

Trippel, Andrew

From: Trippel, Andrew
Sent: Friday, September 11, 2020 3:19 PM
To: DArgenzio
Cc: Erlina DArgenzio Real Estate
Subject: RE: [EXTERNAL] 556 Ross St next to 575 Ross file # dr20-036

Thank you. I will also include this comment as described below.

Best,

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: DArgenzio <dargenzio@keegancoppin.com>
Sent: Friday, September 11, 2020 3:01 PM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Erlina DArgenzio Real Estate <erlina.othman@keegancoppin.com>
Subject: Re: [EXTERNAL] 556 Ross St next to 575 Ross file # dr20-036

Andrew

To add to the list :

-there should be no loss of the current 11 + on street parking plus loading parking on street Ross St .

thank you

Dino

Dino D'Argenzio
707.483.4783

On Sep 11, 2020, at 2:53 PM, Trippel, Andrew <atrippel@srcity.org> wrote:

Good afternoon,

Thank you for your email comments. Your comments will be included in this project's public record, as well as shared with the review authority and made publicly available, at least three days before the Concept Design Review meeting scheduled on Thursday – September 17, 2020 at or after 5:00 PM.

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

<image002.jpg>

From: DArgenzio <dargenzio@keegancoppin.com>
Sent: Friday, September 11, 2020 11:22 AM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Erlina DArgenzio Real Estate <erlina.othman@keegancoppin.com>
Subject: [EXTERNAL] 556 Ross St next to 575 Ross file # dr20-036

Hello Andrew

Regarding this design - I own the building next door to the West at 575 Ross St-which has City approvals for a residence unit within the building ; and is under building permit remodel at this time .

My concerns with the next door design are several -as follows :

1. there should be a 5 ft set back applied to the Western side of 556 Ross due to the mass next to residential.
2. there should be Landscape /greenery within same 5 ft set back area - to soften the mass between my property and the applicants - which landscape does not exist on the applicants plan.
3. The building mass of 8 stories nesrky right up to the street is excessive and over domineering in my opinion.
Given the height and mass, why not require more set back -allowing for green landscape material along Mendocino Ave and Ross St and have step the building back in height sections - so less massive from street view.
4. I have a concern about “ bollards “ shown in Ross St in front of my building which block access and would need to see further up close design details .
5. I do not want to see Ross St closed entirely to thru traffic - as the businesses need delivery access , trash pick up ect. Seasonal closing for street fairs and events is ok-but not permanent.
6. Where is the parking displaced to for the Ross and B st parking lot when this and the second project is built.?
7. Where is there realistic nearby parking for 109 residents in the 556 Ross St - or are they expected to be car-less occupants with bicycles only ?

<image003.jpg>

thank you

Dino

Dino D'Argenzio
707.483.4783

Trippel, Andrew

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 | 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 556 ROSS STREET

Dear Mr. Trippel:

This letter is to express my support for the proposed infill development by Cornerstone located at 556 Ross Street. The applicant's proposed density increase is a necessary component of Downtown Santa Rosa's continued success. The "re-envision" of Ross Street to include 109 "affordable by design" apartments will bring critically needed housing to our city center. Additionally, private and public amenity spaces at the street level will modernize and bring desired uses in what is currently an underutilized site.

More residents within walking distance of downtown shops and businesses means a larger customer base and increased economic activity. With recent disruptions for small business due to Covid-19, and unforeseen natural disasters, additional customers within close proximity are an important step toward fulfilling downtown Santa Rosa's economic potential. Being in a Census designated Opportunity Zone, we can further build upon the investment to fully transform this community and provide much needed and sustainable, transit-oriented housing options.

Investing in pedestrian friendly enhancements along Ross Street is not only good for business, but also good for the environment. Housing is often identified as a major hurdle for employers. With increased housing opportunities in the city center, we could expect increased potential for recruiting employers in the creative and tech sectors, alike. With the potential to also serve childcare needs on site, there is added public benefit in addition to housing.

The proposed development aligns with the City's goals, planning blueprints, and in creating a vision for the downtown as an "energetic commercial and cultural center". With the necessary housing and the incorporation of private and public spaces, this project will assist in creating the vibrant environment we all desire.

I urge you to approve the proposed infill development before you. Thank you for your time and consideration!

All the best,

Andrea Demakas
707-889-1779
ademakas@adverahealth.com

Trippel, Andrew

From: Trippel, Andrew
Sent: Wednesday, September 9, 2020 8:06 PM
To: Mark Hall
Cc: Ross, Adam; Peter Stanley
Subject: RE: [EXTERNAL] A yes for the Ross Street project

Hi Mark,

Thank you for your email comments in support of the 566 Ross Street project. We will include them in the project record and share them with the review authority as late correspondence before the September 17, 2020, Concept Design Review meeting.

At present, there's not a detailed plan to connect Courthouse and Railroad Squares. The best source of information on the connection would be the draft Downtown Station Area Specific Plan that is currently being prepared for Planning Commission and City Council review. The draft plan is available at <https://www.plandowntownsr.com/draft-plan>.

