

CITY OF SANTA ROSA
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
STAFF REPORT FOR DESIGN REVIEW BOARD
September 1, 2022

PROJECT TITLE

38 Degrees North Phase 3

ADDRESS/LOCATION

2660 Petaluma Hill Road

ASSESSOR'S PARCEL NUMBER

044-051-055

APPLICATION DATE

October 13, 2021

REQUESTED ENTITLEMENTS

Major Design Review

PROJECT SITE ZONING

R-3-30 (Multi-family Residential)

PROJECT PLANNER

Kristinae Toomians

APPLICANT

Dave Eadie, Kennedy Wilson

PROPERTY OWNER

KW Petaluma Hill Road, LLC

FILE NUMBER

PRJ21-011 (DR21-026)

APPLICATION COMPLETION DATE

March 3, 2022

FURTHER ACTIONS REQUIRED

None

GENERAL PLAN DESIGNATION

Medium High Density Residential

RECOMMENDATION

Approval

For Design Review Board Meeting of: September 1, 2022

CITY OF SANTA ROSA
DESIGN REVIEW BOARD

TO: CHAIR WEIGL AND MEMBERS OF THE DESIGN REVIEW
BOARD

FROM: KRISTINAE TOOMIANS, SENIOR PLANNER

SUBJECT: 38 DEGREES NORTH PHASE 3

AGENDA ACTION: RESOLUTION

RECOMMENDATION

The Planning and Economic Development Department recommends that the Design Review Board (DRB), by resolution, approve Major Design Review for the 38 Degrees North Phase 3 Project, a proposed three-story, 30-unit multi-family housing project on an approximately 1.29-acre portion of a 15.82-acre site that currently includes approved entitlements for the Phase 1 development of 120 multi-family units, and the Phase 2 development of 172 multi-family housing units, with a 2.54-acre Open Space Preserve.

EXECUTIVE SUMMARY

The applicant requests Major Design Review and a 23% parking reduction for a 30-unit multi-family apartment complex, composed of two (2), three-story buildings, carports, garages, and surface parking. The Project will connect to Phase 1 and Phase 2 and share the same amenities. The proposed project is consistent with the General Plan, complies with applicable Zoning Code regulations, promotes Superior Design, and is consistent with applicable Design Guidelines.

PROJECT DESCRIPTION

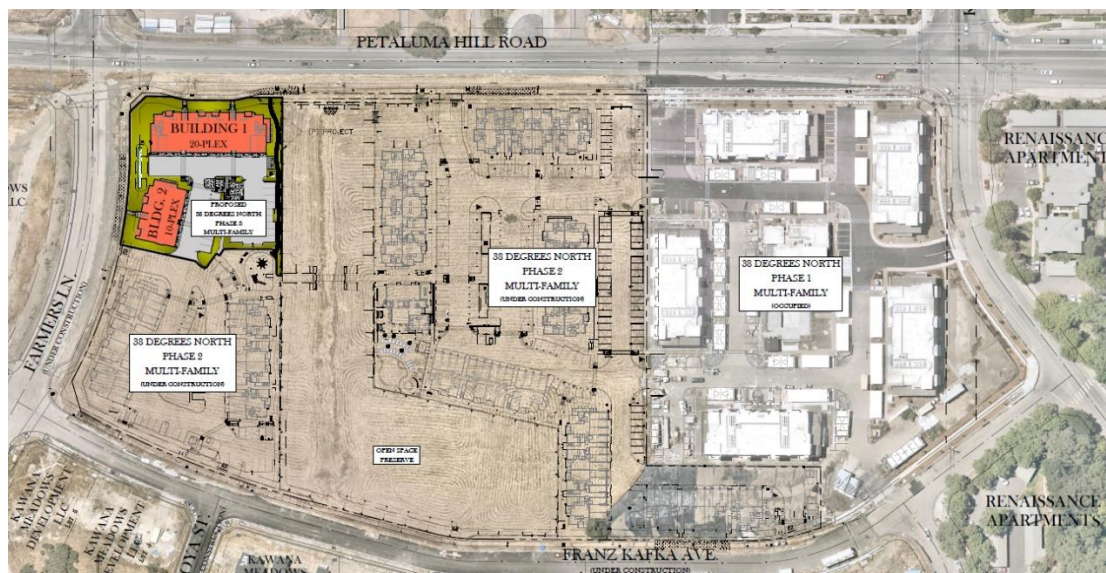
The 38 Degrees North Phase 3 Project (Project) includes a new 30-unit multi-family residential development consisting of one 20-unit building and one 10-unit building on a 1.29-acre portion of the 10.87-acre Phase 2 site. Overall, 38 Degrees North Phase 3 will contain 15 one-bedroom/one-bath units, 12 two-bedroom/two-bath units and 3 three-bedroom/two-bath units. The Project is designed to operate with Phases 1 and 2 as a single community through cross access and reciprocal use agreements. The site is bounded by Petaluma Hill Road to the west; Farmers Lane to the south; Franz Kafka Avenue to the east; and Kawana Springs Road to the north within the southeast

38 DEGREES NORTH PHASE 3

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quadrant of the City. The entire 38 Degrees North site, if Phase 3 is approved, will provide a total of 322 for-rent multi-family units.

