

CITY OF SANTA ROSA  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
STAFF REPORT FOR DESIGN REVIEW BOARD  
**August 20, 2020**

**PROJECT TITLE**

38 Degrees North Phase 2

**ADDRESS/LOCATION**

2660 Petaluma Hill Road

**ASSESSOR'S PARCEL NUMBER**

044-051-055

**APPLICATION DATE**

March 21, 2019

**REQUESTED ENTITLEMENTS**

Major Design Review

**PROJECT SITE ZONING**

CSC – Community Shopping Center  
(no change)

**PROJECT PLANNER**

Kristinae Toomians

**APPLICANT**

KW Petaluma Hill Road, LLC

**PROPERTY OWNER**

WINCO Holdings, Inc

**FILE NUMBER**

PRJ19-017

**APPLICATION COMPLETION DATE**

February 5, 2020

**FURTHER ACTIONS REQUIRED**

No further action required.

**GENERAL PLAN DESIGNATION**

Retail/Medium Residential (no change)

**RECOMMENDATION**

Recommend Approval

Agenda Item # 6.1  
For Design Review Board Meeting of August 20, 2020

CITY OF SANTA ROSA  
DESIGN REVIEW BOARD

TO: CHAIR KINCAID AND MEMBERS OF THE BOARD  
FROM: KRISTINAE TOOMIANS, SENIOR PLANNER  
PLANNING & ECONOMIC DEVELOPMENT

SUBJECT: 38 DEGREES NORTH PHASE 2

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

Planning and Economic Development Department recommends that the Design Review Board, by resolution: adopt a Mitigated Negative Declaration; approve Major Design Review of a proposed eight-building, three-story, 172-unit multi-family apartment complex, and associated parking reduction request.

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EXECUTIVE SUMMARY

The applicant requests Major Design Review approval of a proposed 172-unit multi-family apartment complex, composed of eight, three-story buildings, carports, garages, surface parking, club house, pool/spa, and pedestrian pathways. The proposed project is consistent with the General Plan, complies with applicable Zoning Code regulations, promotes Superior Design, and is consistent with applicable Design Guidelines.

1. Project Description

The project consists of the development of 172 residential apartments, a 2.54-acre open space preserve, and reservation of a 1.04-acre site for the future development of an approximately 21,000-square-foot community shopping center on an approximately 10.9-acre parcel located at 2660 Petaluma Hill Road in the

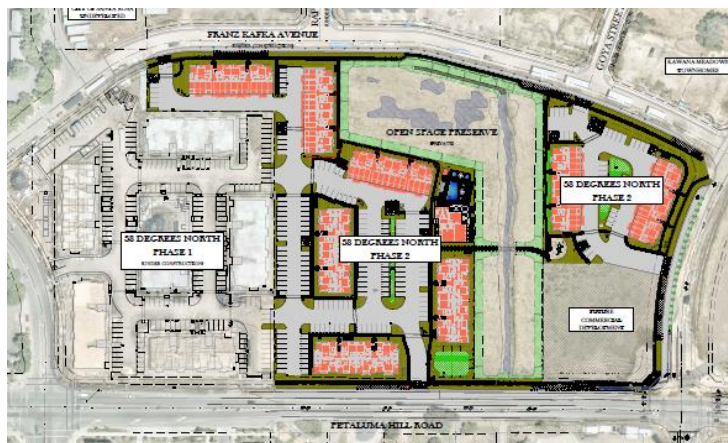


Figure 1: Site Plan

City of Santa Rosa. The residential apartments would be contained within eight three-story buildings. Access would be provided off Petaluma Hill Road, Franz Kafka Avenue, and Farmers Lane Extension. Drive aisles would provide internal access to carports, garages and surface parking. Onsite amenities would include a club house, pool and spa area, and pedestrian pathways. The 2.54-acre open space preserve, located in the center portion of the site, contains seasonal wetlands and an ephemeral creek, and separates the site into north and south development areas. Proposed improvements would be set back a minimum of 50 feet from the creek. A pedestrian crossing over the creek would provide connectivity between the north and southern portions of the site. The 1.04-acre future development site would allow construction of an approximately 21,000 square-foot community shopping center consistent with the General Plan.

