

**From:** [Trippel, Andrew](#)  
**To:** [Teri Shore](#)  
**Subject:** RE: [EXTERNAL] Fwd: New Downtown Santa Rosa Developments Earn Climate-SMART Endorsement  
**Date:** Tuesday, September 15, 2020 11:07:00 AM  
**Attachments:** [image004.png](#)

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Good morning,

Thank you for providing the press release and letters of support for the projects described below. The information you've provided will be included in this project's public record, as well as shared with the review authority and made publicly available, prior to scheduled concept review for each project.

Best Regards,

Andrew

**Andrew Trippel | Acting Supervising Planner – Current Planning**

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3223 | Fax (707) 543-3269 | [atrippel@srcity.org](mailto:atrippel@srcity.org)



**From:** Teri Shore <[tshore@greenbelt.org](mailto:tshore@greenbelt.org)>  
**Sent:** Tuesday, September 15, 2020 9:45 AM  
**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>; \_DRB - Design Review Board <[\\_DRB@srcity.org](mailto:_DRB@srcity.org)>; Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Pacheco Gregg, Patti <[PPachecoGregg@srcity.org](mailto:PPachecoGregg@srcity.org)>; \_CHB - Cultural Heritage Board <[\\_CHB@srcity.org](mailto:_CHB@srcity.org)>; Murray, Susie <[SMurray@srcity.org](mailto:SMurray@srcity.org)>  
**Subject:** [EXTERNAL] Fwd: New Downtown Santa Rosa Developments Earn Climate-SMART Endorsement

Dear Santa Rosa City Staff and Design Review Board,

Please see our Press Release below and two letters attached in support of the Ross Street and SMART Village proposals for downtown Santa Rosa that will be reviewed this week by the Design Review Board and the Joint Meeting of Design Review Board and Cultural Heritage Board.

Thank you for adding this to the public record for these projects.

Teri Shore



FOR IMMEDIATE RELEASE

September 15, 2020

Contact: Zoe Siegel, Director of Climate Resilience, [zsiegel@greenbelt.org](mailto:zsiegel@greenbelt.org) (510) 367-4464

Teri Shore, Advocacy Director, Greenbelt Alliance, 707 934 7081, [tshore@greenbelt.org](mailto:tshore@greenbelt.org)

## **CLIMATE-SMART ENDORSEMENT AWARDED TO DOWNTOWN SANTA ROSA DEVELOPMENTS**

### **Greenbelt Alliance Supports Two New Large Residential Projects in City Core Close to SMART**

#### **Public Review by City Boards This Week**

Greenbelt Alliance supports and has officially endorsed the new residential developments proposed in downtown Santa Rosa that are being reviewed for city approval this week. The two large developments that could transform the city's center are located at [556 Ross Street](#) and the "SMART" Village at [34 6th Street](#) next to the Railroad Square SMART station.

The two multi-story apartment home complexes proposed by Cornerstone Properties meet and exceed the criteria for the Climate SMART development endorsement program. They are the first Santa Rosa developments to receive the Climate SMART endorsement. The Greenbelt Alliance Climate SMART Endorsement Program provides an essential environmental perspective on building housing within existing communities in the Bay Area. Read more [here](#).

Ross Street is being reviewed by the city Design Review Board at 4:30 pm Sept. 17. The Sixth Street SMART Village is set for review by a joint meeting of the Cultural Heritage and Design Review Boards at 5 pm on Sept. 16.

"The proposed developments align with the City's goals, planning blueprints, and in creating a vision for the downtown as an energetic commercial and cultural center," said Zoe Siegel, Director of Climate Resilience for Greenbelt Alliance. "With the much-needed housing and the incorporation of private and public spaces, this project will help create a vibrant more climate-friendly downtown."

At Ross Street, the plan is to repurpose a parking lot and alley at the site of the current Press Democrat building for an eight-story, mixed-use building comprised of partial ground floor commercial space and 109 residential units consisting of "affordable by design" studio, one-, and two-bedroom apartments with 10 percent of units reserved for income-qualified households. The alley would be converted to a pedestrian and bike path.

The SMART Village project in Railroad Square consists of a 6 story residential/mixed-use building with outdoor community pool and open gathering space for residents and neighbors.

