

SCANDINAVIA DESIGNS FAÇADE IMPROVEMENTS

Minor Design Review Permit DR19-078

2835 Santa Rosa Ave

August 6, 2020

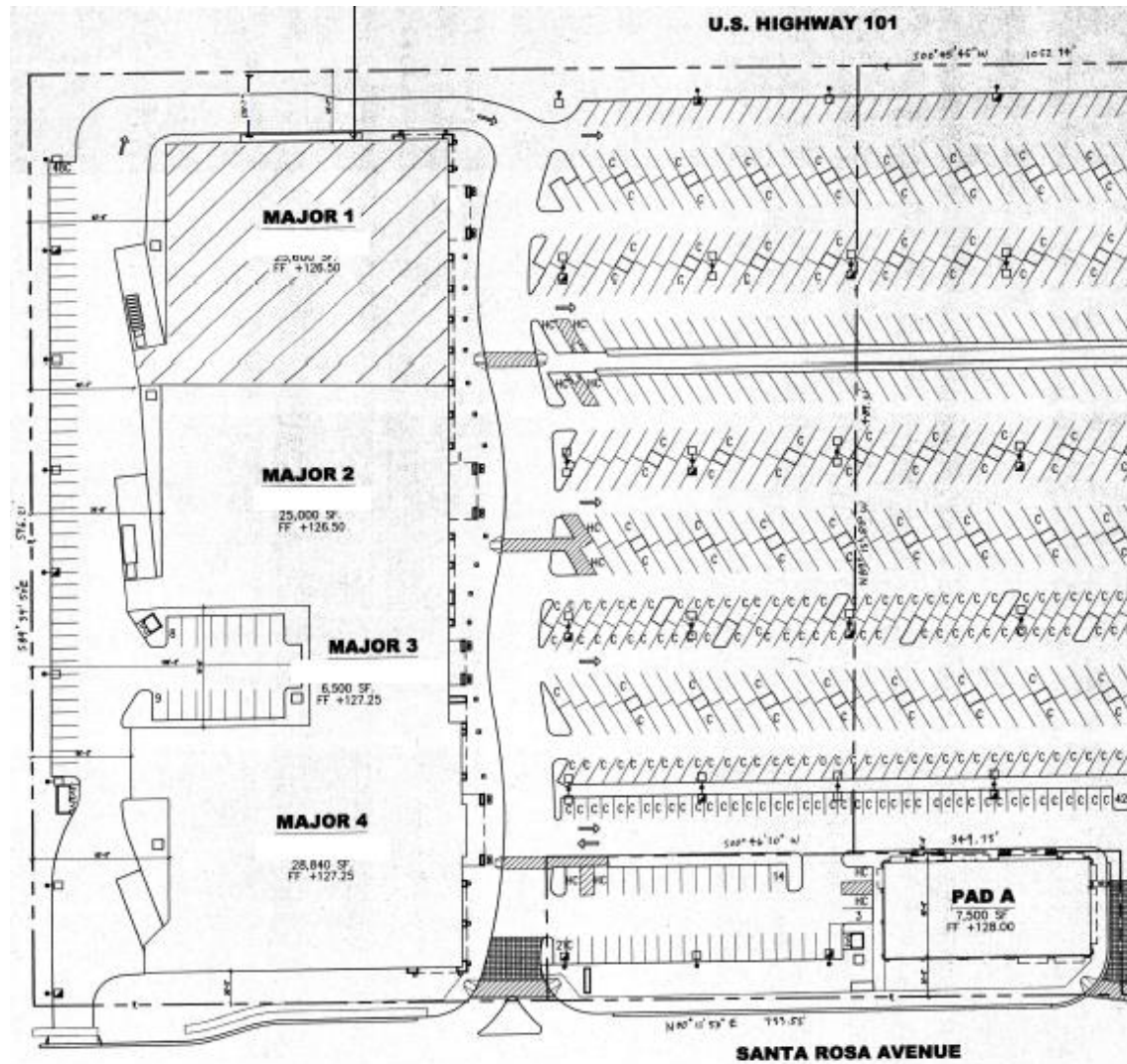
Adam Ross, City Planner
Planning and Economic Development

- Minor Design Review permit for façade improvements to an existing retail space in the Santa Rosa Town Center for the purposes of Scandinavian Designs

Project Location

2835 Santa Rosa Ave





Proposed Elevation



Proposed Elevation

The design maintains the existing planter wall recesses common throughout the shopping center, preserving the "human scale" elements used to break up the facades at a pedestrian level.
Noted in the Design Guidelines section 3.3 III. A. 4.&5.

The canopy element is an added feature to create visual interest at the upper wall plane and resemble the many canopy-like cornices in the shopping center. The height of the roof line is established by the second highest facade at the Ross next door.
Noted in the Design Guidelines section 3.3 III. A. 13.

The canopy turn-down helps mitigate Redwood Highway traffic noise and acts as an end-cap to the shopping center.
Noted in the Design Guidelines section 3.3 I. B. and section 3.3 III. A. 8.

The design increases transparency at the ground level to create a more active and open facade. This also helps break up the existing expansive wall plane, adding visual interest to Redwood Highway.
Noted in the Design Guidelines section 3.3 III. A. 6.



Recommendation

The Planning and Economic Development Department recommends that the Zoning Administrator, by resolution, approve a Minor Design Review permit for façade improvements for the property located at 2835 Santa Rosa Ave.

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