Design Concept
Narrative 1 Santa Rosa Avenue

Prepared by 1SRA LLC July 7, 2020
Addendum September 11, 2020

The "1 Santa Rosa" development introduces much desired high-density housing into downtown Santa Rosa. The project will transform a vacant commercial bank building (with surface parking) into a contemporary apartment living environment that offers plentiful resident amenity spaces and activated street level uses to help enliven and frame the adjacent Courthouse Square. Importantly, the Project is adjacent to the 2nd Street Transit Mall that creates extremely convenient connectivity to public transit, while its proximity to the Square and downtown commercial amenities will promote walking and bicycling rather than automobile use. Indeed, 1 Santa Rosa will not provide on-site parking, but, instead, will offer resident parking at the adjoining parking garage across 2nd Street through a proposed parking arrangement with the City.

The design intent of this 120-unit multifamily building includes creating a strong presence at the corner, with the building's most stylistic elements occurring at the prominent 3rd Street/Santa Rosa Avenue intersection. The architecture strives to be complementary to the adjacent buildings in form and mass, but punctuate the corner with a grand lobby entrance as part of a chamfered corner that extends to the roof. The building's form creates an exterior façade with a definitive base, middle and top utilizing banding on the second floor and a stepped back top floor that also introduces new material and color. Exterior façade materials include a combination of panelized cladding, stucco and storefront glazing. The rear portion of the building on 2nd Street rises only five stories primarily to maximize natural light into the building's courtyard and create some diversity in the project's massing.

The project is designed to create an interesting pedestrian-level experience at the sidewalk level. All of the ground floor units fronting on Santa Rosa Avenue have stoops flowing out of the recessed unit entries creating an opportunity for coming and going of residents out of multiple points in the building and along Santa Rosa Avenue, in addition to the main lobby at the corner. Additionally, a ground floor café anchors the corner at 2nd Street/Santa Rosa Avenue to provide a focal point for this end of the building.

The project's landscaping and community spaces provide multiple opportunities for residents to experience both active and more tranquil common areas. The ground floor courtyard will be lushly landscaped with seating areas for residents to enjoy. Studio units at the courtyard will also have their own private patios. It's envisioned that residents will regularly traverse the courtyard as they walk from their cars parked in the nearby garage and enter the building. Off the courtyard, the indoor amenity space (still being programmed) can spill into the courtyard when weather permits and will also be the location of the bicycle parking. There will be a green roof and a bioretention planter on the fifth floor roof in the rear of the building providing a more palatable view than just of the transit mall. The primary outdoor gathering place in the building will be the rooftop deck that overlooks Courthouse Square. The

deck is designed to have at least three separate zones allowing multiple groups to utilize the deck independently. Rooftop amenities contemplated include a fire pit, BBQ/wet bar, and various seating areas in addition to a viewing deck overlooking the Square. Generous planting will be installed and will include citrus trees that can be harvested by the residents.

The building will include energy efficient MEP systems and appliances. All landscaping will be climate appropriate. The building will meet the City's Green Building Standards.

Please find attached to this Narrative a memo from Lowney Architecture detailing how 1 Santa Rosa Avenue responds to the City of Santa Rosa's Core Area Design Guidelines.

Addendum September 9th, 2020

The proper approach to the planting of street trees and other at-grade landscaping was the subject of considerable thought and design investigation. The landscape design approach selected — planting the principal street trees in trench tree wells adjacent to the building face — was chosen because it provides the maximum amount of visual interest to the block for pedestrians and other passers-by, as well as residents. By lining the building facades with deep and long planting wells in trench form, the total amount and density of planting, as well as the likelihood of long-term plant and tree health and growth, will be substantially increased as compared with the alternative of placing trees close to the curb where access issues would require that they be in individual, stand-alone wells.

As regards improved tree health with the planned street tree locations, it will result partly from the additional protection against impact damage during establishment which the trees obtain from being nestled against the building, and, over time, from the much larger volume of soil and root expansion area possible with the trench planting wells. The consequence will be street trees that will grow with greater vigor, require less attention over time, and achieve more robust trunk sizes, leafing and height.

From the design perspective, given the location, length and height of the building's facades, the shade-giving role of street trees is of much less importance in this location, as the building itself provides significant shade. What the trees will do, in the designated location, is provide more texture, variety and general visual interest to the view for the passing pedestrian, softening and humanizing the streetscape. The varied colors and textures of the plants and trees running the length of Santa Rosa Avenue will provide a substantial contrast to the hard edges that are the fronts of all the surrounding and nearby commercial buildings. In addition to softening and enlivening the façade for passers-by, this approach to the colonnade of street trees, including the pairing of trimmed trees at each entryway, provides a domestic warmth to the residential entries on the street, and will, we believe, signal a fundamental change in the district, in the desired direction: from a purely commercial zone to a mixed-use one.

lowney arch

RECEIVED
By Andrew Trippel at 2:05 pm, Aug 17, 2020

August 14, 2020
Supercedes July 7 and 27, 2020

MEMORANDUM

TO: **Andrew Trippel**
City Planner
City of Santa Rosa

SUBJECT: **One Santa Rosa**

RE: **City of Santa Rosa Core Area Design Guidelines Response**

Please find below our responses in blue to the City of Santa Rosa Core Area Design Guidelines, itemizing how the proposed design One Santa Rosa addresses applicable goals and sub-goals.

Goal 2.1.1: Encourage dense development in the downtown area and station area, redirecting the focus of current growth away from the periphery and concentrating uses in an area with existing infrastructure and services.

A. Allow buildings of up to 10 stories within the downtown consistent with the Zoning Map of the City of Santa Rosa.

The site of the project is on the block of Santa Rosa Avenue, between Second Street and Third street, facing Courthouse Square. This is a prime Downtown location, with existing infrastructure surrounding it: the transit hub on Second Avenue, many local restaurants and commercial shopping opportunities, and both freeway and rail access within a half mile.

The proposed project is a 7-story residential building on a half-acre site, bringing a density of 240 units per acre.

Goal 2.1.2: Encourage buildings that accommodate mixed uses in the downtown to promote synergy between uses and pedestrian activity that extends beyond the typical 9 to 5 workday and decrease the need for commuting.

A. Provide a variety of uses within proposed developments, including residential land uses. Low occupancy uses such as warehouses, storage and parking should not be counted as contributing to mixed-use development.

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The proposed project is mixed use, in that it provides a café on the ground floor, located adjacent to transit and theater users. More importantly, it will bring residents to what is presently an overwhelmingly commercial core, helping to move the neighborhood more towards becoming a true mixed-use downtown.

Goal 2.1.3: Consider existing residential neighborhoods when designing and planning adjacent commercial development.

A. Projects should be planned to minimize increased use of neighborhood streets. Where possible, parking, loading and other vehicular access should occur at mid-block or alley.

B. Commercial property with frontage on a neighborhood street should limit public access from that street, and limit business associated parking on that street, so as to avoid significant alterations of the residential character and scale of the existing street.

The proposed development is primarily residential, fronting onto three commercial streets. It is not located within a residential neighborhood nor does it include frontage on neighborhood streets.