“This is the kind of climate-smart development that we need in the Bay Area to meet our housing goals, reduce greenhouse gas emissions, and make sure that local residents are able to grow and thrive in their own communities as housing costs rise,” said Teri Shore, Advocacy Director, Greenbelt Alliance, based in Santa Rosa.

Greenbelt Alliance is rising to the challenge because we envision a Bay Area of healthy, thriving, resilient communities made up of lands and people that are safe during climate disasters and recover quickly from wildfire, floods, and drought, where everyone is living with nature in new and powerful ways for generations to come. That’s why we educate, advocate, and collaborate to ensure the Bay Area’s lands and communities are resilient to a changing climate.

--

Teri Shore  
Regional Director, North Bay

Greenbelt Alliance

1 (707) 934-7081 cell | [tshore@greenbelt.org](mailto:tshore@greenbelt.org)  
[greenbelt.org](http://greenbelt.org) | [Facebook](#) | [Instagram](#) | [Twitter](#)

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Teri Shore  
Regional Director, North Bay

Greenbelt Alliance

1 (707) 934-7081 cell | [tshore@greenbelt.org](mailto:tshore@greenbelt.org)  
[greenbelt.org](http://greenbelt.org) | [Facebook](#) | [Instagram](#) | [Twitter](#)

September 14, 2020

City of Santa Rosa  
Planning & Economic Development Department  
Andrew Trippel, Senior Planner  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404



RE: LETTER OF SUPPORT FOR SMART VILLAGE (PHASE 1)

Dear Mr. Trippel:

Greenbelt Alliance supports and has officially endorsed the proposed SMART Village Phase 1 infill development by Cornerstone located at 34 6<sup>th</sup> Street in downtown Santa Rosa. With the development's nexus to the Railroad Square SMART Station, this project exemplifies the Climate SMART development we've all been waiting for. As the most prominent site in the historic Railroad Square District, Phase 1 of the proposed development will be the catalyst to bring about new life in this part of town through a residential/mixed-use building accompanied with an outdoor community pool and open gathering spaces for residents and neighbors to explore.

For over 60 years, Greenbelt Alliance has helped create cities and neighborhoods that make the Bay Area a better place to live - healthy places where people can walk and bike; communities with parks, shops, transportation options; homes that are affordable - and defend the Bay Area's natural and agricultural landscapes from sprawl development. Our Climate SMART Development Endorsement program helps further these goals by providing independent validation of smart infill housing (development of vacant land within urban areas) and mixed-use projects (allowing for various uses like office, commercial and residential).

### **Greenbelt Alliance is pleased to endorse SMART Village Phase 1**

The SMART Village Phase 1 development proposes a 6-story, residential mixed-use building comprising 110 market-rate studio, one-, and two-bedroom apartments with 10% of units reserved for low-income qualified households. The development will go beyond simply leveraging existing transportation and infrastructure and will feature many sustainability features aimed at energy & water savings, reduction of local heat island effect, and providing healthy indoor air quality.

This is the kind of climate-smart development that we need in the Bay Area to meet our housing goals, reduce greenhouse gas emissions, and make sure that local residents are able to grow and thrive in their own communities as housing costs rise. To be resilient in the face of climate

change starts with better identifying climate-related risks to our communities, built environment and natural systems, and taking an educated, holistic, and equitable view on how to address them. Creating higher density living enhances the quality of life in supporting a diverse array of retail goods and services, arts and cultural activities, and outdoor recreation opportunities. Community spaces are imperative to good developments, and the proposed SMART Village Phase I is set to provide the first of a series of community spaces within the masterplan. A community pool with associated indoor space, including public facilities with grills and play equipment will allow residents, neighbors, and the community to enjoy to the fullest extent possible. This project is a huge step to show how projects can survive and thrive without parking.

We urge you to approve the proposed project. The proposed development not only aligns with the City's planning vision and goals for Downtown, but charts the path for fulfilling a vision for Downtown, and Railroad Square for that matter, in promoting an "energetic commercial and cultural center" with the necessary housing, public spaces, and community amenities in creating the vibrant community we all desire.

Sincerely,

A handwritten signature in black ink, appearing to read "Zoe Siegel".

Zoe Siegel  
Director of Climate Resilience  
Greenbelt Alliance  
[Zsiegel@greenbelt.org](mailto:Zsiegel@greenbelt.org)

A handwritten signature in black ink, appearing to read "Teri Shore".

