

FEB 01 2016

COMMUNITY DEVELOPMENT  
DEPARTMENT

## REVISED PROJECT PROFILE “DeTURK WINERY VILLAGE”-1/05/2016

**Property Location:** 8 West Ninth Street & 806 Donahue Street Santa Rosa,  
California 95401 APN # 010-091-001, 007

**Applicant:** Richard Deringer-Development Consultant for Odyssey Development  
Company, LLC & Railroad Square Village, LLC  
P.O. Box 1316 Sonoma, California 95476 707-310-2291

**Owner:** Railroad Square Village, LLC

**Applicant:** Railroad Square Village, LLC/

Odyssey Development Company, LLC (Manager)-Richard Deringer Managing  
Member (Manager) of Odyssey.

**Architects:** Kevin O'Malley, Santa Rosa California 707-636-0828

**Current Use:** Land approximately 3.13 Acres of Land and approximate 109,750+  
square feet of Building(s). (See attached Building layout)-Currently  
Industrial/Commercial uses. Site to increase to 3.6 Acres after “vacation of right-  
away”.

**Proposed Use:** Applicant to submit to the City of Santa Rosa a Design/Cultural  
Heritage approval for an approximate 165 unit Apartment complex. “Applicant will  
retain approximately 35,000 sq. ft. of Commercial uses”, as shown on the  
architectural drawings attached, but will eliminate approx. 75-80,000 sq. ft. of  
existing commercial space to make room for the housing element.

**General Plan Designation:** Transit Village Medium

**Zoning:** TV-R-H-SA (25-40 ac.)

**Density Bonus:** Applicant is requesting Density Bonus and will ask for two  
concessions, one relating to Building Height and the other relating to Parking.

**Adjoining Properties:**

**North:** Industrial zoned buildings.

**South:** Western Farm Center (Industrial Zoned-Medium Density Housing General  
Plan designation).

**East:** Railroad property and commercial uses.

**West:** DeTurk Park and Round Barn (across the street from the subject  
property), and the West End Neighborhood. There is only one home on Donahue  
Street that faces the new proposed housing development and that home faces Davis  
Street and not Donahue Street and is about 100 feet from the subject development.

**Prior housing approvals for this site:** On or about 2008 there was an approved 73  
unit housing project approved in the form of a tentative map for these buildings.  
This map is still active, but will terminate upon approval of this application. Copies  
of this approval will be attached to this application. The “vacating of right-away”  
was approved with this tentative map by the City Council for this project.

**Affordability:** 10% as allowed under Density Bonus (16 units). (Low and Very Low)

**Units & Proposed Parking:**

**Buildings (Area) “A”:** This area is currently being used for parking. This area will be replaced by a 56 unit apartment building, four stories high. Parking for Building “A” will be provided as shown on the site plan.

**Building “B”:** Two Commercial units totaling approximately 10,000 sq. ft. w/10 parking spaces exist. This Building will remain and be converted to 16 residential apartment units, three story high with 8 ground floor units and 8 second/third floor townhome apartment units. Parking will be provided as shown on the attached site map.

**Building “C”:** This Building is currently being used as Industrial and Commercial units, including a neighborhood gym and café. Commercial units will remain in these units, except for approximately 20,000 sq. ft. of these buildings that will be used, under this application for housing and parking, as shown on attached drawings. A community Park and Entrance to the housing units will be in this building and Retail uses will also be located in this area. The commercial space will be mainly residential serving commercial.

**Building “D”:** Currently being used as Industrial. Under this application this use will be replaced by approximately 93 residential apartment units, (studios, one and two bedroom units), as shown on attached drawings. (See below for discussion of Building “D” housing concept).

**Proposed Residential Unit Count-Bldg. “D”:** This Building, plus the housing planned for a portion of Building “C”, will be 93 apartment units located in a four story building. (See attached elevations-12 units on each floor on Donahue Street and the remaining units on the podium to the rear of the property.

