

From: [Ross, Adam](#)
To: [Monica Chavez](#)
Subject: RE: [EXTERNAL] opposition to 4 story apt building on Lincoln st - from a neighbor
Date: Thursday, January 14, 2021 4:49:00 PM

Monica,

Thank you for your Public Comment. I have added this to Public Record and it will be weighed in the decision making process. Please see my response to your comments as well.

The applicant has provided everything required by the Zoning Code for this development, including a Historic District Evaluation for the project.

Building heights greater than two (2) stories or 35 feet within are permissible within a Preservation District by the Review Authority, provided that:

- (1) The review authority finds that the increased height does not detract from the character of the preservation district or any adjacent contributing properties; and
- (2) 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)).

The Review Authority will make the decision whether to approve the proposed height.

The project included a Focused Traffic Study that indicates less peak hour trips than the existing use. The site will also have access off of College Avenue.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
 Tel. (707) 543-4705 | aross@srcity.org



From: Monica Chavez <monicarules@gmail.com>

Sent: Friday, January 8, 2021 11:54 AM

To: Ross, Adam <ARoss@srcity.org>; Muesser-bmeuser@srcity.org; Garrett-cgarrett@srcity.org; Kinaid-skincaid@srcity.org; Six-Hwix@srcity.org; Parker Sharron, Adam <ASharron@srcity.org>; Rogers, Chris <CRogers@srcity.org>; Fleming, Victoria <VFleming@srcity.org>; Tibbetts-hjtibbetts@srcity.org; Sawyer-jsawyer@srcity.org; Alvarez-ealvarez@srcity.org; Rogers-nrogers@srcity.org; Schwedhelm-tschwedhelm@srcity.org

Subject: [EXTERNAL] opposition to 4 story apt building on Lincoln st - from a neighbor

Hello,

I am co-owner of 639 B St in Santa Rosa. We purchased our historic home about 2.5 years ago. Since then there have been some drastic changes in the neighborhood...namely Hotel Azura conversion but apparently there is much more to come.

I would like to oppose the 4 story apartment building that is being proposed for Lincoln Street for the following reasons:

Our small historic neighborhood has been bombarded with several major developments recently ...Caritas Village, Hotel Azura, 5 story apartments and The Flats. Please don't overwhelm this small historic district with another large building... 4 stories in this case. It does not preserve the historic nature of the neighborhood.

Further, it is unfair to uphold your tax paying citizens to the rules of the historic preservation board - but not do the same for developers. The guidelines state that height limits are to be no more than 35 feet and 2 stories. They also state that buildings will be sensitive to the neighborhood with regard to scale, architectural style, bulk. It is specifically stated that new development in St. Rose should be compatible in height and scale with existing structures.

In the architectural renderings you can see the huge contrast between the one story house on the west side as well as the two story house on the east side. The building towers over the small houses and street.

Most importantly in my opinion - is the fact that our streets are extremely narrow - especially Lincoln st. It can already be dangerous to pass cars on Lincoln as is and I cannot imagine what more traffic and parked cars would be like. Currently, you have to pull over to the curb to cross paths with another car. If the streets are full of parked cars how will people get past each other? By reversing their vehicles to let people pass? This is a danger to our neighborhood.

Monica Chavez
639 B Street
Santa Rosa, CA 95401

Ross, Adam

From: Brian Keegan <BKeegan@keegancoppin.com>
Sent: Tuesday, January 12, 2021 10:13 AM
To: Ross, Adam
Subject: [EXTERNAL] 329 College Ave

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Mr Ross

I own a house at 428 College Ave and received the notice of public hearing regarding the proposed 39 unit apartment project at 320 College Ave. I wanted to send this written public comment in support of the project. I am in full support as I believe housing is needed in and around the downtown station area. It is within walking distance to amenities and transportation and I feel like it will be a good fit for the neighborhood. Additionally, I think the rendering on the postcard shows a nice design. Thank you.

Brian Keegan
Keegan & Coppin Co., Inc.
Lic. 01809537

Ross, Adam

From: Greg Parker <gparker0506@sbcglobal.net>
Sent: Thursday, January 14, 2021 11:31 AM
To: Ross, Adam
Subject: [EXTERNAL] Avenue 320 Apartments
Attachments: DRB for 320 College.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Adam Ross,

The attached document is my response to how the proposed 320 College proposal fails to meet Design Guidelines, DSASP requirements, etc. My main argument is that the building does not fit into the surrounding neighborhood - primarily because of the height. I've referenced several documents wherein the Historic combining district zoning takes precedent over NMU-DSA-H zoning unless the review authority declares a height over 35 feet and two stories "does not detract from the character of the preservation district or any adjacent contributing properties and ...". As noted in the attachment, Lincoln Street the most architecturally consistent area of our St. Rose Preservation District and the placement of a four-story structure in it's midst is incompatible with the surrounding neighborhood.

Whereas the recently approved 5-story building at 528 B Street met similar opposition from the neighborhood, the surrounding neighborhood is completely different. My main opposition to Tom Karsten's project was the precedent it was going to set for this project and a potential future project at 350 College Avenue (which, like this proposal, also has a parcel within the preservation district).

Thanks for all your work on this one,

Greg Parker
440 Klute St.
St Rose Preservation District

Ross, Adam

From: frank ortisi <fpo94949@yahoo.com>
Sent: Wednesday, January 13, 2021 11:02 AM
To: Ross, Adam
Subject: [EXTERNAL] Fw: 320 College Avenue Project

Follow Up Flag: Follow up
Flag Status: Flagged

----- Forwarded Message -----

From: frank ortisi <fpo94949@yahoo.com>
To: a.ross@srcity.org <a.ross@srcity.org>
Cc: bmeuser@srcity.org <bmeuser@srcity.org>; cgarrett@srcity.org <cgarrett@srcity.org>; skincaid@srcity.org <skincaid@srcity.org>; Hwix@srcity.org <hwix@srcity.org>; asharron@srcity.org <asharron@srcity.org>; whedgpeth@srcity.org <whedgpeth@srcity.org>; dweigl@srcity.org <dweigl@srcity.org>; bkordenbrock@srcity.org <bkordenbrock@srcity.org>; crogers@srcity.org <crogers@srcity.org>; nrogers@srcity.org <nrogers@srcity.org>; tschwedhelm@srcity.org <tschwedhelm@srcity.org>; vfleming@srcity.org <vfleming@srcity.org>; hjtibbetts@srcity.org <hjtibbetts@srcity.org>; jsawyer@srcity.org <jsawyer@srcity.org>; ealvarez@srcity.org <ealvarez@srcity.org>
Sent: Wednesday, January 13, 2021, 10:56:33 AM PST
Subject: Re: 320 College Avenue Project

On Monday, January 11, 2021, 01:15:39 PM PST, Pamela Roberts <proberts@sonic.net> wrote:

Thank you so much, Frank for addressing this concern. Pamela

On Jan 11, 2021, at 10:35 AM, frank ortisi <fpo94949@yahoo.com> wrote:

To All Concerned Parties,

I am a resident and homeowner in the St. Rose Historic district. And I would like to take this opportunity to express my views regarding the 320 College Avenue multi-unit housing project.

Many of my neighbors have covered some important concerns about preserving the historic character and value of the wonderful neighborhoods in this area. And I very much agree with those points that have been offered as it pertains to this project.

If I could take a moment of your time to communicate my opposition to this development.

Retired from the transportation industry it is clear to me that there are some extremely viable and serious safety issues that will occur if this project is allowed.

The Highway 101 and College Avenue interchange is one of the the busier traffic corridors in Santa Rosa. It is not only used by many residents of the city to reach various points. College Avenue is also a highly traveled thoroughfare and route for commercial service companies, and numerous trucking carriers heading across to and from Interstate Highway Interstate 80. The traffic moves relatively fast here and reaches speeds that sometimes exceed 45 to 55 miles per hour within the 35 mph posted speed limit.

With that in mind, it is an issue from a traffic and public safety standpoint. The additional stop and go traffic that will be created by putting in multiple unit housing that accesses on College Avenue this close to the freeway will increase the safety risk for both motorists and pedestrians. And ultimately as a result there could be a potential increase of traffic accidents, stoppages and other incidents. Additionally, there will also be an added congestion and a gridlock factor especially during commute hours.

Santa Rosa is consistent to the national average of two (2) vehicles per household. The project calls for only one (1) on site parking space per household. Excess vehicles in this case of an estimated twenty (20) or more will be forced onto the street to seek sufficient parking. With limited street parking only a fortunate few will be successful in their attempt to find the said parking. The backside of the suggested complex borders Lincoln Street. With this narrow residential street lined with parked automobiles on both sides it creates a one way street for traffic flow on what is a two way street. And project planners realize what occurs when you have multiple vehicles that have entered onto Lincoln street in opposing directions from Morgan, Glenn, and Mendocino Avenue. Motorists will quickly realize that that they have to attempt to back out as the street will frequently become blocked. With possibly one or more autos, and/or commercial vehicles lined up in this manner it will be a frequent and most unsafe occurrence and scenario to reverse, or correct. The infrastructure at this location simply does not support such problems, or a complex of this nature.

Thank you for taking your valuable time to listen to my views, and I am hoping for your realistic consideration of safety and other valid concerns that will impact this area if the proposed project is approved.