Goal 2.1.4: Encourage the inclusion of civic art to help define public spaces, provide detail and include the rich expressions of our Santa Rosa heritage.

A. Encourage developers of new projects to incorporate artists into the design team from the inception of planning in order to integrate works of art into their projects

B. Civic art should:
- Be incorporated into public infrastructure projects such as bridges, transit systems, highways and roadways;
- Express local history and identity through functional and ornamental design elements and works of civic art;
- Mark significant intersections; and
- Create a system of Historical/Cultural/Information points that could mark unique places in the urban context (plaques, walking maps, etc.)

A substantial piece of publicly visible art is planned for the lobby at the intersection of 3rd Street and Santa Rosa Avenue. This double-height space, fully glazed, and fronting to Courthouse Square, is the most prominent location in the project. The work will be placed, dependent on form, either freestanding within the lobby space or mounted high upon the wall, in such a way that it can be enjoyed by all passers-by. The work will be acquired or commissioned from a local artist.

Goal 2.1.5: Honor the authenticity and maintain the value of old buildings by directing additions, renovations and new construction to reflect the era in which they are constructed.

A. Additions, renovations and new buildings should be designed in such a way that they don't appear to have been built significantly earlier than they were. This does not preclude the use of materials, scale or massing found in older buildings.

B. Buildings date the historical development of the City. It is important that any mimicry of past architectural styles not be exercised in such a way that the historical records become confused.

Revised 8/14: While the building's design is grounded within the 21st Century through use of modern materials, such as cement board and phenholic resin wood panels, a number of design cues were adapted from the Rosenberg Building to make sure the design stayed current yet respectful of the past and the overall character of Courthouse Square.

In particular, the Rosenberg Building is formally arranged using a tripartite horizontal division of the façade, which was a very common formal move. Due to the prominence of this site, the building is designed using a similar horizontal division of the mass. This allows the building to engage the square with a formal language that is quickly understood, yet differences in the materials and the material detailing maintain a contemporary feel.

The mid-section of the tripartite design features a horizontal, v-groove cement board panel that shares a formal expression with the v-groove stonework of the Rosenberg Building. The paneling helps to situate the design within the more immediate historical context, provides some scaling relief to the overall mass, and keeps the design fresh by using contemporary materials and assemblies.

Goal 2.1.6: Encourage appropriate interfaces between old and new structures, thoughtfully considering scale, building articulation, and mass.

A. Development in the Downtown should respond to adjacent historically zoned buildings and avoid creating awkward or incompatible design solutions.

B. Compatible design need not be created through historic replication, but should reflect a consideration of the materials, scale and massing of the adjacent historic buildings.

The project is designed to be compatible with the historically zoned buildings in the area. The project echoes the Rosenburg Building and other classical revival buildings, without mimicking, through the use of a tripartite horizontal division of the façade (base, middle, crown) and crisp articulation that gives the elevations scale and rhythm appropriately expressed using modern materials.

Goal 2.1.7: Enhance the experience of elevated views through the protection of important views of the surrounding hillsides and screening of undesirable views.

A. Roofs should be designed and constructed in such a way that the acknowledge their visibility from other buildings in the downtown and from the street. Mechanical equipment should be screened when visible from the street or from potential or existing buildings nearby.

B. Unused equipment should be removed from view. Screen rooftop equipment from visibility. The point of view for determining visibility shall be five feet above grade at a distance of 200 feet. When the roof top is visible from adjacent buildings, screen equipment to the height of the equipment, at a minimum. Screening material should be compatible with the building architecture.

C. Integrate attached structure and equipment such as solar collector panels, antennas, satellite dishes, and so on, into the project architecture or screen from view.

The mechanical equipment on the roof is housed within a penthouse, thus screened from view.

Solar collector panels will be screened by the parapet from pedestrian view at 200 feet from the project. The parapet is flush with the facades and not distinguishable as mechanical screening. No nearby buildings are of sufficient height to allow visibility of the roof-mounted solar panels.

Goal 2.1.8: Control on-site surface parking.

A. When on-site parking is required, locate it to the rear or side of the site.

B. Do not place on-site parking in front of the building.

C. Locate building entrance at street sidewalk and not adjacent to parking lot.

D. Parking lots are not as interesting to pedestrians as buildings and storefronts.

E. If parking is located behind the sidewalk, screen vehicles with low walls and/or landscaping.

F. Provide on-street parking whenever possible.

G. Refer to Section 4.2 for additional parking guidelines.

H. For properties that are zoned with the Station Area Street Combining District, ground floor parking is not permitted within 20 feet of the street frontage or back of sidewalk, whichever is greater.

The proposed development includes no on-site parking. Existing street parking along Santa Rosa Avenue will remain.

Goal 2.1.9: Treat Courthouse Square with special consideration.

A. Development facing the public square should receive special architectural consideration.

Revised 8/14: The proposed project faces Courthouse Square across Third Street, and its architectural design was entirely organized with consideration for its relationship to the Square. The building massing creates an anchor point for Courthouse Square, encouraging pedestrians to view the square as a destination. To encourage a relationship between the building and the square, the entry has been located directly onto the main intersection leading into the square. This two-story main entry is set within a six-story proscenium to give it prominence and provide visual interest when viewed from the square.

The internal building layout is arranged to encourage residents to use Santa Rosa Avenue as their main entrance into Downtown Santa Rosa, whether at the main entry point or at the individual entry doors on the Santa Rosa Avenue side. At the roof level, the open space is located on the Courthouse Square end of the building, to encourage visual involvement in civic events on the square.

B. Buildings facing the public square should offer fairly consistent building heights and make efforts to establish the civic significance through unique architectural treatment.

The proposed building height is approximately the same as the adjacent building at 520 Third Street.

C. Primary building entrances should face the public square.

The primary building entrance is at the corner of Santa Rosa Avenue and Third Street, facing directly into the pedestrian entrance to Courthouse Square.

D. Loading docks, utilities, and service areas should not face the public square unless otherwise required to be on the public square side of the building.

No loading docks or service areas are included within this project. Utility areas on the ground floor are located off Second Avenue, as far away from Courthouse Square as possible.

E. Activate the ground floor of surrounding Courthouse Square with pedestrian scaled amenities and outdoor dining areas.

The ground floor of the proposed project includes pedestrian-scaled elements to activate Santa Rosa Avenue. Such elements include stoops, private residential entrances, and pedestrian-scaled lighting.

Goal 2.1.10: Provide special treatment to gateway sites and terminated vistas.

The project location is not at a gateway site or a terminated vista. Nonetheless, its relationship to the long views across the square was a central consideration used in crafting its design.

Goal 2.1.11: Protect the intimate quality of Mendocino Avenue (between Seventh Street and Transit Mall) and Fourth Street (Between B and E streets).

The project location is not on Mendocino Avenue or Fourth Street.

Goal 2.1.12: Preserve the distinct character of each Sub-Area within the Station Area by designing new development with the unique characteristics and vision for the seven diverse neighborhoods.

A. The Courthouse Square Sub-Area is the City's urban center and is envisioned to be a vibrant mixed used area with new housing added to the existing office and retail uses.

B. The Railroad Square Sub-Area is the historic transportation center of Santa Rosa and is envisioned to be a mixed use area with residential, hotel, office and retail uses.

