

# Heritage Commerce Center

DR23-008



0 Northpoint Parkway, Parcel Nos. 035-530-016 & 035-530-055

December 7, 2023

Suzanne Hartman, City Planner  
Planning and Economic Development

- The applicant proposes to develop an approximately 74,949-square-foot industrial building, Heritage Commerce Center, with approximately 9,268 square feet of storm retention zones.
- The proposed project is expected to generate 364 daily trips by approximately 70 employees, as well as customers and delivery trucks.

- **July 27, 2022** - Neighborhood Meeting conducted
- **February 3, 2022** - The proposed project was presented to the Design Review Board for Concept Design Review.
- **April 4, 2023** - Application Submitted
- **May 12, 2023** - Notice of Application Distributed
- **May 25, 2023** – Waterways Advisory Committee (WAC) Meeting
- **November 8, 2023** - Planning staff deemed the application complete.
- **November 17, 2023** - Notice of Public Hearing Distributed

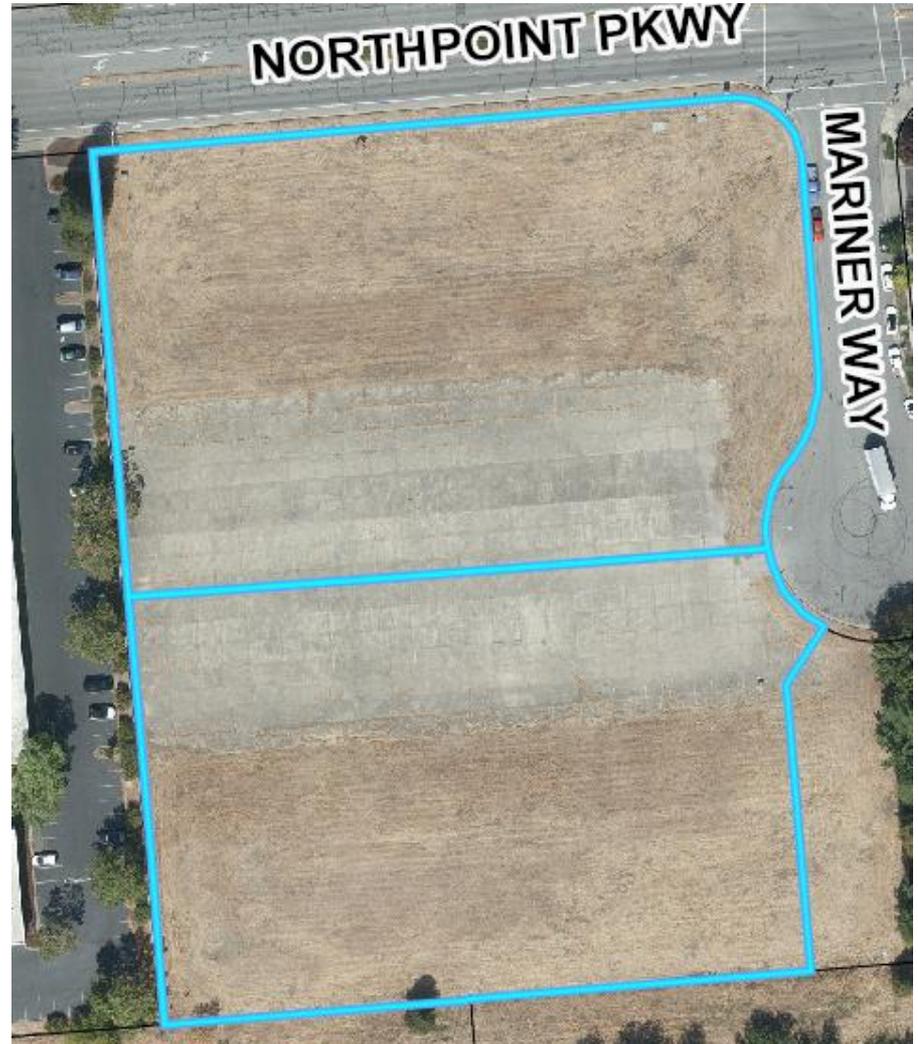
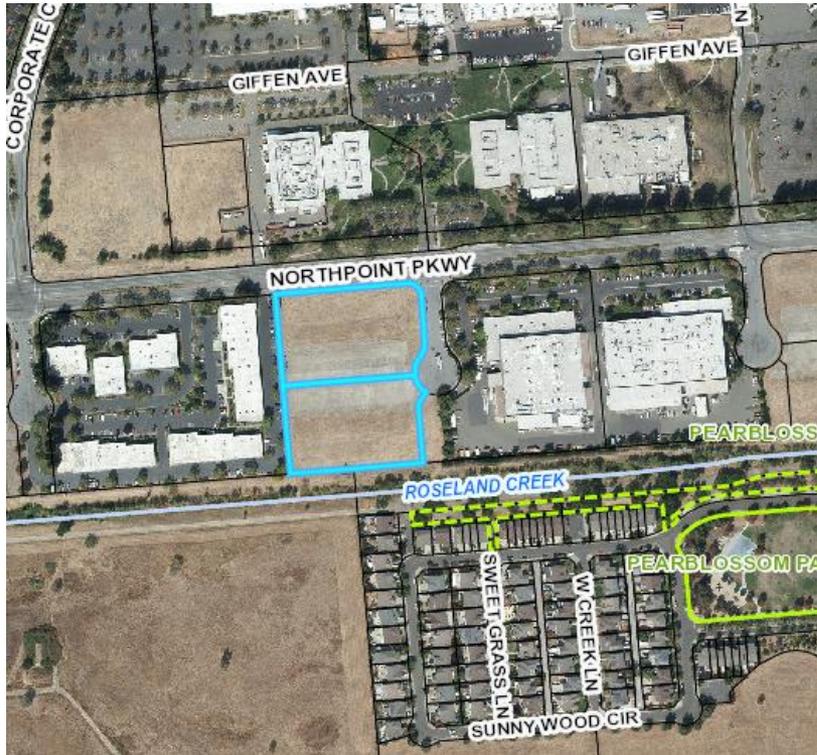
# Project Location 0 Northpoint Parkway