Teri Shore  
Advocacy Director  
Greenbelt Alliance  
[Tshore@greenbelt.org](mailto:Tshore@greenbelt.org)

**From:** [Trippel, Andrew](#)  
**To:** [robin@8thwave.co](mailto:robin@8thwave.co); [Ross, Adam](#)  
**Subject:** RE: [EXTERNAL] Neighbor letter on 34 W. 6th Street  
**Date:** Tuesday, September 15, 2020 11:17:00 AM

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Good morning,

Thank you for your letter of support for the SMARAT Site Residential Village – Phase 1. Your letter of support will be included in this project's public record, as well as shared with the review authority and made publicly available, prior to scheduled concept review for this project.

Best Regards,

Andrew

**Andrew Trippel | Acting Supervising Planner – Current Planning**

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3223 | Fax (707) 543-3269 | [atrippel@srcity.org](mailto:atrippel@srcity.org)



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**From:** [robin@8thwave.co](mailto:robin@8thwave.co) <[robin@8thwave.co](mailto:robin@8thwave.co)>  
**Sent:** Tuesday, September 15, 2020 11:07 AM  
**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>  
**Subject:** [EXTERNAL] Neighbor letter on 34 W. 6th Street

Hi Andrew,

Please find attached letter regarding the upcoming hearing on 34 W 6<sup>th</sup> Street.

Thanks, Robin

Robin Stephani, Associate AIA  
8th Wave  
C: 707.479.5373  
127 W 6<sup>th</sup> Street Santa Rosa 95401  
[www.8thwave.co](http://www.8thwave.co)

September 15, 2020

City of Santa Rosa  
Planning & Economic Development Department  
Andrew Trippel, Senior Planner  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

RE: LETTER OF SUPPORT FOR SMART VILLAGE (PHASE 1)

Dear Mr. Trippel:

We are writing as a collective of neighbors who live on W. 6th Street in the West End Historic District of Santa Rosa. We all live within a two-block radius, and in sight of, the proposed SMART Site Village Residential development by Cornerstone Properties.

Having reviewed the proposed plan for Phase 1, we support a six-story housing development that explicitly includes affordable housing, at 34 W. 6th Street.

**Our support for the proposed development is contingent on the following:**

- Keep the softscape and wide, pedestrian friendly sidewalks.
- Keep the design with varied planes, varied textures and materials, anything that breaks up and softens the inherently monolithic, stoic tendency of a 6-story building.
- We would like a slowing of traffic at the intersection of the proposed street between W. 3rd and W. 6th Street. Many children live on W. 6th and families travel back and forth along the street on foot and on bikes throughout the day. It's very important that the meeting of the two streets (new street and W. 6th) is built in a way that maximizes the safety of pedestrians, cyclists, and neighbors. This is non-negotiable.
- Designated hours of construction during the building phase. We demand that hours of construction stick to regular business hours and that there is no middle-of-the-night or late-night construction. This is very disruptive to the neighbors with school-age children who live near the site. We also demand no light pollution from large-scale lighting equipment on the property nor generators run outside of regular business hours.

- Please keep the public amenity spaces that include potential uses such as fitness center with outdoor swimming pool and open space/play area. The neighbors embrace this idea and would gladly use these amenities!
- Establish a neighborhood liaison between West End neighbors and Cornerstone Properties. We want to ensure there is someone available to work through any issues that might come up after the project launches.

Signed,

Leilani Clark (Homeowner at 45 W. 6th Street)

Email: [clark.leil@gmail.com](mailto:clark.leil@gmail.com)

Jacques Law (Homeowner at 45 W. 6th Street)

Email: [jacslaw@gmail.com](mailto:jacslaw@gmail.com)

Robin Stephani (Homeowner at 127 W 6th Street)

Email: [robinstephani@gmail.com](mailto:robinstephani@gmail.com)

Klaus Rappensperger (Homeowner at 127 W 6th Street)

Email: [klaus@schnitzkraft.com](mailto:klaus@schnitzkraft.com)

Veronica Jordan (Homeowner at 135 W. 6th Street)

Email: [veronica.a.jordan@gmail.com](mailto:veronica.a.jordan@gmail.com)

Paul Poling (Homeowner at 135 W. 6th Street)

Email: [pcpoling@gmail.com](mailto:pcpoling@gmail.com)



