

The Flats at 528 B Street



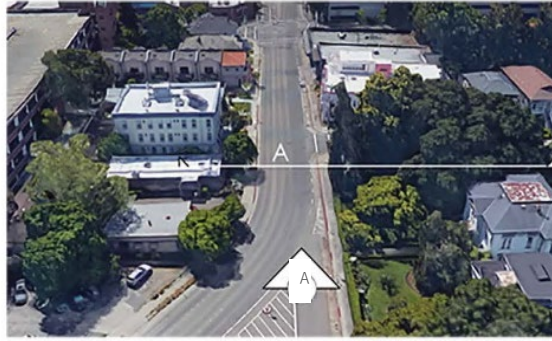
Santa Rosa City Council
Landmark Alteration and Design Review Appeal
December 15, 2020

Neighborhood Context



**THE FLATS
@ 528 B ST**

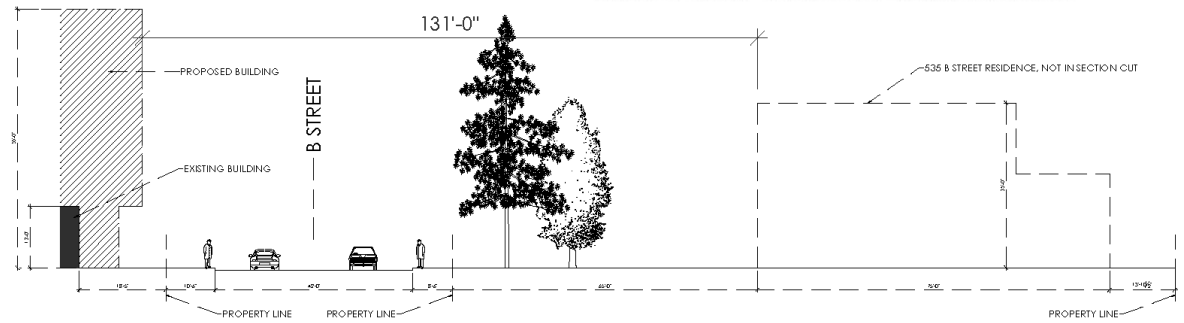
B Street Sections – Context



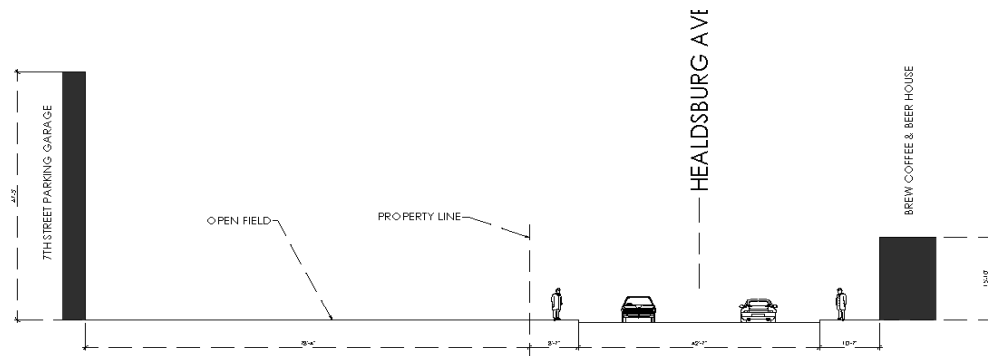
A : STREET VIEW - B ST. & HEALDSBURG AVE.