# Existing Site Photos



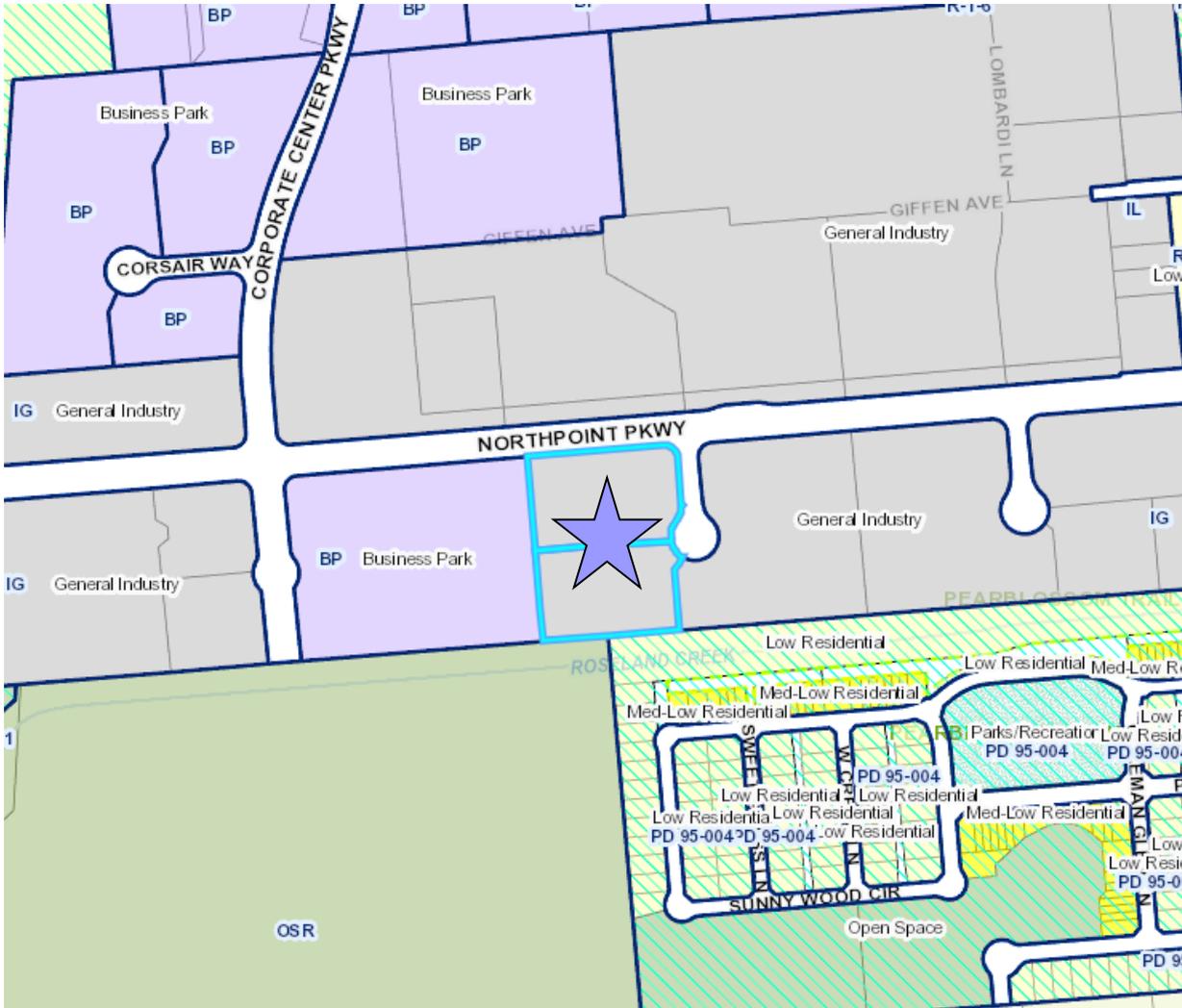
# Aerial Photos 0 Northpoint