

**From:** [Nadeau, Kim](#)  
**To:** [Trippel, Andrew](#); [TIMQUIN LARSEN](#); [De La Rosa, Raissa](#)  
**Cc:** [Rose, William](#); [Lyle, Amy](#)  
**Subject:** RE: [EXTERNAL] 1 Santa Rosa Avenue Project  
**Date:** Friday, July 10, 2020 2:55:22 PM  
**Attachments:** [image007.png](#)

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Mr. Larsen –

As noted in the earlier response, studies completed by the City under normal circumstances show a large parking surplus with over 1,000 spaces available at the mid-day peak. Based on this information it is anticipated there is sufficient parking to accommodate the 1 Santa Rosa project, existing development and near-term new development projects.

That said, in these changing times it is difficult to know what parking demand will be associated with occupancy of office space. There are many trends that suggest parking demand associated with offices will be much lower including:

- Increased telecommuting
- Fewer workers per square foot to achieve physical distancing guidance
- Staggered work schedules
- Increased use of car share
- Decreasing car ownership
- Increased use of transportation network companies (Uber, Lyft)
- Development of autonomous vehicles

Best regards, Kim

**Kim Nadeau | Parking Manager**

Finance Department | 90 Santa Rosa Avenue | Santa Rosa, CA 95404  
Tel. (707) 543-3464 | [knadeau@srcity.org](mailto:knadeau@srcity.org)



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**From:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>  
**Sent:** Thursday, July 9, 2020 7:29 AM  
**To:** TIMQUIN LARSEN <[timquin@hotmail.com](mailto:timquin@hotmail.com)>; Nadeau, Kim <[knadeau@srcity.org](mailto:knadeau@srcity.org)>; De La Rosa, Raissa <[RdelaRosa@srcity.org](mailto:RdelaRosa@srcity.org)>  
**Cc:** Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>  
**Subject:** RE: [EXTERNAL] 1 Santa Rosa Avenue Project

Good morning,

Thank you for your question. I am including City Economic Development Manager Raissa de la Rosa

and City Parking Manager Kim Nadeau on my response as their departments are most directly involved with the research and analyses needed to respond to your question.

Raissa and Kim, could you please respond to Tim's question about changes to market conditions (Office) and parking availability?

*"According to commercial real estate firm Newmark Knight Frank's most recent marketing report, the Santa Rosa office market had a 10% vacancy rate. This factor does not include any leased, but underutilized space. With the historical trend towards open offices with a higher number of occupants per square foot and a hopeful decrease in office vacancy rates in the Santa Rosa area, has anyone studied if there still will be enough parking spaces if occupancy rates were 95% for the surrounding office buildings?"*

Thanks,

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](mailto:atrippel@srcity.org)



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**From:** TIMQUIN LARSEN <[timquin@hotmail.com](mailto:timquin@hotmail.com)>  
**Sent:** Wednesday, July 8, 2020 5:04 PM  
**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>  
**Cc:** Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Nadeau, Kim <[knadeau@srcity.org](mailto:knadeau@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>  
**Subject:** Re: [EXTERNAL] 1 Santa Rosa Avenue Project

Andrew,

Thank you for your response.

I have another question. According to commercial real estate firm Newmark Knight Frank's most recent marketing report, the Santa Rosa office market had a 10% vacancy rate. This factor does not include any leased, but underutilized space. With the historical trend towards open offices with a higher number of occupants per square foot and a hopeful decrease in office vacancy rates in the Santa Rosa area, has anyone studied if there still will be enough parking spaces if occupancy rates were 95% for the surrounding office buildings? Please advise.

Tim

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**From:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>  
**Sent:** Thursday, July 2, 2020 11:47 AM

**To:** TIMQUIN LARSEN <[timquin@hotmail.com](mailto:timquin@hotmail.com)>

**Cc:** Rose, William <[WRose@srcity.org](mailto:WRose@srcity.org)>; Nadeau, Kim <[knadeau@srcity.org](mailto:knadeau@srcity.org)>; Lyle, Amy <[ALyle@srcity.org](mailto:ALyle@srcity.org)>

**Subject:** RE: [EXTERNAL] 1 Santa Rosa Avenue Project

Good morning,

Thanks for your patience as I researched a response to your question. I'm including City Parking Manager Kim Nadeau on my response in the event that you have other questions for City Parking. I'm also including Supervising Planners Bill Rose and Amy Lyle on my response. Bill Rose supervises all development review including Downtown projects, and Amy Lyle supervises development of the [Downtown Station Area Specific Plan update](#).

My answer to your question "Will there still be enough parking available for the office tenants in the area after this is constructed?" is based on the assumption that you represent ownership of either the Bank of America building or the 50 Santa Rosa Avenue building, both of which are located across Santa Rosa Avenue east of the proposed project site; however, any building "across the street from 1 Santa Rosa Ave." would likely utilize available public parking in the 1<sup>st</sup> Street, D Street, or 3<sup>rd</sup> Street garages. These locations are described in the image below and more fully on the online [Downtown Parking Map](#).

