

AVENUE 320 APARTMENTS

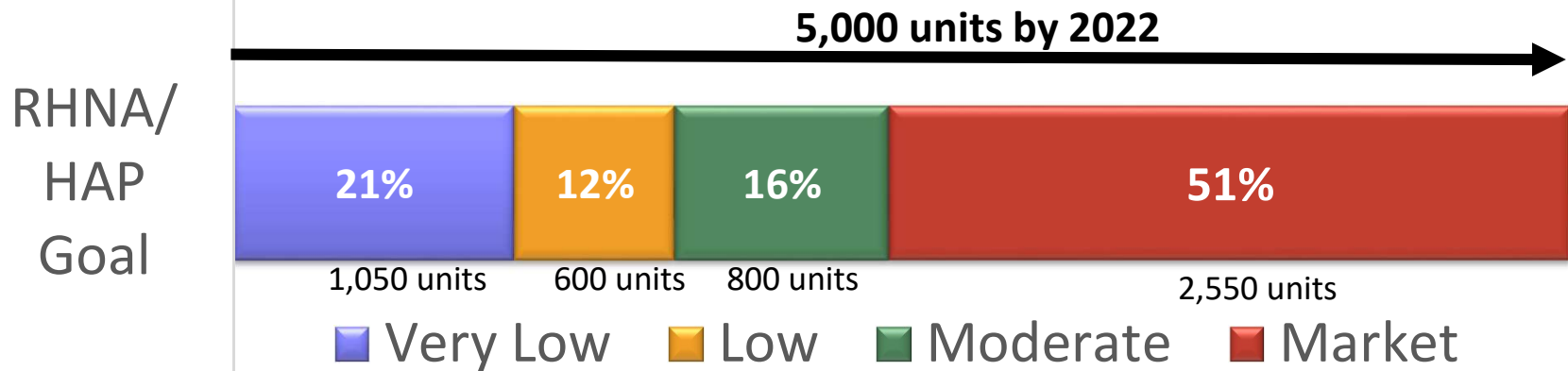
DR19-045

320 College Ave.

January 21, 2021

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Planning and Economic Development

Housing Action Plan



*Regional Housing Needs Allocation (RHNA) 2014 – 2022 and 2016 Santa Rosa Housing Action Plan (HAP)

Project Name: Total 39 units

■ Market:
39 (1.5% of goal)