Parkway



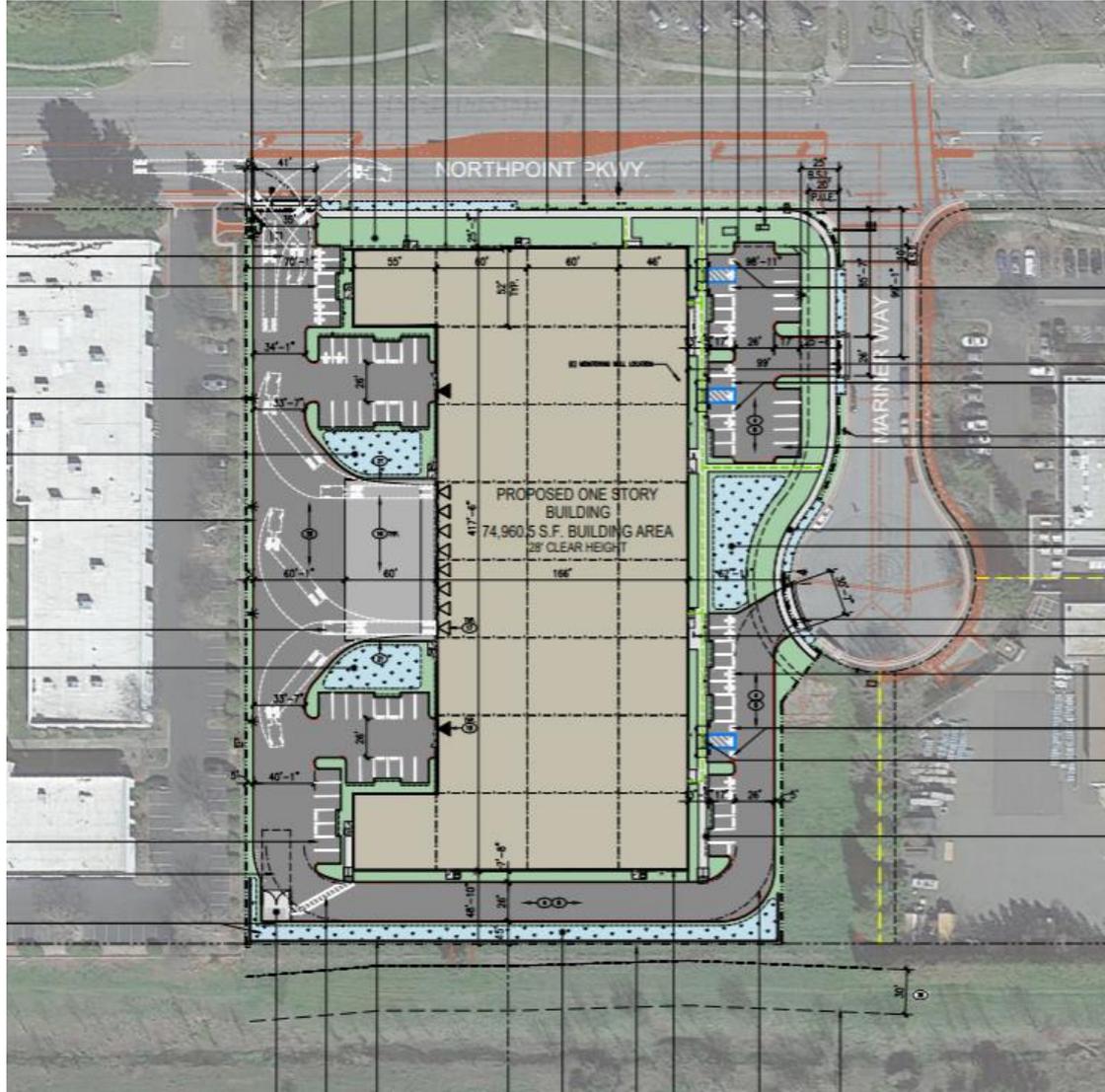
# Streetview Photos 0 Northpoint Parkway