Sincerely,

Frank Ortisi

Ross, Adam

From: Pamela Roberts <proberts@sonic.net>
Sent: Wednesday, January 13, 2021 10:33 PM
To: Ross, Adam
Subject: [EXTERNAL] petition
Attachments: 320 Petition to A Ross.docx

Follow Up Flag: Follow up
Flag Status: Completed

Hello Adam,

You said you weren't sure how to share the petition with the powers that be.

Here it is with 39 signatures and 14 comments, so far. Be sure to include directions to scroll all the way down to see added comments and the list of signatures. Thanks,

Pamela

01/13/2021

Greg Parker
440 Klute Street
Santa Rosa, CA 95401

City of Santa Rosa,
Design Review Board

The following comes from Title 20 Zoning, Division 5 Land Use and Development Permit Procedures, Chapter 20-52 Permit Review Procedures, [20-52.030 Design Review](#). I've used these guidelines to illustrate where I think the 320 College proposal fails to meet these requirements.

1. The design and layout of the proposed development is of superior quality, and is consistent with the General Plan, any applicable specific plan, applicable Zoning Code standards and requirements, the City's Design Guidelines, architectural criteria for special areas, and other applicable City requirements (e.g., City policy statements and development plans);
 - a. I find this development to be inconsistent with the DSASP, ORD-2020-014 and several sections of the Design Guidelines. This project definitely detracts from the character of the preservation district along Lincoln Street, which overwhelmingly consists of single-story residential structures with an occasional two-story structure.
 - b. According to my inquiry to the Planning Department this week, when there is a conflict between zoning requirements within a -H combining district, the more restrictive zoning shall apply which is the -H combining district zoning.
 - i. 20-28.040, E: "in the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district shall apply (20-28.040 is also repeated in ORD-2020-014, Section 14, pages 36-38).
 - ii. 20-28.040, E, 3 Height Limits, b. Height limit. No structure within the -H combining district shall exceed a maximum height of 35 feet and two stories, except as provided in subsection (E)(3)©
 1. Increased height. The review authority finds that the increased height does not detract from the character of the preservation district or any adjacent contributing properties; and
 2. 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.
 - c. References:

- i. Santa Rosa City Code, Title 20 Zoning, Division 2 Zoning districts and Allowable Land Uses, Chapter 20-28 Combining Districts, 20-28.040 Historic (-H) Combining District.
(https://qcode.us/codes/santarosa/view.php?topic=20-2-20_28-20_28_040&frames=on)
 - ii. Design Guidelines, **Section 2**, Downtown Station Area, Design guidelines 2.5 Historic districts – 1, 2, 4;
(<https://srcity.org/DocumentCenter/View/30861/Design-Guidelines-25-Historic-Districts>)
 - iii. **Section 4** Special Design Considerations, Design Guidelines 4.7, Historic Districts, Historic Properties and Districts, I goals, E; III Design guidelines for Historic Properties and Districts, G. New Construction, 2, Design new construction to be compatible in height and proportion with adjacent structures.
(<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>)
 - iv. Design Guidelines, Section 2 - Core Area, 2.4 Historic districts within the Downtown Area and Station Area, Goal 2.4.1 and Goal 2.4.2
(<https://www.srcity.org/DocumentCenter/View/3068/Design-Guidelines-24-Historic-Districts-Within-the-Downtown-Area-and-Station-Area-PDF>)
 - v. Ordinance number ORD-2020-014 – pages 37 and 38: E – Site Planning and Development Standards
(<http://qcode.us/codes/santarosa/revisions/2020-014.pdf>)
2. The design is appropriate for the use and location of the proposed development and achieves the goals, review criteria and findings for approval as set forth in the framework of Design Review (Design Guidelines, Introduction, subsection C);
 - a. 20-52.030, Table 5.2, 2.a. Visual analysis – This design is not appropriate for this location. Lincoln Street has the most architectural uniformity of any street in the St. Rose Preservation District. This proposed structure has few, if any, design elements consistent with the one and two story residential structures along Lincoln Street.
 - b. Section 4.7 referenced below notes that “new construction can also be contemporary”. I would argue that Lincoln Street is unique within the historic district and, while contemporary would not be out of place on western Klute, eastern 10th or sections of Morgan Street,, it will disrupt the uniformity of the architectural character on Lincoln Street.
 - c. As mentioned in other areas of this document, the major design elements are drawn from buildings located blocks from this building. The height will draw unwarranted attention to this incompatible building, thus detracting from the character of the neighborhood.

d. References:

i. Design Guidelines,

1. **Section 2**, Downtown Station Area, Design guidelines 2.5 Historic districts – 1, 2, 4;
(<https://srcity.org/DocumentCenter/View/30861/Design-Guidelines-25-Historic-Districts>)
2. **Section 4** Special Design Considerations, Design Guidelines 4.7, Historic Districts, Historic Properties and Districts, I goals, E; III Design guidelines for Historic Properties and Districts, G. New Construction,
1,2,3. (<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>)
3. Design Guidelines, Section 2 - Core Area, 2.4 Historic districts within the Downtown Area and Station Area, Goal 2.4.1 and Goal 2.4.2
(<https://www.srcity.org/DocumentCenter/View/3068/Design-Guidelines-24-Historic-Districts-Within-the-Downtown-Area-and-Station-Area-PDF>)

- ii. Ordinance number ORD-2020-014 – pages 37 and 38: E – Site Planning and Development Standards
(<http://qcode.us/codes/santarosa/revisions/2020-014.pdf>)

3. The design and layout of the proposed development will not interfere with the use and enjoyment of neighboring existing or future developments;
- a. The layout (location) of this building on the lot places it close to the single family residence to the east. This adjacent building has solar panels which will become inefficient in gathering sunlight as a result of the shadow due to the incompatible height of this building. Should the front setback be much larger than shown, it may partially mitigate this loss of solar radiation. Should the height be in accordance with controlling zoning requirements, the blocking of sunlight would also be minimized.

b. References:

i. Design Guidelines,

1. **Section 2**, Downtown Station Area, Design guidelines 2.5 Historic Districts – 2. Setbacks ...;
(<https://srcity.org/DocumentCenter/View/30861/Design-Guidelines-25-Historic-Districts>)
2. **Section 4** Special Design Considerations, Design Guidelines 4.7, Historic Districts, Historic Properties and Districts, I goals, E; III

Design guidelines for Historic Properties and Districts, G. New Construction, 2.

(<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>) ((<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>))

3. Design Guidelines, Section 2 - Core Area, 2.4 Historic districts within the Downtown Area and Station Area, Goal 2.4.1 and Goal 2.4.2

(<https://www.srcity.org/DocumentCenter/View/3068/Design-Guidelines-24-Historic-Districts-Within-the-Downtown-Area-and-Station-Area-PDF>)

- ii. Ordinance number ORD-2020-014 – pages 37 and 38: E – Site Planning and Development Standards
(<http://qcode.us/codes/santarosa/revisions/2020-014.pdf>)

4. The architectural design of the proposed development is compatible with the character of the surrounding neighborhood;

- a. Not even close - height is incompatible with surrounding structures and design elements from the “neighborhood” are taken from structures several blocks removed from this area.

- b. References:

- i. Design Guidelines, Section 2, Downtown Station Area, Design guidelines 2.5 Historic districts – 1, 4;

((<https://srcity.org/DocumentCenter/View/30861/Design-Guidelines-25-Historic-Districts>))

- ii. **Section 4** Special Design Considerations, Design Guidelines 4.7, Historic Districts, Historic Properties and Districts, I goals, E; III Design guidelines for Historic Properties and Districts, G. New Construction, 1, 2, 3. ((<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>))

- iii. Santa Rosa City Code, Title 20 Zoning, Division 2 Zoning districts and Allowable Land Uses, Chapter 20-28 Combining Districts, 20-28.040 Historic (-H) Combining District.

(https://qcode.us/codes/santarosa/view.php?topic=20-2-20_28-20_28_040&frames=on)

- iv. Design Guidelines, Section 2 - Core Area, 2.4 Historic districts within the Downtown Area and Station Area, Goal 2.4.1 and Goal 2.4.2

(<https://www.srcity.org/DocumentCenter/View/3068/Design-Guidelines-24-Historic-Districts-Within-the-Downtown-Area-and-Station-Area-PDF>)

5. The design of the proposed development will provide a desirable environment for its occupants, visiting public, and its neighbors through the appropriate use of materials, texture, and color, and would remain aesthetically appealing and be appropriately maintained;
 - a. As noted previously, this building will not provide a desirable environment for its neighbors. It may be aesthetically appealing in another location but will detract from the environment (as currently designed) in this location. It also appears windows on the east side will be overlooking the back yard of the home to the east of this project.
 - b. References:
Design Guidelines, **Section 2**, Downtown Station Area, Design guidelines 2.5 Historic districts – 1, 4; (<https://srcity.org/DocumentCenter/View/30861/Design-Guidelines-25-Historic-Districts>)
 - c. Design Guidelines, **Section 4** Special Design Considerations, Design Guidelines 4.7, Historic Districts, Historic Properties and Districts, I goals, E; III Design guidelines for Historic Properties and Districts, G. New Construction, 1, 2. (<https://srcity.org/DocumentCenter/View/3054/Design-Guidelines-47-Historic-Districts-PDF>)
 - d. Design Guidelines, Section 2 - Core Area, 2.4 Historic districts within the Downtown Area and Station Area, Goal 2.4.1 and Goal 2.4.2 (<https://www.srcity.org/DocumentCenter/View/3068/Design-Guidelines-24-Historic-Districts-Within-the-Downtown-Area-and-Station-Area-PDF>)
6. The proposed development will not be detrimental to the public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity; and
7. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

Ross, Adam

From: Pamela Roberts <proberts@sonic.net>
Sent: Wednesday, January 13, 2021 10:04 PM
To: Ross, Adam
Subject: [EXTERNAL] Invitation to walk St. Rose Historic Neighborhood

Follow Up Flag: Follow up
Flag Status: Completed

Dear Members of the Design Review Board,

We, in the St. Rose District are very concerned that 320 Apartments is out of character with our neighborhood and especially with Lincoln Street which is lined with one and two story homes.