C. The Railroad Corridor Sub-Area is the area historically influenced by commercial railway operations, but is envisioned to be a diverse mix of multi-family housing, live-work housing and mixed use residential with neighborhood serving retail.

D. The Park and Gardens Sub-Area is currently characterized as a commercial strip, but is envisioned to be a mixed use area with housing and retail uses throughout and where new development provides a shared identity for the Julliard Park and Burbank Garden neighborhoods.

E. The Imwalle Gardens Sub-Area, once farmed by the Imwalle family, is envisioned to be a residential community with direct pedestrian and bicycle access to the downtown rail station via the Prince Memorial Greenway.

F. The Residential and Historic Residential Sub-Areas include eight distinct residential neighborhoods envisioned to maintain and enhance their existing residential characters.

The project is sited within the Courthouse Square Sub-Area in the urban center. This project brings high-density housing to the existing uses.

Goal 2.2.1: To maintain and enhance the character of existing streets in the Downtown Area.

A. Provide street furniture in the public right-of-way for pedestrian use, with the highest priority given to streets in the central business district and Railroad Square.
   - Street furniture may include benches, trash receptacles, telephones, water fountains, and clocks where appropriate.
   - Street furniture may be fixed to the sidewalk if adequate clear passage for pedestrians and emergency access is provided.

B. Café tables may occupy a portion of the public right-of-way as long as adequate passage for pedestrians and emergency access is provided.

C. The design of street furnishings should unify areas with distinct character.

D. The use of local artisans and artists to create street furniture is encouraged.

E. A neighborhood retail hub and pedestrian crossing at the intersection of Sebastopol Avenue, Santa Rosa Avenue and Mill Street should be created. This will enable interaction between the Juilliard Park neighborhood and the Burbank Gardens Neighborhood.

F. A more unified design for the Second Street Transit Mall, where it intersects with Santa Rosa Avenue and B Street, should be created.

Three benches will be located along Second Street. Café tables and street furniture are not presently contemplated, as the area is relatively tightly constrained, and has high traffic with arrival and departure of transit passengers. Regarding visual coherence, the height of the proposed building approximates the theater across Second Street, which will help create the desired unified design for the Second Street Transit Mall.

Goal 2.2.2: Provide generous street-level windows

A. The lower two floors of perimeter walls should be primarily windows.

B. Provide transparency at the front elevation of the ground floor of buildings as provided below. Transparency should be obtained and maintained with storefront windows and glass entry doors. Where privacy is desired, blinds or shades should be utilized. Tinted glass or mirrored glass is not allowed at the pedestrian level.

- Minimum of 50% transparency along the following streets:
  Third Street – Highway 101 to E Street
  B Street – Seventh Street to First Street
  Santa Rosa Avenue – Sonoma Avenue to Third Street
  First Street – B Street to Santa Rosa Avenue

The ground level and second level on all street-facing elevations have been provided with generous windows.

50% Transparency is not desirable in ground floor residences looking onto busy, pedestrian-friendly streets such as Santa Rosa Avenue. To provide residents privacy, such windows would be covered much of the time. Instead, the project is designed to provide 90% glazing at the café and the main building entry, with 25% glazing in the residences. The residences on Santa Rosa Avenue have front doors set into alcoves, to create a more open, intimate feeling, while protecting the privacy of the residents.

Goal 2.2.3: Incorporate appropriately designed utility and mechanical equipment.

A. Utility connections and support should be located to avoid conflict with pedestrian movement in the right-of-way.

The street-facing wall of the main electrical room is set back from Second Street to provide space for utility connections.

B. Utility lines (wires) should be placed underground in the public right-of-way.

Utility lines will be undergrounded in existing utility vaults in the public right-of-way.

C. 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.

Mechanical and utility equipment will be located within the building wherever possible. For connections that must be located outdoors, they will be screened within the alcove to the fullest extent possible.

D. 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 buildings.

Trash and recycling are fully enclosed within the building. Fencing provided at Second Street and along the 520 Third Street lot line has been designed to be compatible with the overall building design using similar materials.

E. Screen from view all exterior trash and recycling containers, storage utility boxes, wood service poles, electrical and gas meters, fires sprinkler valves and backflow preventers and transformers etc., wherever possible.

No exterior trash, recycling, storage boxes or service poles are included in the proposed project. Gas meter, backflow preventers, and transformers will be located within the Second Street alcove and screened to the fullest extent possible. The fire department connection and other fire sprinkler valves must be located in plain view to meet Fire Code requirements. However, they will be designed to fit with the building architecture to the extent permissible by the Fire Department and the Fire Code.

F. Utilities should be planned so they do not dictate or preclude tree placement.

Utility connections are to be made along Second Street, within the transit hub, where trees are undesirable, in light of the demands of bus access. Any connections that are required to be made along Santa Rosa Avenue will be spaced to ensure the trees and planters are not affected.

Goal 2.2.4: Install pedestrian-friendly materials at street level.

A. Building materials at street level should be pedestrian friendly. They should be authentic, rich in detail and visual interest, pleasing to the touch, and durable.

The first two stories of the building will be clad in Equitone Natura, which has a beautiful felted wool appearance, giving the smooth panels a sense of texture. Equitone Natura is a type of fiber cement board, which gives it great durability. Wood-like accents panels on Second Street create visual warmth and variety on the façade.

B. Embellish the entrances to buildings at the ground level by creating a minimum zone (25% of the sidewalk that is paved with brick, granite, exposed aggregate, or pre-cast concrete pavers.

At the café and main building entrance, the space between the back of the sidewalk and the building is embellished with concrete pavers.

C. To accommodate utility routings, paving designs should be articulated in a manner that allows for service or repair access to utilities with a minimum disturbance to the paving. For leak detection purposes, City standards prohibit the use of reinforced concrete over water facilities.

Utility routings will comply with city utility requirements.

Goal 2.2.5: Reinforce pedestrian activity.

A. Sidewalks should be wide enough to accommodate pedestrians, street furniture, street trees and outdoor activities such as cafes. Increasing building setbacks on street frontages should be considered when insufficient width is available within the right-of-way to accommodate these provisions.

B. Sidewalks should abut the street curb.

C. In order to facilitate pedestrian movements, “way findings tools” such as signs and graphics should be provided.

D. The City should consider a specialty street sign program which unites the downtown.

E. Since food attracts pedestrian activity, encourage sidewalk cafes and street vendors.

F. Creation of a pedestrian-oriented environment along Santa Rosa Avenue is encouraged, with two to three-story mixed-use buildings, improved street furnishings and other pedestrian amenities.

G. New development and/or major renovations should be designed to reinforce and enhance the pedestrian-oriented character of Fourth Street (from Santa Rosa Creek to E Street) and Mendocino Avenue (between Second and Seventh Streets).

In accordance with the general plan, the building is sited with no setbacks from the lot lines, leaving little available space for street furniture. Street trees are included at private residence entries along Santa Rosa Avenue, and the building main entrance. This allows the sidewalk to directly abut the street curb. Way-finding signs and specialty signs are included inside Courthouse Square. A café is provided at the corner of Santa Rosa Avenue and the Transit Mall, with planter boxes to add greenery to the corner. The project is not located along Fourth Street or Mendocino Avenue.

