

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

Section 2 - Downtown Station Area

The Downtown Station Area covers a 720-acre area surrounding the Downtown Sonoma-Marin Area Rail Transit (SMART) Station at the heart of the city. Since the earliest days of European settlement in the region, the area has been the focus of cultural, commercial, financial and administrative activity for Santa Rosa and Sonoma County. The area is generally bounded by College Avenue to the north, Brookwood Avenue to the east; Sonoma Avenue, State Route 12 and Sebastopol Avenue to the south; and Dutton Avenue and Imwalle Gardens to the west.

The Downtown Station Area features a rich mix of commercial, office, retail, residential, industrial, and entertainment uses. It encompasses Courthouse Square, the city's central business district and an important regional jobs center; Santa Rosa Plaza, Sonoma County's largest retail shopping destination; the historic Railroad Square commercial district; and several established residential neighborhoods, several of which are designated preservation districts. Santa Rosa Creek flows through the area, flanked by the Prince memorial Greenway and the Joe Rodota Trail. Building on these assets, the Downtown Station Area Specific Plan (DSASP) seeks to guide the evolution of the area and foster a lively, modern regional hub that is a prime destination for urban living, business, civic, and social life.

The DSASP envisions a vibrant urban core centered around Courthouse Square and a network of pedestrian-friendly mixed-use village centers, each with its own character. To make this vision a reality, the DSASP seeks to focus new development primarily in the Core, Station, Maker and Neighborhood Mixed Use areas shown on Map-1, while preserving and enhancing the existing character of other areas. The primary objectives of the DSASP are to increase the range of housing, employment, and entertainment options within walking distance of transit; to improve multimodal connectivity; to foster vibrant civic spaces; and to create safe, attractive, walkable environments. Standards included in the DSASP and Zoning Code will implement the vision for the Downtown Station Area. These design guidelines are intended to complement those standards and support the objectives of the DSASP.



Figure 1. The DSASP seeks to foster vibrant civic spaces and walkable environments.



Figure 2. Downtown Market



Figure 3. The DSASP envisions a vibrant urban core centered around Courthouse Square.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Additionally, the DSASP establishes an Active Ground Floor Overlay and applies this Overlay to specific street frontages. It is implemented through zoning district development standards and design guidelines. Design of new development and/or major renovations should reinforce and enhance the pedestrian-oriented character of streets in the Downtown Station Area, especially within the Active Ground Floor Overlay (Map-2).

Fulfillment of the DSASP's Urban Design Goals and implementation of the Active Ground Floor Overlay is accomplished largely through application of design guidelines in the following areas: Pedestrian Realm and Streetscapes, Wayfinding and Transit Access, Parks and Public Spaces, Site and Building Design, Historic Districts, Parking, and Environmental Sustainability. The design guidelines contained in this section reflect design best practices and are considered conventional and ideal; however, they may be used as targets and modified.

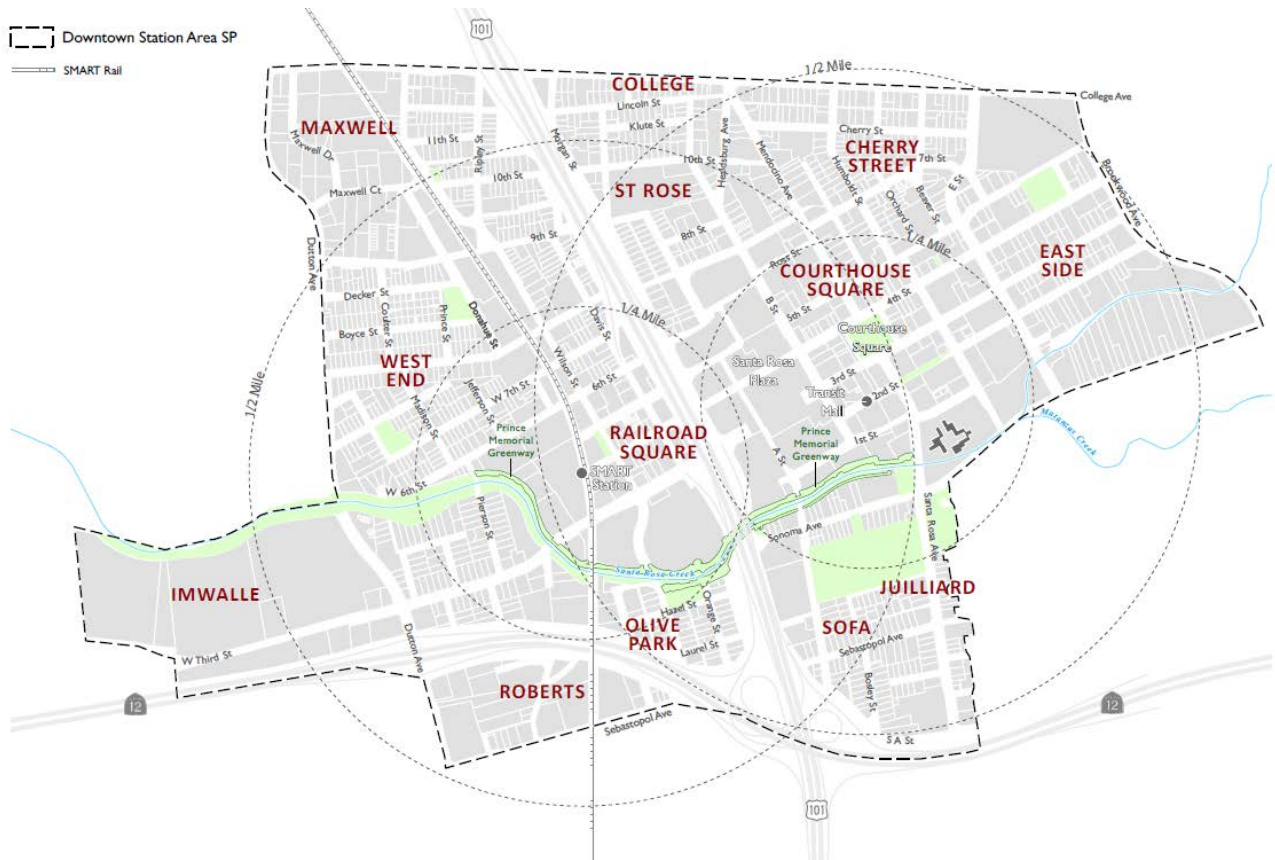
For a project to exhibit superior design and overall consistency with the Downtown Station Area design guidelines, the applicant must demonstrate how the proposed design incorporates specific guidelines with a primary focus on implementing Downtown Station Area Urban Design Goals. Deviations from, or alterations to, these design guidelines must be justified by the applicant. Projects are encouraged to creatively incorporate these design guidelines.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