B: HEALDSBURG AVE. & B STREET



A: STREET SECTION



B: STREET SECTION

Shadow Study



2007 Planning Context



AERIAL VIEW



VIEW FROM B STREET



St. Rose Historic Preservation District
DSASP Boundary

Entryway Street Type
Shop Front Street Type
Urban Center Street Type

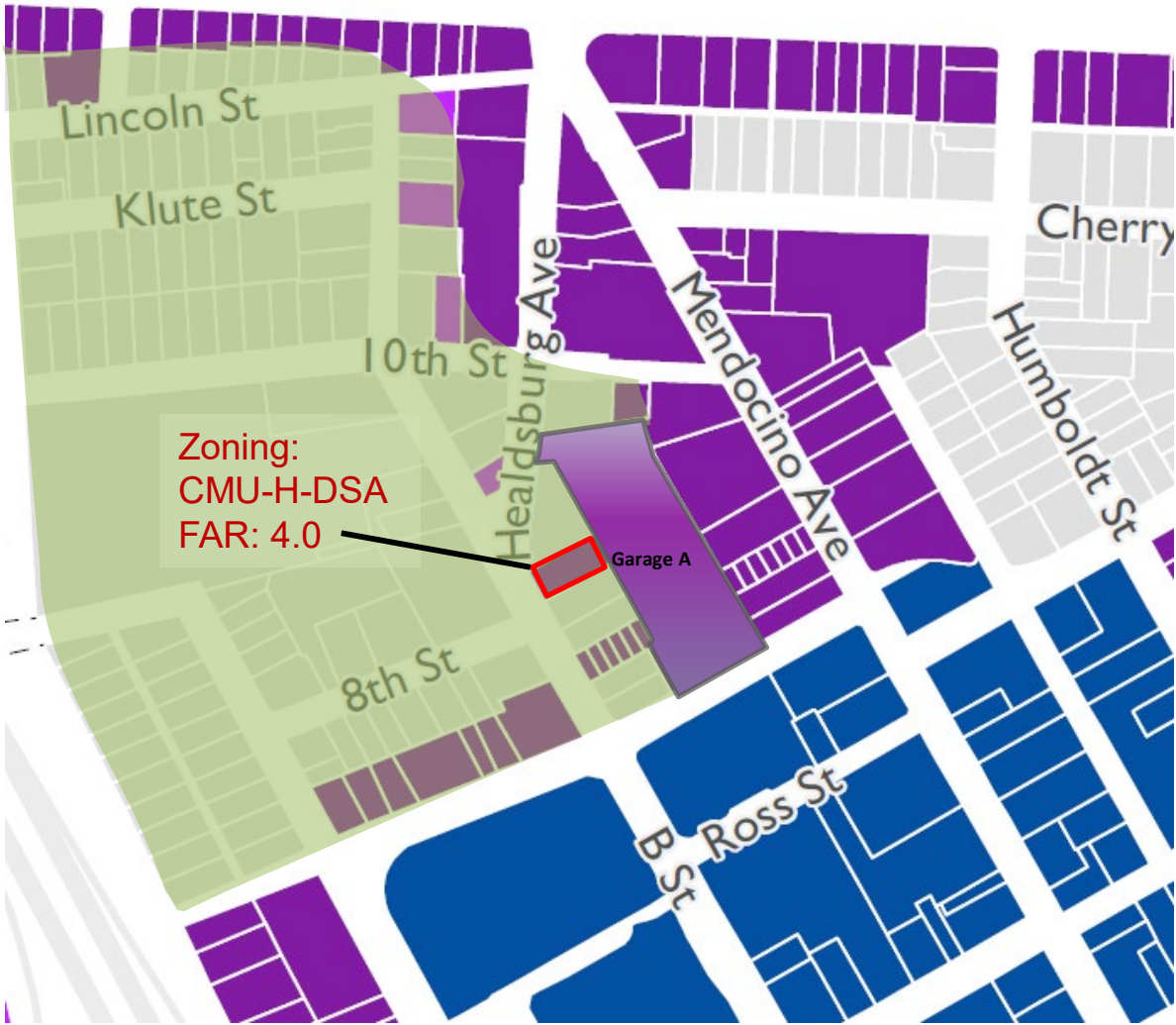
2020 Planning Context



AERIAL VIEW



VIEW FROM B STREET



St. Rose Historic Preservation District
Regional Street Type

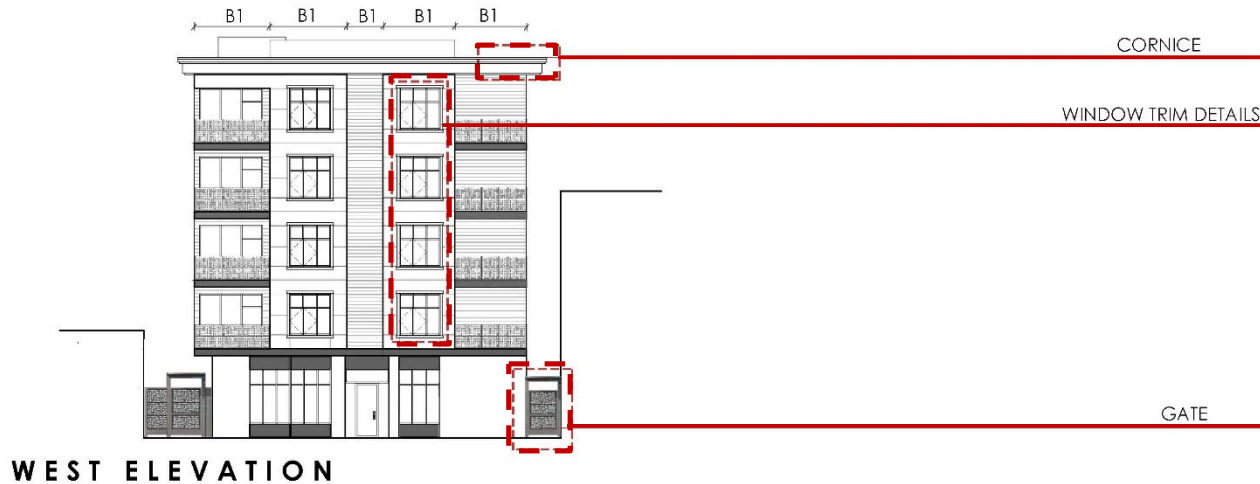
- 8.0 FAR
- 4.0 FAR
- 3.0 FAR

Proposed building is FAR 3.8

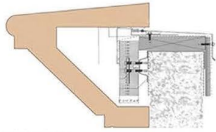
ST Rose Historic District Contributing Structures



ST Rose Historic District Contributing Elements



Building Elevation - Material Selections



1 SECTION: CORNICE PROFILE

Spartan Bronze
SR:0.31 E:0.85 SR:31



Hex #545b4d
RGB: 84, 91, 77
CMYK: 64, 49, 66, 32

10

CORRUGATED PANEL
COLOR: SPARTAN BRONZE
PRODUCT: KINGSPAN

Zinc Gray
SR:0.35 E:0.86 SR:37



Hex #788079
RGB: 120, 128, 121
CMYK: 55, 41, 49, 9

8

COLOR: ZINC GRAY
PRODUCT: KINGSPAN

Spartan Bronze
SR:0.31 E:0.85 SR:31



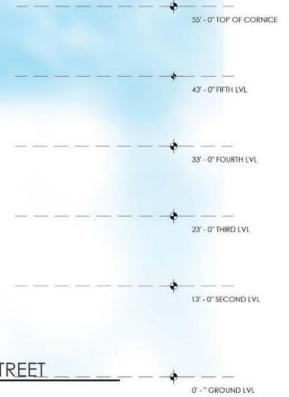
Hex #545b4d
RGB: 84, 91, 77
CMYK: 64, 49, 66, 32