Goal 2.2.6: Provide protection from moving vehicles and promote curbside parking.

A. Barriers to protect the pedestrian from moving vehicles should be provided between the curb and sidewalk.
   - This protection may be in the form of legitimately parked cars, trees, benches or bollards

B. Curbside parking is encouraged along all busy downtown streets.

Bollards have been provided at the corner of Third Street and Santa Rosa Avenue to protect pedestrians at this busy intersection. Street trees are provided along Third Street. Along Santa Rosa Avenue, curbside parking is provided to match the existing parking in this location. Existing street parking on Santa Rosa Avenue will be maintained, providing an additional buffer between pedestrians and traffic on the street.

Goal 2.2.7: Protect the pedestrian where the building meets the street.

A. Provide a continuous overhead cover that offers protection from the elements (over head cover may provide continuous protection without being connected).
   - The cover may take the form of either a projection from the building, an arcade, or a combination. Arcades should be open to the street.
   - Columns should not interfere with pedestrian traffic.
   - The cover should be positioned between eight and one half and ten feet above the level of the sidewalk and not taller than the ceiling of the first floor.
   - The cover should not project closer than three feet to the curb.
   - Covers should be designed with the understanding that deciduous street trees will be in close proximity to the cover, and that leaf drop is an issue in need of design attention.

B. Owners of existing buildings are encouraged to provide overhead coverage per these Guidelines.

C. To allow arcades where they will enhance pedestrian environment of the street through location and proportions that will facilitate pedestrian movement, access and visibility to ground floor uses.

The project design provides ample shading to pedestrians, as illustrated in the included solar study, via the building's own structure, as well as the street trees. In addition, the points of entry at 3rd Street and Santa Rosa Avenue; along Santa Rosa Avenue; and at the retail/café at 2nd, each have overhanging canopies or balconies. Additional awning overhangs on the North or Northeastern (3rd or Santa Rosa Avenue) facades would undermine the extensive planting program planned for the entire length of the building's frontages on those streets, and thereby greatly reduce the quality of the pedestrian experience.

Goal 2.2.8: Provide pedestrian-scaled lighting.

A. Pedestrian-scaled fixtures emitting warm light should illuminate the pedestrian realm as opposed to the street realm.

B. 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.

C. Lighting should be considerate to adjacent residential users.

D. Pole fixtures should not shine into windows of upper story residences and others.

E. Pedestrian fixtures should have cut-off shields to adjacent residences.

F. Uplighting should be avoided.

Pedestrian scaled lighting is to be on all building facades, including appropriate accent lighting at the retail/café area, the individual unit entries, and the main building entry. Landscape-directed downlighting will illuminate the extensive planters on Third Street and Santa Rosa Avenue. Bollards with integrated accent lighting will provide pedestrian protection and visual interest in the entry area, fronting the intersection of Third Street and Santa Rosa Avenue. Pole fixtures will meet City standards for cut-off shields. Lower fixtures have been located to avoid shining light into residences. The project utilizes no uplighting.

Goal 2.2.9: Provide enhanced lighting and public art at underpasses.

The project location does not include any underpasses.

Goal 2.2.10: Promote the continued planting of street trees. The City recognizes that street trees are the most significant contributor to, and unifier of, the downtown identity.

A. Trees should be provided along major pedestrian corridors at regular spacing and with special consideration to placement.

B. Protect trees with tree grates and guards when heavy pedestrian traffic exists or is expected.

C. Consider the use of continuous street tree trenches to provide the maximum soil area for root spread and penetration of water and air.

D. Irrigation systems should be installed in order to establish and maintain trees.

E. Provide drainage to storm drains or install dry wells.

F. Street tree locations should take precedence over utility routings.

G. Additional street trees and landscaping elements should be planted along visible parking lots to visually screen them from the street and promote a sense of enclosure along the right-of-way.

H. Canopy trees should be included in landscape strips along the Santa Rosa Creek corridor.

The project adds street trees with tree grates and guards along Third Street with an irrigation system and drainage. Street trees along Santa Rosa Avenue are being relocated to planters along the building façade to create additional visual interest and a pedestrian/neighborhood scale along the building façade. Street trees are not provided along the Second Street Transit Mall, as they would interfere with the bus service. The project is not along the Santa Rosa Creek corridor.

Goal 2.3.1: 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 rhythms and proportions found in adjacent buildings improves the compatibility between new and old.

A. Building elevations should reflect the uses occurring within the building.

The building elevations clearly express the uses within. Where the building's two most prominent elevations meet, fronting Courthouse Square, the chamfered form with two-story glazed opening reveals the public lobby of the building. Its distinctive form fronting Courthouse Square emphasizes the scale and importance of the building, and its openness reveals the residential lobby, indicating clearly the building's primary function.

The front stoops on 2nd Street indicate the individually-accessed residences within; and above, across all the elevations, the regular rhythmic pattern of pairs of large and small windows signals obviously the familiar pattern of living and bedroom areas of a residential building, with the parapet and set-back at the 7th floor further allowing the residential character to be revealed.

Finally, at the corner of 2nd Street and Santa Rosa Avenue, a public café is defined by transparent walls, a way to both invite the public into the space and to show the level of activity to the street.

B. As a general rule, align infill buildings with existing buildings along the street frontage.

The existing buildings along Santa Rosa Avenue and Third Street have zero foot setbacks, as does the proposed project. On Second Street, the adjacent parcel hosts a ground level parking lot. Instead, the proposed project aligns with the zero lot line created at the rear façade of 516 Third Street.

C. Encourage the inclusion of colonnades, public spaces and outdoor dining.

The coffee shop directly adjacent to the transit hub will provide riders with a chance to purchase a hot drink while they wait for their bus. Two semi-public outdoor spaces are included for the use of the residents and their guests: the courtyard and the roof deck. The roof deck overlooks Courthouse Square, creating a link between the public square and the semi-public roof space.

D. A zero-foot setback is generally preferred in the downtown. This creates a continuous street façade.

The project has been modified from an earlier version to address this very issue. The façade on all three street-facing elevations conforms to the guideline.

E. Façades on in-fill buildings should be compatible with the existing building frontage.

The abutting property, 520 Third Street, presents a simple contemporary grey-metal façade. The facade of One Santa Rosa inserts a "reveal" or notch between the two buildings but maintains the relationship to the street and the approximate height. In addition, the overall design of the project calls on contemporary materials and avoids historicizing detail. In this way it respects the pre-existing condition of this minimalist contemporary structure adjacent.

Goal 2.3.2: Encourage continuous building frontages with minimum gaps so as not to undermine the spatial rhythm of the street corridor.

A. To the greatest extent feasible, downtown buildings should be built to the property line when the property line is adjacent to the street. However, new development on the existing City Hall site may be set back from the property line at the discretion of the Design Review Board.

The project is built to the property line on all three street-facing frontages in support of this goal.

B. Divide buildings into increments or bays along the street frontage of about 50 feet. Wider buildings should be subdivided along the street elevation with columns, pilasters, change in material, varying parapet heights, or the like, to create a rhythm that breaks up the wall plane. The most common lot in core area Santa Rosa is 50 feet wide. Historically, the most common building width is also around 50 feet wide. By repeating this increment in new construction, a rhythm is created that relates to the historic pattern.