## Trippel, Andrew

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**From:** L. Willard Richards <willard@sonic.net>  
**Sent:** Tuesday, September 15, 2020 12:07 PM  
**To:** Trippel, Andrew  
**Subject:** [EXTERNAL] Re: Letter supporting SMART Village Development 34 W 6th St.  
**Attachments:** SMART Village Phase 1.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

My Cc to [culturalheritageboard@srcity.org](mailto:culturalheritageboard@srcity.org) was rejected by the city. It would be appreciated if you could forward the letter as appropriate. It is attached again.  
Willard Richards

On Sep 15, 2020, at 10:26 AM, L. Willard Richards <[willard@sonic.net](mailto:willard@sonic.net)> wrote:

Please see the attached letter from the Sonoma County Transportation and Land-Use Coalition.  
Willard Richards, Chair

<SMART Village Phase 1.pdf>



SONOMA COUNTY TRANSPORTATION & LAND-USE COALITION

September 15, 2020

City of Santa Rosa

Planning & Economic Development Department

Andrew Trippel, Senior Planner

Via email to [ATrippel@srcity.org](mailto:ATrippel@srcity.org)

RE: LETTER OF SUPPORT FOR SMART VILLAGE (PHASE 1)

Dear Mr. Trippel:

The Sonoma County Transportation and Land-Use Coalition supports the proposed SMART Village Phase 1 infill development by Cornerstone located at 34 W 6<sup>th</sup> Street. We believe this Phase 1 project is an ideal start on the long-awaited development of the SMART property. It will be a catalyst to bring about new life in this part of town through a residential/mixed-use building accompanied by an outdoor community pool and open gathering spaces for residents and neighbors.

The SMART Village Phase 1 development proposes a 6-story, residential mixed-use building comprised of 110 market-rate studio, one-, and two-bedroom apartments with 10% of units reserved for low-income qualified households. It is set to provide the first of a series of community spaces within the masterplan. Residents, neighbors, and the community can to enjoy the public facilities with grills and play equipment.

Cornerstone proposes to work with TransForm, a forward-thinking entity “promoting walkable communities with excellent transportation choices connecting people of all incomes to opportunity, helping keep California affordable” and on the forefront of addressing the climate crisis. Residents will be afforded a broad array of transit options, including the Downtown SMART Station, regional bike network connections, thereby reducing dependency on cars.

The plans adequately respond to the Railroad Square Historic District and the West End Historic District by preserving view corridors and providing enhanced visual and physical access to the site, the adjoining Districts, and to the Santa Rosa Creek. Design features and materials are also an integral consideration for the aesthetic feel for the Historic Districts, and the nearby Cannery buildings

The SCTLC supports Cornerstone’s design for Phase 1 development of the SMART property.

Sincerely,

A handwritten signature in black ink that reads "Willard Richards". The signature is written in a cursive, flowing style with a large, prominent "W" at the beginning.

Willard Richards

Chair, SCTLC

SCTLC, 55 Ridgway Ave., Suite A, Santa Rosa, CA 95401-4777

Address correspondence to [willard@sonic.net](mailto:willard@sonic.net)

**From:** [Trippel, Andrew](#)  
**To:** [Ananda Sweet](#)  
**Cc:** [Ross, Adam](#)  
**Subject:** RE: [EXTERNAL] Ross Street and SMART/6th Street Support Letters  
**Date:** Tuesday, September 15, 2020 10:52:00 AM  
**Attachments:** [image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)

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Good morning,

Thank you for your letters of support for the projects described below. Your letters of support will be included in this project's public record, as well as shared with the review authority and made publicly available, prior to scheduled concept review for each project.

Best Regards,

Andrew

**Andrew Trippel | Acting Supervising Planner – Current Planning**

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404

Tel. (707) 543-3223 | Fax (707) 543-3269 | [atrippel@srcity.org](mailto:atrippel@srcity.org)



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**From:** Ananda Sweet <[anandas@santarosametrochamber.com](mailto:anandas@santarosametrochamber.com)>  
**Sent:** Monday, September 14, 2020 9:05 AM  
**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>  
**Subject:** [EXTERNAL] Ross Street and SMART/6th Street Support Letters

Good morning Andrew,

Attached you will find letters of support from the Chamber for Cornerstone's Ross Street and SMART/6<sup>th</sup> Street development projects.

