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**2905 Santa Rosa Ave.
Santa Rosa Apartments Design narrative**

The Santa Rosa Apartments are located just off US 101 and will be a visual presence from the highway as you arrive to the city of Santa Rosa from the south. The project is surrounded by commercial and industrial properties of various architectural styles and scales. With its highway adjacent location and visibility from the main vehicular ingress artery to the city, this project it will ultimately serve as a gateway to the capitol of Sonoma County, the Redwood empire, and the 5th largest city in the bay area.

The design of the project is inspired by the rich architectural history of Santa Rosa, while also looking towards the future of this rapidly changing and increasingly influential city in the North Bay. The design incorporates building materials and massing reminiscent of historic downtown Santa Rosa architecture. The use of a washed brick veneer and the overall scale of these naturally fortifying elements is inspired by the most significant historical buildings of Santa Rosa's past, and in contrast, through the use of modern, minimalistic, and contemporary design treatments the exterior facade is firmly planted in the 21st century high density multifamily, design vernacular.

The street side elevation along Santa Rosa Ave. most clearly conveys this connection to the past with the use of washed brick veneer on the largest street fronting facade. This material element of the project is the strongest and boldest architectural statement and evokes a sense of long lasting permanence and a strong historical connection to the period of time when Santa Rosa had to rebuild itself due to natural and manmade disasters, 1st with the devastation from the great earthquake at the turn of the century, and currently as the community rebuilds from the most recent fire disasters.



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In contrast the use of modern insulated windows, repetition of contemporary and rectilinear design elements, as well as the use of scale and repetition to break up the overall massing conveys a design language that incorporates symbolic materials, massing and forms of the past, but applies them to embrace a more current and uplifting contemporary modern design aesthetic.

The project additionally provides urban park like outdoor areas with multiple recreations areas. The 1st of these outdoor areas is the large central courtyard protected from freeway noise and exterior elements by the building itself. This lushly landscaped courtyard area provides a central gathering area for the community with most of the community amenities either located on or immediately adjacent to this main courtyard. This courtyard is the central outdoor area for the project and encourages the residents to interact and mingle with neighbors, by centralizing both the interior and exterior activities throughout the project. The neighboring pool area is located and oriented to maximize the warmth and sunlight of the afternoon sun year-round and will be a focal point of this vibrant and livable community. The 3rd distinct outdoor area is provided with more wide-open areas which include large grassy area for children's play and BBQ areas for families to gather and enjoy the landscaped grounds.

While this affordable gateway project will provide all the modern conveniences and amenities you would expect in a contemporary suburban apartment project, this project will, through design, recognize the strength and resilience of Santa Rosa's past, while at the same time projecting a symbol of thoughtful modernity and a notion of always looking forward to an exciting, ever evolving, and transformative future.