**Building Heights:** The housing will be built in a four story structure, “Bldg. “D”, as allowed under the proposed zoning regulations. The zoning allows for buildings up to 4 floors in Height. However, the fourth floor units on Donahue Street have been set back and staggered a minimum of 7 feet to 15 feet, as shown on the drawings to meet the historic district requirements. In addition one of the Density Bonus concessions is to address building heights. There is only one home across from this project and it is approximately 100 feet from the subject building. The home does not face Donahue Street but into Davis Street. The total height of the new project retains the same heights as shown on the prior approved tentative map project. Building heights are 41 feet, one foot lower than the prior approved project and 3 feet lower than the adjacent Pullman Loft project about 80 feet from the Deturk development.

**Design Concept:** The elevations on Donahue Street consist of building designs, as shown in the attached drawings that utilize stucco facades with an abundance of

porches/decks, some with trellises and contemporary windows and sashes, as shown on the attached drawings. There are 12 apartment units on the front of Donahue Street with direct entrances to the street to encourage live/work options. There is also a second floor entrance from the front of these units as well. Entrance to the second thru fourth floors will be through an atrium, open to the sky, corridor on the second and fourth floor. The first floor of this building will house these rental units as well as parking spaces within a garage. The residential units located in the brick building will also be four stories high even though only a portion of the fourth floor will be visible, but that floor will be set back 7 to 15 feet as shown on the floor plans and elevations in addition to the 15+ due to the unit setback from the exterior interior wall. The rear of the buildings, facing the railroad track, will be set back 10 feet for the buildings with the fourth floor set back at a greater amount.

**General Plan Consistency:** The proposed development is consistent with current General Plan regulations and the Station Area regulations.

**Parking:** The current Zoning on this property requires that we provide 1.5 parking units per apartment unit, less an allowable 25% for Station Area Plan development projects and a Density Bonus concession reduction. We estimate approximately 165 parking units will be needed for all uses on this property. We will provide approximately 162 (on-site) parking spaces on the entire site with 8 new off-site parking spaces that are not being counted in our parking analysis but will be created for additional parking needs. We will be seeking a parking reduction of approximately 25% under this application, which is allowed in the station area plan area, and a parking reduction due to a concession for Density Bonus. As previously approved on our prior tentative map hearing the 48 parking spaces obtained by “vacating of right-away” will be used as guest parking and for public parking needs, including for events at the Round-Barn across from our development and our included in the 162 parking units provided. A letter of support from Park and Recreation has been sent to City staff on our application.

**Property History and Development Proposal:** This property is located a few blocks from the Historic Railroad Square area and is in the path of redevelopment. There is a five acre property located just a few blocks from this property, adjacent to the existing railroad station and will consist of mixed-use residential and commercial development. The improvements on the Railroad Square Village development consists of three buildings of which two of these buildings are brick buildings dating to approximately 1872, formally known as the DeTurk Winery and later known as the Ice House. These buildings have been seismically upgraded from 1988, up to 2004, with sprinkler systems added. There is a third building which was built on or about 1955 and is of concrete block construction, which we will demolish for this proposed development. The total square footage of all buildings is approximately 109,750 sq. ft. The two brick buildings on this site were used as the Winery for the Isaak DeTurk family, one of the founding winemakers for this region. These

buildings are located adjoining a City and neighborhood park and a housing development on one side of the property. Industrial or retail uses surround the other sides of the subject property with railroad lines running on the east of the subject property. This is a preliminary project profile and subject to change or revision.

**Common Area Maintenance and Landscaping Association:** The Owner/Developer shall create an entity, such as an "Assessment District", or other acceptable organization to the City of Santa Rosa, to provide for a mechanism for the development and maintenance of all common areas, common landscaping, parking, lighting and street improvements. A preliminary landscaping plan for all open space area's, including walkways, walking and bike paths, common area design, residential street tree program, including common area lighting design, will be submitted with our Application.