In early 2020, analysis of existing Downtown garage and surface lot parking supply was completed as part of the [Downtown Plan update](#). The analysis provided inventory and occupancy data for all Downtown parking garages, calculated Mid-Day Utilization and Availability rates, and offered the following conclusions:

- Collectively, nearly 40% of the public garage capacity (over 1,000 spaces) in Courthouse Square is available at the mid-day peak.
- Four of the five public garages have over 100 spaces available, including D Street Garage (approximately 100) and 1st Street Garage (approximately 400)
- None of the garages reaches 80% utilization
- Of the three largest garages in the system, 1st Street Garage is only reaching 35% utilization

Based upon the conclusions reached by the analysis, City Planning and Parking staff conclude that there is sufficient garage parking supply in the Courthouse Square area to support existing businesses and near-term future development projects such as 1 Santa Rosa Avenue. The proposed 1 Santa Rosa Avenue is required to provide a parking study that will evaluate proposed project parking against the project's minimum parking requirement and anticipated demand for parking taking into account proximity to employment and commercial services, as well as multi-modal transportation options such as bus, SMART train, and bicycle and pedestrian networks. The project would be required to enter into a shared parking agreement with the City.



I hope this information answers your question. I am available should you have additional questions.

Best Regards,

**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](mailto:atrippel@srcity.org)



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**From:** TIMQUIN LARSEN <[timquin@hotmail.com](mailto:timquin@hotmail.com)>

**Sent:** Tuesday, June 16, 2020 7:19 PM

**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>

**Subject:** [EXTERNAL] 1 Santa Rosa Avenue Project

Hello Andrew -

I represent the owners of the building across the street from 1 Santa Rosa AVE. Our two thoughts / concerns regarding this project are:

1) 1 Santa Rosa AVE currently has onsite parking. It seems like the current plan proposed to increase the density of 1 Santa Rosa AVE while also eliminating onsite parking at that location. We are concerned that there will not be enough parking in the area as the area densifies. Our tenants solely rely on city parking. Will there still be enough parking available for the office tenants in the area after this is constructed?

2) If we can be assured that there will be sufficient parking, we support the redevelopment of 1 Santa Rosa AVE.

Please respond and let us know.

Thank you,

Tim Larsen Esq.  
(925) 658-2944

**From:** [BikePartners.net](http://BikePartners.net)  
**To:** [Trippel, Andrew](#)  
**Subject:** [EXTERNAL] Re: Fw: 1 SR Ave - public comment  
**Date:** Monday, July 20, 2020 8:41:03 AM

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Thank you Andrew! I appreciate your taking the time to transcribe my comments.

For the record, my name is spelled with a g, Geoffrey.

also if you could rephrase the comment about where my business is located to read something like "I am in a mixed use commercial / residential building on Wilson Street..."

Thanks again.

Written using voice dictation by...

Geoffrey D. Smith, MA

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Personal cell: 858.442.1425

On Mon, Jul 20, 2020, 08:02 Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)> wrote:

Good morning,

I received your voicemail comments regarding the proposed 1 Santa Rosa Avenue project in Downtown Santa Rosa. Below is a summary of your voicemail comments. Your comments will be included in the project's public record. If you would like to provide additional comments via email or schedule a phone/virtual meeting, please feel free to contact me.

Best,

Andrew Trippel, Senior Planner  
City of Santa Rosa

707-543-3223

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**From:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>

**Sent:** Thursday, July 16, 2020 2:14 PM

**To:** Trippel, Andrew <[atrippel@srcity.org](mailto:atrippel@srcity.org)>

**Subject:** 1 SR Ave - public comment

07-04-2020

Jeffrey Smith, BikePartners.net

[info@BikePartners.net](mailto:info@BikePartners.net)

858-442-1425

Building is massive, unwelcoming, impenetrable, inappropriate, not pedestrian friendly. Ugly. Trying to build pedestrian-oriented community here. Only 1 entrance on ground floor. No way to put first floor commercial, which is what we need. I'm in a mixed use residential property on Wilson Street. That's what we need.