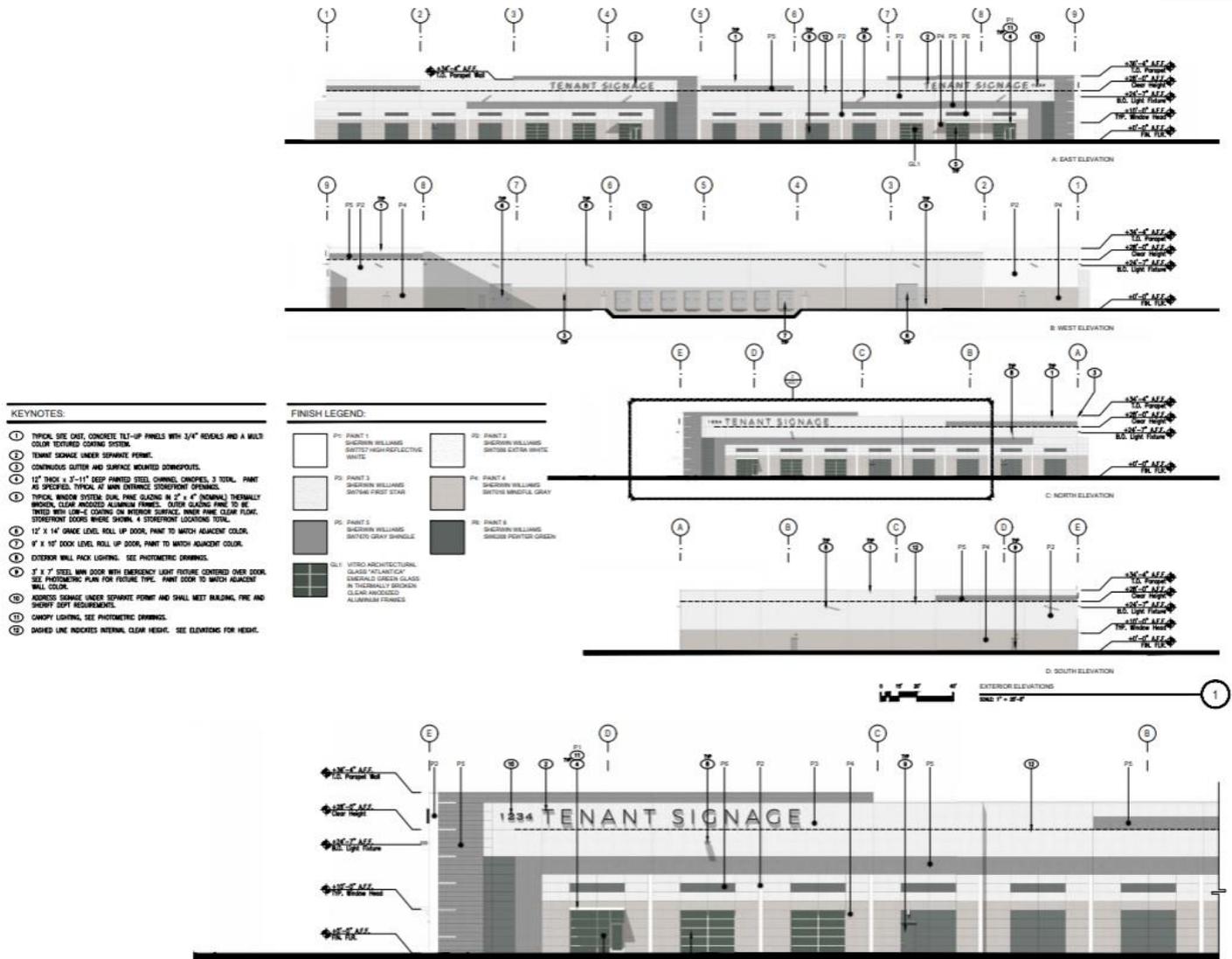
# General Plan Land Use Designation and Zoning District

