

## 4.10 North Santa Rosa Station Area Specific Plan

The North Santa Rosa Station is one of 14 stations planned by the Sonoma Marin Area Rail Transit (SMART) Agency for a commuter rail service along the Northwestern Pacific rail corridor, from Larkspur in Marin County to its northern terminus in Cloverdale. Centrally located and serving the North Bay's largest community, Santa Rosa will have two stations—the north station site and a site in downtown's historic Railroad Square. Design Guidelines for the area around the north station site are included in this section, and Guidelines for the area around the downtown station are located in Section 2, Core Area.

The North Santa Rosa Station Area Specific Plan (North Station Area Plan) is centered on an approximately one-half mile area around the northern SMART station site on Guerneville Road (southeast corner of Guerneville Road and the railroad). The Specific Plan area encompasses approximately 987 acres of land. Located along Highway 101, just north of the city's Downtown, the Plan area includes a regional shopping center, large business park, and cultural center as well as established residential neighborhoods.

The primary objective of the Specific Plan is to support future rail transit by increasing the number of residents and employees within walking distance of the SMART station by improving pedestrian, bicycle, auto, and transit connections, increasing residential density, promoting economic development, and enhancing aesthetics and quality of life.

Building form in the station area is dictated by the particular standards applicable for each General Plan land use designation. However, there are certain commonalities to building design and orientation throughout the station area. These guidelines are intended to promote urban design that supports a higher density and intensity development pattern while creating an attractive, safe, and walkable community.



Figure 4.10.1 SMART Station Site (southeast corner of Guerneville Road and the railroad)

