

Design Concept Narrative

310 Bellevue Avenue
Santa Rosa, CA

Proposed Project

The 310 Bellevue Avenue multi-family residential project is new construction consisting of 100% affordable housing with a total of 288-units. The proposed 9.72-acre parcel is flat and undeveloped in southwest Santa Rosa.

The General Plan designates this site for Medium Density Residential (8-18 units/acre). The property is zoned R-3-18. Due to the relatively flat site and simple design, grading will be minimal. This is an infill project located at Bellevue and Dutton Ave.

The project will consist of 9 three-story buildings with a mix of 180 one-bedroom units, 66 two-bedroom units, and 42 three-bedroom units. The buildings have a total square footage of approximately 187,338 square feet. The max roof height for all buildings is less than 35'. All buildings will be sprinklered. Additionally, the site is designed with central amenities for residents to enjoy, including a recreation center, central playground, and playing field, pickleball courts, basketball court, and pet parks.

All parking will be provided on site and consist of 469 parking spaces, all uncovered, as well as 80 bicycle spaces. The project's proposed parking exceeds the parking requirement of 396 parking spaces, a critical component for the family-oriented working population the project will serve.

Project Design

The project is designed to create a sense of community for the residents. The entrances will be gated, with the main entrance of the project from Dutton Avenue with secondary access provided from Bellevue Avenue. The streetscape will be lined with trees and provide a new public sidewalk along the project's frontage.

Architecture

The overall architectural design of this project is rooted in a contemporary craftsman style to create a fresh and inviting feeling. The site consists of 9 apartment buildings, 1 recreation/marketing building, and 1 maintenance building. Three apartment building types will be used in the project, with all buildings consisting of a coordinating color and material palette. Colors will be used to create breaks in the overall massing of the buildings, and gable ends help to create breaks in the roofline. The primary building material is cementitious siding consisting of lap siding with board and batt accents and wood trim in various earth tones and slate blue. The materials, colors, and generous number of windows harmonize together for the overall aesthetic that is consistent from building to building. Matching metal railings are proposed at all upper-level balconies and all proposed windows will be white vinyl frames. Each unit will also afford each resident with private storage, and patios will provide private space while also giving the façade a sense of rhythm and depth. A symbiotic balance of color, texture, and scale conveys a sense of permanence that is intended to be welcoming to residents and the community alike.

Placemaking / Livability

Pedestrian circulation and the site layout help define the centralized amenities of the project. The recreation center, picnic area and playing field serve as the community hub. With a family-oriented demographic in mind, the heart of the property also includes a children's play area, pet park, pickleball courts, and a basketball court for the residents to enjoy.

Landscape

With the exception of the community playing field and pet park, low-maintenance and low-water use will be the focus of the landscaping plan. Drought-tolerant ornamental plants will be used for a resource efficient and environmentally responsible development over its entire life cycle. An existing oak tree will be preserved and will provide shade to pets in the pet park. Trees will be planted throughout to line the frontage and perimeters of the common areas and buildings.

Sustainability

The buildings will comply with California's Title 24 energy code. High performance Low E windows, optimal insulation levels and water heating systems will enhance energy savings and comfort, while rooftop solar will help to further reduce the carbon footprint of the development. Plumbing fixtures will be low water use, with high performance low flow toilets, faucets and showerheads using less water than standard. Framing lumber will be tested for moisture content before enclosure to ensure avoidance of future problems.

Healthy indoor air quality is enhanced using low or no VOC paints and adhesives along with fans that run continuously. Resilient flooring will be certified to Green Label Plus or FloorScore low-emitting standards.