Project Description



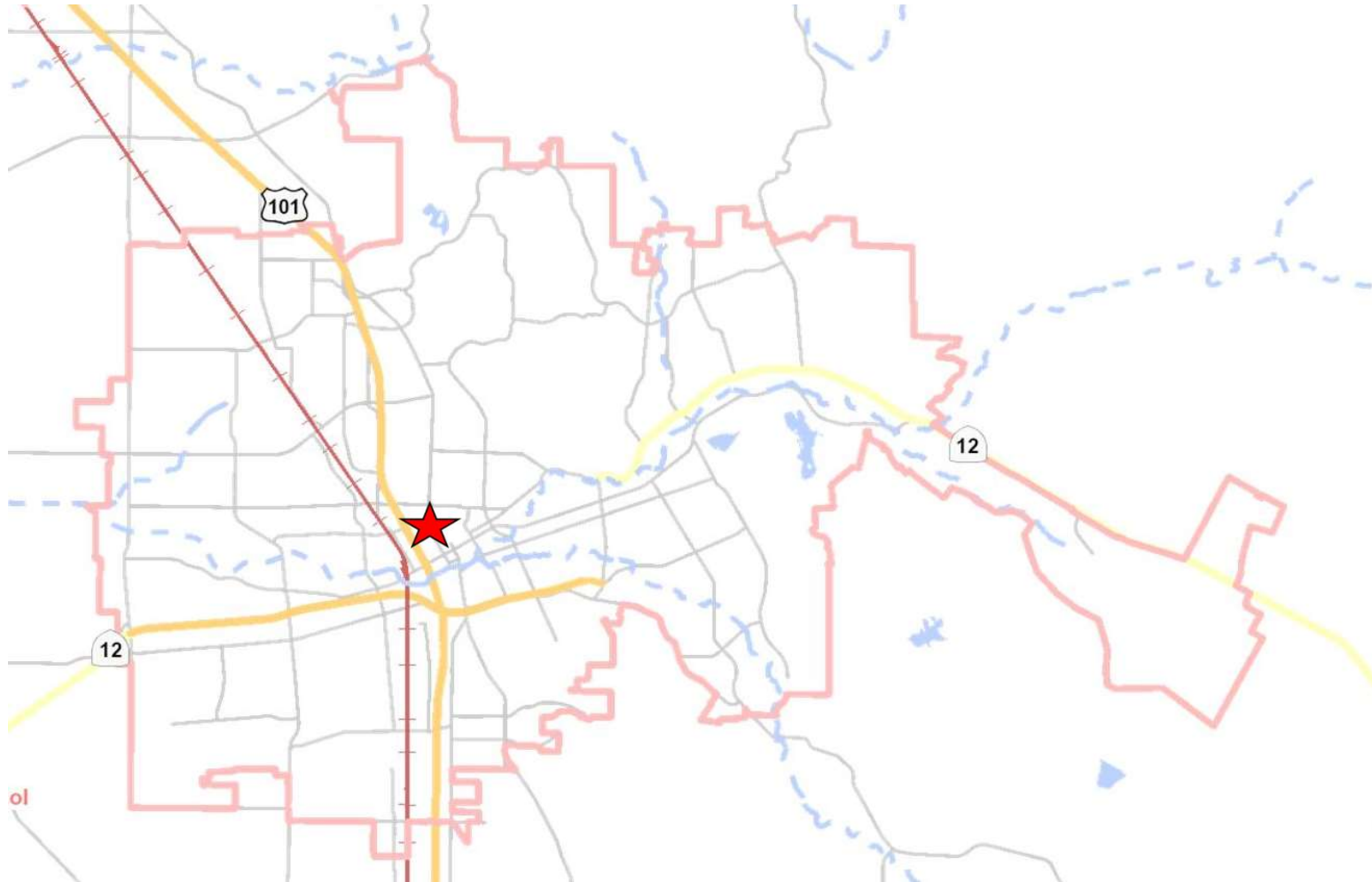
- 39-units multi-family 100% market rate
- Adaptive reuse and new construction
- 0.63 infill site
- Downtown Station Area Specific Plan (DSASP)
- St. Rose Preservation District