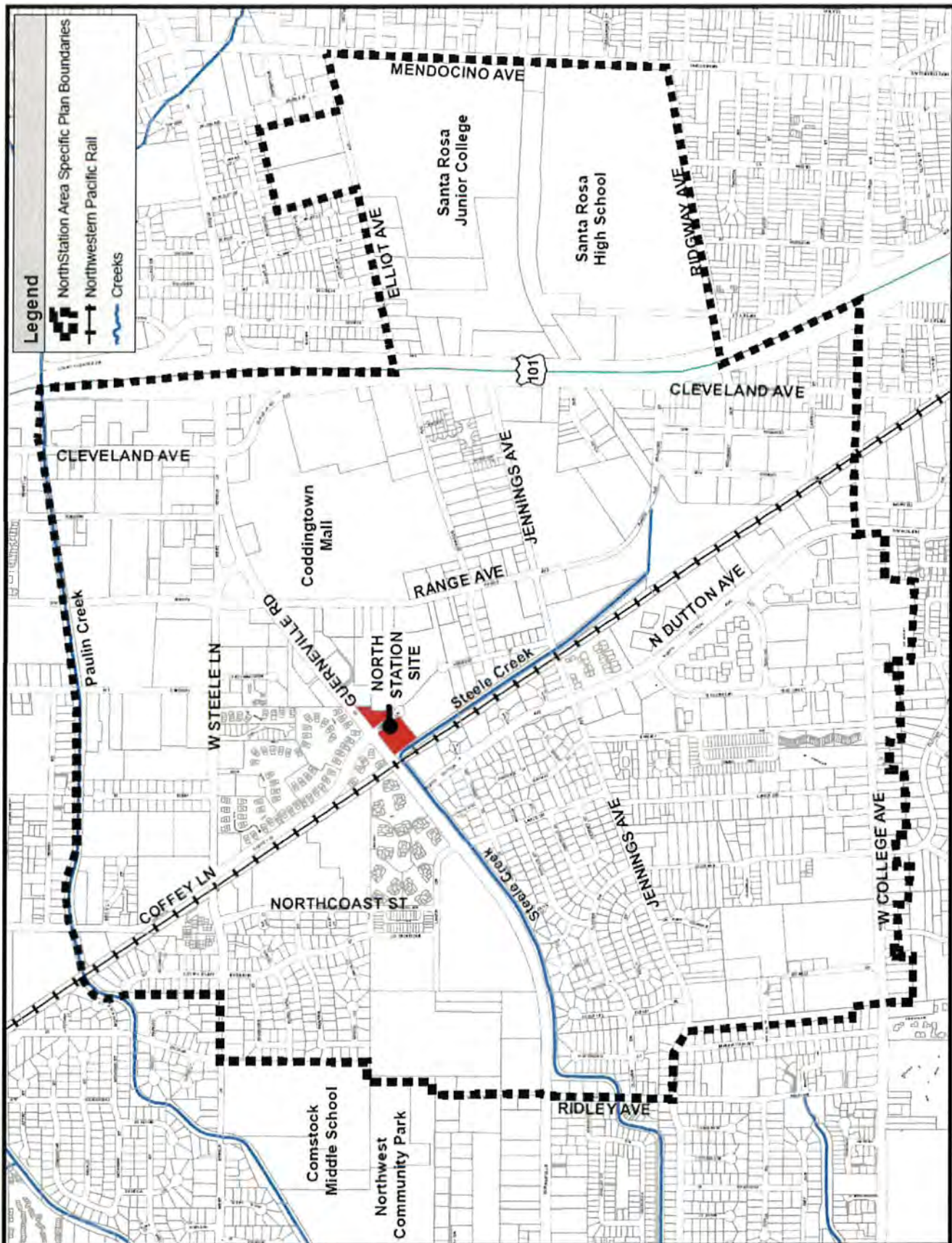


Figure 4.10.2 North Santa Rosa Station Area Specific Plan Boundaries



## I. GOALS

- A. To create an active, vibrant, and distinct place where people want to live, work, and visit.
- B. To ensure that building designs, site layout, and building uses support a transit-friendly environment.
- C. To beautify the existing streetscapes and maximize the visual and physical connections within the area.
- D. To encourage buildings with active and open facades that interest those walking and biking in the area, and to create an active pedestrian-oriented streetscape.
- E. To incorporate sustainable building principles into all new development.
- F. To create and define welcoming, safe open space for all to enjoy.
- G. To create multi-story buildings that provide a human scale.
- H. To encourage superior design with well-crafted and detailed building facades, particularly at the street level.
- I. To create a comfortable environment for pedestrians, bicyclists, and vehicles alike.
- J. To design sites so that the vehicle is not the dominant feature.



Figure 4.10.3



Figure 4.10.4



Figure 4.10.5

## II. SITE DEVELOPMENT GUIDELINES

### A. BUILDING PLACEMENT

1. Buildings should be built to the minimum setback assigned for the district.
2. No less than 60% of the building facade should be oriented parallel to the street on which it fronts.
3. Arrange buildings to define, connect, and activate sidewalks and public spaces.



Figure 4.10.6 Building built to the minimum setback and arranged to connect and activate the sidewalk.

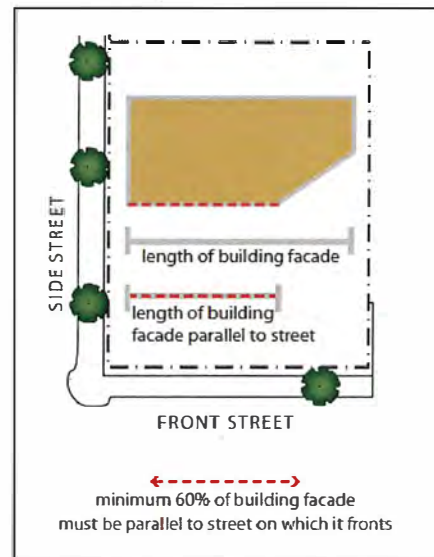


Figure 4.10.7

## B. SIDEWALKS AND PATHWAYS

1. Minimize the number of curb cuts to reduce conflicts between pedestrians and automobiles. Curb cuts and access should be avoided on primary streets. (See Parking guidelines below.)
2. Decorative pavers and walking surfaces are encouraged in heavily used pedestrian areas such as shopping areas and urban plazas.



Figure 4.10.8 Decorative sidewalk paving.

## C. LANDSCAPING

1. Landscaping should be native and drought-tolerant species to the greatest extent possible.
2. Landscaping should be properly maintained and trimmed to maximize visibility.
3. Developments should consider providing up 10–30% of the total project area for landscaping and open space amenities such as patios, courtyards, or rooftop gardens.
4. In mixed-use districts, landscape treatment should reflect an urban character with the strategic use of planting areas, street trees, planters, hanging baskets, and appropriate foundation plantings where practicable. Hardscaped areas should be softened with the use of plants, shrubs, trees, and grassy areas.



Figure 4.10.9 Example of an appropriately landscaped and maintained mixed-use development.

## D. PARKING

1. Private alleys are encouraged to provide access for service and parking.
2. All parking areas should be well lit with clearly identified exits and connections to streets and sidewalks
3. Parking areas should be screened from public streets to minimize visibility from the public right-of-way.

