

From: [Trippel, Andrew](#)
To: [Jesús Guzmán](#); [Trippel, Andrew](#)
Cc: [Fennell, Laura](#); [Kincaid, Scott](#); [McGlynn, Sean](#); [Jen Klose](#); [Luke Lindenbusch](#)
Subject: RE: [EXTERNAL] Letters of Support - SMART Village (Phase 1) and Ross Street - Generation Housing
Date: Wednesday, September 16, 2020 3:40:51 PM
Attachments: [image006.png](#)

Good afternoon,

Thank you for your letters of support for the SMART Village (Phase 1) and Ross Street projects. Your email and letters will be included in the project's public record. Your SMART Village (Phase 1) letter will be summarized for the public record at this afternoon's concept review meeting, and the Ross Street project letter will be provided to the review authority and made publicly available prior to tomorrow's meeting.

Best,

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



From: Jesús Guzmán <jesus@generationhousing.org>
Sent: Wednesday, September 16, 2020 1:23 PM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Fennell, Laura <lfennell@srcity.org>; Kincaid, Scott <skincaid@srcity.org>; McGlynn, Sean <smcglynn@srcity.org>; Jen Klose <jen@generationhousing.org>; Luke Lindenbusch <luke@generationhousing.org>
Subject: [EXTERNAL] Letters of Support - SMART Village (Phase 1) and Ross Street - Generation Housing

Dear Santa Rosa City Staff, Design Review Board, and Cultural Heritage Board,

Please see our 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.

Kind regards,
Jesús Guzmán, MPP (he/él)
Policy and Advocacy Director

Generation Housing

420 E Street, Suite 105 | Santa Rosa, CA 95404

707-900-GENH [4364] v | 707-570-8768 f





September 16, 2020

City of Santa Rosa
Planning & Economic Development Department
Andrew Trippel, Senior Planner
Via email to atrippel@srcity.org

Re: Letter of Support for 556 Ross Street

Dear Mr. Trippel,

After a thorough analysis driven by our project endorsement criteria, Generation Housing **strongly endorses** the Ross Street infill development proposed at 556 Ross Street.

The Ross Street infill development proposed by Cornerstone would provide local residents a crucial new housing option in the downtown city core that has the potential to spur community-centered growth where people can live, work, shop and play in a thriving urban space. The Ross Street development proposes an 8-story, residential mixed-use building comprised of 109 “affordable by design” market-rate studio, one-, and two-bedroom+ apartments. The affordable by design dimension of this project will contribute to an important component of our housing stock and help meet the demand from a broad cross-section of our community.

The project’s alignment with the City of Santa Rosa’s vision for an invigorated downtown area leverages local and regional assets like the SMART station, convenient access to a bevy of transit options like an accessible bike network, while increasing foot traffic for downtown businesses. The project receives a superb walk score for the number of nearby amenities that would allow a resident to run daily errands without requiring a car.¹ This project demonstrates excellent land use and environmental features by replacing an underutilized surface parking lot with housing for residents, which helps the City meet its climate change action goals.

The Ross Street’s site location abides by local planning priorities and community vision given its location in the Downtown Station Area Specific Plan, which importantly, was developed with significant community input. With this being among the earliest major residential development in the downtown area, we strongly urge you to consider the considerable value this project will bring to Santa Rosa in helping lay the foundation to support additional future projects in this area.

We urge you to support this project and help fulfill the vision of a vibrant downtown Santa Rosa.

Respectfully,
Jen Klöse

A handwritten signature in blue ink, appearing to read "Jen Klöse", written over a light blue circular background.

Executive Director, Generation Housing

cc: City Manager Sean McGlynn & Design Review Board Chair Scott Kincaid

¹ <https://www.walkscore.com>



From: [Trippel, Andrew](#)
To: [Pauline Block](#); [Ross, Adam](#)
Cc: [Peter Stanley - Archilogix \(ps@archilogix.com\)](#)
Subject: RE: [EXTERNAL] FW: Letters of Support from Burbank Housing
Date: Wednesday, September 16, 2020 2:56:00 PM

Hi Pauline,

Thank you for Burbank Housing's letters of support. They will be added to the project record and summarized by Senior Planner Adam Ross during the project public meeting presentations.

Best,

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



From: Pauline Block <pauline@cornerstone-prop.com>
Sent: Wednesday, September 16, 2020 2:13 PM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Peter Stanley - Archilogix (ps@archilogix.com) <ps@archilogix.com>
Subject: [EXTERNAL] FW: Letters of Support from Burbank Housing

Hi Andrew,

Please add these letters of support from Burbank Housing to the project files.

Thank you!