MAP-1 DOWNTOWN STATION AREA



Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

2.0 Urban Design Goals

- A. Create a distinctive sense of place for the Downtown Station.
- B. Area that balances traditional character with a forward-looking identity, rooted in innovation, environmental sustainability, and quality of life.
- C. Develop walkable, interconnected, transit-oriented neighborhoods with pedestrian-scaled design features and a safe, engaging public realm.
- D. Take advantage of the natural amenities and scenic qualities of the Downtown Station Area with site design that incorporates natural features, protects sensitive habitats, promotes physical and visual connections to the creeks, preserves existing view corridors, and creates new vistas.
- E. Design accessible civic spaces and urban parks that function as focal points for the surrounding neighborhoods with public art, entertainment, and opportunities for passive and active recreation. Recognize that civic spaces that attract residents and visitors Downtown are essential for building vibrancy and sense of place.
- F. Require building designs to establish both variety and harmony across each single development and throughout the wider Downtown Station Area.
- G. Incorporate residential design principles that support the needs of families, people with low mobility, seniors, students, and first-time homebuyers.
- H. Ensure compatibility among existing uses, including resources with significant historic value, and new residential development with respect to design, scale, privacy, light, and noise.
- I. Design station and transit center facilities that convey a memorable entry into the community and blend with surrounding neighborhoods.
- J. Foster innovation and flexible design that can accommodate changing market forces and preferences over time.



Figure 4. An accessible, walkable urban space serves as a focal point for the surrounding neighborhoods.

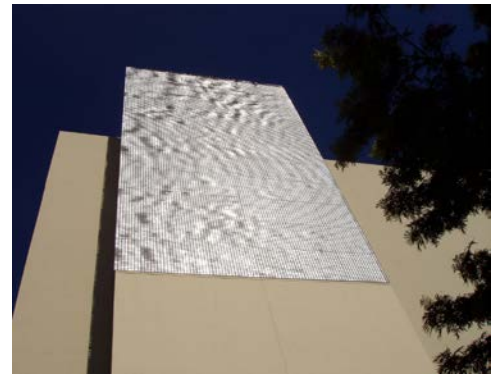


Figure 5. Kinetic artwork by Ned Kahn.



Figure 6. New residential that respects the integrity of existing residential.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

2.1 Pedestrian Realm and Streetscapes

1. New development and/or major renovations should be designed to reinforce and enhance the pedestrian-oriented character of streets, especially within the **Active Ground Floor Overlay (Map-2)**.

