

## DESIGN CONCEPT NARRATIVE

January 8, 2018

### Background

Kevin Jorgeson and Michael Shaffer have partnered to create a world-class indoor climbing facility in Santa Rosa, California. Both Kevin and Michael are Santa Rosa natives, expert climbers and first exposed to the sport in Sonoma County. Kevin received international acclaim in 2015 for his ascent of the world's hardest climb: The Dawn Wall on El Capitan in Yosemite National Park. Kevin and Michael seek to write an exciting new chapter for the local climbing community that they have been part of for decades. Kevin and Michael propose to open the first world-class, full-service indoor climbing facility north of the Golden Gate Bridge.

### General

Session Climbing, LLC is proposing the development of adjacent parcels 983 and 965 South A Street for the creation of an indoor rock climbing and fitness gym. The proposed project will include construction of a multi-story building 23,000 square feet with an 18,500-square foot footprint. The business and building will add value and vitality to the surrounding area and attract a vibrant and diverse array of Santa Rosa's residents.

### Site

The site was formerly a paved parking lot and is currently unoccupied without structures. The area is predominantly commercial uses with the exception of Earl Street and the apartments located on the adjacent property to the south. 983 and 965 South A Street are roughly a 1.12-acre lot combined. The properties are bordered by Highway 101 to the West, Sonoma Life Support dispatch and a vacant lot to the east; a carwash to the north, and a tenant-occupied residential development to the south. There are mass transit two blocks away on Santa Rosa Avenue and a pedestrian bridge crossing over Highway 101 linking the site to a public park and residential neighborhoods.

### The Business

Session Climbing will provide jobs for approximately 30 employees with at least five working at any one time. The business will offer state-of-the-art climbing terrain, traditional and alternative fitness opportunities, and work/study areas. Youth programming designed to cultivate self-confidence and appreciation for the outdoors will be provided, and there will be a nationally and internationally competitive youth climbing team. Instructional offerings geared toward new and expert climbers will promote safety and stewardship. Artists will be commissioned to beautify the grounds and quarterly events will be held. Session will foster community, promote healthy living, and support creativity.

### Placemaking / Livability

The principal partners in Session Climbing were raised in Santa Rosa and have maintained a deep connection to and appreciation for the area. They are sensitive to the nuances of different neighborhoods within Santa Rosa and are aware of the exciting economic, cultural, and artistic activity local government has cultivated in the city, as

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## Session Climbing + Fitness

seen in Railroad Square and the Courthouse Square Reunification Project. Kevin Jorgeson and Michael Shaffer seek to create a business that will embody their community's values while expanding the revitalization that has taken place in the neighborhoods immediately north of Highway 12 into the southern quadrant of the South "A" area.

### Landscaping

Session Climbing will reflect the place in which it operates and the people it serves. We intend to ask painters to design murals for the west side of the sound wall between Highway 101 and 965 & 968 South A St. Local writers will also be invited to submit short works for "publication" on the east side of the sound wall. The grounds, additionally, provide opportunities for projects from local sculptors. All exterior artwork will have content/subjects relevant to Santa Rosa's history and appropriate for public viewing as well as to emphasize the special function of this community asset.

### Sustainability

The owners of Session Climbing are committed to progressive, sustainable business practices. We will minimize our reliance on the city's infrastructure for operations by being energy and water efficient. We are committed to using ecologically friendly cleaning products and energy efficient machines and appliances. As much as possible, we will source energy through alternative means like solar and reduce the energy consumption through passive systems such as natural light, night air cooling, insulation/ventilation, and advanced window technology, whenever possible.

### Architecture

The architecture is inspired by the agricultural heritage of Sonoma County and will be bold, yet simple and familiar. A modern mix of materials will express its function and give the building a sense of history, despite being new. Large expanses of glass will allow passersby on both the east (South A Street) and west (Highway 101) sides of the building to see the climbers in action, day or night. The building will be key addition marking the intersection of Santa Rosa's two major highways.

Consistent with design guidelines, the massing is arranged with the tallest elements at the center of the building, with the lowest elements facing Highway 101 and South "A" Street, respectively. A maximum height of 55' at the clerestory light monitor; 50' height is proposed at the main ridge line to contain the state of the art climbing walls. A perimeter or eave height of 40' is proposed to achieve the desired massing shape at South "A" Street. Exterior materials will consist of insulated steel panels (flush surface with reveals) and the use of wood siding at the exterior indentions.

The glass storefront, window walls, and skylight systems will allow for 100% daytime natural light and assist with passive ventilation and cooling. The roof will be sloped toward the optimum angle for photovoltaic and solar hot water generation that can be used for both heating domestic water and space heating needs.

### Parking

For the analysis of our parking for this facility please refer to the "Session Climbing – Parking and Traffic Assessment" (dated 12/22/2017) by TJKM.