**Residential Landscape Plan:** A preliminary neighborhood residential landscaping plan will be submitted with Preliminary Design Hearing filing. This plan includes recommendations and a policy statement, by Owner, that encourages the use of plant life alternatives that use less water to maintain, and also other water saving recommendations, as negotiated by the Owner/Developer and the Water District and the City of Santa Rosa. A common area Lighting plan will be provided to the City of Santa Rosa. The Fourth Floor roof garden units will be planted and maintained by management of the project. Landscaping at the entry of the residential units plus the planted areas on the ground floor of the Donahue front, plus the atrium walkways on the second and fourth floors will be planted and maintained by management and the plant life will consist of water saving plant materials. The main entrance to the units, especially to the podium and second thru fourth floor walkways, will come through an existing double door entry with a small internal park and retail venue area, which will be shown on the attached drawings.

**Bicycle and Walking Paths:** It is the intent of the sub divider to provide an integrated bicycle and walking path that will traverse throughout the subject Property and integrate with the park area's located on the park located across from the subject site. The specific layout of this design will be submitted upon Staff reviewing the submission for this proposed development.

**Transportation Alternatives:** A substation for charging of electric cars will be incorporated into the site to encourage alternative transportation opportunities. Also, in addition to the creation of a Bus Stop, at the subject site, the Owner will create and encourage a program to develop private car pools, van pools and other alternative systems. The Owners intend to incorporate six electric powered cars, on site, to be used for free by the unit owners to provide alternative transportation options and reduce the need for auto dependency.

**Circulation:** The Owner will be providing a circulation plan that will encourage a walking and bike path from the West End neighborhood to the Railroad Square area with the intent of integrating a neighborhood friendly promenade concept to bridge the various communities leading to Railroad Square. With the new passenger train and the “smart” project coming in 2016 and 2017 the coordination of this will be tailored to create a north/west passageway to and from our project to Railroad Square.

**Handicap Residential Considerations:** The owners have designed these units in an effort to provide access for handicap unit users through the inclusion of accessible elevators to the podium units in Building and at the ground floor units on Donahue Street. These units, in this building, will have a kitchen and bath, living room on the first floor to accommodate handicap needs.

**Utilities:** All utilities are currently on site and will be modified to meet the needs of the proposed development as approved by the City of Santa Rosa.

**Urban Village Smart Growth Development:** An Urban Village, as depicted in the goals and visions of this proposed development, incorporate the principles of environmental sustainability, where work, commerce, residence, nature, leisure, culture, community services, education and spiritual nurturance are integrated through mixed-use zonings of appropriate densities, and linked to accessible public transport services. Urban Design, emphasizing multi-functionality of elements, is used to achieve high levels of aesthetic amenity at the street level, to create a sense of community, place and high quality public realm. This development will also be considered a “Cultural Creative” development characterized by a focus on environmental responsibility and community participation. This proposed Development is being designed to take into consideration both Smart Growth, Livable Community Designs and new Urbanism concepts. These include the integration and diversification of multi-family (medium-density) development with residential serving commercial. In addition the development is providing an abundance of open park areas. This project will offer both local neighbors and visitors abundant open space amenities, European design walkways and community gathering locations. This development provides positive qualities including conformity with urban development, creation of density opportunities on site and the reduction of sprawl to this Urban developed property. The number and diversification of the housing units are in conformity with the goals of both the Housing Element as well as the City of Santa Rosa General Plan. Transit facilities to the subject property will be designed to maximize public transportation elements and encourage individuals to live and work on the combined retail and residential development. The architectural designs will be in conformity to the Historic Design criteria set up by the City of Santa Rosa and the design concept will follow a conceptual vision of an “Old-Town” development scheme.

**Overview:**

The proposed development was created around saving a wonderful historic building while integrating the restoration, reuse and additions around a neighborhood that has embraced and encouraged the architectural styles of these buildings and the commitment of the development to embrace a historic presence within the neighborhood. Creating a unique and culturally significant addition to the area is our goal. The new buildings will reflect and enhance the beauty of the main historic DeTurk Winery buildings, which currently rise to 35 feet in height, and will be designed to honor and respect traditional design concepts using quality materials and superior quality elements taken from designs of Santa Rosa prior to the great earthquake of 1906 when virtually every brick non-reinforced building was destroyed. These designs, while respecting the tradition of "Old" Santa Rosa will however consist of newer construction techniques and building elements which will add to the integrity and charm of this proposed development.