Thank you,

Ananda

*Please note: until further notice, the Metro Chamber offices will be closed and our team will be working remotely. I will be conducting business within the normal days and hours of business, with regular access to email and routinely checking my direct office voicemail.*

**ANANDA SWEET** | VP of Public Policy & Workforce Development

**SANTA ROSA METRO CHAMBER**

50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404

**DIRECT** 707-636-3662 | **P** 707-545-1414 | **F** 707-545-6914

**[SANTAROSAMETROCHAMBER.COM](http://SANTAROSAMETROCHAMBER.COM)**





September 13, 2020

City of Santa Rosa  
Planning & Economic Development Department  
Andrew Trippel, Senior Planner  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

RE: LETTER OF SUPPORT FOR SMART VILLAGE (PHASE 1)

Dear Mr. Trippel:

On behalf of the Santa Rosa Metro Chamber, I am writing to express our support for the proposed SMART Village infill development project by Cornerstone at 34 6<sup>th</sup> Street. With the project's proximity to the Railroad Square SMART Station, it represents the exact investment in transit-oriented development that is needed in Santa Rosa while addressing our critical housing shortage. A residential/mixed-use site in this space will bring new life to Railroad Square by combining housing and public gathering space and will bring increased economic activity to the Square.

Santa Rosa's housing shortage is impeding business growth and causing economic and environmental damage, as our residents are forced to commute long distances to find housing. These extra-long commutes result in increased air pollution, traffic congestion, growing inequity, and stressed employees resulting in reduced workforce productivity. Housing is one of the largest challenges for local employers who need to recruit and retain employees in order to stay and grow in Santa Rosa. An increase in housing near transit and regional bike paths will bring tremendous returns to Santa Rosa, economic and environmental alike.

A vibrant Railroad Square area will help employers to recruit and retain a high-quality workforce. This type of investment will bring a high economic return on investment, bringing new residents within walking distance of Railroad Square businesses and encouraging new business development.

The proposed development aligns with the City's goals and vision for the downtown Santa Rosa and Railroad Square. We urge you to support this proposed project. Thank you for your time and consideration.

Respectfully,

A handwritten signature in black ink, appearing to read "Peter Rumble". The signature is fluid and stylized, with a large loop at the end.

Peter Rumble  
CEO  
Santa Rosa Metro Chamber

50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404

P 707-545-1414 | F 707-545-6914

[WWW.SANTAROSAMETROCHAMBER.COM](http://WWW.SANTAROSAMETROCHAMBER.COM)

## Trippel, Andrew

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**From:** Trippel, Andrew  
**Sent:** Wednesday, September 9, 2020 8:10 PM  
**To:** kmurray@northbayleadership.org  
**Cc:** Pacheco Gregg, Patti; Ross, Adam; Peter Stanley  
**Subject:** RE: [EXTERNAL] Support for the SMART Village Residential Development (Phase 1) Project  
**Attachments:** SMART Village Residential Development (Phase 1) Support.pdf

Good afternoon,

Thank you for your letter of support for the SMART Village Residential Development (Phase 1) project. Your letter will be included in the project record and published to the project's meeting item documents as late correspondence prior to the September 16, 2020, joint concept review meeting.

Best Regards,

Andrew

**Andrew Trippel | Senior Planner**

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3223 | Fax (707) 543-3269 | atrippel@srcity.org



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**From:** Pacheco Gregg, Patti <PPachecoGregg@srcity.org>  
**Sent:** Wednesday, September 9, 2020 11:47 AM  
**To:** Trippel, Andrew <atrippel@srcity.org>  
**Subject:** FW: [EXTERNAL] Support for the SMART Village Residential Development (Phase 1) Project

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**From:** Kate Murray <[kmurray@northbayleadership.org](mailto:kmurray@northbayleadership.org)>  
**Sent:** Wednesday, September 9, 2020 11:45 AM  
**To:** \_DRB - Design Review Board <[DRB@srcity.org](mailto:DRB@srcity.org)>; \_CHB - Cultural Heritage Board <[CHB@srcity.org](mailto:CHB@srcity.org)>  
**Subject:** [EXTERNAL] Support for the SMART Village Residential Development (Phase 1) Project

Hello,

On behalf of North Bay Leadership Council, I would like to share our support for the SMART village residential development. Please read the attached letter outlining why we support this much needed project. Thank you for your time and consideration.