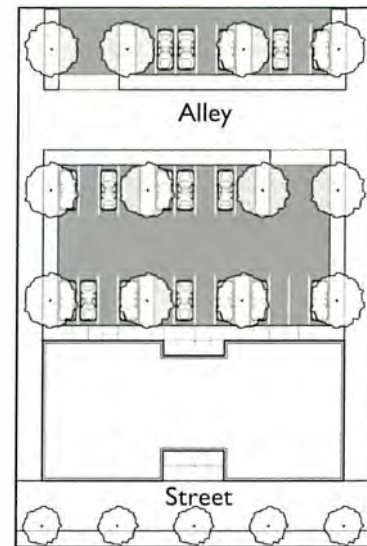


Figure 4.10.10 Parking accessed from private alley.

## E. PARKS AND PLAYGROUNDS (public or private)

1. Provide amenities that draw people into the space, such as water features, public art, gathering areas, shade, drinking fountains, etc.
2. Enhancements to the ground plane area encouraged, such as contrasting colors and/or paving textures.
3. Provide seating, based on park size, in the form of benches, planters, or seat walls.
4. Provide shade trees or shade structures to protect from sun and rain.
5. Parks and playgrounds should take advantage of natural features.
6. Parks and playgrounds should be in proximity to residential areas with adequate visibility from streets, residences, and sidewalks for safety and security.
7. Parks should be well lit with pedestrian-scale fixtures and designed with particular attention to security.



Figure 4.10.11 Small neighborhood park with high visibility.



## F. URBAN PLAZAS (public or private)

1. Provide furnishings for sitting or leaning and design amenities such as planters and walls at a suitable height and depth to allow for comfortable sitting and leaning.
2. Vertical elements within the plaza should be located in a manner that provides clear sightlines in the direction of approaching buses, taxis, and/or passenger vehicles.
3. Plaza design should emphasize adequate areas of hardscape and seating to host a variety of activities and events. Landscaped areas should not inhibit the plaza's ability to serve as a venue for public events.
4. Urban plazas that front roadways should be defined through use of different and distinguishable paving material, textures, and/or colors. Removable bollards and other similar features are encouraged at the interface of the plaza edge and street.
5. Plazas located in commercial or mixed-use zones should be connected to the sidewalk or pedestrian path system.
6. See the Street Furnishing Guidelines, which also apply to urban plaza furnishings. However, private projects may select other furniture models and manufacturers to reflect design styles compatible to a particular project.
7. To provide interest, plazas should incorporate a variety of materials, color, texture, and focal elements such as fountains or public art.
8. Shade trees and shaded seating areas are strongly encouraged to provide sun protection.
9. Plazas should be located adjacent to sidewalks, pedestrian paths, retail, and outdoor dining areas to maximize visibility.
10. Plazas should be well lit with pedestrian-scale fixtures.



Figure 4.10.12 Urban plaza, located near shopping and restaurants, with seating.



Figure 4.10.13 Urban plaza, located near shopping and restaurants, with seating and focal elements such as a fountain.

11. Plazas should be designed with particular attention to security.

## G. OUTDOOR DINING AREAS

1. Outdoor dining areas are encouraged in the station area.
2. The design, materials, and colors of all outdoor dining furnishings should complement the associated restaurant/café.
3. Consider providing trash receptacles, with a lid, for outdoor spaces with mobile vending carts.
4. If umbrellas are used, vinyl or plastic materials should be avoided. Umbrella stands should be cast aluminum, wrought iron, fabricated steel, wood or similar materials.
5. Table layout is encouraged to be in rows, parallel to the building.
6. Plastic and resin table and chair materials are discouraged.
7. Any fencing or walls should be decorative in nature and should not be solid or opaque. Materials such as wrought iron, other metals, or wood are encouraged, except that wood pickets are discouraged. Planter boxes or pots may be used. Solid masonry walls that are outside of the public right-of-way may also be used. Fences/walls should not exceed 42 inches in height, and planter boxes and associated plant heights should not exceed 48 inches in height.



Figure 4.10.14 Outdoor dining with planter boxes that provide separation from pedestrian traffic.



Figure 4.10.15 Outdoor dining.



## H. PEDESTRIAN FURNISHINGS

1. Pedestrian furnishings on private property should conform to the same design standards identified for public right-of-way streetscape furnishings in Sub-Section IV of this Section, Public Right-of-Way Street Furnishings Palette. However, private projects are free to select other furniture models and manufacturers to reflect design styles compatible to a particular project.
2. Consider selecting pedestrian furnishings that are compatible with the public streetscape furnishings palette identified in Sub-Section IV of this Section, Public Right-of-Way Street Furnishings Palette, to reinforce a uniform design theme for the project area.
3. New pedestrian furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.
4. Benches and planters should be placed against a building wall in order to promote easy pedestrian movement along the sidewalk. Where there are wider sidewalks, benches and planters may be located away from the building.
5. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable “outdoor rooms.”
6. Consider ease of entry and exit when placing bike racks or other furnishings with the potential for pedestrian/bicycle conflict.