The Applicant is of the opinion that this subject property will offer to the City of Santa Rosa a unique, diversified and welcome community addition providing both needed rental housing and jobs for the local community in a development concept that will be both aesthetically pleasing while offering opportunity for a planned community that recognizes the needs and desires of the local neighborhood. The development will be designed as an "Urban Smart Growth Village Concept" Development utilizing transit opportunities offered at this site, which is anticipated to consist of both bus and links to the train station facilities to meet the current and future growth pattern of the City of Santa Rosa. Railroad Square Village offers the City of Santa Rosa and its residents the most logical and multi-functional concept for rental housing, creating a diversified housing mix that will seek renters from all economic strata in the community thereby making this development in conformity to meet the goal of the Housing Element of the City of Santa Rosa and its General Plan. The current property is an underutilized Industrial property.

**ENVIRONMENTAL REVIEW:** Govt. Code §65457(a) dictates that CEQA does not apply to any residential development project (including any subdivision) or any zoning change that is undertaken to implement, and is consistent with, a Specific Plan for which an EIR was certified after January 1, 1980. Under this statutory exemption, the Lead Agency does not have to determine whether the project will result in significant environmental impacts before approving it. This project is consistent with a specific plan for which an EIR has been certified, it is statutorily exempt from further CEQA review regardless of its environmental impacts. The original tentative map approved development did however obtain an Environmental document that was approved by the City of Santa Rosa relating to the prior development scenario. However, this new proposed project must still mitigate any impacts on the environment and the appropriate mechanism to do so is a Mitigation Monitoring and Reporting Program. Environmental studies were completed to

analyze the project's potential impacts, and ensure there were no impacts beyond those previously analyzed in the Downtown Station Area Plan EIR. The original environmental document is attached for reference in this application. As such, Final Design Review Resolution will include a Mitigation Monitoring and Reporting Program (MMRP) tailored to this Project. This document will incorporate all applicable mitigation measures developed in the Specific Plan EIR. This document provides the support necessary to describe the Project, provide some background and a discussion of Project issues and summarize the Project's consistency with the Specific Plan and also provides analysis of impacts and mitigation measures identified in the Specific Plan EIR (how they will be applied and implemented) or provide a discussion/substantial evidence as to why they do not apply to the project. The ITEM NO. 6.1 Downtown Station Area Plan Environmental Impact Report (Specific Plan EIR) is a Program EIR and was certified on October 9, 2007.

**DOWNTOWN STATION AREA SPECIFIC PLAN:** The project site is located within the Railroad Corridor Sub Area. The Railroad Corridor Sub Area is characterized as having low intensity uses such as warehousing or storage with opportunities for diverse mix of multi-family housing, live-work housing, and mixed use residential with neighborhood serving retail. These streets provide a balance of pedestrian comfort and vehicular access and parking along both sides of the street provides parking for storefronts and help to separate pedestrians from traffic. The following streetscape standards are applicable to the proposed project:

1. Street trees shall be Shop Front street type;
2. Street lights and streetscape furnishings shall match the West End palette;
3. Curb bulb-outs should be included where possible, and special paving should be considered at intersections of streets;
4. Sidewalks shall be six to ten feet in width; and
5. Parking lanes shall provide parallel parking, with diagonal parking alternative subject to approval by the City.

The following streetscape guidelines are applicable to the proposed project:

- New buildings should include a minimum of two stories;
- All proposed recess or setback shall be associated with building entries or public space;
- No parking shall be allowed within 20 feet of street frontage; 8th and 9<sup>th</sup> Streets are identified as an Existing Pedestrian Connector (Figure 5-28) in the Downtown Station Area Specific Plan. These connector corridors are key routes within and across neighborhoods and are essential link for pedestrian and bicycle circulation. The goal is to provide a comfortable, attractive, and safe travel alternative to vehicle travel across the Downtown Station Area. Parking is a critical component of transit-oriented development and the Station Area Plan provides lower minimum parking

requirements within the downtown area as well as creative parking policies to increase efficiency and encourage increased support for alternative modes of transportation. The Station Area Plan encourages creativity in providing the required parking, such as tandem parking and garage lifts, and allows on street parking to be counted to satisfy parking requirements. For a detailed analysis see parking section below.