Pauline Block

Cornerstone Properties | 707-526-4799 x103
1435 N McDowell Blvd Suite 110 | Petaluma CA 94954



OPENING DOORS. CHANGING LIVES.

September 16, 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 Burbank Housing's 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 to an underutilized site.

Burbank Housing is a nonprofit dedicated to building quality affordable housing in the North Bay. We create vibrant local communities that are carefully designed, professionally managed, and sustainable both financially and environmentally, to foster opportunities for people with limited-income of all ages, backgrounds and special needs. For 40 years, we have led the region in creating and maintaining quality, sustainable housing and rental opportunities for more than 10,000 people in over 70 communities.

With recent disruptions for small business due to Covid-19, and unforeseen natural disasters, additional residents within proximity to the city's core are an important step towards fulfilling Downtown's economic potential. Being in a Census designated Opportunity Zone, the City is able to build upon the investment to fully transform this community in leading to positive outcomes.

Providing housing for many working-class families, we know firsthand that housing is important to maintaining a strong workforce. With increased housing opportunities in the city center, we could expect increased potential for recruiting employers in the creative and tech sectors. 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, private and public spaces, in order to create the vibrant environment we all desire.

We urge you to support the proposed infill development before you. Thank you for your time and consideration.

Sincerely,

Lawrence Florin, CEO



From: [Trippel, Andrew](#)
To: [Esteban Promis](#); [Ross, Adam](#)
Cc: [Trippel, Andrew](#)
Subject: RE: [EXTERNAL] Concept Design Review
Date: Wednesday, September 16, 2020 12:20:30 PM

Good afternoon,

Thank you for your comments on the projects described below. Your comments will be included in the project's record and summarized for review authorities and the public during public meetings scheduled for the projects on September 16 and September 17.

Please feel free to contact us with any questions or additional comments.

Best,

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



From: Esteban Promis <epromis@gmail.com>
Sent: Wednesday, September 16, 2020 11:13 AM
To: Trippel, Andrew <atrippel@srcity.org>
Subject: [EXTERNAL] Concept Design Review

Good morning,

My comments are in regards to 556 Ross Street as well as SMART Site Village.

I am voicing my support for both projects. 556 Ross St seems to me to be exactly what Downtown needs, and it incorporates design aspects which are very attractive and becoming for the area. I like the roof design facing Ross St as it gives it an almost farmhouse type feel...an ode to our agricultural roots here in Sonoma Co. The streetscape is inviting and open, and the pedestrian walkway is unique and hopefully something we see more of. The height would also allow for a larger population here in the downtown area that would be a benefit to local businesses. I think more people may be wanting to relocate to a more urban setting that is not in an immediate fire zone risk. (I also support the 1 Santa Rosa Ave. for these same reasons).

SMART Site: Before Covid I was a daily commuter on SMART to my work in San Rafael. Again, infill in this area would be a boon for Railroad Square, and the height works well with the surrounding buildings (if the Canary Apts gets built, as well as the new AC Hotel height). The color scheme works

well and the design is not too modern so as to stand out and not fit. My only wish is that the site incorporate some sort of parking garage for SMART commuters as well as apartment dwellers. I would park in the 7th St. garage and walk to the Downtown Station, and crossing the overpass at 6:00am would often be a bit sketchy and unnerving due to the transient population there. But otherwise, the SMART Site Village would make coming to Downtown RR Square much more of a destination for Santa Rosa residents.

Thank you,

Esteban Promis
2532 Washoe CT
Santa Rosa 95405

From: [Trippel, Andrew](#)
To: [L. Willard Richards](#); [Ross, Adam](#)
Cc: [Trippel, Andrew](#)
Subject: RE: [EXTERNAL] Letter of support for 556 Ross St.
Date: Tuesday, September 15, 2020 4:46:06 PM

Hi Mr. Richards,

Thank you for your letter of support for the 556 Ross Street project. It will be included in the project record and shared to the review authority and public as Late Correspondence in advance of Thursday's Concept Design Review public meeting.

Best,

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



From: L. Willard Richards <willard@sonic.net>
Sent: Tuesday, September 15, 2020 4:34 PM
To: Trippel, Andrew <atrippel@srcity.org>
Subject: [EXTERNAL] Letter of support for 556 Ross St.

Please enter the attached letter from the Sonoma County Transportation and Land-Use Coalition into the record for this project.

Thank you,
Willard Richards, Chair



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

RE: LETTER OF SUPPORT FOR 556 ROSS STREET

Dear Mr. Trippel:

The Sonoma County Transportation and Land-Use Coalition supports 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.

We support abandoning parking minimums and letting the developer decide the appropriate number of parking spaces. An under-used city garage is nearby, and the Cornerstone expects to develop the property across Ross St. More parking could be provided there if the market demands it.