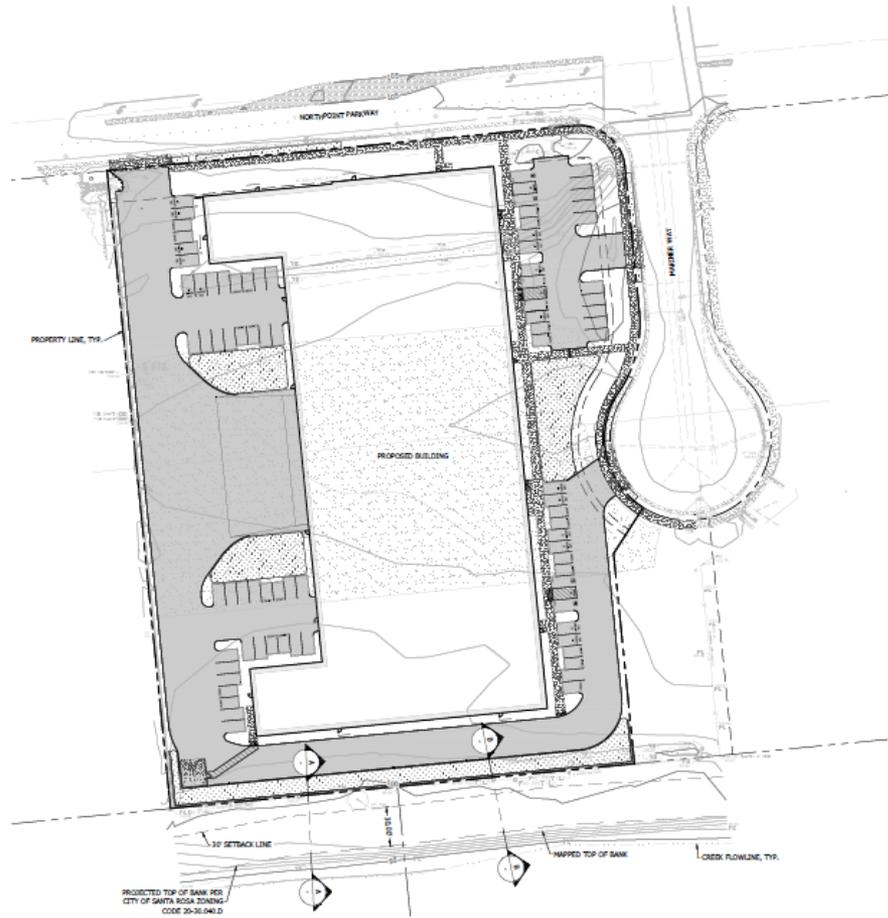


- General Plan Land Use Designation: General Industry
- Zoning District: General Industrial (IG)

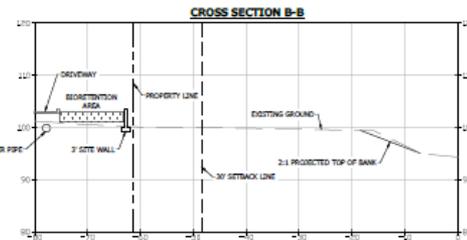
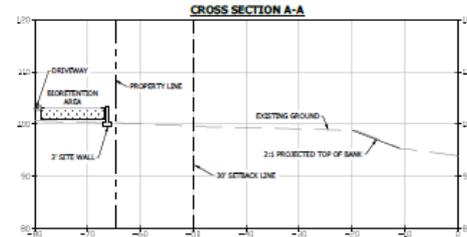


# Proposed Elevations





**PLAN VIEW**  
SCALE: 1"=40'

