

The Spinster Inn – 502 Santa Rosa, Ave

The Economy Inn at 502 Santa Rosa Avenue has been long plagued with poor management and under-investment. In taking over the property Urban Green intends to build on the success of our Astro Motel project just across Santa Rosa Avenue from the Economy Inn. Different than Astro, we are planning a refurbished, expanded hotel with amenities needed in the Sonoma County hospitality marketplace.

Because the hotel is within the Burbank Gardens Historic District – as a non-contributing property – our renovation of 502 will tie back to the Southwest Revival style, a style already scattered throughout the Historic District. The “Adobe” finish will be applied to the existing one-story building, most of which will be maintained as a single story, occasionally popping up with a second story, especially where there is an opportunity to screen the project to neighboring residences. Where there once were approximately 25 rooms we are proposing about the same number. Much of the existing buildings will be reused and will form a “U” with the bottom of the “U” being the east edge of the property and the north (Mill St) and south edges the “sides” of the “U.”

On the west edge of the property – running along Santa Rosa Avenue – will be a new building pulled to the back of the sidewalk, as encouraged by the Santa Rosa Avenue Plan. This structure – five stories in height - will house the amenities we could not fit into Astro’s smaller footprint. Sandwiching three floors of rooms – 36 rooms are projected – will be a ground floor of Avenue-facing retail, hotel lobby and circulation and a large gallery space connected to a full kitchen on one side and a fifth floor of event spaces. A basement spa, a rooftop bar and smallish business centers and gym on floors 2-4 complete the expected uses.

The new building along Santa Rosa Avenue, in combination with the existing buildings, create a private courtyard, surrounded entirely by hotel rooms in one, two, and five story buildings. Centered in the courtyard will be an architecturally significant pavilion which will be available for meetings and events. A covered, open food space will sit within the courtyard, adjacent to the kitchen. The new building at the Avenue will be in a more modern motif, with some design elements tying back to the renovated buildings but projecting a highly modern style. Optimally, this new building will celebrate the importance of Santa Rosa Avenue, the main entry point to Downtown Santa Rosa from the south.

With The Spinster Inn as a working name, the projected 60 room hotel is meant to capture events that would otherwise skip Santa Rosa, while being an extension of the brand that was started with the opening of The Spinster Sisters restaurant in 2011. Between the private courtyard, ground floor gallery, and the event space(s) on the top floor – all served by a kitchen overseen by Spinster Sister’s founding chef & partner, Liza Hinman – a wide range of events can be handled. Adding in The Astro, nearly 100 hotel rooms are available to support these expected events. Both event and room parking will be handled at either a garage to be built at 414-418 Santa Rosa Ave – a property we have under contract – or across the street at 505-519 Santa Rosa Avenue, vacant, adjoining lots owned by Urban Green.

Finally, the proposed Spinster Inn will be built according to the highest standards of energy efficiency, both in the manner the project is designed and built, as well as in the way it will be managed. Passive solar programming is planned for the south and west-facing facades of the new building. Solar PV will be included on south-facing rooftops, both on the top of the new building, and on the non-terrace roofs of the renovated buildings. Trees to be planted in the courtyard will enhance the performance of the buildings, providing shade to the rehabilitated buildings. In sum, the planned Spinster Inn at 502 Santa Rosa Ave will be a significant upgrade to the property, and to this important neighborhood in Santa Rosa, really the southern edge of Downtown Santa Rosa.

RECEIVED

By Andrew Trippel at 1:53 pm, Mar 12, 2019