Figure 4.10.16 Sidewalk that appropriately utilizes pedestrian lighting, street trees, planters and seating, while maintaining an uncluttered street frontage.

## I. SUSTAINABLE SITE DESIGN

1. Buildings should be oriented to maximize passive solar heating during cool seasons, avoid solar heat gain during hot periods, and maximize natural ventilation.
2. Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces, vegetated bioswales, and vegetative ground cover to the greatest extent practicable.
3. The use of recycled water for landscaping is encouraged.



Figure 4.10.1.7 Project utilizing native trees and extended eaves for natural cooling.

## J. SUSTAINABLE SITE MATERIALS

1. Site materials should be selected based on the following characteristics, to the greatest extent practicable:
  - Durability
  - Reparability
  - Low Toxicity
  - Recycled content
  - Regionally sourced
  - Ability to be recycled or reused
  - Ease of maintenance
2. Sustainable site materials may include recycled content paving materials, permeable paving, low-VOC paint, and high-albedo surfaces and roofs.



Figure 4.10.1.8 Permeable paving.

## K. DEVELOPMENT ALONG CREEKS

- I. Development should be oriented to face paths/creeks, and any fencing should be “open” to provide eyes on paths/creeks.



Figure 4.10.19 Development oriented to the creek.

## L. COMPATIBLE DESIGN

- I. Development on either side of streets (facing each other) should be designed at a compatible scale and massing to encourage a comfortable pedestrian environment and maintain a sense of visual cohesion along the street.

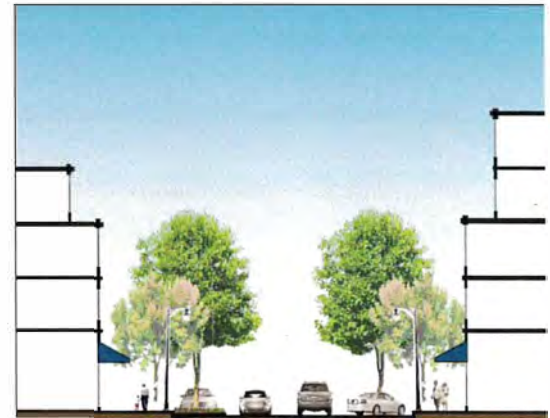


Figure 4.10.20 Compatible scale and massing on either side of a street.

## M. INTERFACE BETWEEN LAND USES

- I. Encourage positive transitions in scale and character at the interface between residential and nonresidential land uses.
2. To establish continuity between land uses, all new developments in the project area, regardless of size or use, should reflect a similar urban form that is human-scale and pedestrian-oriented, with strong physical and visual connections to fronting streets.



Figure 4.10.21 Transition between commercial and residential uses.



### **III. ARCHITECTURAL GUIDELINES**

#### **A. ARTICULATION**

1. Architectural scaling elements should be used to break down the appearance of large building facades into architectural patterns and component building forms.
2. The use of color and a variety of materials, projections, awnings, and canopies should be used to achieve variation and articulation in the building facade.
3. Blank walls should be avoided, and large-scale HVAC ventilation ducts facing sidewalks or primary streets are discouraged.
4. Facades greater than 100 feet in length should incorporate recesses and projections a minimum of 3 feet in depth and a minimum of 20 contiguous feet within each 100 feet of facade length. Windows, awnings, balconies, entry areas, and arcades should total at least 60% of the facade length facing a public street.
5. Commercial developments should consider animating features such as arcades, display windows, entry areas, or awnings along at least 60% of the front façade and 50% of the side façades that face a public right-of-way.



*Figure 4.10.22 Multi-story, mixed-use building with appropriate articulation.*

#### **B. MULTI-BUILDING COMPLEX**

1. All buildings within a multi-building complex should achieve a unity of design through the use of similar architectural elements, such as roof form, exterior building materials, colors, and window pattern. Individual buildings should incorporate similar design elements, such as surface materials, color, roof treatment, windows, and doors, on all sides of the building to achieve a unity of design.



*Figure 4.10.23 Multi-Building Complex.*

## C. BUILDING FRONTAGE

1. In nonresidential districts, the majority of the street-oriented frontage should be occupied by active uses that are visually and physically accessible from the street.
2. Ground-floor frontage in mixed-use buildings should be distinguished from residential facades on the floors above through such methods as height, material, detail, size of windows, and percentage of glazing.
3. The following building frontage types are encouraged in residential areas:

Forecourt, Light Court, Dooryard/Terrace, Porch or Stoop (see Table 4.10.1 for definitions and images of each frontage type).

