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Design Concept Narrative

**420 Mendocino Avenue**

The attached proposal for 420 Mendocino Avenue is a revision to the original proposal submitted in 2018 (also attached) and 2020 permitted project. The current proposal maintains the same proposed program and height (85') as the original for an apartment building with ground floor commercial space on the corner of 5th and Riley Street. The table below outlines the scope of modifications to the originally proposed design:

	<b>2018 Proposal</b>	<b>Current Proposal</b>
<b>Height</b>	85'	85'
<b>FAR</b>	N/A	5.8
<b>Levels</b>	7	8
<b>Residential Area</b>	83,010 sf	125,553
<b>Commercial Area</b>	1,983 sf	1,815 sf
<b>Open Space (Total)</b>	5,830 sf	2,975 sf
Roof Terrace	1,330 sf	1,050 sf
Balconies / Terraces	4,500 sf	1,925 sf
<b>Circulation</b>	14,050 sf	115,508 sf
<b>Service</b>	5,525 sf	6,332 sf
<b>Units (Total)</b>	128	161
Micro Studio	-	6
Studio	64	18
Jr 1 BR	-	18
1 BR	30	51
2 BR	34	68
<b>Car Parking</b>	86 spaces	100 spaces
<b>Bike Parking</b>	132 spaces	48 spaces

## Building Placement and Transitions

Located in the central business district of downtown Santa Rosa, the current site uses include an open parking lot, a single story commercial building fronting Mendocino Avenue (backing on to Riley Street), and a single story commercial building anchoring the corner of 5th and Riley Street. Both commercial buildings are non-historic. Proposed development would occupy a majority of the site while maintaining a landscaped midblock Paseo between 5th St. and Mendocino Ave. for residential tenants and egress from 404 Mendocino. The entry to the midblock passage on Mendocino Ave. will be situated directly adjacent to the main residential entry and a ground floor commercial space on 5th Street. Both sides of the cut-through will be secured by lockable gates.



*Proposed retail space and potted plants on 5th and Riley*

To help enhance the pedestrian experience, all street frontages will be setback for the first two floors of the building to provide room for landscape and seating. One existing street tree on 5th Street will need to be removed to avoid being damaged by the proposed building overhang on Riley Street. To mitigate the tree removal, a new street tree is proposed on Mendocino Avenue at the north property line which will help complete the existing cadence of trees running to the north and south along this street. In addition to this, potted plants will be proposed outside the commercial space on 5th and Riley Street to help maintain a gesture of greenery in the vicinity of the removed tree.

## Building Architecture

The building will be composed of three distinct parts - a concrete “base”, a middle clad in a combination of metal and cementitious siding, and a top defined by a roof deck on Mendocino Avenue and a simple metal parapet cap elsewhere. The plinth is designed to be durable yet warm through use of textured concrete, and broken up by storefront and vine plantings. In the midsection, the two distinct corners of the site (one on Mendocino, and the other on 5th & Riley) will be distinguished by premium metal cladding while the intermediate facades get treated with cementitious siding. These two corners also correspond with the main residential entry and commercial area. Building massing, material, and opening treatment strikes contrast with the downtown context, helping highlight its historic character while projecting optimism about its present and future.

**Ground Level Design:**

The main residential entry is highlighted by a small sheltered entry court off of Mendocino Avenue.

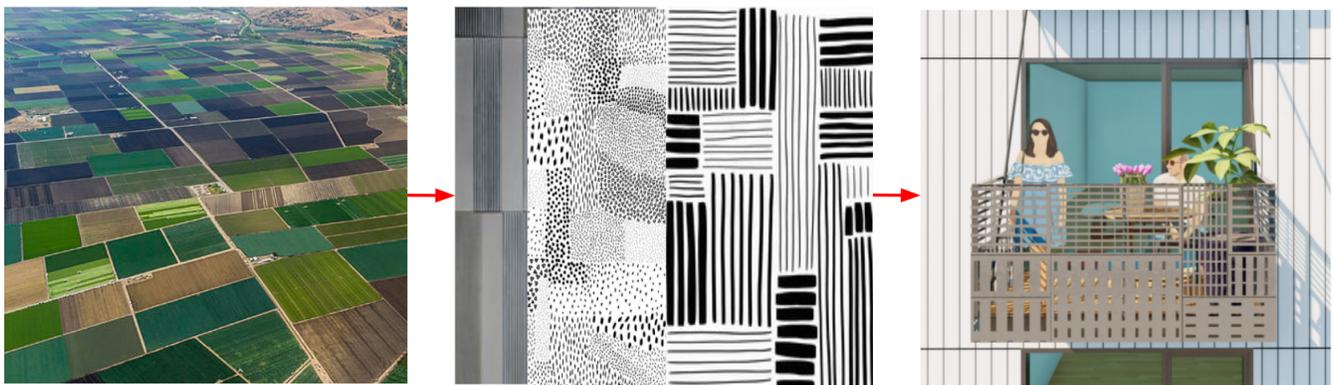


*Main residential entry on Mendocino Ave.*

The commercial space is distinguished by a deep setback and floor-to-ceiling storefront glazing that wraps the corner on Riley and 5th Street (as well as the corner adjacent to the midblock cut-through). The setback will allow for the possibility of moveable furniture and landscaping which will help activate both the commercial space and the streetscape. Entries to the commercial space face both streets as well as the midblock cut-through.

**Upper Story Design:**

Projecting full depth and Juliet balconies will pepper the Riley street and 5th / Mendocino interior facades. Besides providing valuable outdoor space to future residents, these will help create visual interest and relief by projecting shadows and referencing Santa Rosa landscape motifs via their railings. On level 8, a common roof deck will allow residents a view towards Courthouse Square and beyond and add greenery to the top of the building that will be felt and enjoyed from the street below.



*Balcony guardrail design inspiration - Sonoma landscape aerals*

**Environmental Sustainability**

The roof of the building will be designed to maximize solar potential. Vertical screens and sunshades will be implemented on each facade to help moderate solar heat gain in summer months. Each residential unit will have operable windows to allow for natural ventilation. Biofiltration planters distributed throughout the ground floor will help treat and clean stormwater as it re-enters the water table. A common bike room will be provided for residents at ground level to encourage sustainable transportation.