2. Surrounding Land Uses

North:	Kawana Springs Apartments (38 Degrees North Phase 1)
South:	Mix of agricultural and open space
East:	Residences at Taylor Mountain (multi-family)
West:	Mix of residential, industrial, and commercial uses

The project site is located in Santa Rosa's Southeast quadrant, east of Petaluma Hill Road and south of Kawana Springs Road.

Immediately north of the site is the 38 Degrees North Phase 1 Project (Kawana Springs Apartments), which is currently under construction with the development of 120 multi-family units. To the east of the site is the planned alignment of Franz Kafka Avenue. Franz Kafka Avenue and lands immediately to the east are currently being developed to support multi-family units as part of the Residences at Taylor Mountain

Project. Farther to the east are existing single-family homes and beyond is regional open space at Taylor Mountain Regional Park. To the south of the site is the plan line for the extension of Farmer's Lane, which is currently being developed as part of the Residences at Taylor Mountain and the Taylor Mountain Estates Project (known together as the Kawana Meadows Project). A mix of agricultural and open space uses are located to the south, including Cunningham Dairy. To the west are a mix of residential, industrial, and



Figure 2: Location Map

commercial uses including Terra Springs Apartments, Goodwill, Wyatt Irrigation Supply, and various other businesses.

### 3. Existing Land Use – Project Site

The project site is currently vacant and has never been developed. Aerial data indicates that the site was used for agricultural uses.

#### 4. Project History

March 21, 2019	Application submitted
July 17, 2019	Neighborhood Meeting
July 18, 2019	Concept Design Review Meeting
February 2020	Notice of Application mailed to surrounding owners and occupants
February 5, 2020	Project deemed complete
March 17, 2020	City of Santa Rosa began COVID-19 Shelter In Place policy
June 11, 2020	Notice of Availability for public review and Intent to Adopt a Mitigated Negative Declaration mailed, posted, and recorded

PRIOR CITY COUNCIL REVIEW (N/A)

## ANALYSIS

Pursuant to § 20-52.030(Table 5-2), Major Design Review is required for any project with 10,000 sq. ft. or more in total floor area. The subject property is not within a Priority Development Area and is subject to Major Design Review.

## 1. General Plan

Per the City of Santa Rosa General Plan 2035 Land Use Diagram (October 18, 2016), the project site is designated as Medium Density Residential and Retail and Business Services. The project site has a “star” symbol on the land use map indicating that it has also been identified as a community shopping center location. Pursuant to the City’s General Plan (page 2-11), the vision for community shopping center is to provide a “complex of retail services and enterprises anchored by a large grocery store and serving a

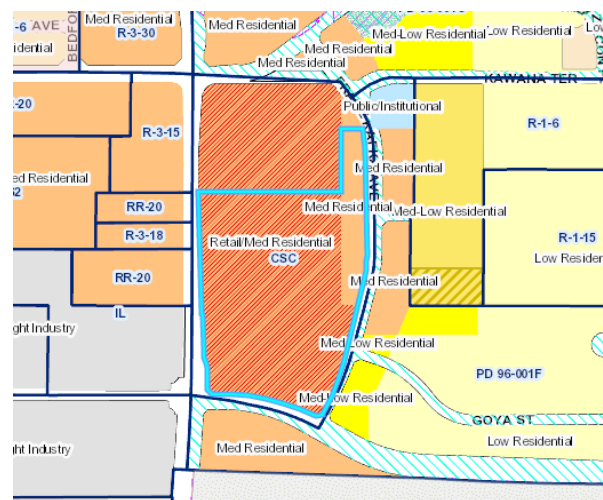


Figure 3: General Plan and Zoning Map

community clientele.” Housing must be integrated with the commercial development, but residential uses may be provided as part of a phased development. Surrounding land uses include Retail and Business Services; Medium High Density.

2. Zoning

The zoning designation for the project site is Commercial Shopping Center (CSC). Pursuant to the Santa Rosa City Code, Title 20 Zoning, Chapter 20-23.020, the CSC zoning district provides for:

*“complexes of retail establishments, anchored by a large grocery store, serving clients from the community as a whole and in particular surrounding residential neighborhoods. These centers are intended to be designed to facilitate pedestrian and bicycle access in addition to vehicular access. Proposed commercial development is required to include a residential component when significant additions or reconstruction is proposed as noted by Section 20-23.030 (Commercial District Land Uses and Permit Requirements).”*

Pursuant to the City’s commercial district land uses and permit requirements, Multi-Family Dwellings are permitted uses within the CSC District. The residential density requirements for the CSC zoning district are specified in Chapter 20-23.040, Table 2-8 and provide a maximum density of 30 units per acre.