The architecture for the Phase 3 residential apartment buildings will match the contemporary style and mix of framed massing and volumes as is in the Phase 2 design, using a traditional palette of materials, textures and colors in compliance with the City of Santa Rosa Design Guidelines. Building walls will be clad in a combination of fiber cement paneling and lap siding and will be accented with stained wood-look fiber cement and screening. The siding will be painted in neutral greys and bold blues to match the hues from both the Phase 1 and Phase 2 buildings to the north and east. Building elevations are punctuated with inset vinyl windows with fiber cement trim and feature perforated metal balcony guardrails and decorative wood-look screens, providing massing/articulation. The peak of the flat parapet is at a maximum height of 39', and the roof finish material for both Phase 3 residential buildings will be comprised of thermoplastic olefin (TPO), high density polyethylene (HDPE) or other type of thermoplastic rubberized synthetic material. Both Phase 3 residential buildings face ground floor units out onto the street frontage with the garages positioned internally along with the rest of the surface parking. The two residential buildings are sited at the corner at angles to frame the intersection of Petaluma Hill Road and Farmers Lane. The 10-unit building also flanks the entry into Phase 3 off Farmers Lane, which will be a lushly landscaped landmark element.



BACKGROUND

1. Surrounding Land Uses

North: Medium Density Residential

South: Medium Density Residential

East: Medium-Low/Medium Density Residential

West: Light Industry/Medium Density Residential

The Project is bounded by multi-family residential developments to the north (Phase 1); an entitled but not constructed multi-family residential development to the east; with industrial, single-family residential, and multi-family residential uses to the west.

2. Existing Land Use – Project Site

The entire 38 Degrees North site, if Phase 3 is approved, will provide a total of 322 for-rent multi-family units. Phase 1 is a constructed 120-unit multi-family housing development with a community room, pool, dog park, tot lot, and community garden on a 5.03-acre parcel. Phase 2 includes development of 172 multi-family residential units, a 2.54-acre Open Space Preserve. On-site amenities include an outdoor community area with a pool, deck, spa area, and a club house with fitness center, game room, and co-workspace.

3. Project History

On May 12, 2021, a Neighborhood Meeting was held for the Project to introduce the General Plan Amendment, Rezoning, and Major Design Review.

On May 13, 2021, an application for a Concept Design Review with the Design Review Board was submitted to the Planning and Economic Development Department.

On May 19, 2021, an application was submitted to the Planning and Economic Development Department requesting a General Plan Amendment and Rezoning application for the Project.

- No Notice of Application was distributed as required by [Section 20-50.050\(E\)](#). Section 20-66.020(A)(3) states that “A defect (failure) in the notice procedure shall not affect the jurisdiction or authority of a review authority to take action on a matter.” Property owners and occupants within 600 feet of the proposed project received a mailed Notice of Neighborhood Meeting, a mailed Notice for Concept Design Review, Planning Commission public notices, and would have access to onsite noticing for the public meetings and public hearing. Notice of application will be sent out for Major Design Review.

On July 15, 2021, the Project was reviewed by the Design Review Board (DRB) as a Concept Item during a regularly scheduled DRB meeting.

On October 13, 2021, an application for Major Design Review was received by the Planning and Economic Development Department.

On November 18, 2021, the Project was reviewed by the Planning Commission and the recommendation was made to approve the General Plan Amendment and Rezoning applications.

- Two responses to SB18 letters were received by Staff. One request for Tribal Consultation pursuant to SB18 was requested with one meeting held on Thursday, October 28, 2021, and a second meeting held on December 1, 2021.

On December 14, 2021, City Council adopted an Addendum to the Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program for the 38 Degrees North Phase 2 Project for the 38 Degrees North Phase 3 Project; approved a General Plan Diagram and Text Amendment to change subject parcel's land use designations and amend the General Plan; and approved a Zoning Map Amendment changing the Project site to R-3-30.