Outdoor Dining Areas

2. Since food attracts pedestrian activity, sidewalk cafes, outdoor dining spaces, and street vendors are encouraged in the **Core, Station, Maker, and Neighborhood Mixed Use areas**.
3. Outdoor dining areas may occupy a portion of the public right-of-way as long as adequate passage for pedestrians and emergency access is provided.
4. The design, materials and colors of all outdoor dining furnishings should complement the associated restaurant/café.
5. If umbrellas are used, vinyl or plastic materials should be avoided. Umbrellas stands should be cast aluminum, wrought iron, fabricated steel or wood.
6. The following table and chair materials are encouraged: Wrought iron, fabricated steel, cast aluminum, cane, hardwood or teak for table framework and chairs. Stone, faux stone wrought iron, embossed aluminum, teak or hardwood, tempered glass, or metal mesh for table tops. Plastic, resin and plain metal are discouraged.
7. Any under umbrella or table top lighting, such as candles or other low level light sources, should not create glare or illuminate an area off the site.
8. Any fencing or walls around outdoor cafes and dining areas should be decorative in nature, and should not be solid or opaque. Materials such as wrought iron, other metals or wood are encouraged, except that wood pickets are discouraged. Planter boxes or pots may be used. Solid masonry walls that are outside of the public right-of-way may also be used. The maximum height for fences/walls should not exceed 42-inches. Planter boxes and associated plant heights should not exceed 48-inches in height. Pots should be a minimum of 18-inches high and no wider than 24-inches wide at the base.



Figure 7. Example of an effective outdoor dining space in Courthouse Square.



Figure 8. Existing street furnishings in the Downtown.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

MAP-2 ACTIVE GROUND FLOOR OVERLAY



Source: City of Santa Rosa, 2020; Dyett & Bhatia, 2020

DYETT & BHATIA
Urban and Regional Planners

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

9. Trash receptacles, with a lid, should be provided for outdoor spaces with mobile vending carts. Trash receptacles should not exceed 36-inches high by 18-inches wide.

Sidewalks and Pathways

10. Minimize the number of curb cuts to reduce conflicts between pedestrians and automobiles.
11. Along streets in the Active Ground Floor Overlay (Map-2):
 - Loading docks and exposed parking should not be allowed;
 - Utilities and vehicular access points should be minimized;
 - Curb cuts should be avoided and located on other streets where least likely to impede pedestrian circulation.
12. Mid-block connections and walkways should be integrated with building entrances, transit stops, plazas and parks.
13. Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.
14. Decorative pavers and walking surfaces are encouraged in heavily used pedestrian areas such as shopping areas and urban plazas.
15. A coordinated, high-quality paving scheme should define the public realm and contribute to pedestrian access.
16. Paving should maintain smooth and level surfaces that meet universal accessibility requirements and be slip-resistant.
17. To reduce the potential for the heat island effect, consider the use of pavements that have an SRI (Solar Reflectance Index) of at least 29, or greater.



Figure 9. Materials at street level should be pedestrian friendly.



Figure 10. Decorative sidewalk paving.



Figure 11. Example of pedestrian safety zone.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Street Furnishings

18. Provide street furnishings in the public right-of-way for pedestrian use, with the highest priority given to streets in the **Active Ground Floor Overlay**. Street furnishings may include benches, trash/recycling receptacles, water fountains, bicycle racks, public art, and clocks where appropriate.
19. New pedestrian furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.
20. Benches and planters should be placed against a building wall in order to promote easy pedestrian movement along the sidewalk. Where there are wider sidewalks, benches and planters may be located away from the building.
21. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable “outdoor rooms.”
22. Street furnishings may be fixed to the sidewalk if adequate clear passage for pedestrians and emergency access is provided.
23. The design of street furnishings should unify areas with distinct character. Groupings of furnishings should be of the same style rather than differing styles adjacent to each other. A recommended palette of street furnishings for the Courthouse Square and Railroad Square areas is shown in Figure 7.
24. The use of local artisans and artists to create street furnishings is encouraged.
25. Support long term maintenance with durable furnishings.



Figure 12. Street furnishings such as benches should unify areas with distinct character.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Bicycle Racks

26. The placement of racks should ensure that parked bicycles do not block the travel path of pedestrians.
27. In commercial areas, bike racks should be placed at regular intervals no greater than 250 feet.
28. Integration of public art into bike rack design is encouraged.
29. Recommended bike rack is the "Hoop Rack" bike rack manufactured by Dero.



Figure 13. Recommended "Hoop Rack" bike rack.

Bollards

30. Use bollards to prevent vehicles from entering pedestrian zones, such as at the interface of plazas and shared-space streets or bus-only streets.
31. Removable bollards may be appropriate to balance pedestrian protection with emergency access.
32. Creative use of materials such as planters as bollards or integration of public art into bollard design is encouraged. Public art installations should be compatible with the wayfinding and branding program to be developed following the adoption of the Specific Plan.
33. Recommended bollard is as shown in Figure 8. For Railroad Square, the thinner profile bollard (identified with an asterisk) is a possible secondary bollard.