Please feel free to contact me with any additional questions.

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: Mark Hall <markhsf@gmail.com>
Sent: Sunday, September 6, 2020 8:42 AM
To: Trippel, Andrew <atrippel@srcity.org>
Subject: [EXTERNAL] A yes for the Ross Street project

Hello — I saw the article and website on the plans for a big new residential building on Ross Street downtown. I think it's a great plan. It would provide needed housing and density in a great location, and it looks like a nice design. I live in the Jr College neighborhood and support all the city's efforts to add vitality and foot traffic to downtown with high density housing.

On a related note, can you email me a link to any website that talks about any plans there might be to reconnect the Courthouse Square area with Railroad Square? Now in the evening when the mall closes there's no non-scary pedestrian route between the two areas. (I wish the mall hadn't cut off 4th Street in the first place, but it's done, so now it's a question of what can be adjusted.)

Thanks,
Mark Hall

Trippel, Andrew

From: Trippel, Andrew
Sent: Wednesday, September 9, 2020 8:11 PM
To: kmurray@northbayleadership.org
Cc: Pacheco Gregg, Patti; Ross, Adam; Peter Stanley
Subject: RE: [EXTERNAL] Support for 556 Ross Street Project
Attachments: 556 Ross project support.pdf

Good afternoon,

Thank you for your letter of support for the 556 Ross Street 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 17, 2020, Concept Design 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: Pacheco Gregg, Patti <PPachecoGregg@srcity.org>
Sent: Wednesday, September 9, 2020 11:48 AM
To: Trippel, Andrew <atrippel@srcity.org>
Subject: FW: [EXTERNAL] Support for 556 Ross Street Project

From: Kate Murray <kmurray@northbayleadership.org>
Sent: Wednesday, September 9, 2020 11:47 AM
To: _DRB - Design Review Board <DRB@srcity.org>
Subject: [EXTERNAL] Support for 556 Ross Street Project

Hello,

I'm emailing on behalf of North Bay Leadership Council to share our support for the 556 Ross Street Project. Please read the attached support letter outlining the need for this kind of 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

www.northbayleadership.org

"Employers committed to making the North Bay sustainable, prosperous, and innovative."

BOARD OF DIRECTORS

Chair
STEVE PAGE
President & General Manager
Sonoma Raceway

Vice Chair
BARRY FRIEDMAN
President & CEO
Friedman's Home Improvement

Secretary/Treasurer
PATTY GARBARINO
President
Marin Sanitary Service

Executive Committee
ALON ADANI
Owner
Cornerstone Properties

Executive Committee
MICHELLE AUSBURN
Partner
BPM LLP

Executive Committee
BRAD BOLLINGER
Publisher
North Bay Business Journal

Executive Committee
PAT KENDALL
Medical Group Administrator
Kaiser Permanente

Executive Committee
JORDAN LAVINSKY
Partner
Hanson Bridgett LLP

Executive Committee
CRAIG NELSON
Chairman
Nelson Family of Companies

Executive Committee
MARK WOOD
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
Public Relations Director
The Dutra Group

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

DARREN LASHELLE
President & CEO
Northern California Public Media

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

KATHRYN LOWELL
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
City of Santa Rosa
Santa Rosa, CA

Re: Support for 556 Ross Street project

Dear Design Review Board:

North Bay Leadership Council strongly supports the 556 Ross Street project and urges your approval of this project. This project will help revitalize the downtown, bring much needed apartments that are "affordable by design" and add amenities, like a child care facility, desired by current and future downtown residents.

Replacing a surface parking lot, this infill development of an 8-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% of units reserved for income-qualified households. On-site vehicle parking would be provided in vehicle stackers, and a resident car-share program is proposed.

Private indoor and outdoor amenity spaces include a resident lounge, fitness center, an outdoor courtyard, and a rooftop deck. A ground floor public amenity space would connect to a proposed Ross Street Promenade that would feature expanded outdoor patio seating for Brickyard Center, sidewalk dining and gathering spaces, and an art and performance venue. The promenade would include an EVA connection from Mendocino Avenue to B Street but restrict pass-through vehicle traffic.

Ross Street will be re-invented as a pedestrian friendly right of way where occasional vehicle traffic and emergency vehicle access shares space with outdoor dining, arts events, and neighborhood gatherings. Efforts to reduce traffic on Ross include encouraging reduced car trips by residents, visually distinct paving and traffic calming elements, and an increased emphasis on bicycle use and bicycle amenities. The exterior terrace at Level 8 will allow easy Fire Department ladder access to the top floor of the building from Mendocino which is the wider of the two streets and where the closest fire hydrant is located.

Urban living is itself a very environmentally sustainable act, especially infill development of underutilized sites. 556 Ross Street 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.

Please approve this project that provides what city staff has envisioned to bring the downtown to life and what is needed to give the economic boost of new jobs, new housing and new vitality to the City of Santa Rosa.

Sincerely,

Cynthia Murray
President & CEO

775 Baywood Dr., Suite 101 • Petaluma, CA 94954
707.283.0028 • Fax: 707.763.3028 • www.northbayleadership.org