-Kate Murray

Kate Murray  
North Bay Leadership Council  
775 Baywood Dr., Suite 101

Petaluma, CA 94954  
707.283.0028  
707.763.3028 Fax  
[kmurray@northbayleadership.org](mailto:kmurray@northbayleadership.org)  
[www.northbayleadership.org](http://www.northbayleadership.org)

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Chairman Emeritus  
North Bay Leadership Council

**JOHN COSTA**  
Government Relations Manager  
Pacific Gas & Electric

**TIFFANY DEVITT**  
Chief of Government & Consumer Affairs  
CannaCraft

**ALEX KHALFIN**  
Vice President of Public Affairs  
California Apartment Association

**AIMI DUTRA KRAUSE**  
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**INGRID ESTRADA**  
CAO  
Keysight Technologies

**STEVE FALK**  
CEO Sonoma Media Investments  
Press Democrat

**RICHARD "DICK" GHILOTTI**  
Owner & President  
Ghilotti Construction

**JULIANNA GRAHAM**  
SVP Area Manager  
Tri Counties Bank

**DARRYL HAWKINS**  
VP, Field Operations Northeast Bay Area  
Comcast

**TYLER HEDDEN**  
COO  
St. Joseph Health

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President & CEO  
Northern California Public Media

**DR. YUNG-JAE LEE**  
Dean, Andrew P. Barowsky School of Business  
Dominican University of California

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Vice President, Government Affairs & Advocacy  
BioMarin

**BRETT MARTINEZ**  
President & CEO  
Redwood Credit Union

**MEAGAN MOORE**  
CAO  
Buck Institute For Research on Aging

**DEREK NELSON**  
Collections Operations Manager  
Recology

**LESLIE PERRY**  
Partner  
Perry, Johnson, Anderson, Miller  
& Moskowitz LLP

**MIKE RYAN**  
North Bay Practice Leader  
INTERWEST INSURANCE SERVICES, LLC

**JUDY SAKAKI**  
President  
Sonoma State University

**SHANNON THOMAS**  
Administrator/Chief Nurse Executive  
Novato Community Hospital  
Sutter Health

**FRED VELA**  
Regional Vice President  
Wells Fargo Bank

**CYNTHIA MURRAY**  
President & CEO

**KATE MURRAY**  
CAO



September 9, 2020

Design Review Board and Cultural Heritage Board  
City of Santa Rosa,  
Santa Rosa, CA

RE: Support for the SMART Village Residential Development (Phase 1) project

Dear Design Review Board and Cultural Heritage Board:

North Bay Leadership Council strongly supports the SMART Village Residential Development (Phase 1) project, an infill development of a portion of the multi-parcel, 5.4-acre SMART Site (34 W. 6th Street). This project is a great catalyst to getting the Railroad Square area to fully realize its potential as a transit-oriented community that links to the downtown and West End. This project will implement the vision of city staff, provide much needed housing and create new jobs while increasing the economic vitality of the City of Santa Rosa.

The SMART station, regional bike network connections, proximity to downtown, and convenient connections to local and regional road networks, will give the residents a broad array of transit options, creating opportunities to reduce car dependency. These transit oriented strategies, coupled with a highly sustainable approach to site planning and organization, will allow for the creation of a forward looking, sustainably driven and resilient community.

Phase 1 development (2.36 acres) proposes a 6-story, residential mixed-use building consisting of 110 market-rate studio, one-, and two-bedroom apartments with 10% of units reserved for income-qualified households. On- and off-site vehicle parking is proposed, and the applicant will work with TransForm to obtain GreenTRIP Certification and help craft alternative transportation strategies to reduce vehicle use and parking requirements.

Public amenity spaces would include potential uses such as fitness center with outdoor swimming pool and open space/play area. The SMART Site Master Plan would include a new public street along the site's western boundary to connect W. 6th and W. 3rd streets, and a public promenade to establish a future pedestrian connection between 4th Street/Downtown Santa Rosa Station and the Santa Rosa Creek Greenway.

North Bay Leadership Council urges your approval of this project and looks forward to seeing this first phase under construction. This is exactly the kind of project that will help the City of Santa Rosa meet the needs of its residents, today and tomorrow.