**Andrew Trippel | City 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](mailto:atrippel@srcity.org)

email signature cropped



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May 20, 2020

Andrew Trippel, Senior Planner  
City of Santa Rosa, Planning & Economic Development

**RE: 1 Santa Rosa Avenue**  
**Concept Design Review Comments**

Dear Mr. Trippel:

As a Santa Rosa resident and downtown business owner, there are a few comments I would like to make for the record regarding the conceptual development proposal at 1 Santa Rosa Ave.:

1. The addition of dwelling units to our downtown core are essential to the sustainability of the City. Housing at this site is strongly supported.
2. The height and mass of the proposal are generally appropriate in my opinion. However, I would prefer to see a smaller top floor footprint with the shared roof deck moved down 1-level, in lieu of the wrapping balcony at the top level. The long balconies, especially at the corner, could become outdoor storage spaces for those units. If balconies are included, I'd suggest the project is conditioned for upkeep of unit balconies, and landscaping possibly added to the balconies.
3. Ground-floor dwelling units at all frontages should be eliminated from the proposal. This might be the single most "urban" location in the City between the transit mall, Santa Rosa Avenue, and Third Street. Also, Santa Rosa Avenue and Third Street sidewalks will be in shadow most of the day due to the solar orientation of the project. So, it will be difficult to make these edges vibrant due to the circumstances of the site. I believe the ground floor units, if approved, will be contributors to worsening the challenges of this location, rather than offering a solution to its problems. In particular, the 4 ground-floor unit entries from Santa Rosa Avenue as proposed immediate to the back of sidewalk would be a mistake. The ground-floor at all street frontages should be considered for alternative functions such as retail, take-out, rental kitchen, common laundry, small grocery, professional services or other uses that would meet basic needs of this number of residents.
4. Regarding exterior design and finishes: The exterior design is mediocre and should be improved upon. The quality of the concept design is not high enough for a gateway corner site on Courthouse Square. The Equitone siding specified is a premium, imported fiber cement panel, and is a beautiful material. However, if/when the Equitone product is substituted due to cost overruns and replaced with stucco or inferior fiber cement finishes, the result will be devastating. Overall, the design is not remarkable, and probably below average. Please insist that the developer work to improve the overall design quality of the exterior.

Thank you,  
Nate Bisbee  
629 Fourth St. #A  
Santa Rosa, CA 95404  
707-492-9960



**From:** [Paul](#)  
**To:** [Trippel, Andrew](#)  
**Subject:** [EXTERNAL] 1 santa rosa avenue  
**Date:** Wednesday, May 20, 2020 4:11:19 PM

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1. It's good the corner site will finally be developed into a multi-story building to anchor a major corner of Courthouse Square.
2. Placing housing units on the first floor of such a major intersection is unacceptable planning. Third Street is a busy crosstown arterial that is 4 lane at the site. Santa Rosa Avenue is a busy downtown street.
3. Courthouse Square is weak on it's south side and needs retail/commercial space fronting both 3rd Street and Santa Rosa Avenue with adequate ceiling height worthy of commercial retail spaces.
4. Apartments on the floors above is great.
5. The facade is boring and not worthy of Santa Rosa's architectural history and character.

Paul W. Harris  
887 Sonoma Avenue, #8  
Santa Rosa, 95404  
312-2512  
[pwh@sonic.net](mailto:pwh@sonic.net)

## Re: [EXTERNAL] re: potential plans for a 7 story building downtown

Trippel, Andrew <atrippel@srcity.org>

Tue 5/19/2020 5:43 PM

To: carolgreek@comcast.net <carolgreek@comcast.net>

Cc: Rose, William <WRose@srcity.org>; Hardage, Ian <ihardage@srcity.org>

Good a. ernoon,

Thank you for your email comments. Your comments will become part of the project's public record and will be shared with the Design Review Board in advance of this Thursday's pre-application Concept Design Review meeting. Below are responses to the concerns you've shared.

### **Building height and proposed use concern**

The proposed building height is 7 stories. At this location in Downtown, the Zoning Code allows a maximum height of 10 stories. The Zoning Code's height allowances for this location and other Downtown locations was updated in 2012 following adoption of the Downtown Station Area Specific Plan by City Council, which was a plan prepared with significant community input and that provided for heights of Downtown buildings. The proposed use at 1 Santa Rosa Avenue is, and always has been, **Mul-family Residential** with a small commercial use at the southeast corner (2nd Street and Santa Rosa Avenue) of the building. *Through your comments, the Design Review Board and subsequent review authorities will be made aware of your concerns about building heights in the Downtown area.*

### **Potential fire concern**

Downtown is located at least 1-mile from the nearest Wildland-Urban Interface (WUI), which is generally defined as "any area where man-made improvements are built close to, or within, natural terrain and flammable vegetation." While this distance from a WUI doesn't eliminate the risk of wildfire impacts, it could be reasonably anticipated that the distance would allow time for Downtown evacuation plans to be implemented so that all persons living in the Downtown area could evacuate safely. New construction would be required to comply with current Fire codes, which have been updated since the wildfires. *I will share your concerns with City Fire staff and ask them to reach out to you if they have additional information to share.*

### **Concern about COVID-19 situation**

At present, the City is not considering amendments to Zoning Code allowable land uses or development standards in response to COVID-19. This project's formal Planning entitlement application would be reviewed under current Zoning Code and other applicable regulations.