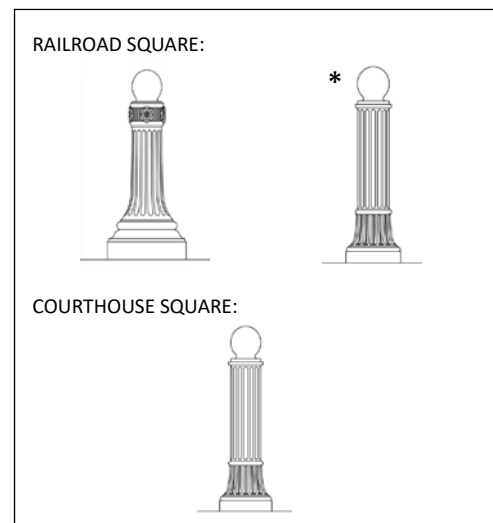


Figure 14. Recommended bollard examples.

Utility and Mechanical Equipment

34. Utility connections and support should be located to avoid conflict with pedestrian movement in the right-of-way.
35. Utility lines (wires) should be placed underground in the public right-of-way.
36. Mechanical and utility equipment should be screened in an appropriate way from the public view and located away from the street edge while remaining accessible for meter reading and maintenance by City personnel.

Ensure the design of fencing, sound walls, trash and recycling enclosures, service areas and similar accessory site elements are compatible with the architecture of the main building.

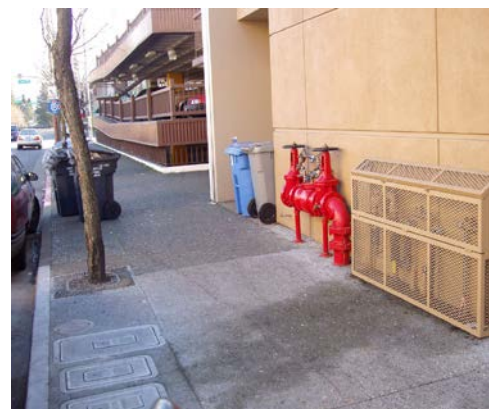


Figure 15. Utilities should be separated from pedestrian movement.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

37. Screen from view all exterior trash and recycling containers, storage utility boxes, wood service poles, electric and gas meters, fire sprinkler valves and backflow preventers and transformers etc., wherever possible.
38. Utilities should be planned so they do not dictate or preclude tree placement.

Lighting

39. Pedestrian-scaled fixtures emitting warm light should be directed to illuminate the pedestrian realm as opposed to the street realm.
40. Lighting may be provided through the use of pedestrian-scaled pole fixtures, or fixtures may be attached to the face of the buildings. The type and size of fixture should be as consistent as possible along a single block.
41. Pole fixtures should not shine into windows of upper story residences and others.
42. Pedestrian fixtures should have cut-off shields to adjacent residences.
43. Uplighting should be avoided.
44. Consider installing cobra light standards at street intersections only; approval by the City of Santa Rosa's Public Works Department is required.
45. Flowering plants and plants with bright colors should be incorporated on light fixtures and/or banner poles in the Active Ground Floor Overlay (Map-2).

Underpasses

46. Freeway underpasses at Third, Fourth, Fifth, Sixth, Ninth, and Olive streets and Roberts Avenue should be activated with enhanced lighting, public art, and wayfinding signage to increase attractiveness and sense of safety/security.
47. Design of spaces for pop up uses like retail, food, live performances, recreation activities, and other events is highly encouraged in the underpasses at Fourth, Fifth and Sixth Streets in order to strengthen the connection between the Core area and Railroad Square.

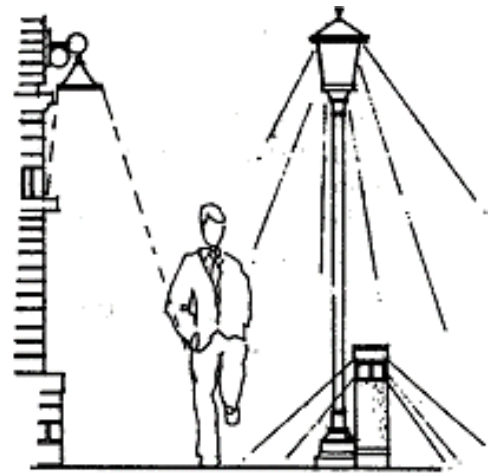


Figure 16. Streetlighting should be pedestrian-scaled.