3. Design Guidelines

The architecture for the residential apartments buildings is styled as a contemporary mix of framed massing and volumes using a traditional palette of materials, textures and colors in compliance with the Building Design Guidelines. Building walls will be clad in a combination of fiber cement paneling and lap siding and will be accented with wood-look tile and screening. The siding will be painted in neutral greys and bold blues to match the hues from the 38 Degrees North Phase 1

buildings (currently under construction to the north). Building elevations are punctuated with inset vinyl windows with fiber cement trim and feature perforated metal balcony guardrails and decorative wood-look screens, providing compliant massing/articulation. Roof finish material for all buildings is comprised of thermoplastic olefin (TPO), high density polyethylene (HDPE) or other type of thermoplastic rubberized synthetic material.



Figure 4: Right elevation of 24-plex structure.

***Most Applicable Design Goals and Guidelines***



**Multi-Family Residential**

3.2 II A. 1.	Incorporate existing natural features such as trees, topography, creeks and riparian vegetation into the site plan. These and similar natural elements should be considered when developing a site plan. Every effort should be made to preserve dominant elements, such as mature trees, for example. When trees must be removed mitigation may be required. See the Appendix for Chapter 17-24 of the City Code which governs tree removal and replacement issues.
3.2 II A. 2.	Integrate new development carefully into existing neighborhoods. Refer to Section 4.3 for specific guidelines relating to infill development.
3.2 II B. 3.	Integrate multiple-family projects with pedestrian and bicycle circulation systems that extends to neighborhood centers, along creek corridors and to adjacent neighborhoods and shopping districts.

The project includes a 2.54-acre Open Space Preserve which is being preserved in place to maintain natural drainage through the site. The existing riparian vegetation in the Open Space Preserve will not be impacted and additional riparian plant material will be provided. The project is integrated with the 38 Degrees North Phase 1 community directly to the north. The project features similar building types, finishes, landscaping and colors achieve integration. The project includes public rights-of-way improvements with designated bike lanes. Vehicular and pedestrian connections are included to connect the two communities. Proposed crosswalks at the southeast and southwest corners of the project site connect with the adjacent neighborhoods. The project includes vehicular connection to Franz Kafka Avenue, Farmers Lane and Petaluma Hill Road. The project also includes a pedestrian circulation system that connects to the adjacent neighborhood by way of crosswalks.

#### 4. Parking Reduction

[Table 3-4](#) of the City's Zoning Ordinance sets forth the parking requirements for multi-family dwellings. The parking table requires one covered space plus 0.5 visitor spaces per unit for studio and one-bedroom units; and, one covered space plus 1.5 visitor spaces per unit for two or more-bedroom units. Visitor spaces may be in tandem with spaces for the unit; or on-street abutting the site.

The project proposes to introduce a total of 270 parking spaces onsite consisting of 172 covered stalls and 98 uncovered stalls. Parking is proposed at a ratio of one space per one-bedroom and two spaces per two- and three-bedroom units for a total of 270 parking spaces or 1.57 spaces per unit.

Per the City's Code, visitor spaces may be on-street abutting the site, given they are not identified as regional streets. Franz Kafka Avenue is a transitional street and may contribute to the total parking supply by providing for on street parking.

The length of project frontage along Franz Kafka Avenue could accommodate approximately 29 additional parking spaces bringing the total parking supply from 270 up to 299 spaces.

Although as proposed, parking spaces for the residential portion of the 38 Degrees North Phase 2 project would be insufficient to meet the requirements of the City's Zoning, a parking shortfall does not constitute an environmental impact. Rather it is considered a potential conflict with the Municipal Code. Furthermore, Code Section 20-36.050 provides for adjustments to the parking standard up to 25% and if granted, the project would be consistent with the City's provisions for onsite parking. Therefore, impacts due to a conflict with the parking requirements would result in less than significant environmental impacts.