As demonstrated in the numerous photographs of historic buildings in the downtown zone, the rhythm of openings in the façade and along the street front echoes patterns seen on historically significant buildings in the district. The grouping of windows according to the residential occupancies creates a clear A-B-A rhythm, which both scales and delineates the façade, a feature of many classical revival buildings.

C. Incorporate special treatment which emphasizes the corner of buildings that occupy the corner of a block. While the general rule is for the building front to be placed at the back of the sidewalk, a cutaway or diagonal entry may be an effective approach.

The main entry is a prime example of exactly the kind of treatment described here, with a diagonal cut addressing Old Courthouse Square, and including a two-story high space to emphasize the importance of this corner.

D. Commercial buildings are encouraged to exhibit an urban character and compliment the mixed use and residential character of adjacent areas. The objective is for building design to reinforce active streets with visual interest for pedestrians to avoid dull, scale-less, inarticulate buildings that deaden the streetscape.

While this is not a commercial building, the project has been designed to enliven the street, with doors and stoops along Santa Rosa Avenue, and a pedestrian-friendly café entry at the corner of Santa Rosa Avenue and Second Street. The doors, which have a slight setback, articulate the main facade. The stoops are enhanced by trees, which provide further visual interest for pedestrians.

The project is designed with multiple scales in mind, ranging from the pedestrian at the street level to the civic on the corner of 3rd Street and Santa Rosa Avenue. As it fronts Courthouse Square, the building features a four-story transparent facade which can be seen from across the plaza and which emphasizes the main entry of the building. The mass is broken up into a base, with pedestrian-scaled openings and elements, a middle, and a top to further break down the scale of the building.

Goal 2.3.3: Provide multi-tenant, pedestrian-oriented development at the street level.

A. Buildings should provide street-level, pedestrian-oriented uses on all street fronts.

The large, dramatically open entrance at the corner of 3rd Street and Santa Rosa Avenue, the visible entry points at each tree-flanked stoop along Santa Rosa Avenue, and the café at the corner of 2nd and Santa Rosa Avenue combine to activate the street with a variety of points of pedestrian ingress and egress from the building. It is relevant to note that the abutting property, 520 Third, as well as other surrounding buildings, have very few access points from the street, virtually no leased retail and no residents whatsoever. With the addition of the airy, soaring lobby, the residential stoops,

and the café, the design for One Santa Rosa will greatly enhance the street life in the area, notably as compared to the currently vacant building that occupies the site.

B. Buildings design should encourage multi-tenant occupancy at the lower two floors.

The combination of an active retail use at 2nd Street and Santa Rosa Avenue, a grand entry at 3rd Street and Santa Rosa Avenue, and the intimate stoop entries for the four ground level units creates the sense of multiple different occupancies along the Santa Rosa Avenue façade. The emphasis of the belt course at the top of the 2nd floor, and the 2-story high entry lobby help to reinforce this impression.

C. Design buildings specifically for their sites. Repetitive or corporate building "trademark" designs used in other communities or other locations than Santa Rosa should not be used.

The foundation of the design is historic precedents from downtown Santa Rosa, utilizing similar strategies of opening, forms, and detail, executed with modern means, coupled with a sensitivity to the specific nature of the climate and sun angles to generate a unique solution to the site.

Goal 2.3.4: Accentuate the primary entrances of buildings.

A. 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.

In addition to the private residential entries, three main building entries are provided on this building. The main entry, into the lobby, faces the corner of Santa Rosa Avenue and Third Street, welcoming pedestrians from both streets and Courthouse Square. The Café entry faces Santa Rosa Avenue. On Second Street, a gated entry point to the courtyard provides a secure entrance for residents as they arrive from the transit hub.

B. Clearly identify entries to upper office or residential floors. Visitors will often park on-street or in a structure and approach the building from the street. Access should be readily apparent.

The two-story entry is positioned at the prime corner of the site, and its two-story open space is a clear gesture to the street, which makes it easy to see and understand the civic scale of the building. The private residential entries are also appropriately scaled to their use, providing detail and rhythm along the street, but at a scale that is deferential to the main building entry.

C. Primary building entrances should be accentuated. These entrances should be designed so that they are not easily confused with entrances into ground level businesses.

As described above, the main entry features a grand scale, calibrated to its surroundings, which speaks to the building program, while the pedestrian entries provide a polite counterpoint. The café is lodged in the ground floor in such a way to have a separate presence from the residential building, with transparent facades at the busiest corner of the site. In both material and detailing, it speaks to a publicly accessible space, as potential customers will be able to easily go both in and out and to recognize its function.

D. Provide entry doorways to ground floor establishments at least every 50 feet.

Revised 8/14: The individual unit entry doors along Santa Rosa Avenue are 28 feet apart. Trees planted on either side of each entry door to accentuate the entry, but signal the nature of the doorway: prominent, visually interesting, but remaining a private unit entry. To further this impression, a stoop adds distinction to the doorway while creating a residential feel. Doors are slightly recessed into the façade to provide visual interest and indicate that they are semi-private.

E. Design main entries to be prominent and easy to identify and distinguishable from the storefront. Recessed entries are encouraged.

At the café, the entry is set back from the main façade to form an outdoor vestibule, further emphasized by a canopy above. The main entry door, placed closest to the zone of maximum pedestrian traffic, is clearly discernible and visually separated from the rest of the storefront with larger glass panes. In addition, the non-entry storefront on Santa Rosa Avenue is buffered by a planter with a variety of local and adapted species, while on the 2nd Street side, a wood wainscot helps to hide potential service areas while directing pedestrians to the corner entry.

F. Civic art and artistic crafting of building materials can help distinguish building entrances.

The building entry is distinguished by a six-story proscenium, which uses a contrasting color to give the entry prominence. The double-height lobby entry is fully glazed to make it feel welcoming and inviting.

Goal 2.3.5: Encourage the inclusion of local character.

A. The use of quality local materials is encouraged. Local character should be included in the design.

The three-tier horizontal scale of the building is reminiscent of nearby buildings surrounding Courthouse Square. We also took inspiration from the classical stone detailing found on the Rosenburg building and many of the local banks when we selected v-groove fiber cement panels. The scale and nature of the joint pays homage to the masonry examples, using a more modern material.

B. Care should be taken to avoid nostalgic reproductions and use the materials in a meaningful manner.

While the rhythm and similarity of openings is a clear nod to historic architecture, the detailing and materiality demonstrates that this building is of its time. Cornice elements and details refer to the organizing elements of past facades, but utilize crisp, modern detailing with modern materials to achieve their effect.

Goal 2.3.6: Control on-site structure parking.

A. Parking should occur at interior courts or above or below grade. As much as possible, parking should be avoided at grade.

The project proposes to use an underutilized resource of the community and turn it into an asset by leasing parking at Garage 12 across 2nd Street. Currently, during peak hours in the holiday shopping season, the garage occupancy maxes out at around 50%. Instead of building additional parking, the project team will increase efficiencies for the garage in the long term, adding revenue to city coffers while avoiding the carbon footprint associated with having its own parking facility.