Figure 17. Underpasses should include special lighting and artwork.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Street Trees and Landscaping

48. Street trees selected from the City Street Tree list should be provided along corridors throughout the Downtown Station Area, with regular spacing and special consideration to placement.
49. Tree species planted in or adjacent to the public right of way should be appropriate for urban environments, consistent with the City Street Tree list. Shallow root species with the potential to damage sidewalks and utility infrastructure should be avoided, as should trees that drop fruit.
50. Trees should be located in tree wells or planters in the furnishings zone of the sidewalk or in a median along streets.
51. Protect trees with tree grates and guards when heavy pedestrian traffic exists or is expected. Recommended grate types are shown in Figure 13. Two slightly different styles of tree grates are provided for the Courthouse Square area. The use of both styles of grates on one block is discouraged; one type of grate should be used for each street block.
52. Planters are encouraged along the edges of sidewalks wherever possible to provide greenery between vehicles and the pedestrian space.
53. The use of continuous street tree trenches is recommended to provide the maximum soil area for root spread and penetration of water and air.
54. Irrigation systems should be installed in order to establish and maintain trees.
55. Provide drainage to storm drains or install dry wells.
56. Street tree locations should take precedence over utility routings.
57. Additional street trees and landscaping elements should be planted along visible parking lots and mechanical equipment to visually screen them from the street and promote a sense of enclosure along the right-of-way.
58. Canopy trees should be included in landscape strips along the Santa Rosa Creek corridor.



Figure 18. Tree grates.



Figure 19. Santa Rosa's Courthouse Square with the Rosenberg building in the background; the City recognizes that street trees are the most significant contributor to the downtown identity.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Trash/Recycling Receptacles

59. Locate trash receptacles at intersections and adjacent to outdoor seating.
60. Receptacles for recycling should be provided adjacent to or integrated with all trash receptacles.
61. Receptacles should be clustered around other furnishings and at logical locations where pedestrian interaction is highest.
62. Recommended trash receptacle model is “TimberForm MANOR” manufactured by Columbia Cascade.



Figure 20. "Timberform MANOR" recommended trash receptacle.

2.2 Wayfinding and Transit Access

Gateways and Wayfinding

1. Special gateway design, lighting, landscaping, signs, and/or structures should be provided at high visibility locations near major entry points into the Downtown Station Area as shown on Map-2.
2. Within the Downtown Station area, directional signage should be provided at key intersections in the Active Ground Floor Overlay indicating walking time estimates and the direction to key destinations.
 - Individual signs, with a consistent size, mounted to existing light posts are encouraged.
 - Sign kiosks should be limited to a maximum of one per street block.



Figure 21. Existing signage in Santa Rosa.

SMART Station Access

3. Design of the SMART site should accommodate buses, taxis, ride hailing services, and drop-off/pick-up areas, with canopied waiting areas, seating, lighting, and real time bus information. A visible and direct pedestrian connection should be provided from the platform to the intermodal transfer area on the SMART site.
4. Building entrances, windows, and active uses on the SMART site should be oriented to the pedestrian connection linking the station platform and the intermodal transfer area in order to maximize “eyes on the street” and enhance sense of security.



Figure 22. Additional wayfinding signage, such as pylons, can help orient pedestrians to major city attractions. *

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

5. Crime prevention strategies should be incorporated into the design of active street frontages, particularly in the vicinity of the SMART's Downtown Station and the Downtown Transit Center, including lighting and design features which activate the space and minimize "lurking spaces."

Bus Shelters

6. Selection of locations for bus shelters should be coordinated with Santa Rosa CityBus and Sonoma County Transit.
7. Creative use of color, material, and shelter design is encouraged.

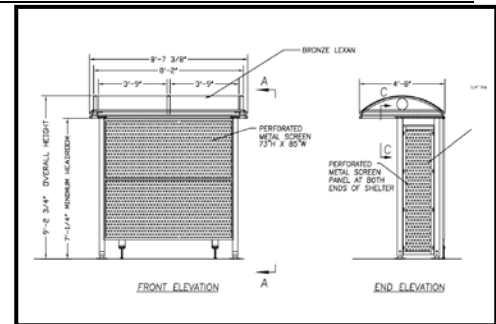


Figure 23. Bus shelter recommendations.

2.3 Parks and Public Spaces

Urban Parks and Public Spaces

1. Design of public spaces should:
 - Have size and programming as outlined in Table-1.
 - Be lined with active uses at-grade and located near building entrances, windows, outdoor seating, patios, or balconies that overlook park spaces, and other areas with strong pedestrian activity.
 - Be completely visible from at least one street frontage and as feasible, be at least 50% visible from a secondary street frontage.
 - Be primarily defined by adjacent buildings, which will contribute to the unity and environmental quality of the space.
 - Be oriented to maximize sunlight access throughout the day and provide uses that take advantage of the sunny location (e.g. cafés and patios). Encourage south-facing parks and plazas, as they maximize the space's exposure to direct sunlight.