PRIOR DRB REVIEW AND RECOMMENDATIONS

During the July 15, 2021, DRB meeting, the DRB provided the following comments, recommendations, and considerations:

- Concerned about the reduction of the commercial component on the corner and asked that the applicant include a market study at the next submittal.
- The Board suggested a smaller store such as a small bodega.
- There are no sidewalks on Yolanda Avenue for people to walk to Target, so the corner commercial component would be beneficial to residents.

Staff Response: The applicant included a Retail and Grocery Analysis (Market Analysis) by Zonda, a market research consulting firm specializing in the real estate industry. The Market Analysis concluded that the Project site does not support any anchor retail uses and does not support a grocery store anchor. Key conclusions are as follows:

- Retail demand analysis does not indicate any supportable retail uses at the site in the foreseeable future.
- Several major grocery anchors are located within a three-mile radius of the site.
- Traffic levels at the site are well below existing retail concentrations.
- Vacancy rates are at the highest levels on record.
- Conversations with retail brokers further indicate a weak opportunity for retail development at the site.

As previously stated in the Project History Section of this Report, the Council approved both the General Plan Amendments and Rezoning application on December 14, 2021.

ANALYSIS

1. General Plan

The [General Plan](#) addresses issues related to the physical development and the growth of Santa Rosa. The site is designated as Medium High Density Residential on the General Plan Land Use Diagram and no longer includes references to a Community Shopping Center at this location. Areas with this designation allow densities ranging from 18 to 30 units per gross acre. This designation permits a range of housing types, including single family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. Single family detached housing is not permitted.

General Plan policies seek to ensure that new development is designed in character with historic structures. A representation of applicable General Plan goals include:

Land Use

LUL-A Foster a compact rather than a scattered development pattern in to reduce travel, energy, land, and materials consumption while promoting reductions in greenhouse gas emissions citywide.

Residential

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

Housing

H-A Meet the housing needs of all Santa Rosa residents.

H-C Expand the supply of housing available to lower-income households.

The Project implements several General Plan Policies by providing multi-family housing in a predominately single-family area near existing retail for everyday uses. While the Project does not include an affordability component, it does contribute to the housing available to lower-income residents by paying in lieu fees in compliance with the Inclusionary Housing Ordinance that will be redistributed to other affordable housing projects in the City.

2. Zoning Code

In accordance with Section [20-22.020\(C\)](#), the R-3 zoning district is applied to areas of the City appropriate for residential neighborhoods with medium and higher residential densities, to provide home rental and ownership opportunities, and to provide a full range of choices in housing types to improve access to

affordable housing. The maximum allowable density ranges from eight (8) to 30 dwellings per acre, with the specific allowable density for each parcel shown on the zoning map by a numerical suffix to the R-3 map symbol (see Section [20-22.040](#)). The R-3 zoning district implements and is consistent with the Residential—Medium Density and Medium High-Density land use classifications of the General Plan. The Project has been reviewed in compliance with development standards in the R-3-30 zoning district with the following exceptions and considerations:

Building Height: Table 2-5 of Zoning Code Section [20-22.050](#) identifies a maximum height of 45 feet. The Project proposes a maximum height of 39 feet and one (1) inch at top of parapet, and maximum habitable space roof height of 30 feet and nine (9) inches.

Traffic: The application materials included an Addendum to the Final Traffic Impact Study for the 38 Degrees North Phase 2 Project, prepared by W-Trans, dated May 3rd, 2021, that concluded the project, “would be expected to generate an average of 163 trips per day, including 11 a.m. peak hour trips and 13 trips during the p.m. peak hour.” The Study also concluded that the project, “would be expected to result in 1,967 fewer daily trips on average with 69 fewer a.m. peak hour trips and 171 fewer p.m. peak hour trips” when compared to the previously identified community shopping center.

Table 1 – Trip Generation Summary											
Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Previously Proposed											
Supermarket	21 ksf	106.78	2242	3.82	80	48	32	9.24	194	99	95
Internal Capture		-5%	-112	-	-	-	-	-5%	-10	-5	-5
Subtotal			2130	-	-	-	-		184	94	90
Currently Proposed											
Multi-family Housing	30 du	5.44	163	0.36	11	3	8	0.44	13	8	5
Net New Trips			-1967		-69	-45	-24		-171	-86	-85

Note: ksf = 1,000 square feet; du = dwelling unit

The Addendum to the Final Traffic Study analyzed the Project for Vehicle Miles Traveled (VMT) and concluded that the Project will have a less-than-significant VMT impact.