The following additional goals and policies from the Downtown Station Area Specific Plan are relevant to the proposed project:

SP-LU-3 Encourage new development to incorporate sustainable building principles.

SP-LU-5.1 New development shall be designed to reinforce and enhance the distinctive and unique qualities of the sub-area it is located within.

SP-LU-6 Encourage development projects that will improve the quality of life in the Plan Area and draw new residents into the core of Santa Rosa

SP-T-3 Ensure new development and streetscape projects provide pedestrian and bicycle circulation improvements.

**Design Standards:** The Zoning Code contains standards for properties within the TV-R District. Minor variations to the following standards may be approved by the Design Review Board as deemed appropriate provided that finding can be made that the minor variation will still produce a new building that complies with the intent of Section 20-22.050 of the Zoning Code.

- Each new development shall be a residential project, with a ground floor neighborhood serving retail or live-work component encouraged.
- Development located adjacent to a residential zone or residential use shall be compatible in both scale and design with the adjacent neighborhood.
- Site design and hours of operation shall be as determined by the review authority to be compatible with surrounding neighborhood uses.

**GENERAL PLAN:** The site is currently designated Transit Village Medium. The Transit Village Medium classification is intended to accommodate mixed-use development within approximately a half mile of a transit facility. The boundaries of this classification run along Donahue Street from 8<sup>th</sup> Street to 9<sup>th</sup> Street. Development within this corridor should transition from less intense uses at the outlying edges to higher intensity uses near the transit facility. The proposed project is adjacent to the SMART railroad line and is within one-quarter mile of the future SMART rail station. Residential uses are required in the Transit Village Medium designation and ground floor neighborhood serving retail uses and live-work uses are encouraged. Housing densities range from 25 to 40 units per acre. The DeTurk Winery Village development project is proposing approximately 40 units per acre. The following General Plan goals and policies are relevant to the proposed project:



**Page 9 DeTurk Design submittal**

**LUL-A-1 Foster close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.**

**LUL-F Maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs.**

**UD-B-2 Encourage, promote, and assist in the development of housing units within downtown for a mix of income levels and housing types.**

**UD-B-5 Promote street life in the downtown through attractive building designs with street level activity and façade windows, public art, trees, fountains, and other landscaping elements that are pedestrian friendly.**

**T-J-1 Pursue implementation of walking and bicycling facilities as envisioned in the City's Updated Bicycle and Pedestrian Master Plan.**

**T-J-2 Provide Street lighting that is attractive, functional, and appropriate to the character and scale of the neighborhood or district, and that contributes to vehicular and pedestrian safety.**

**T-L-1 Provide bicycle lanes along all regional/arterial streets and high volume transitional/collector streets.**

**OSC-K Reduce energy use in existing and new commercial, industrial, and public structures.**

**Remaining Commercial Uses: This application relates to the creation of an initial approximately 165 apartment units with possible future increases of housing. There will remain on this property approximately 35,000 sq. ft. of commercial uses, which will include the existing West End Fitness and Sport Center, Café "WE", and planned other commercial uses located throughout the existing brick historic building, which will mainly be residential serving uses for the apartment development.**

**"Vacating of Right-away": Owner is requesting, through application to the City Council, for the vacating of certain land adjacent to the project on Donahue Street to create 48 additional diagonal parking spaces needed for this project. The original DeTurk approved tentative map received prior approval from the City Council for this specific use. Application for this use will be submitted simultaneously to the City Council with this application. These 48 parking spaces will be needed to allow the creation of any housing on this property. Upon approval of the vacating request to the City, there will be additional housing units, which are included in the 165 apartment unit count, that will be allowed due to the acquisition of this land from the City.**