We, would like to invite you to walk our neighborhood with several of us prior to your January 21st meeting for the 320 Apartments project. We believe it will be informing for you to visit Lincoln Street and to have the opportunity to view the designs of the many historic properties in the St. Rose Preservation District.

The project is incompatible with Zoning Chapter 20-52.030 J.4, which states, **“The architectural design of the proposed development is compatible with the character of the surrounding neighborhood.”** If you compare the architectural rendering of 320 Apartments proposal to the present apartments at 38 North on Kawana Springs Road you will see that the 320 design is compatible with the height and mass of that kind of development which is not adjacent to any one or two story structures.



There are very few buildings over two stories in our historic district—none of them on Lincoln Street. For some detailing, the architect chose several "Art Modern" features from buildings located 4-5 blocks from Lincoln Street. The 320 building design is so modern that any "unifying" elements are lost. Ironically, the three "Art Modern" buildings these elements were borrowed from are all two story buildings. These design elements do not mitigate the ultra modern and bulky appearance of this building.

We would like to see a shorter building that takes into consideration the overall effect upon Lincoln Street: (Zoning Code 20-28.040 specifically E. 3 b, "No structure within the H combining district shall exceed a maximum height of 35 feet or 2 stories..." . And that its height detracts from the character of our preservation district.

We would welcome a building designed that is compatible with existing structures (DSAP Section 2.5 Historic Districts—"Design new development in and adjacent to historic preservation districts to be compatible with existing structures."). The photos below are of newer construction projects in our neighborhood that fit beautifully.



The B Street Side of the Six One Five Apartments (old Moore Center). After working with the neighborhood, the architect (Henry Wix) redesigned this portion of a very imposing 4 story apartment building on Healdsburg Avenue and 10th Street to fit in with the character of the houses on the street.



An office building on the corner of 8th and A Streets.



An apartment on 8th street.

A stacked duplex and a single family home. Behind both are ADUs over garages. On 10th and Washington Streets.



The architectural consultant for 320 apartments has referred to the Secretary of Interior's Standards that guide Santa Rosa's Historic District guidelines "... that no new additions be "overpowering," and should be "as inconspicuous as possible." When you look at the architectural rendering of their building it's hard to conclude anything else but that it is overpowering and very conspicuous.

We understand that you have a very busy schedule, however we would very much appreciate it if you would take some time to walk with us in our neighborhood before your January 21st meeting to view the character of St. Rose, learn a little of the history of the St. Rose Historic Preservation District and to see more examples of newer buildings that have been added to our neighborhood.

We can meet with you anytime over the next few days into next week. We look forward to hearing from you soon. Thank you!

Sincerely,

Pamela Roberts

For the neighbors in

St. Rose Historic District
707 849-5178

Ross, Adam

From: Ross, Adam
Sent: Thursday, January 14, 2021 4:58 PM
To: Tab McBride
Cc: proberts@sonic.net
Subject: RE: [EXTERNAL] 320 College Avenue

Tab,

Thank you for your Public Comment. I have added it the Public Record and it will be weighed in the decision making process. Please see my response below.

Building heights greater than two (2) stories or 35 feet within are permissible within a Preservation District by the Review Authority, provided that:

- (1) The review authority finds that the increased height does not detract from the character of the preservation district or any adjacent contributing properties; and
- (2) 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)).

The Review Authority will make the decision whether to approve the proposed height.

The project included a Focused Traffic Study that indicates less peak hour trips than the existing use. The trip generation for this project is less during the peak periods than the prior use and having a narrow roadway with parked cars and people needing to take turns due to the narrowness is a successful traffic calming technique. The more side friction there is on a street (parking, trees, pedestrian activity, etc.) there is typically less speeding.

Adam Ross | Interim Senior Planner

Planning and Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org



From: Tab McBride <tabmcbride@aol.com>
Sent: Friday, January 8, 2021 12:19 PM
To: Ross, Adam <ARoss@srcity.org>
Cc: proberts@sonic.net
Subject: [EXTERNAL] 320 College Avenue

Adam,

As the planning commission considers the project at 320 College Avenue, I would like to raise some issues regarding Lincoln Street, the lack of an engineering traffic study and the height of the proposed building.

As defined by the City of Santa Rosa design guidelines, a neighborhood street, with parking on both sides, should be a minimum of 30-feet wide. Lincoln is not 30-feet wide and therefore does not qualify as a neighborhood street. It should be classified as a lane. Two cars cannot pass between parked cars without one pulling over.

Lincoln Street is already impacted by the increased traffic load from the new use of the Hotel Azura and use as an alternative to College Avenue. People trying to get around College Avenue traffic lights and congestion often fly down Lincoln at speeds faster than the limit.

An actual traffic study should be required to accurately assess the impact and safety of this project on our lane.

This project also violates the 35-foot height restriction imposed of the historic district and needs to be modified to adhere to those restrictions.

Thank you for your consideration and attention to this matter.

Tab & Susy McBride
308 & 429 Lincoln

320 College Apartment Development

39 people have signed this petition. [Add your name](#)



now!

Sandra Fitzgerald 14Comments



Hello Santa Rosa Community and Neighbors,

Another very very tall apartment building is proposed in the historic St. Rose Preservation District. The proposed design is out of character with the district and looms over the very narrow Lincoln Street. Please click on the link to see the proposed

design: https://docs.google.com/document/d/1WUtdcyuH_Sgi5O...

1. We, the residents of St. Rose Preservation District, oppose the construction of a proposed 4-story, market-rate 320 Apartments planned on the west end of Lincoln Street in our historic neighborhood
2. Part of this development plan is to redevelop to apartments, the existing office building in that location. This project will contribute to the housing need in the city and is an appropriate plan in scope and scale and is welcomed by the neighborhood.
3. The size and scale of an additional 4 -story building in front of the existing office building is glaringly conspicuous for this street in our historic district. It will loom over the surrounding houses on the street creating shadowing and privacy issues. Both the height and, extremely modern building style is not in the character with our historic district.
4. Our historic neighborhood, which is supposed to be preserved and protected, according to numerous city documents including, Zoning: 20-28.040 H-combining district. E. 3. a. b., is gradually being eroded by development projects that so far include:

5. The south side of St. Rose Preservation District--The in-progress 4-story Caritas Village (where an entire block including historic buildings are to be razed).
6. The east end of Lincoln Street-- Hotel Azura/renamed Mickey Zane Place for chronically homeless.
7. The east side, on B Street, of St. Rose Preservation District—The recently approved 5-story market rate, development, The Flats.
8. The east side of St. Rose Preservation District, encompassing the entire block of Healdsburg Avenue, 10th Street and B Street—The 4-story market rate Moore Building completed in 2007.
9. The City of Santa Rosa's Processing Review Procedures for Owners of Historic Properties outlines requirements and details reviewing procedures for proposals within historic districts which include: no new additions be "overpowering," and new buildings should be "as inconspicuous as possible."
10. The architectural rendering as seen above is exactly the opposite: overpowering and very conspicuous.

Once again, we come to you, the Cultural Heritage Board, the Design Review Board, the Planning Commission and the City Council asking that you hold the developer responsible to follow the guidelines the City has created for Preservation Districts and we, as residents of this neighborhood are required to follow.

Share for Success

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COMMENTS

- **John Fitzgerald**

Jan 14, 2021

This building is massive, doesn't fit the character of the neighborhood and there's absolutely no parking not mention to the narrow Lincoln St that will not be able to accommodate the excess traffic.

- **derek torio**

Jan 13, 2021

I'm not against repurposing this property but to force 39 units into this space isn't serving this historic community as much as it's increasing the developers pockets. The sad thing is that I expect this from developers not from out planning department.

- **Sue Ellen Bolt**

Jan 10, 2021

Love the dense housing and proximity to mass transit (Smart Train), but this is an inappropriate site for this massive structure. Community infrastructure for traffic, neighborhoods amenities such as a park, healthy traffic pattern and congruent architectural style for this historical neighborhood. Would be great at another location.

- **frank ortisi**

Jan 09, 2021

Public safety to pedestrians and motorists, with gridlock conditions will become a real issue to local residents as well as to the heavy traffic, both commercial and private that is already and presently relevant in this area. Building a multi unit complex so close to a major traffic artery is simply poor planning, and is

obviously being overlooked with the proposed project. Please reconsider this for the good of the majority and all citizens concerned.

- **Fred Dodge**

Jan 09, 2021

this building will have negative effects on surrounding neighborhood and 'Historic district' standing. Not enough infrastructure to maintain additional residential needs. The St. Rose District is being negated as a declared historic district. Additional projects - Casa Caritas, hotel azura / Mickey Zane center for homeless, will create overpopulated and unequal opportunities for current tax paying property owners.

- **Greg Parker**

Jan 09, 2021

This building, as presented, is not close to being compatible with surrounding contributing homes in the Santa Rosa Preservation district.

