of the City of Santa Rosa's Water Efficient Landscape Ordinance.

*October 12, 2021*