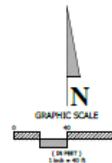


**CREEK CROSS SECTIONS**  
HORIZONTAL SCALE: 1"=40'  
VERTICAL SCALE: 1"=10'

**NOTES:**

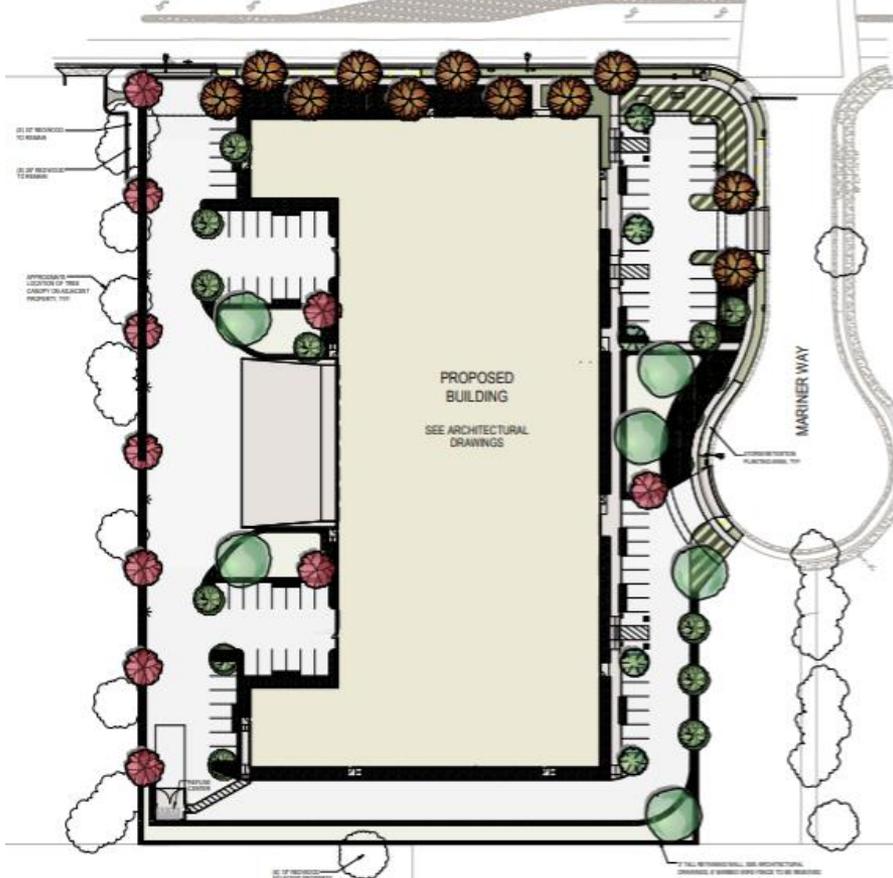
TOP OF BANK SHOWN IN THE CROSS SECTIONS IS PER THE PROJECTED TOP OF BANK BASED ON THE CITY OF SANTA ROSA ZONING CODE 20-30.040.D.