- **M Hughes**

Jan 09, 2021

Are the powers that be aware that only one vehicle at a time can drive down Lincoln Street?

- **Sandra Fitzgerald**

Jan 09, 2021

This building does not fit into the character of St Rose neighborhood and dominates over the existing homes. Also parking and traffic is already maxed out on Lincoln St and surrounding streets.

- **Denise Hill**

Jan 09, 2021

This project overwhelms the one- story homes on this residential street in both its height and mass. In doing so, it does not conform to our Historic District Guidelines.

- **Roy Loessin**

Jan 09, 2021

This project is exactly what I feared would arrive. It cannot be rendered less damaging to Lincoln St by any cosmetic effort to make it “sensitive” to the historic

district. Denying its approval will not discourage further development in downtown Santa Rosa.

- **Joe Lilienthal**
Jan 09, 2021

The proposed building will dwarf the surrounding single story homes.

- **Daniel Shipley**
Jan 09, 2021

This 4 story building is out of character for this neighborhood on this very narrow street.

- **Pamela Roberts**
Jan 09, 2021

This building is overpowering and conspicuous for this neighborhood. It towers over adjacent one and two story houses.

- **Carol Johnson**
Jan 09, 2021

We DON:T need more apartments.

Overwhelming.... Have we no options as members of St. Rose Preservation District?

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SIGNATURES

SIGN THIS PETITION

39 people have signed. Add your voice!

20%

Betsy Stewart signed recently

Monica Chavez signed recently

Kimberly Hall signed recently

Mary Kreider signed recently

Rosalie Sulgit-Shay signed recently

Carol Johnson signed recently

Pamela Roberts signed recently

Daniel Shipley signed recently

Joe Lilienthal signed recently

Roy Loessin signed recently

Denise Hill signed recently

Susan McBride signed recently

Tab McBride signed recently

Jennifer Adams signed recently

Stacy G Wright signed recently

Mary Neuer Lee signed recently

Sandra Fitzgerald signed recently

M Hughes signed recently

Brigitte Carter signed recently

Mitchell signed recently

Kathy Farrelly signed recently

Justin Barr signed recently

Greg Parker signed recently

Kira Lee signed recently

Jason Taylor signed recently

Fred Dodge signed recently

Nathan Splitter signed recently

frank ortisi signed recently

Alex Mallonee signed recently

Sue Ellen Bolt signed recently

paul hughes signed recently

Behnam signed recently

Karen Morgan signed recently

Kim Menard signed recently

Ruth Kathryn Fieldin... signed recently

Marcia Ford signed 1 day ago

John Fitzgerald signed 2 hours ago

derek torio signed 1 day ago

From: [Pamela Roberts](#)
To: [Weigl, Drew](#)
Cc: [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to walk St. Rose Historic Neighborhood
Date: Tuesday, January 12, 2021 10:50:40 PM
Attachments: [clip_image001.png](#)
[B Street.png](#)

Dear Drew,

We, in the St. Rose Historic District would like you invite you to walk our neighborhood with several of us prior to your January 21st meeting for the 320 Apartments project. We believe it will be informing for you to visit Lincoln Street and to have the opportunity to view the designs of the many historic properties in the St. Rose Preservation District. We are very concerned that this project is out of character with our neighborhood and especially with Lincoln Street which is lined with one and two story homes.

The project is incompatible with Zoning Chapter 20-52.030 J.4, which states, **“The architectural design of the proposed development is compatible with the character of the surrounding neighborhood.”** If you compare the architectural rendering of 320 Apartments proposal to the present apartments at 38 North on Kawana Springs Road you will see that the 320 design is compatible with the height and mass of that kind of development which is not adjacent to any one or two story structures.





There are very few buildings over two stories in our historic district—none of them on Lincoln Street. For some detailing, the architect chose several "Art Modern" features from buildings located 4-5 blocks from Lincoln Street. The 320 building design is so modern that any "unifying" elements are lost. Ironically, the three "Art Modern" buildings these elements were borrowed from are all two story buildings. These design elements do not mitigate the ultra modern and bulky appearance of this building.

We would like to see a shorter building that takes into consideration the overall effect upon Lincoln Street: (Zoning Code 20-28.040 specifically E. 3 b, "No structure within the H combining district shall exceed a maximum height of 35 feet or 2 stories...". And that its height detracts from the character of our preservation district.

We would welcome a building designed that is compatible with existing structures (DSAP Section 2.5 Historic Districts—"Design new development in and adjacent to historic preservation districts to be compatible with existing structures.").

The photos below are of newer construction projects in our neighborhood that fit beautifully.



The B Street Side of the Six One Five Apartments (old Moore Center). After working with the neighborhood, the architect (Henry Wix) redesigned this portion of a

very imposing 4 story apartment building on Healdsburg Avenue and 10th Street to fit in with the character of the houses on the street.



An office building on the corner of 8th and A Streets.



An apartment on 8th street.

A stacked duplex and a single family home. Behind both are ADUs over garages. On 10th and Washington Streets.



The architectural consultant for 320 apartments has referred to the Secretary of Interior's Standards that guide Santa Rosa's Historic District guidelines "... that no new additions be "overpowering," and should be "as inconspicuous as possible." When you look at the architectural rendering of their building it's hard to conclude anything else but that it is overpowering and very conspicuous.

We understand that you have a very busy schedule, however we would very much appreciate it if you would take some time to walk with us in our neighborhood before your January 21st meeting to view the character of St. Rose, learn a little of the history of the St. Rose Historic Preservation District and to see more examples of newer buildings that have been added to our neighborhood.

We can meet with you anytime over the next few days into next week. We look forward to hearing from you soon. Thank you!

Sincerely,

Pamela Roberts

For the neighbors in

St. Rose Historic District
707 849-5178

From: [Rogers, Natalie](#)
To: [Pamela Roberts](#)
Cc: [Greg Parker](#); [Tab & Susie McBride](#); [Denice](#); [Joe Lillienthal](#); [Roy](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: Re: [EXTERNAL] Invitation to take a short walk in St. Rose Preservation District
Date: Tuesday, December 29, 2020 5:19:49 PM

Hello Pamela Roberts,
I would love to walk your neighborhood with you. Please provide me a few days and times that work best for you.

Thank you,
Natalie Rogers

Sent from my iPad

On Dec 29, 2020, at 4:38 PM, Pamela Roberts <proberts@sonic.net> wrote:

Dear Vice Mayor Natalie Rogers,

Congratulations on your election to the Santa Rosa City Council and Happy Holidays! I hope that you and your family have been healthy and safe during this pandemic.

I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have, especially as a new city council member, so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

*This building does not fit within the context of Lincoln Street-- it is very conspicuous-- and It will overpower the one and two story houses at this end of the street.

* It is out of compliance with the guidelines for an historic district: It is incompatible in height and scale with existing structures and it distracts from the character of our historic district (20-28.040 H-combining district. E. 3. a. b.).

Before we are dismissed as the usual NIMBYs against all change; in our small preservation district we now have:

1. The Moore Building encompassing the entire block within Healdsburg Avenue and B Street
2. Morgan Street/Catholic Charities homeless services and Caritas Village (to replace the Morgan Street facility), on the entire block of the southwest edge
3. Hotel Azura on the east end of Lincoln Street for chronically homeless

4. And the newest--a 5 story apartment building, The Flats on B Street
5. However, we welcome the developer's plan to provide 20 apartments by reconditioning the existing office building in our historic district fronting College avenue.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on our neighborhood. We look forward to hearing from you soon to schedule a walk.

Sincerely,

Pamela Roberts
St. Rose Preservation District
707 849-5178

From: [Pamela Roberts](#)
To: [Shirlee.Zane@sonoma-county.org](#); [Ross, Adam](#); [Dowd, Richard](#); [Fleming, Victoria](#); [Olivares, Ernesto](#); [Rogers, Chris](#); [Sawyer, John](#); [Tibbetts, Jack](#); [Schwedhelm, Tom](#); [DeBacker, Mark](#); [McHugh, John](#); [Groninga, Curtis](#); [Garrett, Cappie](#); [Meuser, Brian](#); [Fennell, Laura](#); [Edmondson, Casey](#)
Cc: [Kimmmmy Abracadabra](#); [Loud6120@yahoo.com](#); [katelafate@yahoo.com](#); [Sandra Fitzgerald](#); [Kathy Farrelly](#); [Alexander Mallonee](#); [George Lentini](#); [hugheses@sonic.net](#); [mcarter101010@gmail.com](#); [brigitte_carter@hotmail.com](#); [fpo94949@yahoo.com](#); [Tab McBride - St. Rose Resident](#); [yobark@msn.com](#); [Charlotte Keane](#); [gorfey@gmail.com](#); [Laughingsugarpine@gmail.com](#); [superstace@sbcglobal.net](#); [Marcia Ford](#); [Karen Morgan](#); [Thomas Drain](#); [Roy Loessin](#); [Denise Hill](#); [joeml@sonic.net](#); [maxxpowerelectric@gmail.com](#); [littlettlerubyred@hotmail.com](#); [Kimberly8765@sbcglobal.net](#); [Rosalie Sulgit-Shav](#); [Carter O'Neal](#)
Subject: [EXTERNAL] Azura Hotel homeless housing on Lincoln Street
Date: Wednesday, July 8, 2020 6:53:20 PM

Dear Supervisor Zane,

I have just read the agenda for the closed Board of Supervisors meeting for Thursday July 9th, that includes the very probable authorizing of the purchase of the Azura Hotel, adjacent property and lot across the street for homeless housing.