Project Description

7 studio
15 one-bedroom
17 two-bedroom

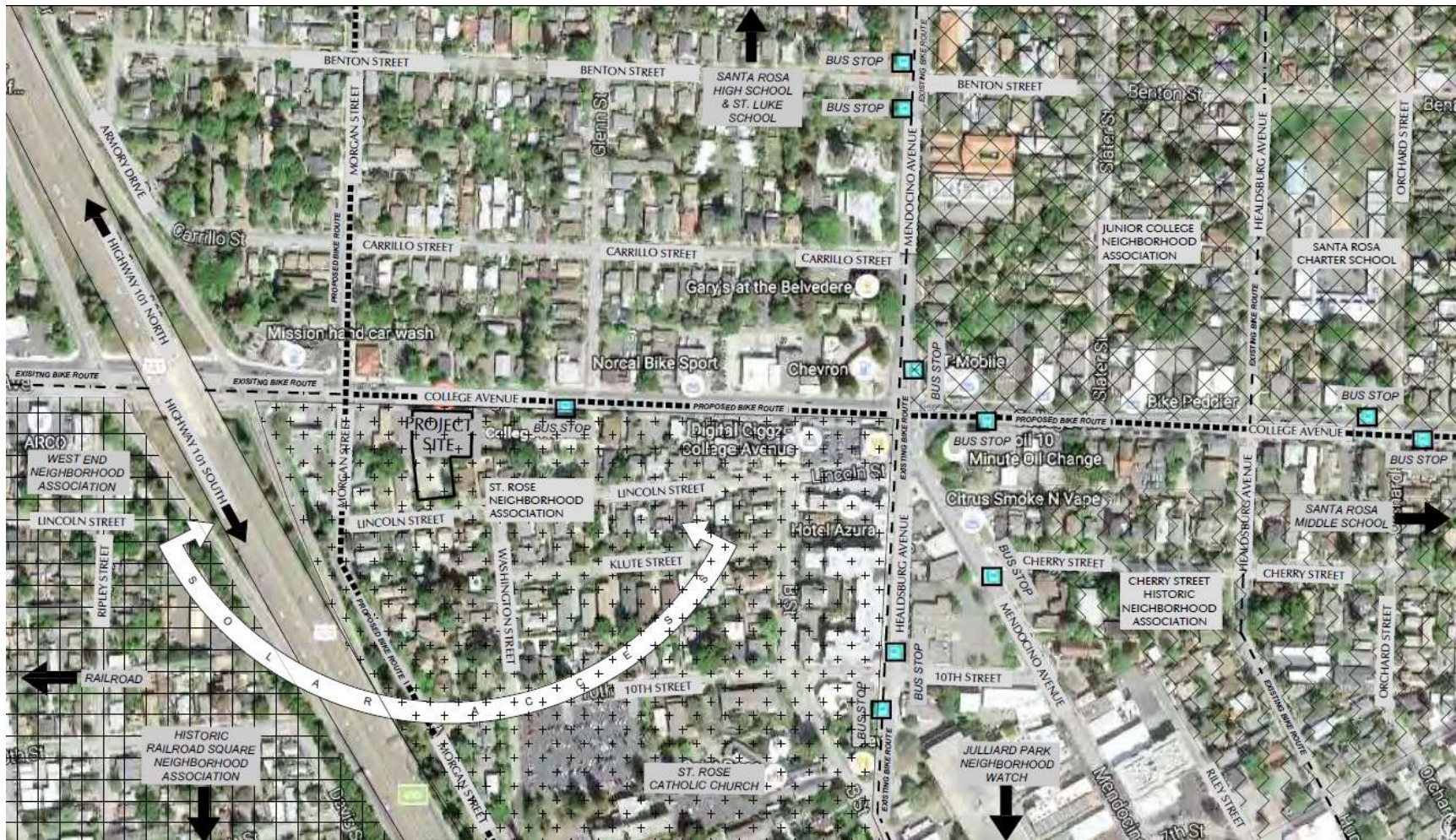


Project Location 2150 W. College Ave



Project Location

320 College 320 Lincoln







- March 20, 2019 – Concept CHB Meeting
- May 1, 2019 – Neighborhood Meeting
- August 22, 2019 – Project Submitted to PED
- October 23, 2020 – Issues sent to applicant
- August 8, 2020 – Revised Material Packet received by Staff

- Across the street are near matching Spanish colonial revivals that may qualify
- Consider adding rounded elements
- Consider revisiting polychrome material
- Scale is too large, consider stepping back the 3rd and 4th story elements
- Consider lowering the building's height within the Historic District
- Include context of neighborhood in submittal
- Identify siding materials
- Identify lighting materials
- Identify windows and door samples
- Decrease scale at street line and take influence from historical style
- Consider stucco and horizontal siding elements
- Consider revising the design to reflect the St. Rose Preservation District
- Consider revising the double height entry
- Consider redesigning the tower portion |
- Consider revising the sun visors
- Consider taking minimal elements to incorporate into the design







General Plan and Zoning District

NMU-DSA-H

☒ Proposed GP

-  Core Mixed Use
-  Maker Mixed Use
-  Neighborhood Mixed Use
-  Station Mixed Use

☒ Max FAR

-  0
-  2
-  3
-  4
-  6
-  8



- No Maximum in building height in NMU
- Buildings over 2 stories or 35 feet in height are permissible provided:
 - The review authority finds that the increased height does not detract from the character of the preservation district or any adjacent contributing properties; and
 - The review authority may require conditions of approval that pertain to the placement of screens, the location and type of openings, the location and projections of sun decks, porches, balconies, patios, and similar architectural amenities, to enhance or preserve the residential privacy of the proposed structures and of any adjacent existing or anticipated residential structures or uses. ([20-28.040\(E\)\(3\)\(c\)](#)).