Figure 24. Example of potential public space.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

Table-1: Public Space Size and Programming Guidelines

	Civic Spaces	Public Plazas	Rooftop/Pocket Parks	Paseos
Recommended Size	Min 25,000 sf	Min 15,000-20,000 sf	Min 2,000 sf	Min 16 feet wide, with min 10-foot travel path
Recommended Elements				
Pop up retail/concession stands	X	X		
Public art installations	X	X	X	X
Children's play facilities	X	X		
Seating (benches and mobile chairs)	X	X	X	X
Family picnic area	X	X		
Canopiess	X	X		
Plug and play for music performance	X	X		X
Bandstand/stage	X	X		
Removable bollards	X	X	X	X
Power outlets	X	X	X	X
Water features	X			
Interactive elements (pianos, chess boards, etc.)	X	X	X	
Trees and landscaping	X	X	X	X
Edible gardens			X	
Public washrooms	X			

- Generally be located at the same grade level as the public sidewalk. Where changes in grade are an important element of the overall design and programming, clear and direct access from the public sidewalk should be accommodated, and universal accessibility provided
 - Reflect the design and placemaking elements of the surrounding area through the use of architectural styles, signage, colors, textures, materials and other elements.
 - Be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area’s heat island effect.
 - Connect to bike and pedestrian facilities and be a part of an interconnected pathway or parkway system where feasible.
2. Paseos should be open to traffic only for loading and unloading purposes and should include pedestrian-scaled lighting to enhance sense of security.

Creekside Trails and Public Spaces

3. Development adjacent to Santa Rosa Creek and the Prince Memorial Greenway should maximize visual and



Figure 25. A system of public spaces, diverse in their size and types, will enhance Downtown’s sense of place.



Figure 26. Santa Rosa Creek

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

physical connections with the creek and greenway by providing

entrances, windows, patios, outdoor seating and other amenities oriented toward the creek and greenway.

4. Development adjacent to Santa Rosa Creek should provide for new pedestrian and bicycle connections at the following locations:
 - Where the B Street alignment intersects the creek at First Street;
 - Between Santa Rosa Creek and Pierson / West Sixth Street; and
 - Between West Third Street and the Joe Rodota Trail.
5. Special signage, artwork and design features should be provided at the following locations to signal the presence of and access to Santa Rosa Creek:
 - The point at which West Third Street crosses Santa Rosa Creek; and
 - The point at which Santa Rosa Avenue crosses over Santa Rosa
6. The Prince Memorial Greenway standard light fixtures with banner brackets should be placed regularly along the corridor.
7. The Prince Memorial Greenway standard furnishings should be included at intersection access points and within parks and open spaces adjacent to the Santa Rosa Creek corridor.



Figure 27. Creekside oriented development - the Hyatt Vineyard Creek Hotel adjacent to Santa Rosa Creek



Figure 28. Prince Greenway Park, which provides paths leading to the Prince Memorial Greenway, is well-lit with benches, a water fountain, and public art.

2.4 Site and Building Design

Building Placement and Transitions

1. Arrange buildings to define, connect, and activate sidewalks and public spaces.
2. Mid-block connections and walkways should be integrated with building entrances, transit stops, plazas and parks.
3. Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.
4. Improve the setback area along the residential street frontages with trees and planting to enhance the



Figure 29. Example of a well-designed multi-tenant, pedestrian-oriented development.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

landscape quality and the character of the existing residential street.

5. Design spaces that balance privacy and safety with access to air and sunlight. Prioritize south facing green space opportunities.
6. Encourage positive transitions in scale and character at the interface between residential and nonresidential land uses.
7. To establish continuity between land uses, all new developments in the Downtown Station Area, regardless of size or use, should reflect a similar urban form that is human-scale and pedestrian-oriented, with strong physical and visual connections to fronting streets.

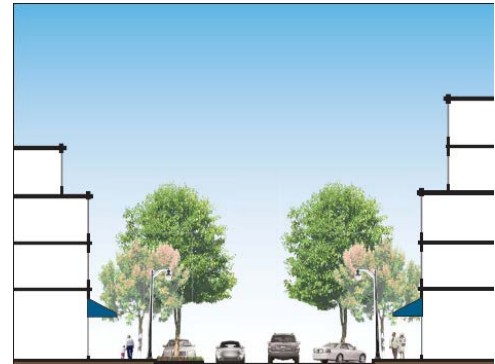


Figure 30. Development should reduce the appearance of building scale and streetscape presence, help control wind at the ground floor, and create a continuous street wall edge.

Building Architecture

8. Surrounding buildings establish the context for the design of new buildings. Whether new buildings are detailed in a historical, contemporary or eclectic manner, incorporating similar rhythm and proportions found in adjacent buildings improves the compatibility between new and old.
9. Building design should encourage multi-tenant occupancy at the lower two floors.
10. Building design should include elements of local character and use high quality, durable local materials.
11. All buildings should contain the three traditional parts of a building: a base, a mid section, and a top. While a tower (typically above 100 feet) may not have a distinct top feature, the building design should distinguish the pedestrian-oriented base portion from the massing above.

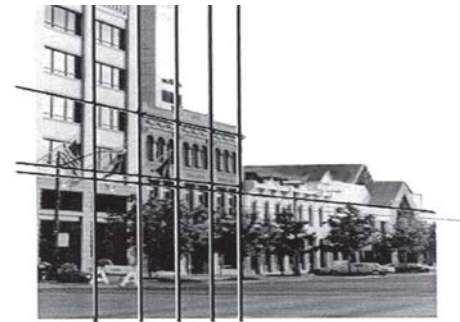


Figure 31. Demonstrates the compatibility of existing and new vertical and horizontal elements.