More residents within walking distance of downtown shops and businesses means a larger customer base and increased economic activity. 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. 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.

The SCTLC supports the proposed infill development before you. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Willard Richards". The signature is written in a cursive, slightly slanted style.

Willard Richards
Chair, SCTLC

SCTLC, 55 Ridgway Ave., Suite A, Santa Rosa, CA 95401-4777
Address correspondence to willard@sonic.net

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](#)

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



From: Teri Shore <tshore@greenbelt.org>
Sent: Tuesday, September 15, 2020 9:45 AM
To: Trippel, Andrew <atrippel@srcity.org>; Lyle, Amy <ALyle@srcity.org>; _DRB - Design Review Board <_DRB@srcity.org>; Rose, William <WRose@srcity.org>; Pacheco Gregg, Patti <PPachecoGregg@srcity.org>; _CHB - Cultural Heritage Board <_CHB@srcity.org>; Murray, Susie <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 (510) 367-4464

Teri Shore, Advocacy Director, Greenbelt Alliance, 707 934 7081, 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.

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Teri Shore
Regional Director, North Bay

Greenbelt Alliance

1 (707) 934-7081 cell | tshore@greenbelt.org
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
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 556 ROSS STREET

Greenbelt Alliance supports and has officially endorsed the proposed infill development by Cornerstone Properties located at 556 Ross Street. The applicant's proposed density increase is an essential component of Downtown Santa Rosa's continued success and evolution. 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.

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. Greenbelt Alliance's "Grow Smart Bay Area" goals call for fully protecting the Bay Area's greenbelt and directing growth into our existing communities, and accomplishing both in a way that equitably benefits all Bay Area residents. 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 both 556 Ross Street

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.

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 much-needed housing and the incorporation of private and public spaces, this project will help create the vibrant environment we all desire.

This project 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 project also maintains defensible space around all buildings for fire resilience which can serve a dual purpose of open space during non fire periods. 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.

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. This project will help the city of Santa Rosa make significant progress towards its Regional Housing Needs Assessment (RHNA) goals. The units are affordable by design meaning that the units are smaller and more efficient and more affordable to a wider range of people. We encourage the City of Santa Rosa to look thoughtfully at its local affordable housing policies and make a commitment towards financially supporting developers to provide more affordable housing.

Every city in the Bay Area must play their part to increase their housing stock to make sure the local workforce can afford to live close to jobs, schools, and services — spending more time with family and friends and less time in traffic congestion — improving the social fabric of our communities and reducing the climate-damaging greenhouse gas emissions produced by driving. We urge you to approve this project. We hope its approval will resonate with other Bay Area cities, and encourage them to redouble their efforts to grow smartly.

Sincerely,



Zoe Siegel
Director of Climate Resilience
Greenbelt Alliance
Zsiegel@greenbelt.org



Teri Shore
Advocacy Director
Greenbelt Alliance
Tshore@greenbelt.org

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](#)

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



From: Ananda Sweet <anandas@santarosametrochamber.com>
Sent: Monday, September 14, 2020 9:05 AM
To: Trippel, Andrew <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/6th 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





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 556 ROSS STREET

Dear Mr. Trippel:

On behalf of the Santa Rosa Metro Chamber, I am writing to express our support for the proposed infill development project by Cornerstone at 556 Ross Street. The applicant's proposed density increase is a necessary component of Downtown Santa Rosa's continued success, addressing our critical housing shortage and improving downtown vibrancy. The Santa Rosa Metro Chamber supports this project as an opportunity for critically needed housing downtown, while adding private and public amenity spaces at street level that will modernize a currently underutilized site and will help to create a vibrant downtown.

The 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. Next to housing, lack of access to child care is one of the largest impediments to recruit and retain a workforce. With the potential to also serve childcare needs on site, this project brings an added public benefit that addresses a current crisis level shortage in our community.

A vibrant downtown is crucial in recruiting a high-quality workforce and for new business development and must include a mix of dense residential and active street level use. Economic studies conducted by the City of Santa Rosa demonstrate the highest tax return and property value are in the city's downtown areas, providing the highest economic return on investment. More residents within walking distance of downtown shops and businesses means a larger customer base and increased economic activity, helping Santa Rosa to begin to capture the return on investment to develop Courthouse Square.

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

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

WWW.SANTAROSAMETROCHAMBER.COM



The proposed development aligns with the City's goals and vision for the downtown Santa Rosa. 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 cursive, with a prominent loop at the end.

Peter Rumble
CEO
Santa Rosa Metro Chamber

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
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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

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Novato Community Hospital
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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

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