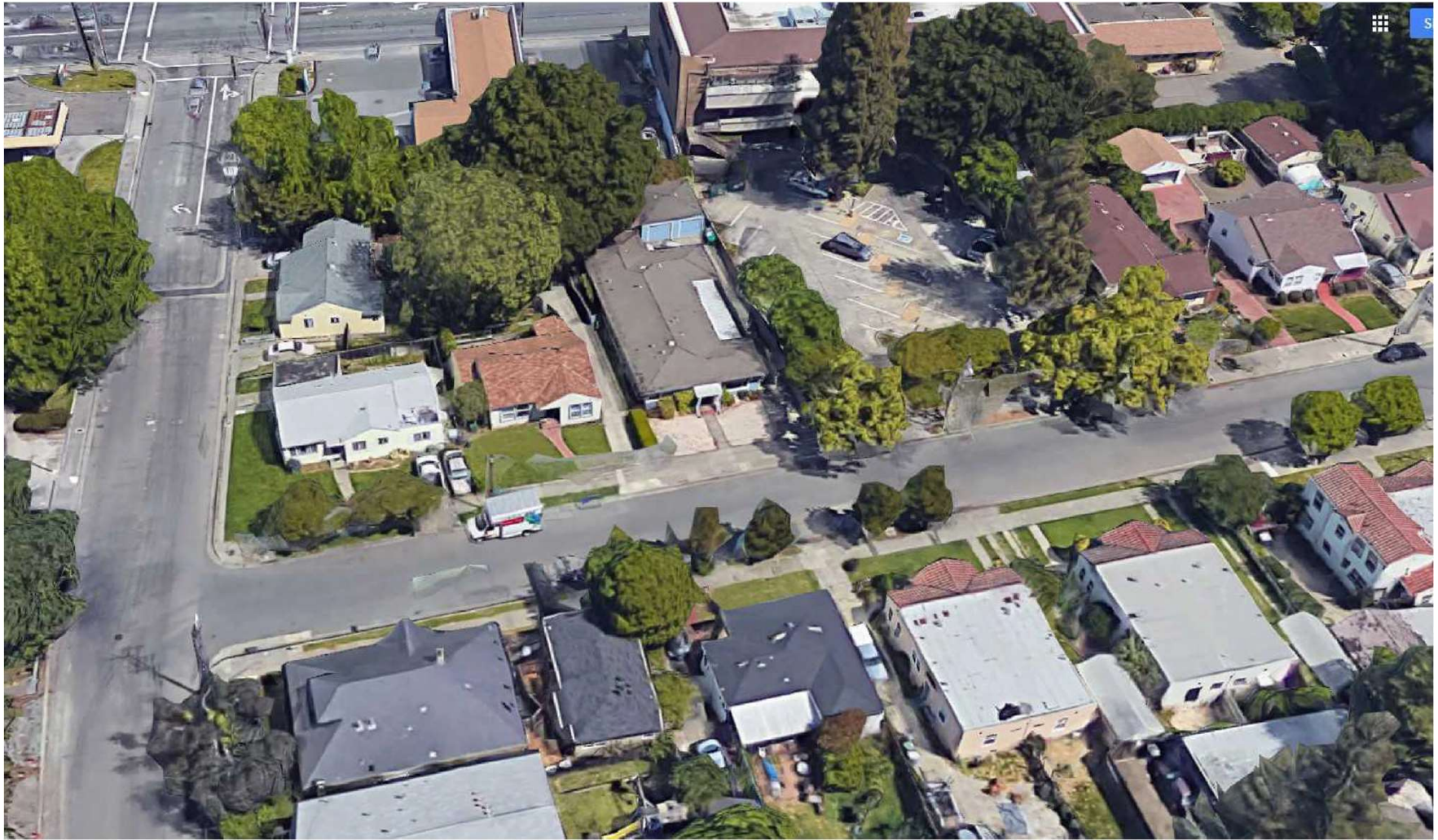
Development Standards

- Existing office building is approximately 36 feet
- Proposed new construction is 43 to 46 feet high with stepping on the third and fourth story facing Lincoln St.

Existing Conditions



Existing Conditions





- The proposal would generate 14 AM and 17 PM Peak Hour Trips
- The new use would result in 9 fewer AM Peak Hour and 5 PM Peak Hour trips than the existing office.