### **Downtown sense of place**

As North Bay cities evolve and change in response to growth pressures, the City's General Plan and Downtown Station Area Specific Plan respond to growth demands by directing growth to the preferred areas in the City jurisdiction. These plans have been developed with community input and approved by past City Councils. Growth is preferred in some areas because land is available, in other areas because infrastructure is available, and in all other areas because people can live near their jobs and places where they want to socialize. Downtown has the infrastructure to support new residences, commercial spaces to support new jobs, and many believe that it needs more people visiting, shopping, and dining Downtown so that businesses can succeed. *The Downtown Plan seeks to balance new growth Downtown with the community's vision for its Downtown area. Current Zoning regulations to which the project will be subject reflect the community's vision expressed in the Downtown Plan. The Downtown Plan is being updated, and I encourage you to participate in its update process. You can learn more at <https://www.plandowntownsr.com/>.*

This Thursday's meeng

The project's pre-application Concept Design Review by the Design Review Board in a virtual public meeng format is scheduled to be held at or after 4:30 PM. Meeng access information is available online at <https://srcity.org/1323/Design-Review-Board>.

Please feel free to contact me with any additional comments or concerns.

Best,

Andrew

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**From:** carolgreek@comcast.net <carolgreek@comcast.net>

**Sent:** Tuesday, May 19, 2020 12:02 AM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Subject:** [EXTERNAL] re: potential plans for a 7 story building downtown

I have read information about a potential 7 story building being built in Downtown Santa Rosa and I am interested in expressing concern about these plans.

When I moved to this area in 1990, I remember learning that there were restrictions in building tall buildings. I was reading about this, and it appears to me that we have not had a building erected that is more than 4 stories high since that time. I have made contact with friends about my concern and I have heard that the builder has been trying to set this up as related to education to be able to put this deal through. I have heard this, but do not know the details.

I am very concerned about having a building this tall erected in the downtown region of Santa Rosa.

The most relevant issue at this time is that we have had 2 fires in the past 3 years. We are all aware that the evacuations have been set up in such a way that our roads are congested which makes the evacuation stressful. To think of setting up a tall building where power could be cut and people could be trying to evacuate this building is very concerning. Horizontal sprawl is surely a safer option than this.

My second concern relates to our current COVID19 situation. As people are leaving their living quarters, they are more likely to end up in close quarters in elevators or hallways. There have also been some discussions in regards to whether COVID might live in air ducts.

Another concern is that most of us who enjoy visiting our downtown district do this because it is charming. I for one would be distressed to see a 7 story building and would prefer to avoid the downtown area. Between the loss of aesthetic appeal and the added congestion, this would not be good for the livelihood of our downtown district.

I am interested in finding out how I could attend this meeting on Thursday, so that I am able to express these concerns. Could you please give me more information in regards to how I could express these concerns in this meeting?

Carol Greek 824-8894

**RE: [EXTERNAL] Plan unveiled for seven-story apartment building in downtown Santa Rosa**

Andrew Smith <a.asmith@comcast.net>

Fri 5/15/2020 8:14 AM

To: Trippel, Andrew <atrippel@srcity.org>

Cc: Rose, William <WRose@srcity.org>; Hartman, Clare <CHartman@srcity.org>; De La Rosa, Raissa <RdelaRosa@srcity.org>; Nadeau, Kim <knadeau@srcity.org>; Lienau, Serena <SLienau@srcity.org>; Lyle, Amy <ALyle@srcity.org>; Guhin, David <dguhin@srcity.org>; Mahre, Kali <KMahre@srcity.org>; \_CityCouncilListPublic <citycouncil@srcity.org>; CMOOffice <CMOffice@srcity.org>

Andrew

Thanks for the reply!

Andrew

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**From:** Trippel, Andrew [mailto:atrippel@srcity.org]

**Sent:** Friday, May 15, 2020 7:31 AM

**To:** a.asmith@comcast.net

**Cc:** Rose, William; Hartman, Clare; De La Rosa, Raissa; Nadeau, Kim; Lienau, Serena; Lyle, Amy; Guhin, David; Mahre, Kali; \_CityCouncilListPublic; CMOOffice

**Subject:** Re: [EXTERNAL] Plan unveiled for seven-story apartment building in downtown Santa Rosa

Good morning,

Thank you for your email comments, which were forwarded to me so that I could provide responses to your questions. Please note that your comments are included in the project's public record and will be shared with the Design Review Board prior to the project's pre-application Concept Design Review scheduled for May 21, 2020, at or after 4:30 PM (see [srcity.org/designreview](https://srcity.org/designreview) for additional meeting information).

Below, I've excerpted your specific questions from your comments email and have provided responses to those questions. Please feel free to email me with additional questions or to share additional comments to be included in the public record.