COLOR: SPARTAN BRONZE
PRODUCT: KINGSPAN

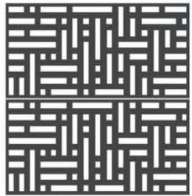
9



7 WINDOW WITH TRIM



5 STORY PARKING GARAGE



SOFFIT
COLOR: CEDAR
PRODUCT: NICHIIHA FIBERCEMENT

2 ELEVATION: RAILING
BLACK POWDER COAT FINISH



3 WINDOW AND DOOR
FINISH
COLOR: MODERN BRONZE
PRODUCT: MARVIN MODERN



4 STEEL SASH STOREFRONT WINDOWS



5 CALSTONE CMU
#304 SPLITFACE BLOCK



6 TYPICAL WINDOW

Staff Report Determination

Feature	Requirement	Applicable Code Requirements	Comments
Lot Size	Not applicable	Zoning Code Table 2-8	Project complies
Allowable Density	No maximum	Zoning Code Table 2-8	Project complies
Front Setback	None allowed	Zoning Code Table 2-8	Supported by Specific Plan; the project complies
Side Setback	Five feet if adjacent to residential	Zoning Code Table 2-8	Project complies
Rear Setback	None required	Zoning Code Table 2-8	Project complies
Lot Coverage	Up to 100%	Zoning Code Table 2-8	Project complies
Building Height	Five stories	Zoning Code Table 2-19	Project complies
Landscaping		Zoning Code Chapter 20-34	Project complies
Parking		Zoning Code Chapter 20-36	100% Off-site parking; project complies

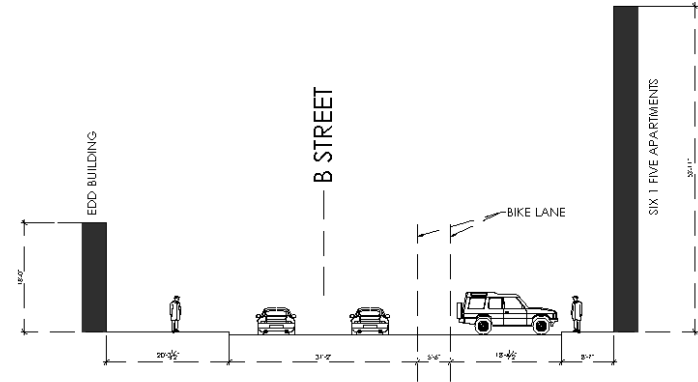
On November 17th the City Council directed changes to the General Plan and the Zoning Code, where they removed 12 parcels in this district from FAR 4:

- To paraphrase what was said at Council, city policy should provide a level of certainty around development within the historic districts. This was the standard by which our project was held, **and one that the architectural historian and the city staff report determined, met all objective design, planning and policy criteria.**
- A conscious decision was made by council to reduce development standards for 12 parcels within the district. **In conjunction, council also made a conscious decision to allow this parcel to remain and maximize its development potential as originally intended under the 2007 and now 2020 DSASP.**
- **The Flats is in compliance with all objective design and policy criteria.**

B Street Sections



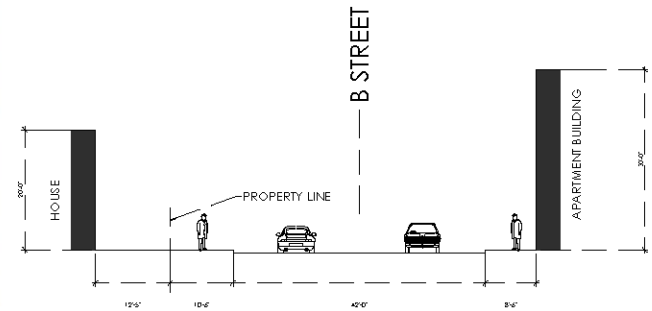
C: STREET VIEW - HEALDSBURG AVE. & 10TH ST



C: STREET SECTION



D: STREET VIEW - B STREET & 8TH ST.



D: STREET SECTION

“Urban 3” - Productive Value Per Acre (Based on Current Sonoma County Property Tax Rolls)



**528 B Street - Proposed
\$51,857,00 value per acre**



**526 B Street
\$8,522,750 value per acre**



**442 8th Street
\$4,689,640 value per acre**



**528 B Street - Existing
\$2,500,000 value per acre**



**Plaza Mall
\$4,268,000 value per acre**

North Elevation Looking South Street Context



Night View Looking South



Project Supporters



Scott Bartley

Former Santa Rosa Mayor

Jen Klose

Generation Housing

Natalie Cilurzo

Russian River Brewing Co.

Vinnie Cilurzo

Russian River Brewing Co.

Sonu Chandi

President, Chandi Hosp. Group

Steve Dotty

Shady Oak Barrel House

Peter Rumble

CEO SR Metro Chamber

Chamber Advocacy Council

Willard Richards

SCTLC

Joe Dietzen

Neighbor

Henry Huang

Neighbor/Business Owner