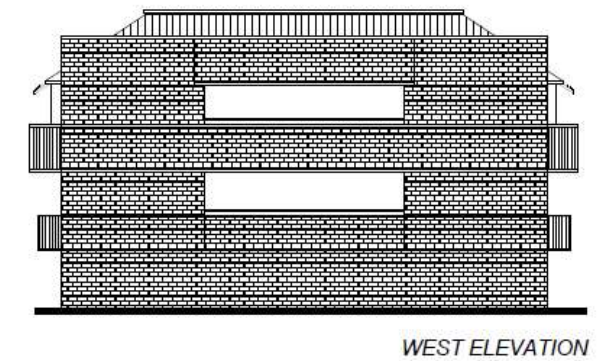
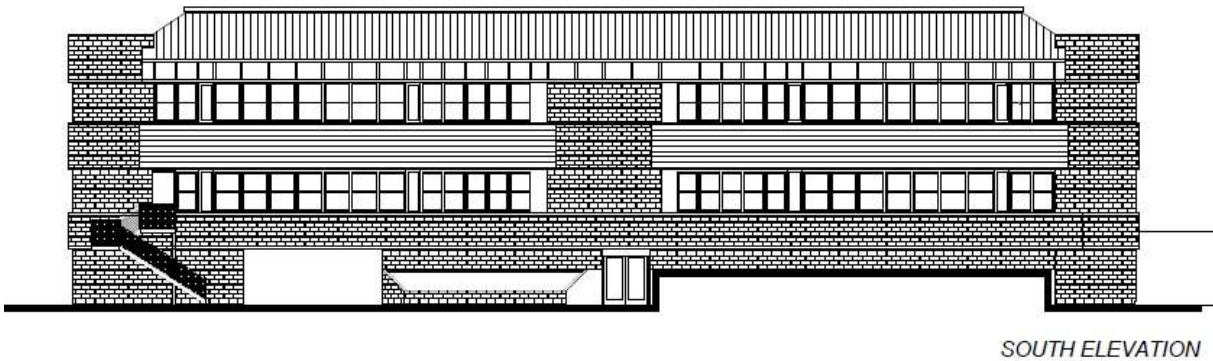
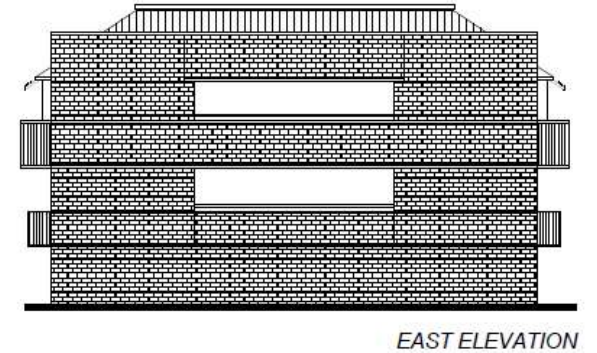
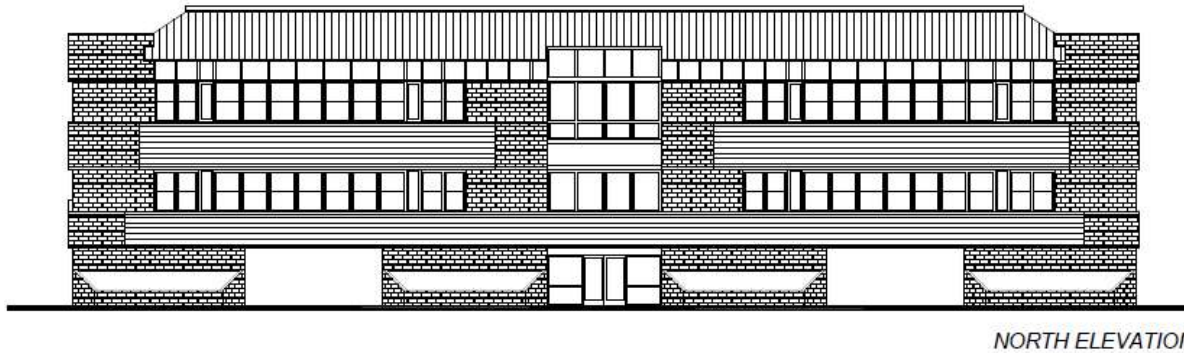
Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Existing											
General Office Building	19.4 ksf	9.74	-189	1.16	-23	-19	-4	1.15	-22	-4	-18
Proposed											
Multifamily Housing	39 du	5.44	212	0.36	14	4	10	0.44	17	10	7
Net New Trips			23		-9	-15	6		-5	6	-11