The applicant requests a 22.9% parking reduction from the required 350 spaces, which is within the 25% threshold allowable by the Municipal Code (Section 20-36.050). In addition to on-site parking, a total of 29 off-site parking spaces will be constructed as part of the project site's frontage improvements along Franz Kafka Avenue, providing additional parking availability.

The City's required parking standard for the apartments is 350 parking spaces. Parking standards for "Multifamily Housing (Mid-Rise)" (ITE LU#221) published by ITE41 yields a parking requirement of 253 spaces to serve 172 apartment units. The proposed 270 parking spaces exceeds the ITE parking demand by 17 spaces. Although the project would experience a shortfall of 80 spaces based on City parking standards, it would exceed the ITE parking standard. The City may adjust the parking standard in accordance with Municipal Code Section 20-36.050. Pursuant to the City's Parking and Loading Standards, the applicant is proposing a 22.9 percent parking reduction from the City requirements.

The Proposed Project is within 1/8th of a mile of two separate bus stops and within a 1/2 mile of the Santa Rosa Marketplace, reducing the need for residents to own cars. A bike route also runs north-south adjacent to the Proposed Project along Petaluma Hill Road, providing alternative transportation, reducing the need for on-site parking. Additionally, a bus stop will be constructed on the southwest corner of the project site for use by Sonoma County Transit and future use by Santa Rosa CityBus.

Bicycle parking is required by Code at a ratio of 1 space per 4 units, based on the count of units that don't have a private garage or private storage space. The project proposes 68 private garages, resulting in 26 required bicycle parking spaces. Three of those will be designated short-term and 23 will be designated long-term spaces.

5. Neighborhood Comments

The project public hearing has been noticed in accordance with [Section 20-66.020](#), including Subsections (C)(1), (2), and (3) requiring mailed notice, newspaper publication, and site posting, respectively. No comments have been received in response to required noticing.

6. Public Improvements/On-Site Improvements

As part of the Proposed Project, roadway improvements along the frontage of the project site will be constructed, including street paving, sidewalk, curb and gutter along Petaluma Hill Road, Farmers Lane and Franz Kafka Avenue.

A portion of the legal parcel that contains Phase 2 includes a 1.04-acre site at the southwest corner of Farmers Lane and Petaluma Hill Road. This portion of the overall legal parcel is designated for a Community Shopping Center (in accordance with the General Plan and zoning designations for the overall legal parcel). It is not, however, included as part of the Proposed Project.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

The Project has been found in compliance with the California Environmental Quality Act (CEQA). An Initial Study (IS) was prepared which resulted in a Mitigated Negative Declaration (MND). The draft MND was circulated for a 30-day public comment period commencing June 11, 2020. To date, not comments have been received.

NOTIFICATION

The project was noticed as a public hearing per the requirements of Chapter 20-66 of the City Code. Notification of this public hearing was provided by posting an on-site sign, publishing notice in a newspaper of general circulation, mailed notice to surrounding property owners, electronic notice to parties that had expressed interest in projects taking place in this geographic area of Santa Rosa, and bulletin board postings at City Hall and on the City website. Pursuant to Government Code Section 65091, where necessary, the City has incorporated notice procedures to the blind, aged, and disabled communities. These procedures include audio amplifier/assistive listening device support at public meetings, closed captioning, and optical character recognition conversion of electronic notices.

ISSUES

There are no unresolved issues remaining with the project.

ATTACHMENTS

- Attachment 1 Disclosure Form
- Attachment 2 Location Map
- Attachment 3 Design Narrative dated received by the City on March 4, 2020
- Attachment 4 Project Plan Set dated received by the City on June 11, 2020
- Attachment 5 CEQA Consistency Determination dated May 19, 2020
- Attachment 6 CEQA Consistency Determination, Appendices A-E



Resolution

Exhibit "A"

Web Resources:

- City Website link: <https://srcity.org/DocumentCenter/View/28511/Public-Draft-IS-MND-38-Degrees-North-Phase-2-61020->  
(Links to the Draft Initial Study/Mitigated Negative Declaration, and Mitigation Monitoring & Reporting Program (MMRP) can be found on the City's website.)

CONTACT

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