B. Where above ground structured parking is located at the perimeter of a building, this should be screened in such a way that cars are not visible from adjacent buildings or the street.

Please see A. above.

C. Above ground parking should be designed in such a way that neighboring buildings are not adversely affected by headlights.

Please see A. above.

D. For properties that are zoned with the Station Area Street Combining District, ground floor parking is not permitted within 20 feet of the street frontage or back of sidewalk, which-ever is greater.

Please see A. above.

Goal 2.3.7: Encourage superior design with well-crafted and detailed building facades, particularly at the street level.

A. While supporting architectural diversity, extreme stylistic statements may not be appropriate unless there is an underlying thread of neighborhood compatibility. The desire to make your building different for the sake of difference is not enough. A building should be distinct in order to add

richness to the neighborhood fabric. However, it should not simply scream at the neighboring buildings for attention.

The design for the project makes a conscious effort to fit into the scale and rhythms of the neighborhood. The underlying approach has, from the beginning, to be a Santa Rosa downtown building rather than an avant-garde expression of the latest trends in architectural thinking. The product is clearly contemporary without its modernity being the main point.

B. Buildings should be built as high-quality, long-term components to the urban fabric.

This building is designed to be a permanent yet flexible addition to the downtown core. Currently, the project is designed to maximize the number of residential units to provide much-needed housing. Residents will bring additional life to the downtown core, as well as new consumers for the many businesses in the area. The Café creates a meeting place for both the transit hub users and the building's residents, as well as supporting the nearby theater. However, it also provides future flexibility on the ground floor, should commercial space be desired over residential units.

C. Use high quality, durable and low maintenance materials in downtown buildings. This is particularly true of the first floor, where heavy use can damage materials and finishes. Preferred materials include: tile, brick, split faced concrete block, concrete cementitious horizontal siding, masonry veneer, and powder coated aluminum or traditional wood store-fronts. Discouraged materials include: EIFS (exterior insulation and finish system) and vinyl siding.

The current design calls for the use of Equitone Natura panels for the first two floors of the building, not only for its hardness and durability, but also for its beauty and texture. For the upper floors on the Santa Rosa Avenue, 3rd Street, and portions of the 2nd Street facades, the upper floors will feature a cement panel system, selected for its durability. On Second Street, Third Street, and Santa Rosa Avenue, the panels will have a v-groove profile. At the scale of the selected panels and the distance from the pedestrian view, the v-groove resembles a stone joint. EIFS and vinyl siding are not used.

D. Residential grade material(s) such as plywood or composite panel siding or composite siding need regular repainting and do not stand up well to the sun in our climate. When neglected, these materials become shabby. Additionally, their residential character is not consistent with the urban character of the Downtown.

The project will only use high-quality durable materials as befits the prominent location downtown.

E. Materials should be presented in horizontal bands. Building materials should be graduated with the heavier materials closer to the ground.

The project team proposes to use the panels in a way that expresses horizontal bands on the building, with Equitone on the first two levels, cement panel for levels 3 through 6, and a different color and material for the 7th floor.

Goal 2.3.8: Create buildings that provide human scale.

A. Include features that articulate the upper floor wall plane, such as windows, balconies, awnings, etc. Recessed windows are encouraged as they create a sense of wall depth and add a shadow accent. When an upper floor(s) has a residential use, balconies or "continental" balconies add a valuable element to the streetscape as well as extending the volume of the unit to the outside.

The façade features windows and doors that relate directly to the human scale and calibrate the upper façade which features windows of similar size and shape. To further break down the scale of the building, belt lines, cornices, and setbacks are used to break the building into horizontal layers. The corners of the building are occupied by transparent zones, allowing pedestrians to gain a sense of the depth of the building, and will have canopies and other elements at pedestrian scale.

Unit entry doors along Santa Rosa Avenue have been given special architectural treatment to create as much visual interest as possible. Along the pedestrian path, planters with an extensive planting program have been included. Downlighting into the planters accentuates the streetscape at night, allowing the planters to accentuate the streetscape at night. Street trees have been located in the planters on either side of the unit entry doors, to provide a visual signifier that the pattern is changing. Between the trees, the entry doors feature raised stoops and entry lights, indicating the residential nature of the occupancy. A slight recess at each door creates a shadow line along the building façade, providing further visual interest and a human scale.

B. Design buildings to contribute to an interesting streetscape. Interest can be created by including "human scale" elements which give one a sense of his or her relationship to a structure, details such as: balconies, awnings, canopies, arcades, wall insets, reveals, etc.

The façade features windows and doors that relate directly to the human scale and calibrate the upper façade which features windows of similar size and shape. To further break down the scale of the building, belt lines, cornices, and setbacks are used to break the building into horizontal layers. The corners of the building are occupied by transparent zones, allowing pedestrians to gain a sense of the depth of the building, and will have canopies and other elements at pedestrian scale.

C. Buildings should be designed with a variety of scales, creating a scale and level of detail at the street level appropriate to the pedestrian.

In addition to the finer grain detail of the ground level, the facades are broken up into zones using horizontal banding, such as string courses and panel joints. The 'plinth' comprising the first two

stories is offset by a different material texture and color as well as a cornice line. The zone from the 3rd to the 6th floor is a different color and texture, culminating in the top floor, which steps back and is defined by the white color.

D. Clearly articulating different uses at lower building levels will aid in creating a sense of human scale in mid-rise buildings. Addressing human scale may further be achieved through architectural detailing and variation in the three dimensional character of the building mass as it rises skyward. Monolithic, vertical extrusions of a maximum building footprint are strongly discouraged.

See C. above.

E. Individual storefronts within the rhythm of the building are encouraged.

While the program does not support a ground floor made up of storefronts, the team has been careful to create a rhythmic progression from the large opening fronting the square, to the individual stoops along Santa Rosa Avenue, culminating in the glass inset of the café.

F. Where existing adjacent buildings have a consistent massing, this should be reinforced.

The building massing matches very precisely with the closest neighbors—the MOTS building to west, and the theater complex to the south. The full height of the building maps very closely to the MOTS building, while the stepped down façade along Santa Rosa Avenue corresponds to the height of the theater building and garage.

Goal 2.3.9: Encourage buildings with active and open facades that interest those walking by and create an active pedestrian-oriented streetscape.

A. Do not stylize or add ornament to buildings in a garish, conspicuous manner in order to call attention to the building without regard for the context of the surrounding neighborhood.

Garish, conspicuous stylizing is not included. The exterior materials have been carefully selected to fit within the local context.

B. It is important in the downtown to encourage pedestrians with interesting storefronts and activities that can be seen through glass. Blank walls discourage pedestrian activity.

To activate the ground floor façade during business hours and at night, the entry stoops and gardenscapes at residential entries create a sense of activity and emphasizes the domestic activity beyond. Near the transit mall, a café not only provides a welcome service for building residents, but also enlivens the transit hub corner. The two-story, glazed main entry provides a view into the grand lobby of the building, which will feature artwork and a resident lounge, and will illuminate this corner of Courthouse Square.

Goal 2.3.10: To encourage buildings that will accommodate a variety of uses over time to permit the natural evolution that takes place in a city center.