Why is this in a closed session? Is this because Board of Supervisors are circumventing the requirement to notify affected neighbors of potential development plans? I live on Lincoln Street and never received a notice about this. Or have the rules now been suspended notification is no longer required?

Do you have any knowledge of St. Rose Historic District? Do you just drop the requirements for protecting historic districts as it pleases the city/county? Do you have any knowledge, or do you even care how much all of this will compromise our historic district?

We now have the gigantic live-work Moore Building with its ridiculous empty first floor “businesses” on the east edge, the planned Caritas homeless facility on the south edge, a proposed 4 (!) story apartment building at the other end of Lincoln Street on the west edge, which will dwarf the houses on either side, and now this-Azura Hotel and adjacent land for homeless housing.

Maybe Santa Rosa has just given up on our historic district because homeless people wander through here due to the Catholic Charities facility on Morgan. And they were settled in under the freeway overpasses so might as well have them all in St. Rose Historic District—make it official.

Am I a NIMBY? I sure am now. How many projects like these will continue to encroach upon our historic district? It appears to me that the Preservation Ordinance is a joke. It is only recognised as it serves the needs of the city.

Once I inform my neighbors, which is immediately, I am sure they will be happy to say that I speak for them to say that we want a meeting to hear about this proposal before it is approved by the board of supervisors. I am asking you to postpone this authorization until you can hear from neighbors in the St. Rose Historic District.

Sincerely and with much frustration,

Pamela Roberts
331 Lincoln Street

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Cc: [Denise Hill](#); [tab McBride](#); [Greg Parker](#)
Subject: [EXTERNAL] initial study proposed 320 apt
Date: Wednesday, July 29, 2020 3:23:28 PM

Hello Adam,

Can you tell me what aspects of the initial study have been completed?
And has the historical part been conducted relevant to St. Rose
Historic District?

Thanks, Pamela Roberts

From: [Pamela Roberts](#)
To: [Sawyer, John](#)
Cc: [Greg Parker](#); [Tab & Susie McBride](#); [Denice](#); [Joe Lillienthal](#); [Roy](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] invitation to walk the St. Rose Neighborhood
Date: Tuesday, December 29, 2020 4:23:53 PM

Hello John,

First, Happy Holidays and I hope that you and your family have been healthy during this pandemic.

Next, I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have as a city council member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

*This building does not fit within the context of Lincoln Street-- it is very conspicuous-- and It will overpower the one and two story houses at this end of the street.

* It is out of compliance with the guidelines for an historic district: It is incompatible in height and scale with existing structures and it distracts from the character of our historic district (20-28.040 H-combining district. E. 3. a. b.).

Before we are dismissed as the usual NIMBYs against all change; in our small preservation district we now have:

1. The Moore Building encompassing the entire block within Healdsburg Avenue and B Street
2. Morgan Street/Catholic Charities homeless services and Caritas Village (to replace the Morgan Street facility), on the entire block of the southwest edge
3. Hotel Azura on the east end of Lincoln Street for chronically homeless
4. And the newest--a 5 story apartment building, The Flats on B Street
5. Also we welcome the developer's plan to provide 20 apartments by reconditioning the existing office building in our historic district fronting College avenue.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on our neighborhood. We look forward to hearing from you soon to schedule a walk.

Sincerely,

Pamela Roberts
St. Rose Preservation District

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] project 320 renderings
Date: Wednesday, August 5, 2020 3:57:15 PM

Hello Adam,

Can you email me any copies of renderings from this project? i saw some at the neighborhood meeting and in some other location but I'm unable to locate them now.

Thanks,

Pamela

From: [Pamela Roberts](#)
To: [Shirlee Zane](#)
Cc: [Susan.Gorin@sonoma-county.org](#); [David.Rabbitt@sonoma-county.org](#); [district4@sonoma-county.org](#); [district5@sonoma-county.org](#); [Ross, Adam](#); [Schwedhelm, Tom](#); [Fleming, Victoria](#); [Olivares, Ernesto](#); [Dowd, Richard](#); [Sawyer, John](#); [Tibbetts, Jack](#); [Rogers, Chris](#); [DeBacker, Mark](#)
Subject: [EXTERNAL] Re: Azura Hotel homeless housing on Lincoln Street
Date: Monday, July 20, 2020 2:11:16 PM

Dear Shirlee Zane,

Thank you for your form letter. However, your form letter blames the pandemic causing an “emergency” that you and the Board have created.

"The pandemic has forced us to work quickly to find housing for the most vulnerable citizens among us – seniors with multiple disabilities who are homeless."

The pandemic has not forced the Board to “work quickly” to find housing, the Board has to work quickly due to its own inaction.

"Top Sonoma County health officials have known for at least five weeks that Sonoma State University would end in June its contract with the county for COVID-19 quarantine and isolation space at the university dorms, a revelation Monday that underscores the county's failure to identify a replacement site. " Press Democrat July 7, 2020

Our historic neighborhood has been bombarded with development, the homeless and plans for the homeless. The Board of Supervisors needs to look elsewhere. There will be permanent supportive housing for homeless seniors with disabilities at the Caritas location. In the meantime please find another location that doesn't further impact our neighborhood.

Sincerely,

Pamela Roberts

On 13 Jul 2020, at 3:25 PM, Shirlee Zane <Shirlee.Zane@sonoma-county.org> wrote:

Hello Pamela,

Thank you for your interest in the Azura Hotel project.

The pandemic has forced us to work quickly to find housing for the most vulnerable citizens among us – seniors with multiple disabilities who are

homeless. Fortunately, the State has made it possible to fully fund this site.

If the purchase of the Azura Hotel moves forward, we will be able to house these vulnerable community members, and the site will be turned into permanent supportive housing. We know that having supportive services in place right at the housing site has resulted in positive and successful outcomes.

As a former CEO of the Council on Aging, and the Chair of the Long-Term Healthcare Committee of the National Association of Counties, I have been working on behalf of vulnerable seniors for most of my career and I see this as a real opportunity to continue working with that vision. I hope that you will welcome these seniors to the neighborhood.

Sincerely,

Shirlee Zane
Sonoma County Supervisor
Third District
#SonomaCountyStrong

-----Original Message-----

From: Pamela Roberts <proberts@sonic.net>

Sent: Wednesday, July 8, 2020 6:53 PM

To: Shirlee Zane <Shirlee.Zane@sonoma-county.org>; Ross, Adam <aross@srcity.org>; rdowd@srcity.org; vfleming@srcity.org; eolivares@srcity.org; crogers@srcity.org; jsawyer@srcity.org; hjtibbetts@srcity.org; tschwedhelm@srcity.org; mdebacker@srcity.org; jmchugh@srcity.org; cgroninga@srcity.org; cgarrett@srcity.org; bmeuser@srcity.org; lfennell@srcity.org; cedmondson@srcity.org

Cc: Kimmmy Abracadabra <k.immd@yahoo.com>; Loud6120@yahoo.com; katelafate@yahoo.com; Sandra Fitzgerald <eisenmateo@gmail.com>; Kathy Farrelly <farrelly@sonic.net>; Alexander Mallonee <alexmall@sonic.net>;

George Lentini <glenti@comcast.net>; hugheses@sonic.net; mcarter101010@gmail.com; brigitte_carter@hotmail.com; fpo94949@yahoo.com; Tab McBride - St. Rose Resident

<tabmcbride@aol.com>; yobark@msn.com; Charlotte Keane <charlotte8751@gmail.com>; gorfey@gmail.com;

Laughingsugarpine@gmail.com; superstace@sbcglobal.net; Marcia Ford <maford701@gmail.com>; Karen Morgan <karenm@sonic.net>; Thomas Drain <thomasdrain@att.net>; Roy Loessin <rolinyes@att.net>; Denise Hill <faire@sonic.net>; joeml@sonic.net; maxxpowerelectric@gmail.com; littlelittlerubyred@hotmail.com; Kimberly8765@sbcglobal.net; Rosalie Sulgit-Shay <rshay@sonic.net>; Carter O'Neal <c.oneal.1990@gmail.com>

Subject: Azura Hotel homeless housing on Lincoln Street

EXTERNAL

Dear Supervisor Zane,

I have just read the agenda for the closed Board of Supervisors meeting for Thursday July 9th, that includes the very probable authorizing of the purchase of the Azura Hotel, adjacent property and lot across the street for homeless housing.

Why is this in a closed session? Is this because Board of Supervisors are circumventing the requirement to notify affected neighbors of potential development plans? I live on Lincoln Street and never received a notice about this. Or have the rules now been suspended notification is no longer required?

Do you have any knowledge of St. Rose Historic District? Do you just drop the requirements for protecting historic districts as it pleases the city/county? Do you have any knowledge, or do you even care how much all of this will compromise our historic district?

We now have the gigantic live-work Moore Building with its ridiculous empty first floor “businesses” on the east edge, the planned Caritas homeless facility on the south edge, a proposed 4 (!) story apartment building at the other end of Lincoln Street on the west edge, which will dwarf the houses on either side, and now this-Azura Hotel and adjacent land for homeless housing.

Maybe Santa Rosa has just given up on our historic district because homeless people wander through here due to the Catholic Charities facility on Morgan. And they were settled in under the freeway overpasses so might as well have them all in St. Rose Historic District—make it official.

Am I a NIMBY? I sure am now. How many projects like these will continue to encroach upon our historic district? It appears to me that the Preservation Ordinance is a joke. It is only recognised as it serves the needs of the city.