Sincerely,

Cynthia Murray  
President & CEO

775 Baywood Dr., Suite 101 • Petaluma, CA 94954  
707.283.0028 • Fax: 707.763.3028 • [www.northbayleadership.org](http://www.northbayleadership.org)



## Trippel, Andrew

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**From:** Trippel, Andrew  
**Sent:** Thursday, September 10, 2020 3:44 PM  
**To:** Andrea Demakas  
**Subject:** RE: [EXTERNAL] 565 Ross St. and SMART Village Residential projects

Hi Andrea,

Thanks so much for your comments. They will be saved to the project record and shared as late correspondence with review authorities prior to each project's respective concept review meeting.

Best Regards,

Andrew

**Andrew Trippel | Senior Planner**

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404  
Tel. (707) 543-3223 | Fax (707) 543-3269 | atrippel@srcity.org



**From:** Andrea Demakas <ademakas@adverahealth.com>  
**Sent:** Thursday, September 10, 2020 3:39 PM  
**To:** Trippel, Andrew <atrippel@srcity.org>  
**Subject:** [EXTERNAL] 565 Ross St. and SMART Village Residential projects

Hi Andrew,

I just learned about these two proposed developments, and wanted to send a quick letter of support for each of them as I will be unable to attend the upcoming virtual hearings.

Thanks for your time!

--

**Andrea R. Demakas | Director of Enterprise Sales | Advera Health Analytics, Inc.**  
427 Mendocino Avenue, Suite 150 | Santa Rosa, California | 95401  
Office: +1 (707) 800-3826 | Mobile: +1 (707) 889-1779  
[ademakas@adverahealth.com](mailto:ademakas@adverahealth.com) | [www.adverahealth.com](http://www.adverahealth.com)

September 10, 2020

City of Santa Rosa  
Planning & Economic Development Department  
Andrew Trippel, Senior Planner  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

RE: LETTER OF SUPPORT FOR SMART VILLAGE (PHASE 1)

Dear Mr. Trippel:

This letter is to express my support for the proposed SMART Village Phase 1 infill development by Cornerstone located at 34 6<sup>th</sup> Street. With the Development's nexus to the Railroad Square SMART Station, this project exemplifies the transit-oriented development we've all been waiting for. As the most prominent site in the historic Railroad Square District, Phase 1 of the proposed development will be the catalyst to bring about new life in this part of town through a residential/mixed-use building accompanied with an outdoor community pool and open gathering spaces for residents and neighbors to explore.

The SMART Village Phase 1 development proposes a 6-story, residential mixed-use building comprised of 110 market-rate studio, one-, and two-bedroom apartments with 10% of units reserved for low-income qualified households. The development will spur community-centered growth where people can live, work, shop and play in a thriving urban space. In addition to the taxable base provide to local governments, the proposed development will act as an economic stimulus to the existing and future small businesses within the Historic District. Creating higher density living enhances the quality of life in supporting a diverse array of retail goods and services, arts and cultural activities, and outdoor recreation opportunities.

Cornerstone proposes to work with TransForm, a forward-thinking statewide entity "promoting walkable communities with excellent transportation choices connecting people of all incomes to opportunity, helping keep California affordable" and on the forefront of addressing the climate crisis. Residents will be afforded a broad array of transit options, including the Railroad Square SMART Station, regional bike network connections, thereby reducing dependency on cars. The proposed SMART Village Phase 1 development is investing in the future of a sustainably driven and resilient community. Urban living as proposed through this development is itself an environmentally sustainable action.

Nestled between two historic districts, the Railroad Square Historic District and the West End Historic District, the site and design adequately responds to each of the Historic Districts in preserving view corridors and in providing enhanced visual and physical access to the site, adjoining Districts, and to the Santa Rosa Creek. Design features and materials are also an integral consideration for the aesthetic feel for the Historic Districts, coupled with "architectural language" of the cannery buildings as a focal design driver of the new building.

Community spaces are imperative to good developments, and the proposed SMART Village Phase I is set to provide the first of a series of community spaces within the masterplan. A community pool with associated indoor space, including public facilities with grills and play equipment will allow residents, neighbors, and the community to enjoy to the fullest extent possible.

I urge you to approve/support the proposed project. The proposed development not only aligns with the City's planning vision and goals for Downtown, but charts the path for fulfilling a vision for Downtown, and Railroad Square for that matter, in promoting an "energetic commercial and cultural center" with the necessary housing, public spaces, and community amenities in creating the vibrant community we all desire.

Sincerely,

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