4. The following building frontage types are encouraged in non-residential areas:

Arcade, Gallery, Shopfront, Forecourt, Light Court or Dooryard/Terrace (see Table 4.10.1 for definitions and images of each frontage type).

5. The following building frontage types are encouraged in mixed-use areas:

Arcade, Gallery, Shopfront, Forecourt, Light Court, Dooryard/Terrace, Porch or Stoop (see Table 4.10.1 for definitions and images of each frontage type).



Figure 4.10.24 Street-oriented frontage with active retail uses.

**Table 4.10.1**  
**Frontage Type Definitions and Imagery**



**ARCADE.** A facade with an attached colonnade at the ground floor that is covered by the upper stories. The upper stories of the building may project over the public sidewalk and encroach into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. This frontage is typically for retail use. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.



**GALLERY.** Characterized by a facade that is aligned close to or directly abutting the right-of-way line with the building entrance at sidewalk grade and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.



**SHOPFRONT.** Characterized by a facade that is aligned close to or directly on the right-of-way line with the building entrance at sidewalk grade. A shopfront frontage has substantial glazing on the ground floor. Building entrances may provide a canopy or awning, or alternatively, may be recessed behind the front building facade.



**FORECOURT.** Most of the building facade is at the property line with a portion of the facade set back. The resulting forecourt is suitable for gardens, restaurant seating, or an entry plaza. This building frontage type should be used sparingly and in conjunction with other frontage types, as an extensive setback deters pedestrians. A low wall or fence no greater than 36 inches high may also be placed at the property line.



*Residential example.*



*Commercial example.*

**DOORYARD/TERRACE.** Dooryards are elevated gardens or terraces that are set back from the street property line. This type of frontage can be used to buffer residences from the street or elevate outdoor dining areas.



**Table 4.10.1 (continued)**  
**Frontage Type Definitions and Imagery**



*Residential Example.*



*Commercial example.*

**LIGHT COURT.** Characterized by a facade that is set back from the street property line by a sunken light court. This frontage type buffers residential uses from the sidewalk and is suitable for outdoor dining.



**PORCH.** Characterized by a facade which is set back from the property line with a front yard and by a porch which is appended to the front facade.



**STOOP.** Characterized by a facade that is aligned close to the frontage line with the ground story elevated from the sidewalk to provide privacy for the ground-floor uses. The entrance is usually an exterior stair or landing which may be combined with a small porch or roof. The stoop frontage type is suitable for ground-floor residential uses with short setbacks.

## D. BUILDING ENTRANCES

1. Main building entries should open on public streets and be clearly defined with signs or architectural treatment.
2. Commercial buildings should have a clearly defined, highly visible customer entrance. A number of the following features should be incorporated to protect pedestrians and/or add interest at store entrances: canopies, porticos, overhangs, recesses/projections, arcades, raised cornice parapets over the door, peaked roof forms, arches, outdoor patios, display windows, architectural details such as tile work and moldings.



Figure 4.10.25 Clearly defined main building entry.

## E. CORNER BUILDINGS

1. Defining and "turning the corner" with a building element is a strategy that creates a gateway or entryway to districts and neighborhoods. Buildings located on corners of prominent street intersections should include special architectural treatments such as towers, turrets, bays, recessed entries, arcades, or galleries.



Figure 4.10.26 Tower element at the corner.

## F. ROOF FORMS

1. A variety of roof forms is encouraged. Roof types that are larger, simpler, visually quiet, and formally cohesive are preferred. Roof forms such as parapets, gable end, mansard, dormers, shed, hip, and barrel vaults are encouraged.
2. Preferred roof materials are ballasted flat roofs, metal standing seam, concrete or terra cotta tile, and composite shingles.



Figure 4.10.27 Varied roof forms.

## G. GLASS-TO-WALL RATIO

1. Commercial buildings should have a minimum of 60% glass-to-wall ratio on the ground floor.
2. Clear, “Low E,” or slightly tinted glazing should be used to ensure the visibility of pedestrian-oriented commercial uses.



Figure 4.10.28 Minimum of 60% glazing on ground floor.

## H. MATERIALS

1. All building materials should be selected with the objectives of quality and durability as well as to produce a positive effect on the pedestrian environment through scale, color, and texture.
2. Architectural metals, cast-in-place concrete, brick, concrete masonry units, tile, glass, and glass block systems, among others, are acceptable materials when properly finished and detailed.



Figure 4.10.29 Appropriate use of color.

