



## MEMORANDUM

**DATE:** October 4, 2018

**TO:** Chair Burch and Members of the Design Review Board

**FROM:** Amy Nicholson, City Planner

**CC:** Bill Rose, Supervising Planner

**SUBJECT:** Coddington Mall Renovation, 733 Coddington Center – Amendment to Final Design Review

*The purpose of this memorandum is to inform the Design Review Board (the Board) of changes to the design of the Coddington Mall Renovation project, following approval of Final Design Review.*

### **Project Description**

The Coddington Mall Renovation which received Final Design Review approval on April 6, 2017, included 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 demolished structures were approved to be replaced with 200 lineal feet of new storefront, which included a variety of parapet heights, colors, and materials, to distinguish between four tenant spaces. A 7,000 square foot building was 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.

The proposed Amendment to Final Design Review includes the replacement of three tenant spaces with building heights ranging from approximately 24 to 28 feet in height, with one building. The singular, 28-foot building, would extend 92 feet from the existing Starbucks Café to the recently approved Ulta Beauty building currently under construction. Durable materials are proposed which include a powder coated aluminum fin system and an anodized aluminum storefront with ample glazing.

No changes are proposed the previously approved landscaping and pedestrian hardscape areas, or the abutting parking area. The previously approved plans included

Pedestrian scaled pole lighting is planned to illuminate the 12-foot wide contiguous sidewalk of colored concrete, abutting the storefront.

### **Project History**

On November 2, 2016, the Planning and Economic Development Department received an application for Design Review for the Coddington Mall Renovation.

On March 2, 2017, the Design Review Board, by Resolution No. 17-947, approved Preliminary Design Review for the project, with direction that the project come back before the Board for consideration of Final Design Review.

On April 6, 2017, the Design Review Board, by Resolution No. 17-953, approved Final Design Review for the project.

On June 22, 2018, the application for an Amendment to Final Design Review was submitted to the Planning and Economic Development Department.

### **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 structure is 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 established configuration of the Coddington 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.

### 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.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.

The proposed building utilizes materials to provide visual interest. An assortment of color and rectangular architectural forms complement the existing buildings on the northern façade of the mall. The proposed tenant space, as view from the storefront, provides a sense of entry.

### **Public Comments**

No new comments have been received since the close of the Design Review Board meeting when Final Design Review was granted.

### **Environmental Review**

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.

### **Recommendation**

It is recommended by Planning and Economic Development that the Design Review Board, by resolution, approve an Amendment to Final Design Review for the Coddington Mall Renovation project.

### **Contact**

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### **Attachments**

Attachment 1 - Disclosure Form  
Attachment 2 – Plans  
Attachment 3 – Approved Design Review Board Resolutions  
Draft Resolution – Amendment to Final Design Review