**My only concern and of course I am just getting the information from the Press Democrat is on the parking situation. The developer wants to have tenants to park in the city garage nearby. But nothing on does the tenant pay for the parking or is that going to be included in the rental costs to the tenant?**

Response: The City will enter into a parking agreement with the developer, and the City will be compensated for the permits reserved for the project per the terms of that agreement. It is our understanding that the tenant would pay for the parking permit and that the cost would not be included in the rent. That said, this level of detail is outside of the City's purview to dictate and is typically handled as part of a developers' proforma.

**Going forward, will more developers want this setup on parking? And if so, how does that affect city garages and parking lots downtown so they don't get filled up by those renting these apartments? If I could not get a parking place downtown to eat at La Rosa, I don't go there anymore.**

Response: Future projects would be considered on a case-by-case basis. Recent studies continue to show downtown Santa Rosa has more than adequate parking capacity for our current and predicted near future needs. The City will continue to monitor parking demand with the goal of accommodating both residential and retail/commercial parking needs downtown. Often there is a complementary relationship between commercial peak needs and residential parking needs. Typically the greatest parking demand for commercial parking is Monday – Friday during normal business hours. While the greatest parking demand for residential parking is in the evening and on weekends, which allows maximized use of the parking assets to benefit the downtown. A parking study will be required for this project, and the parking study will be required to provide analysis of the project's anticipated parking demand based upon project characteristics and the supply of parking available in the City Parking Garage at 555 1st Street.

Best Regards,

Andrew Trippel, Senior Planner  
City of Santa Rosa

---

**From:** Andrew Smith <[a.asmith@comcast.net](mailto:a.asmith@comcast.net)>

**Sent:** Monday, May 11, 2020 12:40 PM

**To:** \_CityCouncilListPublic <[citycouncil@srcity.org](mailto:citycouncil@srcity.org)>; CMOOffice <[CMOffice@srcity.org](mailto:CMOffice@srcity.org)>

**Subject:** [EXTERNAL] Plan unveiled for seven-story apartment building in downtown Santa Rosa

<https://www.pressdemocrat.com/news/10943996-181/plan-unveiled-for-seven-story-apartment>

City Council and City Manager,

Some thoughts on this new proposed apartment complex by downtown. On the surface it sounds like a good project. Definitely need more apartments.

My only concern and of course I am just getting the information from the Press Democrat is on the parking situation. The developer wants to have tenants to park in the city garage nearby. But nothing on does the tenant pay for the parking or is that going to be included in the rental costs to the tenant?

And 120 apartments could mean more than one parking place per unit. Let's be honest. This is Santa Rosa and not San Francisco where people live and work in San Francisco and rely on the Muni to get to work.

"Plans call for the top five floors to be built by modular construction, in which prefabricated units are stacked to create a single structure." This is good news as I have advocated more of the same last year to the city council and city manager as a way to decrease construction costs and time to build.

Going forward, will more developers want this setup on parking? And if so, how does that affect city garages and parking lots downtown so they don't get filled up by those renting these apartments? If I could not get a parking place downtown to eat at La Rosa, I don't go there anymore.

Also an opportunity to see if the former Sears story can be converted into housing. I believe that was discussed last year and a better use of the space than retail and the location which the city council likes for housing by downtown.

Thanks.

Andrew Smith

Santa Rosa

**Re: [EXTERNAL] 1 Santa Rosa Avenue**

Trippel, Andrew <atrippel@srcity.org>

Thu 5/14/2020 6:58 PM

To: Lynn Heyer <heyheylynn@hotmail.com>

Cc: Rose, William <WRose@srcity.org>; Nadeau, Kim <knadeau@srcity.org>

Good evening,

Thanks for your email. The City Parking Garage at 555 1st Street has 727 spaces. Based upon City Parking data, the peak occupancy (pre-COVID) rarely exceeded 50%.

Best,

Andrew

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**From:** Lynn Heyer <heyheylynn@hotmail.com>

**Sent:** Wednesday, May 13, 2020 10:46 AM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Cc:** Rose, William <WRose@srcity.org>

**Subject:** Re: [EXTERNAL] 1 Santa Rosa Avenue

How many parking spaces are at the 1st Street garage?  
Thank you.

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**From:** Lynn Heyer <heyheylynn@hotmail.com>

**Sent:** Wednesday, May 13, 2020 10:40:55 AM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Cc:** Rose, William <WRose@srcity.org>

**Subject:** Re: [EXTERNAL] 1 Santa Rosa Avenue

Yes. Thank you.

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**From:** Trippel, Andrew <atrippel@srcity.org>

**Sent:** Wednesday, May 13, 2020 7:20:00 AM

**To:** Lynn Heyer <heyheylynn@hotmail.com>

**Cc:** Rose, William <WRose@srcity.org>

**Subject:** Re: [EXTERNAL] 1 Santa Rosa Avenue

Good morning,

Thank you for your email. Your question and any future comments will be shared with the Design Review Board as part of this proposed project's pre-application Concept Design Review meeting information. The Virtual Public Meeting is scheduled for May 21st at or after 4:30 PM. More information about the Virtual Public Meeting is available at <https://srcity.org/1323/Design-Review-Board>.