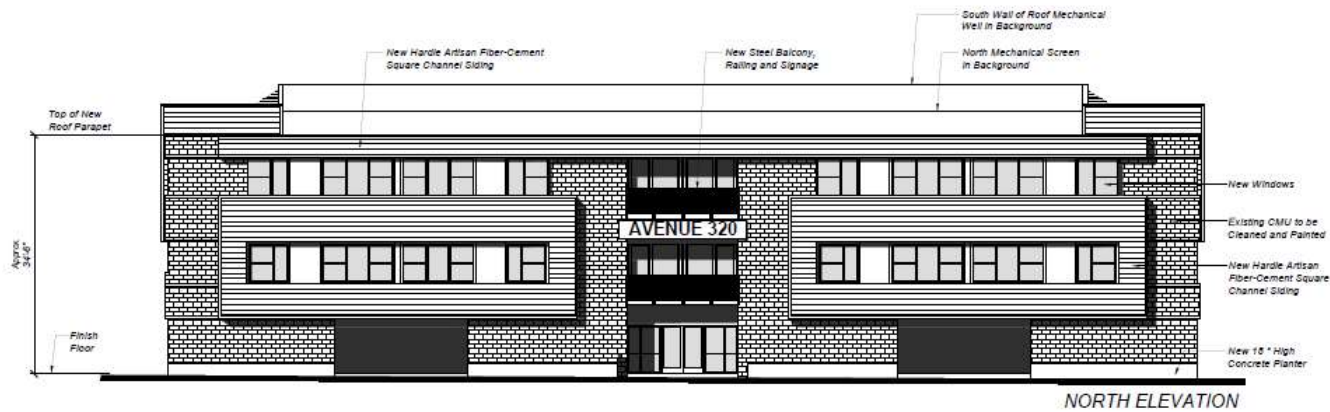
Note: ksf = 1,000 square feet; du = dwelling unit

- There is no minimum parking requirement for developments within the DSASP boundary
- 40 spaces are provided
- Previously 59 parking spaces
- W-Trans Focused Traffic Study concluded ITE rate of 50 spaces
- Further analysis from the parking demand concluded a 38 parking space demand from 9:00 am to 8:00 pm

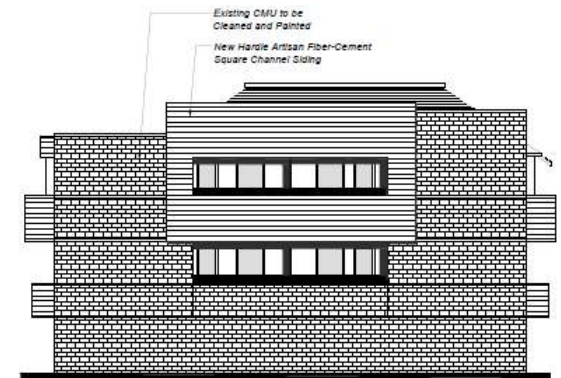
Existing Elevations



Proposed Elevations



NORTH ELEVATION



WEST ELEVATION

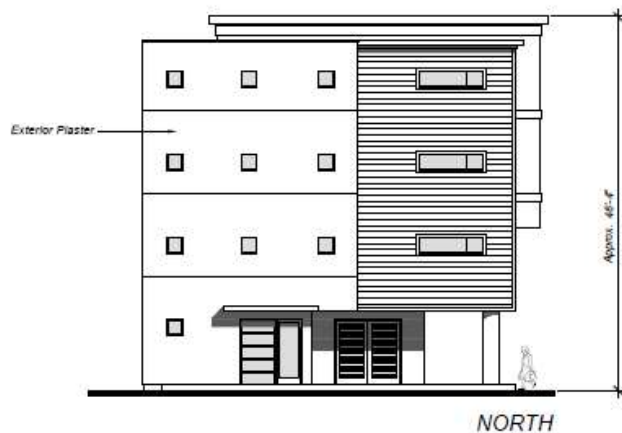
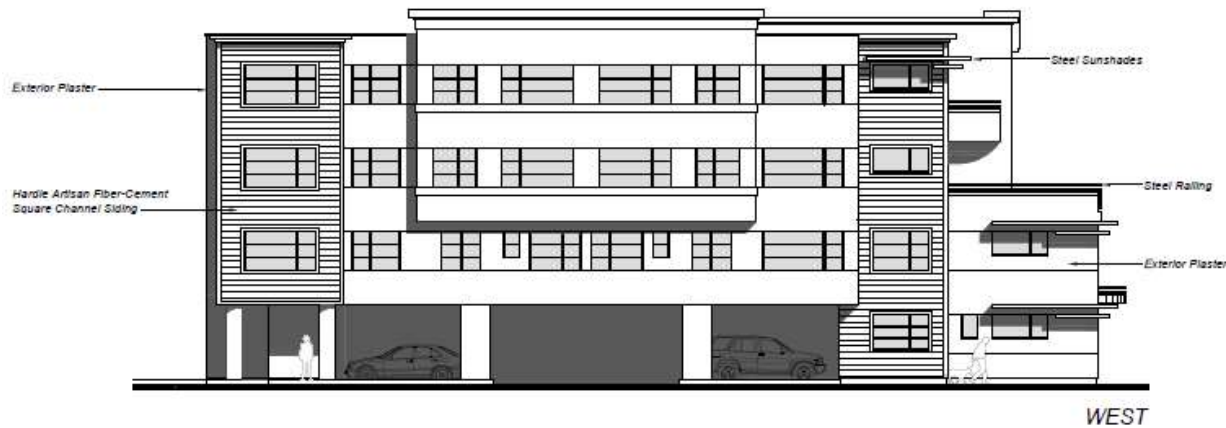