## I. GREEN BUILDING MATERIALS

1. Building materials should be evaluated and selected based on the following characteristics:
  - Durability
  - Reparability
  - Low Toxicity
  - Recycled content
  - Locally sourced
  - Ability to be recycled or reused
  - Ease of maintenance



Figure 4.10.30 Sustainable wood siding.



## J. GREEN BUILDING DESIGN

The following guidelines should be considered to help implement the Cal-Green tier one Building Code:

1. Project designs that incorporate renewable energy sources, such as integrated solar panels, are encouraged.
2. Light-colored materials, high-albedo roofs, green roofs, windows, external shading, and larger eaves are encouraged to naturally control heat gain and heat loss in buildings.



Figure 4.10.31 Integrated solar panels.

## K. WALLS AND FENCES

1. Fences and walls should be made of durable materials. Preferred materials for walls are brick, concrete masonry units, pour-in-place concrete, tile, or stucco. Preferred materials for fencing are steel mesh, wrought iron, or treated wood.
2. Walls and fences that face onto a street, park, or public area should be designed to have a 4-foot-wide landscape planting area.



Figure 4.10.32 Wrought iron fencing.

## L. PARKING STRUCTURES

1. Parking structures should be designed compatibly with adjacent buildings, utilizing appropriate massing, scale, modulations, and detail elements.
2. All parking structures should be well lit with clearly identified exits and connections to streets and sidewalks.
3. Provide architectural details, such as openings, variation in material and/or color, and articulation, along parking structures that face a public street.
4. Design parking structures with open wall, windows, and other design features to allow natural light, and provide lighting so that structures are well lit during evening and nighttime hours.
5. Create openings within the facade to appear similar to well-proportioned windows.
6. Design the pedestrian interface of parking garages to minimize pedestrians crossing the main vehicular flow route.
7. Emphasize stair towers and entries as distinctive architectural elements with open (transparent) views to and from the structure.
8. Where possible, activity-generating retail or commercial uses should be located at the street level of parking structures.
9. Public art, such as wall murals, and landscaping are encouraged in the design of parking structures, especially to mask blank walls.



Figure 4.10.33 Attractive architectural details provide interest.



Figure 4.10.34 Retail on ground floor of structure.

## M. SCREENING OF MECHANICAL EQUIPEMENT AND SERVICE AREAS

1. All rooftop building systems should be incorporated into the building form in a manner integral to the building architecture. All rooftop-mounted mechanical, electrical, and telecommunication systems shall be screened from view of surrounding streets and structures.
2. Refuse storage and pickup areas should be combined with other service and loading areas and screened from view from public streets whenever possible.



Figure 4.10.35 Rooftop building systems are hidden from view.



## **IV. PUBLIC RIGHT-OF-WAY** **STREET FURNISHINGS** **PALETTE**

### **A. BENCH**

1. Consider a public art campaign for individual bench designs that celebrates the unique character of Santa Rosa and the station area. Any public art campaign should strengthen the character developed for the area through the wayfinding and branding program to be developed following adoption of the Specific Plan.
2. In commercial areas, benches should be placed at regular intervals no greater than 250 feet.
3. Material selection should consider resistance to elements and graffiti and ease of maintenance.
4. Finish should be coordinated with other on-site furnishings.
5. Recommended bench is the “Towne Square” manufactured by Landscape Forms.



Figure 4.10.36

### **B. BICYCLE RACK**

1. Racks should ensure that parked bicycles do not block the travel path of pedestrians.
2. In commercial areas, bike racks should be placed at regular intervals no greater than 250 feet.
3. Integration of public art into bike rack design is encouraged.
4. Recommended bike rack is the "Hoop Rack" bike rack manufactured by Dero.



Figure 4.10.37

## C. BOLLARD

1. Use bollards to prevent vehicles from entering pedestrian zones, such as at the interface of plazas and shared-space streets or bus-only streets.
2. Removable bollards may be appropriate to balance pedestrian protection with emergency access.
3. Creative use of materials such as planters as bollards or integration of public art into bollard design is encouraged. Public art installations should be compatible with the wayfinding and branding program to be developed following the adoption of the Specific Plan.
4. Recommended bollard is the smooth base "Princeton" in cast aluminum manufactured by Holophane.



Figure 4.10.38

## D. BUS SHELTER

1. Selection of shelters should be coordinated with Santa Rosa CityBus and Sonoma County Transit.
2. Creative use of color, material, and shelter design is encouraged.