Zoning Code [Secon 20-36.040, Table 3-4](#) requires a minimum parking ratio of 1:1 space per unit for attached multi-family residential and affordable residential uses and no minimum parking requirement for commercial uses in the Downtown Station Area Specific Plan Courthouse Square sub-area, which is where this project is located. For this project, 119 onsite parking spaces would be required. The project does propose that all parking be located in the City Parking Garage at 555 1st Street. This proposed off-site parking arrangement would require approval by the review authority, and the project/developer would have to enter into an agreement with the City for use of parking within the City Parking Garage.

[Secon 20-36.050\(C\)\(2\)](#) allows parking requirements for projects located within the Downtown and North Santa Rosa Station Area Specific Plan boundaries to be reduced by the review authority, as a condition of project approval or Minor Conditional Use Permit, when supported by a parking study. The review authority may approve a decrease in parking spaces after first making finding that the number of parking spaces approved will be sufficient for its safe, convenient and efficient operation of the use, and will be compatible with the neighboring properties. The applicant may propose a reduction in on-site parking in its Minor Design Review application and provide a parking study to support its request. The parking study would have to discuss how project characteristics would reduce demand for parking and analyze availability of parking in the 555 1st Street City Garage. The Minor Design Review application would be reviewed by the Zoning Administrator during a public meeting.

[Secon 20-36.050\(C\)\(4\)\(e\)](#) encourages alternative methods of providing required parking within the Downtown and North Santa Rosa Station Area Specific Plan boundaries. Projects that are unable to provide the total number of required on-site parking spaces may consider paying for the use of shared spaces within other parking facilities, in-lieu of applying for a parking reduction or variance. The applicant must submit a parking study verifying that use of shared spaces in another parking facility shall not create a parking shortage for the business associated with that facility.

The applicant has been informed that a parking study would be required with its Minor Design Review application submission.

Does this answer your question? Please feel free to contact me with any additional questions or to provide comments.

Best,

Andrew

---

**From:** Lynn Heyer <heyheylynn@hotmail.com>

**Sent:** Friday, May 8, 2020 2:06 PM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Subject:** [EXTERNAL] 1 Santa Rosa Avenue

Does this mean there will only be parking at 555 1st Street, or will the residents at 1 Santa Rosa St. have on site parking?

Thank you,  
Lynn Heyer

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**FW: [EXTERNAL] RE: 1 SR Ave**

Pacheco Gregg, Patti <PPachecoGregg@srcity.org>

Thu 5/14/2020 8:10 AM

To: Trippel, Andrew <atrippel@srcity.org>

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**From:** Hugh Futrell <hf@hughfutrellcorp.com>  
**Sent:** Thursday, May 14, 2020 8:08 AM  
**To:** \_DRB - Design Review Board <\_DRB@srcity.org>  
**Subject:** [EXTERNAL] RE: 1 SR Ave

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**From:** Hugh Futrell <[hf@hughfutrellcorp.com](mailto:hf@hughfutrellcorp.com)>  
**Date:** Thursday, May 14, 2020  
**Subject:** 1 SR Ave – DRB item for May 21st

Chairperson Kincaid and Members of the Design Review Board:

My firm, with partners, owns the Museum on the Square building immediately west of 1 Santa Rosa Avenue, as well as the Hotel E building and site diagonally across the street. As you know, my firm has developed, built and in most cases continues to own a total of seven midrise buildings in the downtown core, plus one non-midrise, one midrise under construction (Art House), and two midrises (888 4<sup>th</sup> Street and the second phase of Hotel E) in the midst of construction drawings.

It is wonderful that the 1 Santa Rosa Avenue site – a terrible eyesore and a racine nuisance – is undergoing serious design work. However, despite some positive elements, the project has very serious design deficiencies. This is a surprise because the architect has a good reputation.

The issue here is *not* mass and scale or density or the rather bold decision to place parking off-site. As this is the case, the design problems – each of which violates the adopted design guidelines – can certainly be solved. Here are the serious issues:

1. The ground floor of the building along two heavily traveled, extremely visible, arterial commercial streets (Santa Rosa Avenue and Third Street) is devoted to residential units, including front doors on Santa Rosa Avenue. This is a complete violation of good design principles. (It also violates programmatic common sense but that is something for the developers to sort out.) These streets are the lifeblood of downtown and active uses and a rich streetscape --- not a succession of bland residential windows and doors -- must be introduced in these locations.
2. The absence of private, individualized open space for most of the units will compromise the livability of these units and contributes to the mono-schematic flat facade of the structure.
3. The long east facade has little relief or detail. It is mono-schematic and bland. (The rendered dark color tones slightly conceal how bland it is. But that is a rendering effect.) As the Board is aware, there is a tradition of Northern European midrise design that uses long blocks effectively through recessed windows, decorative sills, richness of materials and subtle changes of color. Nothing like that occurs here. Compare this design to the quality of our Art House, designed by Warren Hedgpeth, Hotel E, by Jon Worden and Tierney Figueroa, the Museum on the Square building, beautifully transformed from a concrete box by TLCD, the Burbank Condominiums and 200 Fourth Street buildings designed for us by Knight Wagner, and

the 888 Fourth Street design by Jon Worden and TLCD, in each case projects that the Board enthusiastically praised. *Within the urban core high design quality is fundamental.*

