

CITY OF SANTA ROSA
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
STAFF REPORT FOR DESIGN REVIEW BOARD
MARCH 2, 2017

PROJECT TITLE

Coddington Mall Renovation

APPLICANT

Coddington Mall, LLC

ADDRESS/LOCATION

733 Coddington Center

PROPERTY OWNER

Coddington, LLC

ASSESSOR'S PARCEL NUMBER

012-490-051

FILE NUMBER

DR16-065

APPLICATION DATE

November 9, 2016

APPLICATION COMPLETION DATE

November 9, 2016

REQUESTED ENTITLEMENTS

Preliminary Design Review

FURTHER ACTIONS REQUIRED

Final Design Review

PROJECT SITE ZONING

CG-SA (General Commercial-Station Area)

GENERAL PLAN DESIGNATION

Retail and Business Services

PROJECT PLANNER

Amy Nicholson

RECOMMENDATION

Approval

CITY OF SANTA ROSA
DESIGN REVIEW BOARD

TO: CHAIR BURCH AND MEMBERS OF THE BOARD
FROM: AMY NICHOLSON, CITY PLANNER
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT

SUBJECT: PRELIMINARY DESIGN REVIEW CODDINGTOWN MALL
RENOVATION

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Design Review Board, by Resolution, approve Preliminary Design Review for the Coddington Mall Renovation project located at 733 Coddington Center.

EXECUTIVE SUMMARY

The Coddington Mall Renovation project proposes to demolish the existing 2,300 square foot north elevation covered walkway and storefront, and a portion of an existing retail building, to construct 200 lineal feet of a new façade, and a previously approved 7,000 square foot retail building. Landscape and hardscape improvements are also proposed. Staff finds the proposal meets the criteria of the General Plan, North Station Area Specific Plan, Zoning Code, and Design Guidelines, and as such, recommends approval of Preliminary Design Review.

BACKGROUND

1. Project Description

The Coddington Mall Renovation project includes the removal of 2,300 square feet of storefront and covered walkway, and a portion of retail building, along the northern façade of the mall. The proposed structures are would be replaced with 200 lineal feet of new storefront, which includes a variety of parapet heights, colors, and materials, to distinguish a four tenant spaces. A 7,000 square foot building is proposed to anchor the space between the renovated storefront, and the existing Whole Foods store. The proposed 7,000 square foot building, Petco Unleashed, was previously approved by the Zoning Administrator in 2014.

Building heights of the proposed buildings range from approximately 22 feet to 28 feet, and include recessed entries and fabric awnings. Pedestrian scaled pole lighting is planned to illuminate the 12-foot wide contiguous sidewalk of colored concrete, abutting the storefront. Large planters, varying in width from 15 to 25 feet, function as a Low Impact Development features, and include drought tolerant and native plant species. The area between the planters includes hardscape for artwork, and Crape Myrtle trees surrounded by decorative grates; providing an additional buffer for pedestrians. Both the proposed artwork and tree grates are consistent with the recent improvements to the Coddington Mall. Although no functional changes are proposed for the existing parking lot, additional Chinese Pistache and Raywood Narrow-Laved Ash trees are proposed in vegetation sparse areas.

2. Surrounding Land Uses

North: Parking/Public Institutional
South: Retail
East: Retail
West: Retail

The project site is located within the Coddington Mall development. The northern façade, proposed for renovation, is bordered by the mall parking lot and the North West Santa Rosa branch of the Sonoma County to the north, additional Coddington tenants to the south and east, and Whole Foods Market to the west. The site is currently developed with unoccupied retail tenant spaces.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

1. General Plan

The project site is designated as Retail and Business Services in the City of Santa Rosa 2035 General Plan. This designation allows retail and service enterprises, offices, and restaurants.

The following General Plan goals and policies are relevant to the proposed project:

LUL-I Maintain vibrant, convenient, and attractive commercial centers.