Table 2– Vehicle Miles Traveled Analysis Summary					
VMT Metric	Baseline VMT Rate (Countywide Ave)	Threshold (15% Below Countywide Ave)	Project VMT Rate		
			Base Unadjusted (TAZ 407)	With Density Adjustment	Significance Finding
Residential VMT per Capita (Countywide Baseline)	16.53	14.05	16.39	13.18	Less than Significant

Note: VMT Rate is measured in VMT per Capita, or the number of daily miles driven per resident; TAZ=Traffic Analysis Zone

Parking: [Table 3-4](#) of the City's Zoning Ordinance sets forth the parking requirements for multi-family dwellings. The parking table requires one covered space plus 0.5 visitor spaces per unit for studio and one-bedroom units; and, one covered space plus 1.5 visitor spaces per unit for two or more-bedroom units. Visitor spaces may be in tandem with spaces for the unit; or on-street abutting the site.

Code-required parking for Phase 3 is one-and-one-half spaces per 1-bedroom (22.5 spaces) and two-and-one-half spaces per 2- and 3-bedroom units (37.5 spaces), for a total of 60 parking spaces. The project proposes to introduce a total of 46 parking spaces onsite consisting of 21 covered stalls (garage) and 25 uncovered stalls. The applicant is requesting a parking reduction of 14 spaces (23.3% reduction), as allowed by the Municipal Code (Section 20-36.050).

Although as proposed, parking spaces for the residential portion of the 38 Degrees North Phase 3 project would be insufficient to meet the requirements of the City's Zoning, a parking shortfall does not constitute an environmental impact. Rather it is considered a potential conflict with the Municipal Code. Furthermore, Code Section 20-36.050 provides for adjustments to the parking standard up to 25% and if granted, the project would be consistent with the City's provisions for onsite parking. Therefore, impacts due to a conflict with the parking requirements would result in less than significant environmental impacts.

The applicant requests a 23.3% parking reduction from the required 60 spaces, which is within the 25% threshold allowable by the Municipal Code (Section 20-36.050).

The Proposed Project is within 1/8th of a mile of two separate bus stops and within a ½ mile of the Santa Rosa Marketplace, reducing the need for residents to own cars. A bike route also runs north-south adjacent to the Proposed Project along Petaluma Hill Road, providing alternative transportation, reducing the need for on-site parking. Additionally, a bus stop will be constructed on the southwest corner of the project site for use by Sonoma County Transit and future use by Santa Rosa CityBus.

Bicycle parking is required by Code at a ratio of 1 space per 4 units, based on the count of units that don't have a private garage or private storage space. The project proposes 21 private garages, resulting in 2 required bicycle parking spaces. Further, Zoning Code Section [20-36.090\(A\)\(2\)](#) requires the residential bicycle parking spaces be long-term spaces.

3. Design Guidelines

Applicable goals and implementation measures listed in the City's Design Guidelines, are shown below.

Most Applicable Design Goals and Guidelines

Multi-Family Residential

3.2 II A. 1.	Incorporate existing natural features such as trees, topography, creeks and riparian vegetation into the site plan. These and similar natural elements should be considered when developing a site plan. Every effort should be made to preserve dominant elements, such as mature trees, for example. When trees must be removed mitigation may be required. See the Appendix for Chapter 17-24 of the City Code which governs tree removal and replacement issues.
3.2 II A. 2.	Integrate new development carefully into existing neighborhoods. Refer to Section 4.3 for specific guidelines relating to infill development.
3.2 II B. 3.	Integrate multiple-family projects with pedestrian and bicycle circulation systems that extends to neighborhood centers, along creek corridors and to adjacent neighborhoods and shopping districts.

The architecture for the Phase 3 residential apartment buildings will match the contemporary style and mix of framed massing and volumes as is in the Phase 2 design, using a traditional palette of materials, textures and colors in compliance with the City of Santa Rosa Design Guidelines. Building walls will be clad in a combination of fiber cement paneling and lap siding and will be accented with stained wood-look fiber cement and screening. The siding will be painted in neutral greys and bold blues to match the hues from both the Phase 1 and Phase 2 buildings to the north and east. Building elevations are punctuated with inset vinyl windows with fiber cement trim and feature perforated metal balcony guardrails and decorative wood-look screens, providing massing/articulation in compliance with the Design Guidelines. The peak of the flat parapet is at a maximum height of 39', and the roof finish material for both Phase 3 residential buildings will be comprised of thermoplastic olefin (TPO), high density polyethylene (HDPE) or other type of thermoplastic rubberized synthetic material. Both Phase 3 residential buildings face ground floor units out onto the street frontage with the garages positioned internally along with the rest of the surface parking. The two residential buildings are sited at the corner at angles to frame the intersection of Petaluma Hill Road and Farmers Lane. The 10-unit building also flanks the entry into Phase 3 off Farmers Lane, which will be a lushly landscaped landmark element.