4. Although building to the setback lines is often advisable, in this instance the building is too tight to Santa Rosa Avenue and to the Third Street/Santa Rosa Avenue corner. In context, the buildings to the east, across the street, are set back enough to allow the view terminus of Santa Rosa Avenue and the south axis of Courthouse Square to have a generous, open, not cramped, relationship. Even moderate changes to the building lines will assist. The intersection corner in particular, one of the most important in the City, needs to be treated more generously, with elegance and care.
5. The curvature at the corner is interesting but its execution should be scrutinized closely. The glazing scheme has a weak relationship to interior uses. (It appears that the rendering is inaccurate where it shows people visible in the higher floors; there are no interior overlooks there shown in plan.) Beyond the glass is, above the second level, only drywall --- the interior space, so visible from the exterior, will read as dull or even lifeless. The glazed curvature appears to be an element, almost an after-thought, stuck into the building to provide relief.

The interior plans have been worked out adequately, probably drawing on architect Lowney's extensive experience. (Excepting the ground floor residential units facing Third Street and Santa Rosa Avenue which should not exist.) It is clear that the developer is focusing on lower price point work force housing and there is very definitely an important niche in the market for unit types targeting these households. What is now needed is the same energy applied to exterior design.

The site is extraordinarily important. It is essential that the Board insist on high quality design. As an urban housing and mixed use developer we have never found that design quality is inimical to good economics. Quite the contrary. That principle applies here as well.

Thank you for considering my opinion.

Hugh Futrell  
HUGH FUTRELL CORPORATION  
200 Fourth Street  
Santa Rosa, California 95401  
(t) 707-568-3482 x111  
hughfutrellcorp.com

**Re: [EXTERNAL] 1 Santa Rosa Avenue**

Trippel, Andrew <atrippel@srcity.org>

Tue 5/12/2020 12:08 PM

To: Lauren Fuhry <la.fuhry@gmail.com>

Cc: Pacheco Gregg, Patti <PPachecoGregg@srcity.org>

Hi Lauren,

Thank you for your email. Your comments will be shared with the Design Review Board prior to the May 21st Concept Design Review public meeting. Information about participating in the meeting is available at <http://srcity.org/1323/Design-Review-Board> in the Virtual Meetings subsection.

Best,

Andrew Trippel, Senior Planner  
City of Santa Rosa

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**From:** Lauren Fuhry <la.fuhry@gmail.com>

**Sent:** Tuesday, May 12, 2020 12:05 PM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Subject:** [EXTERNAL] 1 Santa Rosa Avenue

Good morning,

My name is Lauren Fuhry and I live at 779 Summerfield Rd, Santa Rosa, CA 95405. I would like to voice my support for the proposed development at 1 Santa Rosa Avenue. It looks like an excellent use of space, is dense and will add many rental units to Santa Rosa. The idea of a rooftop cafe is very appealing as there aren't other rooftop cafe options in Santa Rosa. The many businesses of downtown Santa Rosa would benefit from the increased density. I also appreciate that there is not parking being added, to encourage use of public transportation and biking.

Thank you,  
Lauren Fuhry

Re: [EXTERNAL] 1 SRA LLC -- 1 Santa Rosa Avenue

Trippel, Andrew <atrippel@srcity.org>

Wed 5/13/2020 7:19 AM

To: Thomas Davenport <tdavenport@beyerscostin.com>

Cc: Rose, William <WRose@srcity.org>

Good morning,

Thank you for your email. We've researched your question and learned that the correct spelling of the LLC in question is 1SRA, LLC, which is registered with the State. This is being updated/corrected in our digital records database.

Zoning Code [Secon 20-50.050\(C\) - Eligibility for filing](#) states that "Applications may only be filed by the owner of the subject property, or other person with the written consent of the property owner. If filed by another person, the property owner signature shall be on the application form." I have confirmed that application form for this required pre-application Concept Design Review has been signed by the property owner as required by §20-50.050(C). Should the Minor Design Review application, which would require action by the Zoning Administrator, be submitted by 1SRA, LLC, we will review to confirm that the applicant name is spelled correctly.



**Alex Padilla**  
California Secretary of State

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Results of search for LLC Name keyword "1SRA LLC" returned 1 entity record (out of 1 record found).