LUL-I-1 Provide a range of commercial services that are easily accessible and attractive, that satisfies the needs of people who live and work in Santa Rosa and that also attracts a regional clientele.

LUL-I-2 Encourage region-serving, high volume retail outlets to locate near freeway access (generally within one-half mile of Highway 101) to minimize traffic on city streets. Do not allow regional-serving uses in residential neighborhoods.

UD-A-5 Require superior site and architectural design of new development projects to improve visual quality in the city.

Staff Response:

The project provides an attractive new storefront and building to the highly visible northern façade of the Coddington Mall, by replacing monotonous retail tenant spaces that have been frequently vacant. In addition, the revitalized tenant spaces are anticipated to enhance the existing shopping center and further serve the needs of neighbors, and regional customers.

2. Other Applicable Plans – North Station Area Specific Plan

The project site is located within the boundary of the North Santa Rosa Station Area Specific Plan (Plan). The Plan is centered on an approximately one-half mile area around the proposed Sonoma-Marín Area Rail Transit (SMART) northern station site on Guerneville Road. The Plan encourages a mixture of pedestrian friendly residential, retail, office and open space land uses.

The following are applicable policies to the proposed project:

- E-1.1. Expand local-serving retail and personal services uses to accommodate daily needs of station area users, visitors, employees, and residents within easy walking distance of residential areas and the SMART station.
- CM-1.2. Encourage infill retail development along the Guerneville Road street frontage.
- E-1.4. Expand the area's tourist focal point, centered around the Charles M. Schulz Museum and Redwood Empire Ice Arena, with other cultural and recreational activities.
- UD-4.3. Provide appropriately scaled and designed lighting for all modes of travel throughout the station area. Pedestrian paths, surface parking areas, alleyways, parks, and urban plazas should be well light.
- LU-2.1. Promote activity-generating retail establishments, such as cafés, coffee shops, and newsstands, near the SMART station and on the ground floor of any parking garages developed on the site.

The improved area is anticipated to strengthen the activity-generating northern facade of the Coddingtontown Mall. In addition, the proposed renovation increases the available retail uses within walking distance of residential areas, and the SMART station location.

3. Zoning

North:	General Commercial, Station Area (CG-SA)
South:	Transit Village Medium, Station Area (TV-M-SA)
East:	General Commercial, Station Area (CG-SA)
West:	Transit Village Medium, Station Area (TV-M-SA)

The project site is zoned CG (General Commercial), described in the Zoning Code as a District appropriate for a range of retail and service land uses that primarily serve residents and businesses throughout the City, including shops, personal and business services, and restaurants. The CG zoning district is consistent with the Retail and Business Services land use classification of the General Plan.

The following development standards were reviewed for this project:

Building Height

The proposed structures are a maximum of approximately 28 feet; less than the maximum height of 55 feet allowed by the zoning district.

Design Standards

The project meets the North Station Area Specific Plan design standards by providing 80% ground floor transparency on the primary frontage. Staff calculates the transparency amount based on the plate height, not the roof height, of the proposed structures; and as such, more than the 80% ground floor transparency is achieved through the project design. The proposal also meets the ground floor retail ceiling height minimum of 15 feet, and the 25-foot minimum retail depth.

The established configuration of the Coddingtontown Mall constrains the potential building footprint for new development of the site, as the parking is permanently located in front of the buildings. For this reason, the project does not meet the North Station Area Specific Plan design standard of locating commercial surface parking to the rear of a commercial building.

Lot Coverage/Setbacks

Properties within the General Commercial zoning district are not restricted by a maximum lot coverage limit, with 100% maximum coverage allowed. The project

is proposing to cover less than 100% of the site with structures. No building setbacks are required for this site based on the proximity from residential uses.

Parking Requirements

The North Santa Rosa Station Area Specific Plan overlay (-SA) requires fewer parking spaces than the base CG (General Commercial) zoning district, calculated as 2.5 parking spaces per 1,000 square feet. The total existing commercial square footage of the mall is approximately 860,348 square feet. A total of 2,151 spaces are required for the shopping center, and 3,252 are provided.