Once I inform my neighbors, which is immediately, I am sure they will be happy to say that I speak for them to say that we want a meeting to hear about this proposal before it is approved by the board of supervisors. I am asking you to postpone this authorization until you can hear from neighbors in the St. Rose Historic District.

Sincerely and with much frustration,

Pamela Roberts
331 Lincoln Street

THIS EMAIL ORIGINATED OUTSIDE OF THE SONOMA COUNTY EMAIL SYSTEM.

Warning: If you don't know this email sender or the email is unexpected, do not click any web links, attachments, and never give out your user ID or password.

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Cc: [Tab McBride](#); [Parker Greg](#); joeml@sonic.net; [Roy Loessin](#)
Subject: [EXTERNAL] walking in St. Rose
Date: Tuesday, October 20, 2020 11:36:18 AM

Hi Adam,

It took me a few days to find times that would work for all of us to walk. Most are involved in defending our neighborhood from encroachments from the Downtown Station Area plan, the Hotel Azura, etc. So everyone is pretty busy.

It looks like 11 am this Thursday would be a good time to walk with you in our St. Rose neighborhood for all of us.

"All" means 4 or 5 of us. And this is a friendly group, it's really for information—for you and from you.

I hope this time works for you. Please let me know.

Best place to meet would be in front of my house at 331 Lincoln Street.

Thanks and I look forward to hearing back from you.

Pamela

Ross, Adam

From: Pamela Roberts <proberts@sonic.net>
Sent: Sunday, October 18, 2020 8:20 PM
To: Ross, Adam
Subject: [EXTERNAL] Fwd: please take a short walk with us In St. Rose District RE: 320 apartments

FYI

Begin forwarded message:

From: Pamela Roberts <proberts@sonic.net>
Subject: please take a short walk with us In St. Rose District
Date: October 18, 2020 at 6:20:20 PM PDT
To: "DeBacker, Mark" <mdebacker@srcity.org>
Cc: Tab McBride <tabmcbride@aol.com>, Parker Greg <gparker0506@sbcglobal.net>, Denise Hill <faire@sonic.net>, joeml@sonic.net

Hello Mark,

We respectfully request that you walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate that you are a volunteer in your position as a Cultural Heritage Board member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building planned on the West end of Lincoln Street in our historic neighborhood. This is an out of proportion, outsized, severely modern building that is not in the character of our historic district. We are surrounded with homeless services on Morgan Street, the planned Caritas Village on our west side and now Hotel Azura on the east end of Lincoln Street. All of these developments are eroding the preservation and character of our historic district.

According to Adam Ross, city planner, your board and the Design Review Board will be presented with the proposed project of Avenue 320 Apartments sometime in November.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on this historic district.

Sincerely,

Pamela Roberts
St. Rose Historic District



**For the best experience, open this PDF portfolio in
Acrobat X or Adobe Reader X, or later.**

[Get Adobe Reader Now!](#)

From: [Ross, Adam](#)
To: [Pamela Roberts](#)
Subject: 320 College Ave Apartments
Date: Friday, September 18, 2020 12:35:00 PM
Attachments: [320 College Ave - Allowable Bldg Area Calculation.pdf](#)
[320 College Ave. HPR-Submittal 200813.pdf](#)
[320 College Avenue DRB-LA Presentation Aug 20 2020.pdf](#)
[320 College Avenue Location Map.pdf](#)
[1616 -320 College Avenue APT - SitePlan-Site Analysis Map.pdf](#)

Hi Pamela,

Here is one of two emails that will include the attachments and plans.

Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4705 | aross@srcity.org

From: [Ross, Adam](#)
To: [Pamela Roberts](#)
Subject: 320 College Ave Apts
Date: Friday, September 18, 2020 12:36:00 PM
Attachments: [Aerial 2 - 2019-05-29.pdf](#)
[College Ave 1.jpg](#)
[College Ave 2.jpg](#)
[College Ave Sun Studies 2020.07.28.pdf](#)
[Neighborhood Photos - 1.pdf](#)
[Neighborhood Photos - 2.pdf](#)
[Parking.Traffic.Combined.Report.8.20.20.pdf](#)
[1616 -320 College Avenue APT - SitePlan-Site Analysis Map.pdf](#)
[Aerial 1 - 2019-05-29.pdf](#)

Hi Pamela,

Here is email two of two of the attachments for the project. I will get these on the webpage next week.

Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4705 | aross@srcity.org

From: [fred dodge](#)
To: [Trippel, Andrew](#)
Cc: [fpd](#)
Subject: 320 College proposal.
Date: Tuesday, September 10, 2019 5:35:03 PM

Andrew Trippel, My wife and I live at 913 Washington St. We purchased in 2006, at the height of the bubble. We have poured our lives into the restoration, as the home had been vacant for 1 year, and had been hit with the 70's Ugly Stick! We also chose the Home because it meant being able to walk to the downtown area. We had previously rented on W.7th St. and Polk for 16 years. The ability to access the Railroad Square and downtown area means a great deal to us. The St. Rose district is unique, in that the majority of tenants are Owners and there is a great deal of pride in our Historic district. Fast forward 13 years. For the past 3 winters, an indigent village is established under the 9th St underpass, and this year appears to be a year-round situation. Ordinarily the village would disperse after the rainy season. Not so now. When the Catholic Charities organization at 7th St. proposed the Caritas Village we felt it was unfortunate to be so close to the property. We also know from experience that the Railroad Square, St. Rose, and West end districts has carried the burden of having the centralized drop in care / soup kitchens / Mission shelter population not found in the MacDonald district, or the eastern segment of Sta. Rosa. We know that the Caritas Village is going to happen, and with it the addition of 150 new employees, 450 clients, 122 residential units in three Buildings, with some parking available on site and it will forever change our environment in the quiet pocket of civility we now enjoy. Now - 320 College is being proposed, with an additional 40 residential units bordered by College Ave. and Lincoln St. That brings the total of additional residential units to 162 within a 2 city block area - Caritas Village being titled 'Affordable housing', 320 College being 'market value'. I use the Morgan St., Lincoln St. to Washington St. path to get home. Currently - Lincoln St. can barely allow 2 large vehicles to pass, with parking on both sides and playing 'chicken' a concern when we can't tell if the oncoming vehicle is taking all that into consideration. To add access to 20 residential units off of Lincoln is unrealistic, as the infrastructure is not in place to handle 40 plus additional vehicles. Certainly not at the commute hour of 7:30 A.M. to 8:30 A.M. congestion that occurs due to the JC students, commuters attempting to access Hwy. 101 Onramps, north or south. This must be addressed by the City before additional housing is considered in our Historic district. And a new proposal for 528 B St to erect a 5 story monolith - with no parking offered - that will add yet another 24 residential units at 'market value', once again within 2 city blocks of our neighborhood. B St. was actually given the city OK in 2007, with only 4 stories requested and no parking offered. Is the City of Santa Rosa aware of the excessive in-filling of this segment in the Downtown historic district? Is there any realization that the additional vehicle traffic from just these 3 projects will be a detriment to the neighborhood? Our quality of life is very unique today, and has been for the past 13 years on Washington St. Does the City just want In-fill of residential units to the extreme? I understand the need for a city to build upwards and add opportunities. I am well aware that the city lost many residential and commercial units two years ago. I am asking for 320 College Ave. to be held to 20 new residential units - in a 3 story building that has Architectural integrity with the neighborhood it is being proposed for. For the City to do otherwise tells me it is not concerned for the citizens well being, but is inclined to become a City of growth, rather than the tree city it was once proud to tout. Growth without concern for property owning citizens in our unique City is not healthy. I have made my feelings for Mr. Karsten's project in an earlier email to you.

What is the City planning in light of this increase of population, traffic, and how to make it work for everyone?

My Wife and I are entertaining guests this evening, after their day of enjoying the Heritage festival at the Fairgrounds. We plan to enjoy El Coqui, as we have in the past. Tonight, we will be driving instead of walking due to the indigent population that is now making St. Rose District a not-so-friendly place to walk. We have given up walking to Railroad Square for the same reason. This is a sad state for the downtown area. On my way to a yoga class last night, I couldn't help avoid the gov't. building alcove being used as a toilet - it was disgusting. this City needs to get a grip on the issue of Homelessness, and the madness that goes hand in hand with it. And the planning department wants to add in-fill to all this chaos?

The timing of the 320 College Ave. and 528 B St. on the heels of the Caritas Village project is unfortunate - for the citizens living in The St. Rose historic district.

thank you for your time.

Fred Dodge

913 Washington St.

Santa Rosa, Ca. 95401

From: [Denise Hill](#)
To: [Trippel, Andrew](#)
Subject: Avenue 320 Apartments - Comments
Date: Sunday, September 15, 2019 11:16:14 AM
Attachments: [image001.png](#)
[Design Guidelines 2.1 Downtown Area Introduction and Policies \(PDF\) 2010.pdf](#)
[Design Guidelines 2.4 Historic Districts Within the Downtown Area and Station Area \(PDF\).pdf](#)

Please see our comments below in response to the Avenue 320 Apartments application. We have no issue with the portion of the project facing College Avenue. Our comments are specifically addressing the proposed building facing Lincoln Street. We feel the applicant has yet to provide a plan that conforms to these guidelines. (Our comments are based on the two attached documents available on the city's website. Both cover new construction in the downtown area historic districts.)

