

Brookwood Medical (101 Brookwood Ave)

Concept Design Review Board

July 15, 2021

- Tim McCarthy-Smith: lives at 38 North Apartments, drives past this site daily
 - What is the impact on traffic at Brookwood Ave turning left out of the project?
 - Response: Looking at right in, right out
 - Thinks the architecture is ugly and an eye sore
- Wolski:
 - Not a fan of parking garages so prominent, but likes green screen
 - Likes the creek trail, will be useful for people joining others at appointments
 - Underwhelmed by building
- Wix:
 - Agrees with Wolski
 - Not a fan of parking garage at corner and turn, but likes how this is done, green screens soften it
 - Likes mosaic of window pattern on solid faces, would like to see how storefront is developed at corner, opportunity for playfulness in glass with different colors, “jewel element”
 - Pretty good project overall, looking forward to seeing it more developed
- McHugh:
 - Likes landscaping, curious to know more about trees and shrubs
 - Not warm and easy with building, rectangular, kinda boxy, dull
 - Would like something more interesting like the creativity shown in staff presentation (San Juan, etc)
- Burch:
 - Great start to a good project
 - Agree with Henry about wanting to see playfulness in glass storefront, dominant visual element, really cool opportunity to do something unique, landmark opportunity
 - Elevation architecture is hard to look at, corner will grab a lot of attention, striking element
 - Would like to see great renderings
 - Likes mosaic window pattern but doesn't think it'll be seen
 - Likes green screen, sees opportunity to break garage up a bit from corner that picks up windows, “corner, middle, end”
 - Brookwood is heavily trafficked but low speed
 - Likes corner artwork at Memorial parking garage
- Sharron:
 - Use of creek trail with gathering areas is great, nice for workers and those waiting for loved ones, police from around the corner?, bringing people to creek
 - View constraints as opportunities
 - Agrees with Burch on artistic theme for corner
 - Not a fan of huge parking garage, likes efforts to perforate frontage
 - Confident in planting ability
 - Parking garage can be a large canvas, opportunity for public artwork or mural as a public amenity rather than hide it
 - Think about nighttime with beautiful lighting

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- Weigl:
 - Like John, wildly underwhelmed by building
 - Because this in downtown station area plan, subject to FAR
 - Doesn't think building is big enough
 - Add a story, double parking garage height, put housing on south end (senior housing?)
 - Overdevelop site?
 - Thinks it's strange to not access building from 2nd or Brookwood for people who walk or bike
 - Would assume this is for Providence tied into Memorial Hospital
 - Physicians Medical Office Building in Torrance—likes it from Gensler website
- Burch:
 - Admires Weigl's adventurous spirit with his comments to promote creative solutions to land use in a public forum
 - Wants to see this extend some of the good stuff going on nearby
 - No fake stone, no wine country architecture
- Sharon:
 - Immense amount of eyes on the property
 - Likes Drew's creative input to rethink the building
 - Reiterates Weigl's comments to open up the site with access and make it more friendly
 - Create a real centerpiece, a focal point to an important part of the town
- Tom LeBeau:
 - Medical isn't retail, it's hospitality
 - Separate entrances for patients and medical staff
 - Don't want people coming in from streets, directed to covered patient canopy with less traffic
 - Wants things to feel clean and warm
 - Hopes Board will look at future project in context of the site and the users

From: [Murray, Susie](#)
To: [Cleary, Eileen](#)
Subject: FW: [EXTERNAL] RE: Response to DRB comments
Date: Wednesday, August 24, 2022 5:03:42 PM
Attachments: [2021-07-15 Concept DRB notes.pdf](#)

Can you please pdf this and send it back to me? The email and the attachment.

Please note that I will be on vacation beginning September 15, 2022, and returning to work on October 11, 2022.

Susie Murray | Senior Planner | Staff Liaison to the Cultural Heritage Board

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4348 | Fax (707) 543-3269 | SMurray@srcity.org



From: Briana Morrison <bmorrison@carlilemacy.com>
Sent: Tuesday, August 23, 2022 4:12 PM
To: Murray, Susie <SMurray@srcity.org>
Cc: Curt Nichols <cnichols@carlilemacy.com>
Subject: [EXTERNAL] RE: Response to DRB comments

Hi Susie, attached are the notes I took from the Concept DR meeting.

I don't have anything formal about our design responses but here are pieces from the notes I took at our individual meetings:

- Architect found commonalities in the various buildings that were referenced by the Board: base at building to connect to the ground, application of different materials and color changes, articulation of a base/middle/top, and articulation at stairs. Updates to the building were made to emphasize these points:
 - The ground plain of the building was pushed in to articulate it and provide more room for a landscaping at the frontages. This provides an amenity to the public and some buffer for the patients inside.
 - Glass was added at the inner stairwell to create a new plane and break up the mass.
 - The stucco color is in warm tones and changes at the different levels.
 - The brow was enhanced and expanded to create an overhang and shadow line that breaks up the building mass.
 - A recessed metal panel was added at the roofline to create a break line from the stucco to the sky.
- The glass "jewel box" corner was lifted off the ground plane to make it more of a feature. It includes ceramic frit on the glass at different densities to create a more interesting and less sterile building element at such a highly visible corner.
- Building entry on south side was enhanced to make it more prominent and inviting.

- The parking garage was broken into zones as you travel along Brookwood. The west end now includes a kinetic art element (in a nod to the creek) following the patterning of the building windows. The same patterning transitions to green screens on the eastern end of the garage. Lights have been added to the garage façade to emphasize this patterning at night and to provide a nighttime artistic element.
- Solar panels were added to the parking garage to provide shade and interest.
- The building added a floor and the parking garage added two floors (in response).
- Additional renderings have been added.

Some items which were not responded to:

- Consider adding an entrance off the street—not right for this market and proposed tenants.
- Consider adding housing—we understood this as a general comment for downtown not directed at this project.

Other items updated in response to City review:

- Sidewalk planter strip has been added to be used for stormwater treatment.
- Northwest-bound turn lane off Brookwood added.

Please let me know if you need more info! Thank you,

Briana Morrison (she/her)

Associate Principal, Landscape Architect, ASLA

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From: Murray, Susie <SMurray@srcity.org>

Sent: Tuesday, August 23, 2022 3:42 PM

To: Briana Morrison <bmorrison@carlilemacy.com>

Cc: Curt Nichols <cnichols@carlilemacy.com>

Subject: Response to DRB comments

Hey there,

Do you have a summary of the comments received from the DRB and how they were addresses or why they weren't?

Susie

Susie Murray | Senior Planner

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 Please consider the environment before printing.

I am working remotely during this time. The City of Santa Rosa has restricted City facilities to the public and is [offering in-person City Hall support by appointment only](#). The Planning and Economic Development Department has recently launched its [Planning Application Portal](#) which contains process checklists for the majority of planning entitlements. You can also check on the status of your permit application [here](#). For general planning inquiries, please contact planning@srcity.org. To submit permit application materials, please submit all required documents to permitsubmittal@srcity.org.