SOUTH ELEVATION



EAST ELEVATION

Proposed Elevations



Landscape Plan



Downtown Station Area

- 2.4.3 Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.
- 2.4.4 Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.
- 2.4.7 To establish continuity between land uses, all new developments in the Downtown Station Area, regardless of size or use, should reflect a similar urban form that is human-scale and pedestrian-oriented, with strong physical and visual connections to fronting streets.
- 2.4.8 Surrounding buildings establish the context for the design of new buildings. Whether new buildings are detailed in a historical, contemporary or eclectic manner, incorporating similar rhythm and proportions found in adjacent buildings improves the compatibility between new and old.
- 2.4.13 Building façades should be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco should be minimized and aluminum mesh is discouraged as a balcony material. Ground floor should use high quality material with texture.

- 2.4.16 Upper-story stepbacks should incorporate features that activate the setback areas, such as balconies, terraces, living roofs, and greenery.
- 2.5.1 Design new development in and adjacent to historic preservation districts to be compatible with existing structures. In terms of mass, materials, color, proportion, and spacing of windows and doors. Refer also to Section 4.7 (Historic Districts). A particular architectural style or design is not specified; however, the scale, mass and size of the building are often more important than the decorative details which are applied.
- 2.5.8 Infill development in the Downtown Station Area should incorporate and reflect character defining elements of the area and follow the design guidelines outlined in the City's Processing Review Procedures for Historic Properties.
- 2.6.1 Parking areas should generally be below grade, in a podium, or "wrapped" with uses to reduce the visual impact. Where not feasible, surface parking should be located behind buildings.
- 2.6.2 Wherever possible, entrances to parking lots, structures, or podiums should be located along the side of a building and accessed from an alley or a driveway along the side of the property.

3D Renderings



3D Renderings



- Concerns for traffic, parking, density, height, shading to neighboring residences, massing, impact on St. Rose Preservation District
- W-Trans Focused Traffic Study
 - The proposal would generate 14 AM and 17 PM Peak Hour Trips
 - The new use would result in 9 fewer AM Peak Hour and 5 PM Peak Hour trips than the existing office.
- Parking required: 0
- Parking Provided: 40

- Concerns for traffic, parking, density, height, massing, impact on St. Rose Preservation District
- FAR is 4. This Project's FAR is 1.31
- Height is permissible if the Review Authority determines the increased height is appropriate for the district and can condition the project with screening, balconies, fencing, awnings, etc.
- The Cultural Heritage Board will review the project after the Design Review Board.

Public/On-Site Improvements

- The project site is accessed by two driveways on West College Avenue. The existing sidewalk, curb, and gutter is to remain in the same location but brought to current City Standards. Street trees are required as part of this project. Any sidewalk in need of repair on either frontage is required to be fixed as required by the City Engineer.

Environmental Review

California Environmental Quality Act (CEQA)

- The Avenue 320 Apartments project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and qualifies for a Class 32 exemption pursuant to CEQA Guidelines Section 15332,

Environmental Review

California Environmental Quality Act (CEQA)

- The project is consistent with the applicable General Plan designation and all applicable General Plan policies as well as with applicable zoning designation and regulations.
- The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.
- The project site has no value as habitat for endangered, rare, or threatened species.
- Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.
- The site can be adequately served by all required utilities and public services.

The Planning and Economic Development Department recommends that the Design Review Board:

- Approve by Resolution the Design Review for the Avenue 320 Apartments, a 39-unit multi-family market rate housing development utilizing adaptive reuse of an existing office building into 20 residential units and the development of a new 19 unit, four-story multifamily building on a through lot within the Downtown Station Area Specific Plan Boundary and partially within the St. Rose Preservation District.

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