
MAJOR DESIGN REVIEW 38 DEGREES NORTH PHASE 3

CITY OF SANTA ROSA

SEPTEMBER 1, 2022

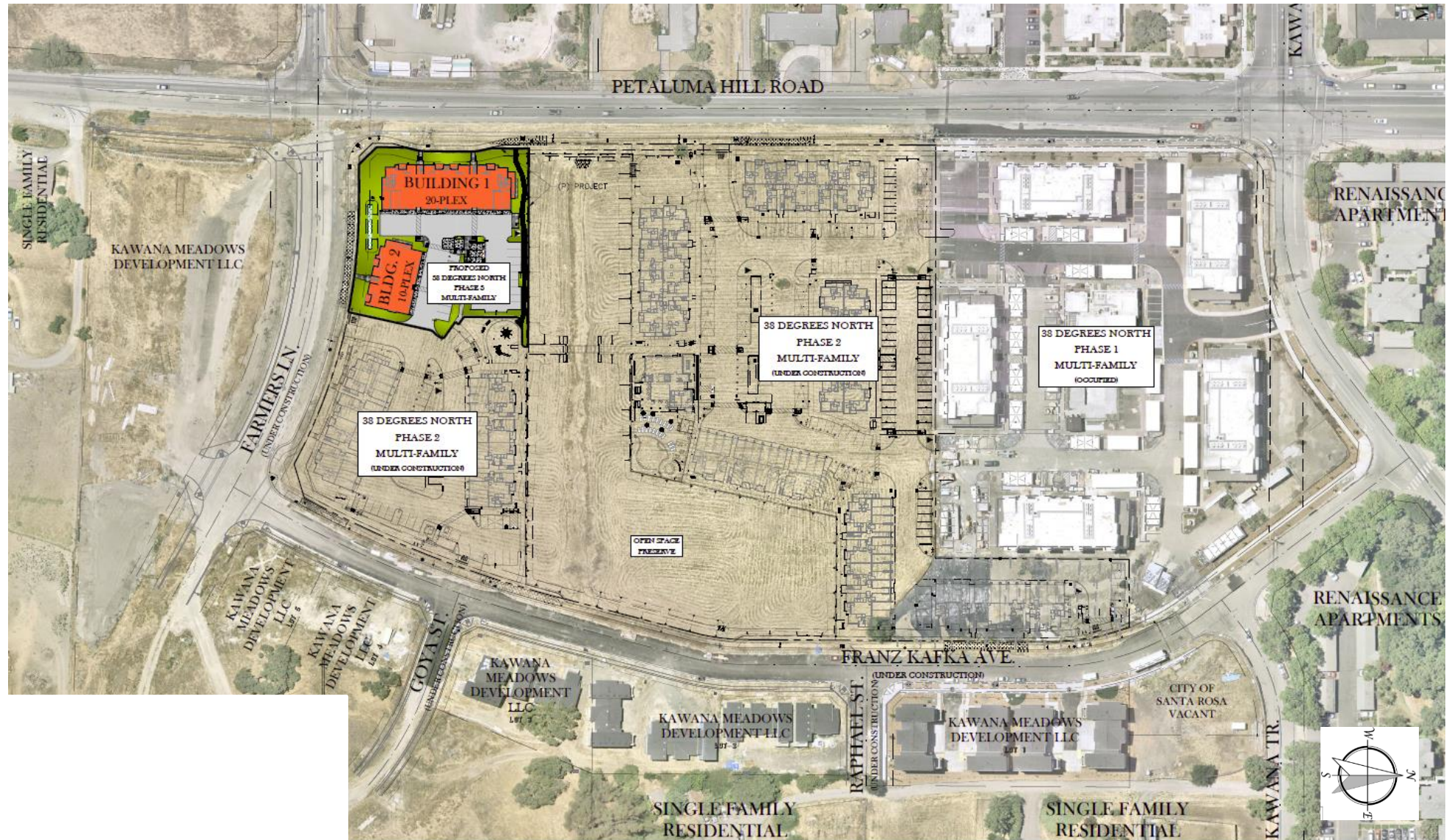
AGENDA

- Meeting Overview
- Project Overview
 - Application History
 - Project Site
 - Related Applications
- Project Design
 - Architecture and Landscape Designs

PROJECT OVERVIEW – APPLICATION HISTORY

- April 16, 2021 – Pre App and Neighborhood Meeting Submittal
- May 12, 2021 – Neighborhood Meeting
- May 13, 2021 – Concept Design Review, GPA and Rezone Application Submittals
- July 15, 2021 – Concept Design Review Meeting
- November 18, 2021 – Planning Commission Approves GPA and Rezone
- December 14, 2021 – City Council Adopts MND Amendment, GPA and Rezone
- September 1, 2022 – Major Design Review

NEIGHBORHOOD CONTEXT — PHASE 1, 2 AND 3



SITE PLAN



38 DEGREES NORTH SHARED AMENITIES



JULY AERIAL



KENNEDY WILSON

RELATED APPLICATIONS

Approved **General Plan Amendment** (GPAM21-001) to eliminate the Commercial Shopping Center “CSC” district designation on the subject parcel which requires a 21,000+ sf grocer and ancillary retail.

Approved **Zone Change Amendment** (REZ21-002) from Medium Density Residential (up to 18 units/acre) to Medium High Density Residential (up to 30 units/acre). *Multifamily, up to 30 units/acre, is a permitted land use under the existing CSC district designation.*

Since the adoption of the General Plan in November 2009, additional grocery outlets beyond those contemplated by the General Plan have been established (Trader Joes and Target). Both are within 1/2 mile of the project site.

A grocery/retail supply and demand analysis undertaken for the project demonstrated that the location does not support a grocery store anchor. Furthermore, the previous owner of the site, Winco Foods, a grocery developer, scrapped their plans to develop a grocery store, their original intent for purchasing the property, and sold the land to the applicant.

ARCHITECTURAL RENDERINGS — CORNER PERSPECTIVE



ARCHITECTURAL RENDERINGS — PETALUMA HILL ROAD PERSPECTIVE



ARCHITECTURAL RENDERINGS — FARMERS LANE PERSPECTIVE



MATERIAL BOARD



5 SECTIONAL GARAGE DOOR
PAINT: CITYSCAPE #SW-7067

6 METAL GUARD RAILING
PAINT: CITYSCAPE #SW-7067



4 FIBER CEMENT - SMOOTH
PAINT: PEARLY WHITE #SW-7009

7 BOARD TRIM - SMOOTH
PAINT: PEARLY WHITE #SW-7009



3 FIBER CEMENT LAP SIDING
PAINT: DOWN POUR #SW-6516



2 FIBER CEMENT LAP SIDING
PAINT: GRAY MATTERS #SW-7066



1 FIBER CEMENT LAP SIDING
STAIN: ALLURA "MAPLE"



REFERENCED RENDERING

ELEVATIONS – 20 PLEX



1 - FRONT ELEVATION

PETALUMA HILL ROAD



3 - REAR ELEVATION



2 - RIGHT ELEVATION

FARMERS LANE



4 - LEFT ELEVATION



PHASE 2 APPROVED 20 PLEX (TYPICAL)



FRONT



RIGHT



REAR



LEFT

ELEVATIONS – 10 PLEX



1 - FRONT ELEVATION

FARMERS LANE



2 - RIGHT ELEVATION (FARMERS LANE ENTRY)



3 - REAR ELEVATION



4 - LEFT ELEVATION