Design Guidelines 2.1 Downtown Area:

-

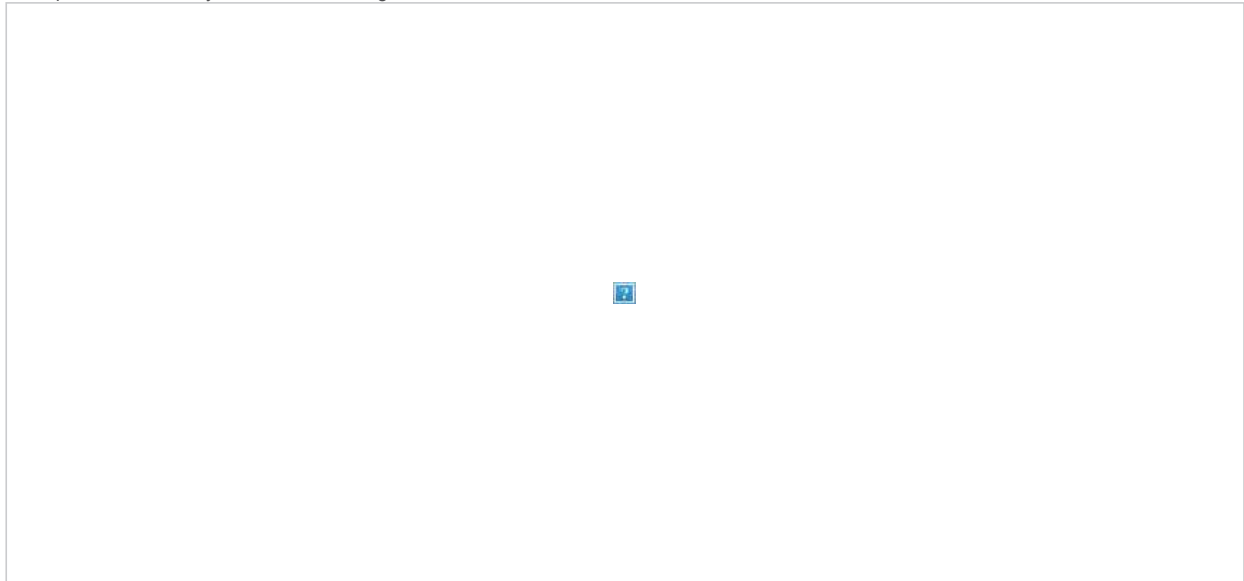
- **Goal 2.1.3:** Project should be planned to minimize use of neighborhood streets.

Design Guidelines 2.4 Historic Districts within the Downtown Area

-

- **Page 2.4.1** Goal: Design buildings to be sensitive to the neighborhood with regard to scale, architectural style, use or materials, bulk and historic context. This is especially important in designated historic districts.
- **Page. 2.4.2:** B. New development adjacent to the St. Rose and West End historic neighborhoods should be compatible in height and scale with existing structures.

Excerpt from a 2005 city document on Design Guidelines:



Best,
Denise Hill
Joe Lilienthal
317 Tenth Street
Santa Rosa

From: [Denise Hill](#)
To: [Trippel, Andrew](#)
Subject: Avenue 320 Apartments - PRJ19-028
Date: Monday, August 12, 2019 7:49:33 PM
Attachments: [320 College Ave -POSTCARD Notice of Application - August 28, 2019.pdf](#)
[320 Apartments app cover letter - Aug 2019.pdf](#)

Hi, Andrew,

A couple of questions regarding the notices that have been sent out regarding the proposed Avenue 320 Apartments:

1. I see the postcard-style notice online has a different comment respond by date (Aug 28) vs the mailing with the elevations attached that I received (Aug 21). Both attached here. Can you confirm the deadline for me?
2. I thought at the last meeting held for this project, it was requested the applicant provide a streetscape view of the apartments next to nearby structures. When we met with a representative for the project to walk the area after that meeting, he reiterated they were working on providing that. However, I don't see it in the mailing we received or online. Can you advise as to if a streetscape view is available?

Best,

Denise Hill

From: [Pamela Roberts](#)
To: [Trippel, Andrew](#)
Subject: Avenue 320 Apartments --missing notices
Date: Sunday, August 25, 2019 10:51:12 PM

Hello Andrew,

Below is a list of addresses that I contacted that did not receive a mailed notification about the proposed Avenue 320 Apartments.

I used the attachment , PRJ19-028 Occupant Mailing Labels, you sent to me to survey the neighborhood.

I personally went to each of the addresses you see below (except for 2 emails, see below) and spoke to the occupants. I showed them a copy of the postcard from the internet that was to have been mailed to addresses within 600 feet of the proposed project.

No one I spoke to had received a post card.

Of course I couldn't visit all the addresses in our neighborhood listed on the Occupant Mailing Labels-- which would take more than the two days that I spent. I did go to all but 3 houses on Lincoln Street, not everyone was home. Also I didn't visit a small apartment on Washington nor the apartments on Klute, in the interest of time. In addition, I didn't go to the 3 houses or the small apartment building on Washington, just north of 10th street because there were a lot of homeless people hanging around in that area and I didn't feel safe.

Given that everyone I had spoken to up to 10th street didn't receive a postcard, I decided to do a sample of houses on 10th Street.

From this sample, I think we can conclude that no addresses received a mailed notice on Lincoln, Washington or 10th Streets (and probably Klute) of the proposed Avenue 320 Apartments application submission.

In addition here is a quote from your email to me on August 23, 2019, regarding the steps that were taken to notify our neighborhood. You will see that the undeliverable notices are not addresses within the 600 foot area of Avenue 320 Apartments, they aren't in the St. Rose Historic District.

" We have received undeliverable notices for addresses 2100 Quail Ridge W Apt. 119, 3928 Millbrook Dr., and 360 Tesconi Cir. B., so we can assume that the Notice of Application was processed/mailed by the U.S. Postal Service."

I think it would be important to re-notice our neighborhood regarding Avenue 320 Apartments so that everyone has this important information.

All the best,

Pamela

ADDRESSES VISITED AND THAT DID NOT RECEIVE A NOTICE OF APPLICATION

LINCOLN STREET

406

432

403

416

337

333

330

442

345

407

318

307

429

331

316

317

343

324

420

WASHINGTON STREET

Two of these addresses responded to me by email and I spoke personally to the rest, as I described above.

921

919

918

932

927

922

Tenth Street

317

327

231

349

From: [Greg Parker](#)
To: [Trippel, Andrew](#)
Subject: Avenue 320 project
Date: Friday, September 13, 2019 9:51:14 PM

September 13, 2019

Attn.: Andrew Trippel, City Planner
atrippel@srcity.org

Re: Concerns of proposed Avenue 320 Apartments development

Dear Mr. Trippel;

I am a resident of the St. Rose Historical District and would like to point out some of the concerns I have regarding the proposed Avenue 320 project.

Traffic impact on neighborhood

Lincoln Street, to which the proposed development (as proposed) will have driveway access, is a very narrow neighborhood street. Residents regularly park their vehicles along the street. Currently, the street is difficult to navigate in two-way traffic without one car pulling to the side to allow the other car to pass. With vehicles parked on both sides of the street due to overflow from this project, there will be no room for either oncoming car to pull over to allow the other to pass. One will have to back up, creating situations where accidents are likely to occur.

Likewise, the Lincoln / Morgan and Morgan / College Ave intersections are already highly congested at commute times, creating traffic backups extending for blocks.

This development, as proposed, will add 42+ vehicles to the neighborhood and create especially at commute times dangerous levels of congestion on our narrow residential streets, resulting in a negative impact on residents and the ability of emergency response.

Parking

The proposed project accords only one parking space per apartment. Realistically, 40 apartments will result in the addition of at least 60 cars to the neighborhood exhausting available street parking and leaving existing residents with less access to parking near our homes.

Inappropriate & insensitive scale of project

Buildings in the St. Rose Historical District are of modest and historical proportions. The proposed development's second building will front Lincoln Street in the historical district and rise four stories to 45 feet, dwarfing adjacent single-family homes along Lincoln Street. The large scale of this project will negatively impact the unique character of this historical district.

During the development process for 615 Healdsburg (previously called the Moore Center) the

developer made a similar proposal for the portion of their property fronting B Street that is within the St. Rose Historic district. Through laborious negotiation, that portion of the project was reduced from 4 stories to 2 stories and completely redesigned to blend in with the surrounding structures. That project ought to be used as an example of how to conform to the guidelines of our historic district.

Sincerely,

Greg Parker
625 B Street, 440 Klute Street
Santa Rosa, CA 95401

From: [Daniel Shipley](#)
To: [Trippel, Andrew](#)
Subject: Concerns about proposed Avenue 320 Apartments
Date: Friday, September 6, 2019 3:59:49 PM

Dear Mr. Trippel,

I'm a resident on Lincoln Street in the historic St. Rose district. I'm very concerned about the impact of traffic on our very narrow street from this proposed project. Cars going in opposite directions have to pull over, if there is a space so they can pass. Two different times the same guest visiting us has had her mirror damaged by cars being crowded trying to pass each other.

Also trying to turn on to Morgan in the mornings is a nightmare—traffic is backed up from the light at College avenue to past 10th street.

I believe that a development of 40 units could bring up to 60 plus additional cars to this end of Lincoln Street. This is a small neighborhood and that would be a terrible impact. This would also be a hardship on everyone for parking as well.

The idea of building a 45 foot, 4 story building on this little street is out of scale. It's even taller than the building on College avenue.