Figure 4.10.39

## E. LANDSCAPING

1. Low-level ground cover or shrubs should be used in the furnishing zone of sidewalks and adjacent to pedestrian pathways so as to not impede visibility of pedestrians or approaching traffic.
2. Native and/or drought-tolerant species should comprise 100% of all landscape areas.
3. Implementation of Low Impact Development standards is required. Refer to City of Santa Rosa & County of Sonoma Stormwater Low Impact Development Technical Design Manual (Aug. 2011), or current document version.
4. The street tree and planting palette identified in Table 4.10.2 should be used to select trees for streets or pathways. Trees should be located in tree wells or planters in the furnishings zone of the sidewalk or in a median along streets.



Figure 4.10.40



**Table 4.10.2**  
**Street Tree Guidelines**

Street Type	Tree Form	Tree Height	Tree Well Size	Parkway Width	Min. on Center Spacing	Max. on Center Spacing	Tree Species Selection
Pedestrian-Bicycle Path	1,2,3,4,5	S, SM, M, L	NA	4 ft	40 ft	60 ft	Select 3 species from the City Street Tree list. Minimum of 2 of 3 species should be flowering.
Coffee Lane Extension	1,2	S, SM, M, L	4 ft X 4 ft	5 ft	50 ft	100 ft	Select 3 species from the City Street Tree list. Minimum of 1 of 3 species should be flowering within 150 ft of intersections.

**TABLE 4.10.2 NOTES:**

**STREET CROSS SECTION:** See Street Cross Section Figures 7.1A–7.1F in the North Santa Rosa Station Area Specific Plan, Chapter 7.

**TREE FORM:** Tree form identifies the generally definable shape tree canopies take as they mature. As with height, care and urban environments will provide many influencing variables (PG&E 1994). Tree shapes are defined as follows:

All median trees shall be columnar or conical form, to minimize potential conflicts with high-profile vehicles in adjacent travel lanes.

- |              |   |             |   |
|--------------|---|-------------|---|
| 1 - Columnar | = erect and almost parallel, resembling a column                          | 4 - Oval    | = appearing elliptical, resembling an egg |
| 2 - Vase     | = a narrow base, widening and arching outward toward the top              | 5 - Rounded | = ball-like or circular                   |
| 3 - Conical  | = oval at the base, elongated and tapering to a narrower width at the top |             |   |

**HEIGHT:** Height is defined as the maximum height to which a tree may potentially grow, with consideration that many variables may influence the actual final height of a tree. Urban environments may inhibit the potential of a tree to reach the maximum height it would in a natural setting. It is important, though, to consider overhead restrictions before planting a tree (PG&E 1994). Height is defined as follows:

- |                   |                 |                 |                 |
|-------------------|-----------------|-----------------|-----------------|
| S (Small)         | = 20 to 25 feet | L (Large)       | = 50 to 65 feet |
| SM (Small Medium) | = 25 to 35 feet | VL (Very Large) | = over 65 feet  |
| M (Medium)        | = 35 to 50 feet |                 |                 |

**TREE SPACING:** The dimensions noted are guidelines. Actual site conditions and constraints such as utility poles, surface and sub-surface utilities, curb-cuts, safe sightlines, and other site conditions shall be taken in consideration in tree layout.

## F. LIGHTING

1. Pedestrian lighting shall be placed on all streets and pedestrian paths at intervals meeting current City standards.
2. Light poles should be pedestrian-scaled.
3. Lamps should be energy-efficient, utilizing LED lamps or induction lighting when available.
4. Lighting should be consistent with the City's minimum lighting level standards to increase pedestrian safety.
5. Consider selecting poles with brackets to hang banners and/or flower baskets.
6. Lighting should be consistent in the plan area.
7. Low-level, pedestrian-oriented lighting should be incorporated throughout developments.
8. Recommended light pole and fixture are the "Universe LED" manufactured by Architectural Area Lighting with stainless steel hood.



Figure 4.10.41

## G. NEWSPAPER RACK

1. Newspaper racks should be consolidated.
2. Locate racks adjacent to transit stops and the SMART entrance.



Figure 4.10.42

## H. PAVING

1. A coordinated, high-quality paving scheme should define the public realm and contribute to pedestrian access.
2. Decorative paving materials, patterns, textures, and colors should be considered to highlight important pedestrian zones, including crosswalks.
3. Paving must maintain smooth and level surfaces that meet universal accessibility requirements and be slip-resistant.
4. Reduce the potential for the heat island effect by considering the use of pavements that have an SRI (Solar Reflectance Index) of at least 29, or greater.