A. A building is at the end of its lifespan when factors including operation or maintenance costs, repair or reconstruction costs, pressure for more flexible spaces, among other things, outweigh the cost of building a similar building.

   See B below.

B. Buildings should have built-in flexibility to their design and recognize that buildings frequently undergo alterations to conform to uses not considered in the original design.

   As the current pandemic is teaching us, no one can predict what kinds of changes to the built environment might occur. The changes to retail that have been occurring over the past decade have been vastly accelerated by shelter-in-place and social distancing. In the meantime, California continues to suffer shortages of housing. The project is designed to address this need, both short-term and long-term, by maximizing the number of units.

   Cites across California are coming to the realization that an active use, even if it is less active than thriving retail, is necessary at the street level. The proposed project seeks to address not only the unfulfilled demand for housing, but also for a long-term solution in a location where empty storefronts would be an eyesore.

   Finally, should a time come when the demand for ground floor retail or commercial space in this location outstrips the need for housing, the construction system used on the lower floors, concrete post and slab, would allow the ground and second floor to be renovated without affecting the residential units above.

C. Consideration should be given to floor-to-floor heights and structural grids as they may impact possible future uses.

   See B above.

D. Preservation and adaptive reuse of significant historic buildings is more desirable than re-placement.

   The existing building is neither significant historically, nor is it amenable to renovation for an appropriate use downtown.

E. Buildings date the historical development of the city. It is important that any mimicry of past architectural styles not be exercised in such a way that the historical records become confused.

While the design calls upon patterns and scaling measures from the past, the execution, materials, detailing, and construction methods are contemporary.

Goal 2.3.11: Encourage buildings that minimize energy consumption.

A. Integrate attached structures and equipment such as solar heat collector panels, antennas, large satellite dishes, and so on, into the project architecture or screen from view.

While the project could provide space for solar panels on the roof, the California electrical grid is one of the most sustainable in the country, with more than 42% of power generated from renewable resources. The project team has elected to take advantage of this green power by making the building all-electric.

B. Building elevations should respond to their solar orientation.

The building is oriented as a u-shape, primarily oriented north-south. The east-facing windows will receive solar impact during the coolest part of the day but will fall into shade during the hottest hours.

On the west, the two wings shorten the exposed western façade which will also benefit from the bulk of the MOTS building next door, casting much-needed shade during the late summer hours when it is hottest outside.

On the south, the number of windows exposed to all day heat gain are minimal. During the summer, the altitude of the sun in the sky means that these windows received only glancing sunlight as the afternoon progresses.

C. Facades should not necessarily be fenestrated or shaded the same on all elevations.

While the project takes as its inspiration the regular and rhythmic use of similarly scaled windows on the street facing sides of the building, there is differentiation through various mass breaking elements, such as the stepped down mass on 2nd Street and the separating gasket between the project and the MOTS building on 3rd. In addition, the courtyard facing west elevation comprises a highly regular field of identical windows that is markedly different from the more public faces.

D. Facades should not necessarily be fenestrated or shaded the same on all elevations.

Fenestration in the South-facing courtyard is partially shaded by the adjacent building and the wing walls along Third and Second streets. The facades facing Third Street and Santa Rosa Avenue face Northeast and Northwest, and need minimal shading for cooling values.

E. Light shelves and transom windows can provide shading as well as bring daylight deeper into building interiors.

Light shelves and transom windows are not in use on this project. Natural daylighting inside residential units is provided by large windows in the living spaces. Larger windows are used in the living rooms than the bedrooms, but both types of window are sized to bring in large quantities of daylight.

F. Better daylighting reduces HVAC loads.

The windows sizes are calibrated to the uses within the building, with larger windows fronting onto living spaces, and smaller windows placed in bedrooms, where privacy is at a premium. This also reflects the typical usage within the residential units, with more communal activities in the larger spaces taking place in the mornings and early evenings, while the bedrooms are largely unused during the day.

Goal 2.3.12: Incorporate sustainable building principles into all new development.

A. Site and building design that improves energy efficiency is encouraged. Incorporate natural cooling and passive solar heating. This may include extended eaves, window over-hangs, awnings and tree placement for natural cooling, and building and window orientation to take advantage of passive solar heating.

See 2.3.11.B above.

B. Use of green or sustainable building materials, including recycled content materials that are consistent with the underlying architectural style and character of the building are encouraged.

The primary façade materials have been selected both for their appearance and for their sustainability. The Equitone Natura panel is durable and VOC-free. The cement panels on the upper levels typically contain at least 8% recycled content. Interior finishes and materials will also be selected with sustainable goals in mind.

C. Green site design is encouraged. Utilize native trees and plants where possible, incorporating permeable paving and designing resource-efficient landscapes and gardens.

Tree and plant selections have been drawn primarily from a list of native and adaptive plants to minimize irrigation demand. Edible plants have been included for beauty and productivity. A portion of the roof is dedicated to an extensive green roof as well as bio-retention. The green roof with host a native meadow.

Goal 2.3.13: Reduce the appearance of a building's scale and streetscape presence, help control wind at the ground floor and create a continuous street wall edge.

A. New development should provide a minimum of a six-foot building step back to ensure a visual break in multi-story structures along key streets within the Station Area. Features such as open balconies can project into the step back while still providing the visual break. Consideration should be given to surrounding buildings and the step backs provided on those buildings. A "cookie-cutter" design, with numerous buildings along one frontage stepping back at exactly the same point should be avoided. Step backs should be provided on buildings that have frontage on the following streets:

– Step back above the fifth floor: Third Street – Highway 101 to E Street B Street – Seventh Street to First Street Santa Rosa Avenue – Sonoma Avenue to Third Street First Street – B Street to Santa Rosa Avenue

To accommodate the maximum number of much-needed housing units, the project steps back at the top of the 6th level rather than the 5th. The portion that steps down matches closely to the elevation of the adjoining theater across 2nd Street, reinforcing the street wall. The higher 7th floor relates directly in height to the neighboring MOTS building.

Goal 2.5.1: Create public open space for pedestrians to enjoy in the Downtown and Station Area.

A. Pedestrian paths, plazas and public open spaces should be well lighted with pedestrian scaled fixtures with warm lighting.

B. Plazas and public open spaces should provide pedestrians with adequate furnishings to promote use of the space.

C. Public open spaces and plazas should be designed with particular attention to security, a sense of containment, solar exposure, and relationship to neighboring uses and circulation patterns.

D. Wherever possible, orient paths, plazas and public open spaces to food services.

E. New development within the Railroad Square Sub-Area of the Station Area should be designed to create opportunities for interaction with adjacent development or public spaces. Internalization or isolation of active uses or spaces is discouraged.

F. The connection point where Fourth Street intersects the creek should be celebrated with a memorable public space

Per the General Plan requirements, the project has 0' setbacks on all street-facing lot lines. This project does not provide public plazas or open spaces, nor is it within the Railroad Square Sub-Area, or along Fourth Street or the creek. Private open spaces for building residents and their guests are provided at ground level, in the courtyard, and on the roof.

Goal 2.5.2: Encourage development to orient toward Santa Rosa Creek environs and the Prince Memorial Greenway.