Select an LLC name from the following list by clicking on the entity name and additional information for the selected entity will be displayed.

Show  entities per page

Entity Number	Registration Date	Status	Entity Name	Jurisdiction	Agent for Service of Process
201922610037	08/08/2019	ACTIVE	<a href="#">1SRA, LLC</a>	DELAWARE	CORPORATION SERVICE COMPANY WHICH WILL DO BUSINESS IN CALIFORNIA

Please feel free to contact me with any additional questions or to provide comments for the record.

Best,

Andrew Trippel, Senior Planner  
City of Santa Rosa

**From:** Thomas Davenport <tdavenport@beyerscostin.com>

**Sent:** Friday, May 8, 2020 1:28 PM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Subject:** [EXTERNAL] 1 SRA LLC -- 1 Santa Rosa Avenue

Mr. Trippel:

I just searched on the Secretary of State's website and there is no 1 SRA LLC registered in the State of California. How can an applicant be allowed to proceed when it does not exist?

Thanks,

Tom

**Thomas Davenport**

**Beyers Costin Simon**

A Professional Corporation  
200 Fourth St, Suite 400; PO Box 878

5/13/2020

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**Re: [EXTERNAL] Seven-story mixed use building at 1 Santa Rosa Avenue**

Trippel, Andrew <atrippel@srcity.org>

Wed 5/13/2020 7:18 AM

To: William Badstubner <badstubner@aol.com>

Cc: Rose, William <WRose@srcity.org>

Good morning,

Thank you for your email, which will be included in the project's public record. At present, the City is not considering amendments to Zoning Code allowable land uses or development standards in response to COVID-19. This project's Minor Design Review Planning entitlement application would be reviewed under current Zoning Code and other applicable regulations.

The upcoming Concept Design Review by the Design Review Board on May 21st at or after 4:30 PM is a required pre-application meeting. More information about this Virtual Public Meeting is available at <https://srcity.org/1323/Design-Review-Board>.

Please feel free to contact me with any questions.

Best,

Andrew

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**From:** William Badstubner <badstubner@aol.com>

**Sent:** Thursday, May 7, 2020 10:05 PM

**To:** Trippel, Andrew <atrippel@srcity.org>

**Subject:** [EXTERNAL] Seven-story mixed use building at 1 Santa Rosa Avenue

Is high-density multi-family housing really such a good idea given recent experience with the spread of the Covid-19 virus in other cities around the country and the world that house their populations this way? Maintaining social distancing in an apartment block is a challenge to say the least.

This project sounds like it would be perfect for the "old normal", but the "new normal" is going to be reality for the near future at least. Perhaps the building's designers and city design review should consider this eventuality. Ground-floor retail sounds great, but not so attractive if only curbside pickup is allowed, for example.

Just some thoughts....

William H. Badstubner  
Santa Rosa Resident Since 1973  
707-526-1772

## Trippel, Andrew

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**From:** Trippel, Andrew  
**Sent:** Wednesday, May 6, 2020 4:57 PM  
**To:** Nelson Lomeli  
**Subject:** Re: [EXTERNAL] 1 Santa Rosa Avenue Project

Hi Nelson,

Thanks so much for your email comments. I will save your comments to the project record and share with the Design Review Board prior to the Concept Design Review Virtual Public Meeting scheduled for May 21, 2020, at or after 4:30 PM. You can learn more about that meeting at <https://srcity.org/1323/Design-Review-Board>.

Stay well,

Andrew Trippel, Senior Planner  
City of Santa Rosa

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**From:** Nelson Lomeli <nelsonlomeli@gmail.com>  
**Sent:** Wednesday, May 6, 2020 11:06 AM  
**To:** Trippel, Andrew <atrippel@srcity.org>  
**Subject:** [EXTERNAL] 1 Santa Rosa Avenue Project

Hi Andrew Trippel,

I wanted to submit this email as part of the record for the 1 Santa Rosa Avenue Project. Even though it's still early in the process, I wanted to express my **enthusiastic support** for this project. It's everything that I've been wanting to see in downtown Santa Rosa for years!

It will be amazing to see a mixed use building on the site of the current dilapidated building, close to transit options, and with great restaurant, cafes, and shopping close by. I'm excited to see housing being built instead of another bank as this will help make downtown Santa Rosa more vibrant and help downtown businesses. I do, however, want the City to ensure that the developer keeps it's promise of providing affordable units with this project. **The City of Santa Rosa should not and cannot accept an in-lieu fee.** Everyone deserves to have access to affordable housing downtown and in-lieu fees will not accomplish that goal.

I know that there will be opposition to this project but you can count me in as a supporter! I'm excited to see downtown Santa Rosa starting to look like a proper city. As the 5th largest city in the Bay Area, downtown housing is desperately needed. *(If only someone would build a 10-story mixed use housing building across the street at the Bank of America site - such wasted space.)*

Thank you for your time.

-Nelson L.