4. Design Guidelines

The following is a summary of the most applicable policies from the City of Santa Rosa Design Guidelines:

- 3.3.I.A To encourage “superior design” in retail centers and new buildings in our commercial centers.
- 3.3.II.E.3 Design on-site street furniture, accessories, and lighting to be consistent in its design.
- 3.3.III.A.9 Design main entries to be prominent and easy to identify and that are distinguishable from the storefront.
- 3.3.III.A.16 Design buildings in commercial centers to exhibit a consistent concept. Freestanding buildings should be architecturally compatible with other buildings in the center.
- 3.3.III.B.1 Use high quality, durable and low maintenance materials. This is particularly true of the first story, where heavy commercial use can damage materials and finishes. Preferred materials include: split faced concrete block, brick, metal siding with quality factory finishes (such as 40 yr. Kynar paint), powder coated aluminum storefront, or stucco. Residential quality materials such as plywood or composite panel siding and composite siding that require field painting need regular maintenance due to heavy commercial use and do not stand up well to the sun in our climate. When neglected, these materials become shabby.
- 3.3.III.B.2 Select building colors to establish continuity and compatibility with the neighborhood. Colors should enhance the visual character of the environment of the proposed buildings. Building colors should not compete for attention. Building colors should not become “signing” of the building or site. Integral coloring

(where the color is mixed into the material vs. applied as paint) of concrete, stucco, and similar materials is encouraged. Use color to articulate and reduce the scale of large buildings.

- 3.3.III.B.3 Use complimentary buildings materials, colors, and textures within a retail center. Individual storefronts may vary to reflect the character of individual businesses or to develop variety, while respecting the concept of the center.
- 3.3.III.C.1 Use building entries to protect patrons from the elements and create a “sense of entry” or focal point for the building.
- 4.1.II.6. Select landscape materials and plants that are appropriate in scale and function to the locations in which they are placed.
- 4.1.II.9. Consider pedestrian circulation when locating planting areas and avoid locating planting areas where they can become a barrier to pedestrians.
- 4.1.II.10. Select planting materials that are appropriate for local climatic conditions and historic continuity.

Staff Response:

The proposed buildings utilize varying heights and materials to provide visual interest. An assortment of colors, materials, and rectangular architectural forms work to complement the existing buildings on the northern façade of the mall. Each tenant space, as view from the storefront, provides a sense of entry.

The planter locations and planting materials are appropriate for the area, and have been located to ensure visitor comfort and improve the visual experience. The proposed lighting plan includes pedestrian scaled lights along sidewalks, and new pole lights in adjacent parking areas. The selected lighting fixtures and hardscape areas have a unifying design with the recently improved areas of the Coddington Mall, while providing an effective lighting plan for all walkable areas.

5. Neighborhood Comments

No public comments have been received in response to this development proposal.

6. Public Improvements/On-Site Improvements

On-site improvements for this development include an expanded walkway and landscape area, pedestrian scale pole lighting, and additional trees in the existing

parking lot. No public improvements are required with this proposal.

ENVIRONMENTAL IMPACT

The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class 2 exemption pursuant to CEQA Guidelines Sections 15302(b). The project meets the criteria for the Class 2 exemption in that it consists of the reconstruction of an existing structure with a commercial structure of substantially the same purpose, capacity, and size.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

This Public Hearing was noticed pursuant to Chapter 20-66 of the City Code and included the mailing of notices to property owners within 400 feet of the site, the installation of an on-site sign, a posting at City Hall and on the City's website, and an announcement published in the Press Democrat.

ISSUES

Staff has no unresolved issues related to this proposal.

ATTACHMENTS

Attachment 1 – Disclosure Form
Attachment 2 – Plans
Resolution / Exhibit A

CONTACT

Amy Nicholson, City Planner, anicholson@srcity.org, (707) 543-3258