4. Neighborhood Comments

Several Public Comments were received by Staff from one individual during the Neighborhood Meeting and in response to the Concept Design Review meeting. The concerns identified were the removal of the Community Shopping Center requirement and the construction impacts such as fugitive dust and noise. See Attachment 10 for further review.

5. Public Improvements/On-Site Improvements

Public improvements for this Project were identified as part of Phase 1 and Phase 2. An Exhibit "A" has been provided as an attachment to this staff report.

FISCAL IMPACT

Not applicable.

ENVIRONMENTAL IMPACT

The Project has been found to be in compliance with the California Environmental Quality Act (CEQA). An Initial Study (IS) was prepared for 38 Degrees North Phase 2, which resulted in the preparation of a Mitigated Negative Declaration (MND). The draft MND was circulated for a 30-day public comment period commencing June 11, 2020. No comments were received. Potentially significant impacts related to Air Quality, Biological Resources, Cultural Resources, Energy, Geology/Soils, Greenhouse Gases, Hydrology/Water Quality, Noise, Transportation, Tribal Cultural Resources, and Cumulative Impacts were identified. The project impacts would be mitigated to a less than significant level through implementation of recommended mitigation measures contained in the Mitigation Monitoring and Reporting Program (MMRP) prepared for the Project, which identifies the timing of, and the agency or agencies responsible for enforcement and monitoring of each mitigation measure to be implemented. The mitigation measures included in the MMRP reduce potentially significant impacts to less than significant levels and demonstrate how compliance with existing Municipal Code requirements or City standards reduces impacts to less than significant levels. The IS/MND was adopted by Design Review Board Resolution No. 20-1012 on August 20, 2020.

An Addendum to the adopted 2020 MND was prepared on October 22, 2021, and reviewed by City Staff. Staff has determined that the project would not cause new significant environmental effects or substantial increases in the severity of significant effects beyond those previously identified and mitigated to a less than significant level through implementation of the aforementioned MMRP. An Addendum to an adopted MND may be prepared if no significant environmental effects will occur and none of the previously identified effects will increase in severity (CEQA Guidelines section 15164). None of the circumstances under CEQA Guidelines Section 15162 are triggered; therefore, an addendum complies with the requirements of CEQA.

Per CEQA Guidelines Section 15164(c), an addendum need not be circulated for public review, but can be included in or attached to the final EIR or adopted MND. Per CEQA Guidelines Section 15164(d), the decision-making body shall consider an addendum with the final EIR or adopted MND prior to making a decision on the project.

NOTIFICATION

The project was noticed as a public hearing per the requirements of Chapter 20-66 of the City Code. Notification of this public hearing was provided by posting an on-site sign, publishing notice in a newspaper of general circulation, mailed notice to surrounding property owners and occupants, electronic notice to parties that had expressed interest in projects taking place in this geographic area of Santa Rosa, and bulletin board postings at City Hall and on the City website. Pursuant to Government Code Section 65091, where necessary, the City has incorporated notice procedures to the blind, aged, and disabled communities. These procedures include audio amplifier/assistive listening device support at public meetings, closed captioning, and optical character recognition conversion of electronic notices.

ISSUES

There are no unresolved issues with the Project.

ATTACHMENTS

- Attachment 1: Disclosure Form
 - Attachment 2: Location Map
 - Attachment 3: Neighborhood Context Map
 - Attachment 4: Project Description dated August 10, 2021
 - Attachment 5: Architectural Plans August 7, 2021
 - Attachment 6: Civil Plans dated August 6, 2021
 - Attachment 7: Landscape Plans dated August 6, 2021
 - Attachment 8: Exterior Lighting Plans dated August 6, 2021
 - Attachment 9: Color Photographs
 - Attachment 10: Public Correspondence as of November 21, 2021
 - Attachment 11: Retail and Grocery Market Analysis dated April, 2021
 - Attachment 12: 1st Quarter 2021 Vacancy Rates
 - Attachment 13: IS/MND Addendum (Approved by Council on December 14, 2021)
 - Attachment 14: Phases 1 and 2 Resolutions
 - Attachment 15: Phase 2 MND
 - Attachment 16: Conceptual Design Review Packet
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- Resolution 1: Design Review (with Engineering Development Services Exhibit A, dated June 2, 2022)

CONTACT

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