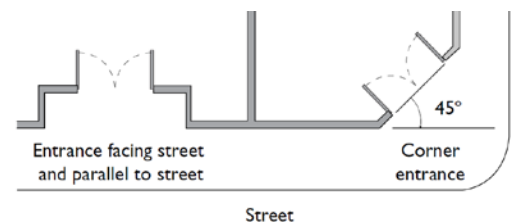


Figure 32. Corner Building Entrances

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

12. Corner buildings should have distinct architectural features and defined building entrances on both street frontages or an architecturally distinct corner entrance, as shown in Figure 32.
13. Window design should be varied to reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).
14. Building façades should be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco should be minimized and aluminum mesh is discouraged as a balcony material. Ground floor should use high quality material with texture.
15. Colors should be harmonious; however, color contrast is encouraged to create contrast and accentuate architectural forms and features.



Figure 33. Hotel La Rose using locally quarried stone.

Upper Story Design

16. Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the residential building façades.
17. Upper-story setbacks should incorporate features that activate the setback areas, such as balconies, terraces, living roofs, and greenery.
18. Design roofs to be an integral part of the overall building design and to complement neighboring roofs.
19. Incorporate usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest.
20. Coordinate tower placement with other towers on the same block and adjacent blocks to maximize access to sunlight and views; minimize loss of sky view from the public realm; and contribute to an elegant skyline profile.



Figure 34. Rooftop view devoid of excessive mechanical equipment.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

21. Incorporate creative elements into buildings for both functional and aesthetic purposes, such as vertical gardens, which provide aesthetic interest while aiding in temperature control.
22. The following guidelines should be applied to new development along freeway frontages to avoid a wall-like effect and to reflect the high quality design standards of Santa Rosa.
 - Design buildings visible from the freeway to maintain quality architectural articulation and finishes around all visible sides of the building.
 - Use articulation to break down the building massing, using upper story step backs and other techniques. Avoid light colors for walls and roofs that would create a monolithic appearance and/or result in a stark contrast to the natural environment. Where light roof materials are used, screening shall be incorporated into the building design such that the roof is not visible from the freeway.
 - Incorporate iconic architectural elements and corner treatments such as a tower, landmark roof form, or enhanced fenestration creating a focal point on the building façade.



Figure 35. Upper-story stepbacks activated with useable outdoor space and greenery.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Ground Level Design

23. Entrances to residential, office or other upper-story uses should be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.
24. Large buildings which front multiple streets should provide multiple entrances. Building entrances which connect to a central lobby should be distributed on different street facing facades.
25. In commercial and mixed-use developments, incorporate plazas, awnings, porticoes, and other architectural elements to identify entrances and break up the vertical massing and add visual interest at the street level
26. Incorporate frequent entries and ample transparency with visible activity on all publicly exposed façades of commercial and mixed-use buildings.
27. On corner lots where one side is in the Active Ground Floor Overlay (Map-2), ground floor activating strategies should wrap the building so that they are also applied to the ground floor frontage along the intersecting street.
28. Ground floor retail spaces should be designed to accommodate a variety of uses.
29. Opaque windows or windows covered with blinds should be avoided at the ground level in commercial developments.
30. Include at least two steps up to a porch or entry to enhance the separation of the private area from the adjacent street public areas, except for units designated for disabled or senior use, which should avoid entry steps.



Figure 36. Clearly distinguishable entrance.



Figure 37. Example of a building that breaks the spatial rhythm of the street.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

Residential ground floor facades and roof forms should be articulated such that individual residential units are differentiated from each other and from the overall massing of the building with stoops, porches, recessed windows, and/or bay windows.

31. Incorporate landscaping, fencing, raised or recessed entries, and other features to delineate residential property from the public realm.
32. Residential developments should be designed to maximize sunlight, privacy, ventilation, and scenic views from living areas.
33. Townhouse development should incorporate landscaping in the required setbacks.
34. Generally, a minimum of one pedestrian building entry should be provided for each 50 feet of residential street frontage.
35. Minimize the potential for noise disturbances to the greatest extent possible in residential developments by taking into account: window placement of adjoining buildings, the location of balconies and outdoor spaces relative to bedroom windows, and the location of trash collection facilities relative to residences.
36. Common recreational spaces, green spaces, landscaping, and amenities should be designed to encourage interaction among occupants.