THE SURROUNDING DEVELOPMENTS WERE DEVELOPED PRIOR TO SEPTEMBER 3, 2004 THEREFORE THE SETBACK FOR DEVELOPMENT FROM THE CREEK TOP OF BANK IS 30' PER CITY OF SANTA ROSA ZONING CODE 20-30.040.D.



# Proposed Landscape Plan

## PROPOSED TREE IMAGERY



## LANDSCAPE DESIGN INTENT:

- Landscape design intent: The designed landscape will create continuity with the adjacent landscapes in the development and provide year-round interest in foliage color and form to soften and enhance the look of the new architecture. Signature street trees are selected from the City of Santa Rosa's approved street tree list for canopy species and are planted along Northpoint Parkway and Marine Way on a grid, incorporating an accent formal. Plant materials selected consist of almost exclusively low water-use and low maintenance species, many native to the area. Understory and ground cover plantings are generally low profile in color as well as mature with visual access into and across the site. Organic layout of shrubs and ground covers provide a natural-looking landscape. Plant selection emphasizes foliage form and color for year-long attractiveness and structure, with adequate spacing to discourage leaf pruning. Dense ground covers provide weed and erosion control and ground covers selected from among low-maintenance species will be planted along the Parkway to provide a low buffer to the site. No turf grass areas are proposed.
- Tree quantities and placement: New tree counts exceed the quantity required by the City's treekeeping ratio. Parking areas contain (20) trees at a 1:2.5 ratio with the (81) proposed parking spaces. There are an additional (10) trees for the remaining 1000 square feet of landscaped area, or (1) tree for every 100 square feet of landscaped area. Street trees are provided at 1 per 20 feet of commercial frontage per the City Design Guidelines (Landscape). Street trees are 6-8 feet tall, 30 feet from the corner curb return.
- Planting scheme at property lines and access: Enhanced entry planting will direct visitors to entry points via tall year-round color and textural contrast. To complement the screening provided by trees an understory canopy, low tree canopy along the west property line have been added. Trees are located in front of buildings with side sight distances for vehicles, bicyclists, or pedestrian traffic so all they conflict with overhead utility lines, overhead lights, or walkway lights.
- Plant barriers: Appropriate plant barriers shall be provided in any parking and parking stacks less than 10' wide.
- Casting trees: There are no casting trees on site that will require removal.