Figure 4.10.43

## I. PLANTERS

1. Aboveground planters should be considered for seating walls by being designed with seat-like heights and widths.
2. Planters shall not pose an obstruction to the pedestrian through zone.
3. Consider use of self-watering reservoirs or automatic irrigation systems to provide a consistent source of irrigation to planters.
4. In commercial areas, encourage businesses to participate in an “Adopt-a-Planter” program in order to maintain planters in the public right-of-way adjacent to their business.



Figure 4.10.44



## J. TRASH/RECYCLING RECEPTACLES

1. Locate trash receptacles at intersections and adjacent to outdoor seating.
2. Receptacles for recycling should be provided adjacent to or integrated with all trash receptacles.
3. Receptacles should be clustered around other furnishings and at logical locations where pedestrian interaction is highest.
4. Recommended trash receptacle model is “TimberForm MANOR” manufactured by Columbia Cascade.



Figure 4.10.45

## K. TREE GRATE

1. Tree grates should be used in commercial areas to protect trees and reduce safety hazards.
2. Grates must be ADA compliant to ensure they do not present an obstacle for persons with mobility impediments.
3. Secure tree grates in place to deter theft.
4. Include the addition of compatible metal tree guards to protect trees in high pedestrian traffic areas.
5. Recommended tree grate model is “Chinook” manufactured by Urban Accessories.
6. Recommended tree guard model is “RR” manufactured by Urban Accessories.



Figure 4.10.46 Tree grate.

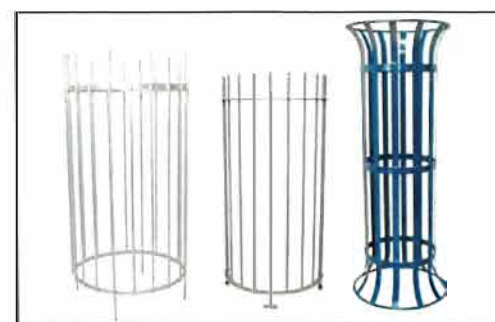


Figure 4.10.47 Tree guard.

## L. TREES

1. Street trees should be planted in the furnishing zone at consistent intervals of approximately 25 to 35 feet.
2. Use native and/or drought-tolerant species.
3. Street trees should be chosen from the City-approved street tree list in accordance with the specifications outlined in Table 4.10.2.



Figure 4.10.48

## M. COLORS, FINISHES AND MATERIALS

1. Attention to coordinating colors and finishes between all site furnishings is advised.
2. Furnishing materials and finishes should be selected based on the following characteristics:
  - Usability
  - Comfort
  - Safety
  - Durability
  - Reparability
  - Low Toxicity
  - Recycled content
  - Regionally sourced
  - Ability to be recycled or reused
  - Ease of maintenance
  - Resistance to graffiti
3. Sustainable materials may include recycled content benches, permeable paving, low-VOC paint, and high-albedo surfaces and roofs.

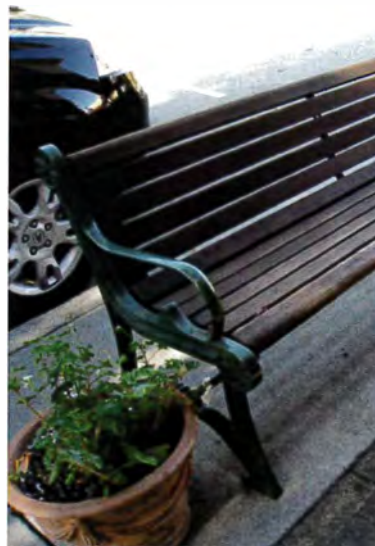


Figure 4.10.49

## **V. SPECIFIC PLAN AREA BEAUTIFICATION**

### **A. BILLBOARD SIGNS**

1. Existing billboards within the boundaries of the North Santa Rosa Station Area Specific Plan should be removed.



Figure 4.10.50

### **B. ENTRY FEATURES**

1. Major entryways into the project area should be identified with special gateway treatments to announce arrival into the project area.
2. Entry feature treatments may include public art and/or special architectural elements such as towers, signage, or enhanced landscaping. Treatments should reinforce any brand that is developed for the project area through the proposed wayfinding/branding program identified in the North Santa Rosa Station Area Specific Plan.



Figure 4.10.51 Public art entry feature.



## **VI. SPECIFIC GUIDELINES FOR THE NORTHSIDE TRANSFER CENTER**

### **A. NORTHSIDE TRANSFER CENTER**

- I. The transit hub should be well lit with sufficient pedestrian-scaled lighting. The hub should provide sufficient seating, wayfinding signage, real-time bus transit and SMART schedule information, and a map of the vicinity.



*Figure 4.10.52 Transit hub with pedestrian-scales lighting and seating.*