Figure 38. Example of a detailed façade at street level.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

2.5 Historic Districts

1. Design new development in and adjacent to historic preservation districts to be compatible with existing structures. In terms of mass, materials, color, proportion, and spacing of windows and doors. Refer also to Section 4.7 (Historic Districts). A particular architectural style or design is not specified; however, the scale, mass and size of the building are often more important than the decorative details which are applied.
2. Setbacks should be carefully considered in relationship to adjacent structures.
3. New development in the Davis and Ripley areas of the West End neighborhood should be designed with special attention to compatibility with existing single-family residences.
4. New development adjacent to the St. Rose and West End historic neighborhoods should be compatible in height and scale with existing structures.
5. Development along the West Sixth Street frontage of the Sonoma Marin Area Rail Transit (SMART) property, just west of the railroad tracks, and at the northern end of the SMART site should be designed to be compatible in terms of scale, massing and materials with existing development in the West End neighborhood.
6. New development and/or major renovations within Railroad Square should be designed to respect, retain and enhance the historic qualities of the area.
7. Development of properties along Fourth Street and West Fourth Street in Railroad Square should be designed to maintain views of the historic water tower from the Fourth Street Corridor.
8. Infill development in the Downtown Station Area should incorporate and reflect character defining elements of the area and follow the design guidelines outlined in the City's Processing Review Procedures for Historic Properties.



Figure 39. Existing residences in the West End Preservation District



Figure 40. Example of a new building that respectfully integrates with an historical building.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

2.6 Parking

1. Parking areas should generally be below grade, in a podium, or “wrapped” with uses to reduce the visual impact. Where not feasible, surface parking should be located behind buildings.
2. Wherever possible, entrances to parking lots, structures, or podiums should be located along the side of a building and accessed from an alley or a driveway along the side of the property.
3. Design of parking lots, structures, or podiums should prioritize personal safety and security with pedestrian-friendly sidewalks, open stairwells, adequate nighttime lighting, direct sight lines, and regular upkeep.
4. Establish shared parking spaces that serve two or more separate developments, particularly when developments have different operation hours.
5. The minimum distance between vehicular entries along a street frontage should be 75 feet and entries be located in a manner that minimizes pedestrian/auto conflicts.
6. Encourage curb-space designated for short-term pickup and drop-off in support of delivery, taxi and ride hailing services.
7. Loading areas should not be more than 30 feet from a building’s service entrance.
8. Curbside parking is encouraged along all busy downtown streets to protect the pedestrian from moving vehicles.



Figure 41. Example of structure parking above ground floor retail uses.

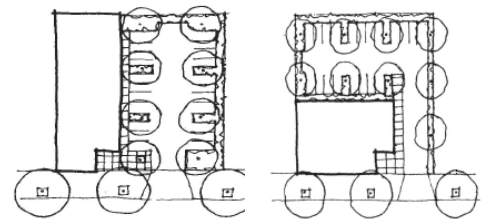


Figure 42. Parking location diagrams.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

2.7 Environmental Sustainability

1. Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects should be considered.
2. Operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation should be provided except where prohibited for the purpose of mitigating human health risk. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.
3. “Smart systems” that collect and employ data to control building operational systems, including lighting, heating, ventilation and air conditioning, security, and other systems should be incorporated in all new development.
4. Site materials should be selected based on the following characteristics, to the greatest extent practicable:
 - Durability
 - Reparability
 - Low Toxicity
 - Recycled content
 - Regionally sourced
 - Ability to be recycled or reused
 - Ease of maintenance
5. Use of sustainable site materials is encouraged, including recycled content paving materials, permeable paving, low- VOC paint, and high-albedo surfaces and roofs. Lighting fixtures should be selected to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.



Figure 43. Building design features such as screens help improve environmental quality

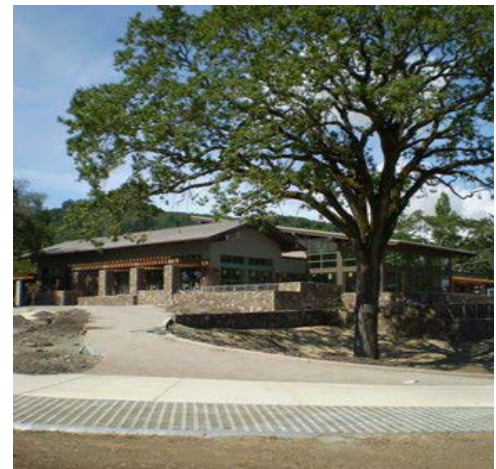


Figure 44. Example of a project that utilized native trees and extended eaves for natural cooling.

Red – New Guidelines from DSASP

Blue – Retained from Section 2.0 Core Area

Black – Replicated from Section 4.10 North Station Area Specific Plan Design Guidelines

Section 2 –Downtown Station Area

6. Signage and wayfinding should be provided in commercial and residential developments to increase public awareness of electric vehicles and bicycles and support existing users.
7. Evergreen shrubs and trees should be used as screening devices along property lines, around mechanical equipment, and to obscure grillwork and fencing associated with service areas and parking garages.



Figure 45. Green screening is encouraged for parking garages.