## IRRIGATION STATEMENT:

- An automatic system of the grade or with an approved fully automated irrigation system to include an automatic moisture control with multi-channel, line, and multi-emitter capabilities, in compliance with Section 20.04.005 and with the City of Santa Rosa's Landscape Ordinance.
- Irrigation system shall be designed to avoid runoff, low head drainage, overspray or other similar conditions when water flows into adjacent property, non-irrigated areas, walkways or structures. Proper irrigation equipment and schedules, including season cycles, shall be used to closely match application rates to infiltration rates to minimize runoff. Plants with water requirements shall be grouped together in distinct hydrozones.
- A master valve and flow sensor will be provided near the irrigation point of connection and connected to the automatic irrigation controller to sense and shut down the system in case of a catastrophic event. All ground cover, shrub, and perennial plantings areas will receive a high-efficiency drip system. The automatic irrigation controller will utilize either evapotranspiration or soil moisture sensor data with non-weathering. Section (see, trees, seed, etc.) other images or materials, that support or alter irrigation scheduling function with variable weather conditions will be provided for all sites.

## PROPOSED TREE LIST

SYMBOL	BOTANICAL NAME	COMMON NAME	TRUNK CALIBER	HT. @ 10'	SPREAD @ 10'	QTY*	DESCRIPTION
	Albizia Mimosa	Albizia Mimosa	1.5"	12' to 15'	20' to 25'	12	Spring flowering
	Cercis occidentalis	Redbud	1.5"	10' to 12'	15' to 20'	8	Spring flowering
	Coast Live Oak	Coast Live Oak	1.5"	10' to 12'	15' to 20'	4	Spring flowering
	Magnolia Little Gem	Magnolia Little Gem	1.5"	10' to 12'	15' to 20'	11	Spring flowering
	Poinciana	Queen Palm	1.5"	10' to 12'	15' to 20'	8	Year-round flowering

## PROPOSED PLANT LIST

SYMBOL	BOTANICAL NAME	COMMON NAME	TRUNK CALIBER	HT. @ 10'	SPREAD @ 10'	DESCRIPTION
	Argemone 'Sunset Tower'	Argemone 'Sunset Tower'	1.5"	0.5' to 1'	0.5' to 1'	Argemone bush/cover plant
	Argemone 'Sunset Tower'	Argemone 'Sunset Tower'	1.5"	0.5' to 1'	0.5' to 1'	Argemone bush/cover plant
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- The proposed color, form and massing of the building are appreciated.
- Provide a more detailed landscape plan; more robust planting at the south property line that is adjacent to the creek is recommended.
- The site layout and building orientation are appreciated.
- Consider proposing additional materials around the entrances and/or corners of the building.

# Waterways Advisory Committee (WAC) Comments

- Consider a more transparent fence design to encourage site lines between the proposed development and the creek trail.



- There are no unresolved issues remaining with the project.



- Concerns over the development not fitting in with the general area.



- The design and layout of the proposed development is of superior quality, and is consistent with the General Plan, any applicable specific plan, applicable Zoning Code standards and requirements, the City's Design Guidelines, architectural criteria for special areas, and other applicable City requirements (e.g., City policy statements and development plans); and
- The design is appropriate for the use and location of the proposed development and achieves the goals, review criteria and findings for approval as set forth in the framework of Design Review (Design Guidelines, Introduction, subsection C); and
- The design and layout of the proposed development will not interfere with the use and enjoyment of neighboring existing or future developments; and

## Design Review Findings (Continued)

- The architectural design of the proposed development is compatible with the character of the surrounding neighborhood; and
- The design of the proposed development will provide a desirable environment for its occupants, visiting public, and its neighbors through the appropriate use of materials, texture, and color, and would remain aesthetically appealing and be appropriately maintained; and
- The proposed development will not be detrimental to the public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity; and

# Environmental Review

## California Environmental Quality Act (CEQA)

- The proposed project qualifies for an exemption pursuant to CEQA Guidelines Section 15183 in that the project is consistent with the City's General Plan for which an EIR was prepared and certified by the Council on November 3, 2009, as evidenced by the General Plan Consistency Analysis that was prepared for the project.

It is recommended by Planning and Economic Development Department that the Design Review Board, by resolution, approve the Design Review application for the Heritage Commerce Center project, located at 0 Northpoint Parkway; Assessor's Parcel Nos. 035-530-016 & 035-530-055.

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