The project is not located near Santa Rosa Creek nor the Prince Memorial Greenway.

Goal 2.5.3: Maximize visual and physical connections for Santa Rosa Creek.

The project is not located near Santa Rosa Creek.

Goal 2.6.1: Support and encourage increased pedestrian activity downtown, and within walking distance of SMART station site.

A. Enhance the pedestrian experience.

B. Create a unifying aesthetic while maintaining unique character of individual sub-areas.

C. Provide flexibility, variety, and visual interest in applications.

D. Support long term maintenance program with durable furnishings.

E. Install street furnishings as identified in the Street Furnishings Palette Plan.

F. Identify areas of opportunity for new street furnishing location.

G. Help create safe and appealing places that contribute to a livable urban environment.

As noted within the responses to Goals 2.1.9 (E), 2.2.1, 2.2.4, 2.2.5, 2.2.10, 2.3.2 (D),2.3.8 (B), and 2.3.9, pedestrian experience has been enhanced along Santa Rosa Avenue in the form of street trees, planters, and the visual interest of the building's form and materials.

Goal 2.6.2: Provide attractive and functional outdoor dining spaces.

As noted in Goal 2.2.5, the General Plan calls for 0' setbacks in this area. Therefore, outdoor dining has not been included in the project.

Goal 2.6.3: Install street furniture to provide lighting, places to sit, and other functional elements that support a vibrant downtown street life.

As noted in Goals 2.2.1 and 2.2.5, the General Plan calls for 0' setbacks in this area. Therefore, street furniture has been limited to bench seating at the café and bike racks near the main entry.

Goal 2.6.4: Provide public seating that is attractive, easy to maintain, and enhances the identity of the neighborhood that they are located within.

A. Art start benches (identified in Figure 2.6.3 with an asterisk) should only be placed in limited locations - one bench per block each side.

B. Groupings of benches should be of the same style rather than differing styles adjacent to each other.

Three benches will be relocated along Second Street. These benches were at the curb and are proposed to move near the building wall, clearing the sidewalk for pedestrians.

Goal 2.6.5: Provide bicycle, bus, and vehicular furnishings that are discreet, functional, and easy to use and maintain.

A. Bus shelters should be painted "traffic blue" in the Courthouse Square Sub-Area and black in the Railroad Square Sub-Area.

B. The hoop bicycle rack is generally preferred; however, the circular attachment to existing parking meters is also encouraged.

Bus shelters are not required, as the Transit Mall is immediately adjacent to the project and provides bus stop furnishings. Hoop bicycle racks will be provided at the main building entry on Third Street.

Goal 2.6.6: Provide bollards that are attractive, functional, easy to maintain and enhance the identity of the neighborhood that they are located within.

A. The thinner profile bollard (identified in Figure 2.6.5 with an asterisk) is a possible secondary bollard for Railroad Square. The preferred bollard is the larger profile.

B. Bollards should be used to provide a barrier between vehicles and pedestrians. Care should be taken in the number of bollards placed adjacent to sidewalks, especially along narrow sidewalks. Only the total number bollards needed to provide safety for pedestrians should be used.

Wide bollards are provided at the main entry, at the corner of Third Street and Second Avenue, placed to provide a barrier between pedestrians and vehicles. As the bollards for this project are lighted, care will be taken to select a similar model to those listed in the Street Furnishing Palette Plan.

Goal 2.6.7: Provide directional signage that is attractive and enhances the character of the neighborhood.

A. Individual signs, with a consistent size, mounted to existing light posts are encouraged.

B. Sign kiosks should be limited to a maximum of one per street block.

Directional signage is provided in Courthouse Square, across the street from the project, and within the Transit Mall. Additional directional signage along the perimeter of the project is unnecessary and would create visual clutter, detracting from the pedestrian experience.

Goal 2.6.8: Provide plant and tree furnishings that are attractive, easy to maintain, and enhance the identity of the neighborhood that they are located within.

A. Two slightly different styles of tree grates are provided for the Courthouse Square Sub-Area. The use of both styles of grates on one block is discouraged; one type of grate should be used for each street block.

B. Planters are encouraged along the edges of sidewalks wherever possible to provide greenery between vehicles and the pedestrian space.

Street trees along Third Street will have tree grates per Street Furnishing Palette Plan. Planters are provided along the building façade on Second Avenue; the sidewalk is too narrow to allow for another set of planters at the edge of sidewalk.

Goal 2.6.9: Provide lighting for the public right-of-way that is attractive, easy to maintain, and enhances the identity of the neighborhood that it is located within.

A. LED string lighting should be considered for specialty lighting along alley ways, Jeju Way off of 4th Street in the Courthouse Square Sub-Area, and along 4th Street in both the Railroad Square and Courthouse Square Sub-Areas.

B. Globe lights should be considered for the Comstock Mall area, off of 3rd Street in the Courthouse Square Sub-Area.

C. Consider installing cobra light standards at street intersections only; approval by the City of Santa Rosa's Public Works Department is required.

Additional pole mounted street lighting is not included, as the building and its adjacent sidewalk areas will be well-illuminated without the need for the cobra light poles, which are undesirable for nearby residential units. The main entry will be illuminated from the double-height glazed lobby area at all times, as well as from the building accent lighting and the illuminated bollards.

Goal 2.6.10: Provide trash and recycling receptacles that are discreet, functional and easy to maintain.

As previously noted, sidewalks within the project are too narrow for additional street furnishings. Public trash and recycling receptacles are available in adjacent Courthouse Square and in the Transit Mall.

Goal 2.6.11: Enhance the pedestrian path of travel with careful placement of furnishings.

A. All pedestrian paths of travel should be clear and uncluttered.

B. New street furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.

C. A clear separation between vehicles and pedestrians should be provided.

D. 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.

E. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable "outdoor rooms". Consider social bench placements and moveable furnishings to enhance areas where people tend to meet and congregate.

F. Where sufficient space is present, furnishings may be added along the edge of the street so long as the minimum clearances are kept clear between objects and/or face of building.

G. Mid-block bulk-outs should support free pedestrian movements, and not be filled with unnecessary furnishings.

H. Consider ease of entry and exit when placing bike racks or other furnishings with the potential for pedestrian/bicycle conflict.

I. Refer to “Street Furnishings Palette” for specific placement details.

Pedestrian paths of travel along sidewalks adjacent to the project are clear and unencumbered. Benches are located close to the wall to minimize cluttering of the pedestrian way. Near the main entrance, bollards and bike racks have been placed on the outside of the sidewalk, near the curb, to keep path of travel clear. The bollards and the bike racks provide a clear separation between vehicles and pedestrians along Third Street. Along Santa Rosa Avenue, parked vehicles provide a similar separation, while the planters on Santa Rosa Avenue are tucked against the building wall. Sidewalks are not wide enough to provide additional benches, seating areas, or outdoor rooms. No mid-block bulb-out is provided.

Short-term bike racks are on the street side of the sidewalk to prevent collisions with pedestrians at the main entry. Long-term bike racks are provided in the bike room off Second Avenue; the door to the bike room is immediately inside the entry gate, to prevent the need for carting bicycles within interior walkways.