Yours sincerely,

Daniel G. Shipley

From: [Roy Loessin](#)
To: [Trippel, Andrew](#)
Subject: Concerns of proposed Avenue 320 Apartments development
Date: Monday, September 16, 2019 5:20:22 PM

September 16, 2019

Attn.: Andrew Trippel, City Planner
atrippel@srcity.org

Re: Concerns of proposed Avenue 320 Apartments development

Dear Mr. Trippel;

I am a resident of the St. Rose Historical District and have the following concerns about the proposed Avenue 320 Apartments.

- Traffic impact on neighborhood

Lincoln Street, to which the proposed development will have driveway access, is a very narrow neighborhood street. Residents regularly park their vehicles along the street. Currently, the street is difficult to navigate in two-way traffic without one car pulling to the side to allow the other car to pass.

Likewise, the Lincoln / Morgan and Morgan / College Ave intersections are already highly congested at commute times, creating traffic backups extending for blocks.

This development, as proposed, will add 42+ vehicles to the neighborhood and create – especially at commute times – dangerous levels of congestion on our narrow residential streets, resulting in a negative impact on residents and the ability of emergency response.

- Parking

The proposed project accords only one parking space per apartment. Realistically, 40 apartments will result in the addition of at least 60 cars to the neighborhood exhausting available street parking and leaving existing residents with less access to parking near our homes.

- Inappropriate & insensitive scale of project

Buildings in the St. Rose Historical District are of modest and historical proportions. The proposed development's second building will front Lincoln Street in the historical district and rise four stories to 45 feet, dwarfing adjacent single-family homes along Lincoln Street. The large scale of this project will negatively impact the unique character of this historical district.

Sincerely,

Roy Loessin
615 B Street
Santa Rosa, CA 95401

(707) 791-3912

From: [Pamela Roberts](#)
To: [Trippel, Andrew](#)
Cc: [Edmondson, Casey](#)
Subject: Concerns of proposed Avenue 320 Apartments
Date: Friday, September 6, 2019 2:10:25 PM

Dear Mr. Trippel;

As a resident of the St. Rose Historical District I have the following concerns about the proposed Avenue 320 Apartments:

- **Traffic impact on neighborhood**

Lincoln Street, to which the proposed development will have driveway access, is a very narrow neighborhood street. Residents regularly park their vehicles along the street. Currently, the street is difficult to navigate in two-way traffic without one car pulling to the side to allow the other car to pass.

Likewise, the Lincoln / Morgan and Morgan / College Ave intersections are already highly congested at commute times, creating traffic backups extending for blocks.

This development, as proposed, will add 60+ vehicles to the neighborhood and create – especially at commute times – dangerous levels of congestion on our narrow residential streets, resulting in a negative impact on residents and the ability of emergency response.

- **Parking**

The proposed project allows only one parking space per apartment. Realistically, 40 apartments will result in the addition of at least 60 cars to the neighborhood exhausting available street parking and leaving existing residents with less access to parking near our homes.

- **Inappropriate & insensitive scale of project**

Buildings in the St. Rose Historical District are of modest and historical proportions. The proposed development's second building will front Lincoln Street in the historical district and rise four stories to 45 feet, dwarfing adjacent single-family homes along Lincoln Street. The large scale of this project will negatively impact the unique character of this historical district.

I ask you to consider these concerns during your study of the proposed project.

Sincerely,

Pamela Roberts

From: [Jennifer Adams](#)
To: [Trippel, Andrew](#)
Subject: Concerns re. proposed Avenue 320 Apartments development
Date: Friday, September 6, 2019 2:54:24 PM

Dear Mr. Trippel;

I am the resident (and owner) of 932 Washington Street in the St. Rose Historical District. I have strong concerns regarding the large scale of the proposed Avenue 320 Apartments and how it will impact my neighborhood.

Please note I am not opposed to the idea of converting the existing building facing College Avenue from offices to residential units; however, the addition of a four story (20 unit) building fronting Lincoln Street is out-of-scale for the street and historic neighborhood.

Specifically, I am concerned about the traffic and parking impact to the neighborhood.

Lincoln Street, to which the proposed development will have driveway access, is a very narrow neighborhood street. Residents regularly park their vehicles along the street. Currently, the street is difficult to navigate in two-way traffic without one car pulling to the side to allow the other car to pass. Likewise, the Lincoln / Morgan and Morgan / College Ave intersections are already highly congested at commute times, creating traffic backups extending for blocks.

This development, as proposed, will add 42+ vehicles to the neighborhood and create – especially at commute times – dangerous levels of congestion on our narrow residential streets, resulting in a negative impact on residents and the ability of emergency response.

In addition, the proposed project accords only one parking space per apartment. Realistically, 40 apartments will result in the addition of at least 60 cars to the neighborhood exhausting available street parking and leaving existing residents with less access to parking near our homes.

Thank you for your work with Santa Rosa planning. I look forward to providing feedback to this proposal that will add much needed housing to the city while respecting the historic and humble nature of the neighborhood.

Best Regards,
Jennifer Adams

From: [Denise Hill](#)
To: [Trippel, Andrew](#)
Subject: RE: Avenue 320 Apartments - PRJ19-028 - 3D Views
Date: Saturday, August 31, 2019 11:52:17 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi, Andrew,

Thanks for the update.

Best,

Denise Hill

From: Trippel, Andrew <atrippel@srcity.org>
Sent: Wednesday, August 28, 2019 2:01 PM
To: Denise Hill <faire@sonic.net>
Subject: RE: Avenue 320 Apartments - PRJ19-028

Hi Denise,

The applicant team is preparing 3D street views, one view to the northwest and one view to the northeast. I will let you know when they are uploaded to the project webpage.

Best Regards,

Andrew

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



From: Trippel, Andrew
Sent: Tuesday, August 13, 2019 6:58 AM
To: Denise Hill <faire@sonic.net>
Subject: RE: Avenue 320 Apartments - PRJ19-028

Hi Denise,

Thanks for your email. I would like to receive initial comments by August 28, 2019. As always, I accept comments throughout the Planning review process; however, it does help to have comments on the initial application early in the review process.

I will check with the applicant team on the status of the streetscape view and will provide you with an update.

Best Regards,

Andrew

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



From: Denise Hill <faire@sonic.net>

Sent: Monday, August 12, 2019 7:48 PM

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

Subject: Avenue 320 Apartments - PRJ19-028

Hi, Andrew,

A couple of questions regarding the notices that have been sent out regarding the proposed Avenue 320 Apartments:

1. I see the postcard-style notice online has a different comment respond by date (Aug 28) vs the mailing with the elevations attached that I received (Aug 21). Both attached here. Can you confirm the deadline for me?
2. I thought at the last meeting held for this project, it was requested the applicant provide a streetscape view of the apartments next to nearby structures. When we met with a representative for the project to walk the area after that meeting, he reiterated they were working on providing that. However, I don't see it in the mailing we received or online. Can you advise as to if a streetscape view is available?

Best,

Denise Hill

From: [Sandra Fitzgerald](#)
To: [Trippel, Andrew](#)
Subject: Development at 320 College Ave.
Date: Thursday, September 19, 2019 5:45:47 PM

Dear Andrew Trippel, City Planner.

My husband John Fitzgerald, and I live on 403 Lincoln on the corner of Lincoln and Glenn. We are concerned about the size of the apartment complex proposed for the 320 College Ave site, as it will have tremendous parking and traffic impact to Lincoln St. My husband and I (along with many of our neighbors) support more housing to be built in Santa Rosa. But the proposed units and the number of parking spaces offered for each apartment is a deficient and will absolutely impact the already high volume street traffic on Lincoln. Many use it to bypass College, congesting Morgan ave during school hours and evening hours. We specifically oppose building on the current parking lot on the Lincoln side (the proposed second building) and taking away all the parking that is available for the future residents of 320 College. The builders assume that since we are close to downtown and the SMART station, the residents will only have one car and not the two or three that may be the case for the 2 bedroom units. This is short sighted and unrealistic for the 320 College Ave site. For example, my husband and I have lived in many states and cities previous to buying our home on Lincoln St. in 2014. We used to live with only one car and pride ourselves in biking or walking to places. However, the St. Rose neighborhood is a food desert. There is not a grocery store within walking distance of our home and it is not an easy bike ride to the nearest store. After 15 years of living together with one car, we reluctantly purchased a second car due need to have an additional vehicle since moving to St. Rose. I foresee that others will find the needs as they live in our neighborhood and the lack of access to basic needs and due to the lack of good infrastructure to get around Santa Rosa.

We also share the parking on Glenn street outside our home with the law office on College. We readily have people parking along the side of our street daily during business office of which we have no issue. However, it is busy and we don't think we can take up any additional needs for neighbors to park by our home. I imagine that many of the residents of 320 College will need to find parking for their additional vehicle on the streets that branch off of Lincoln (such as Glenn). In conclusion, Lincoln Street is already very narrow and traffic must pull over to the side in order for cars to pass on Lincoln St. I oppose the proposed construction due to the high volume of cars and parking needs anticipated as a result of the project. Our neighborhood cannot absorb more traffic and does not have extra parking available to provide to more residents. Please consider the voices of the residents in the St. Rose neighborhood.

Sincerely,

Sandra and John Fitzgerald
403 Lincoln St.
Santa Rosa, CA 95401

From: [Pamela Roberts](#)
To: [Trippel, Andrew](#)
Subject: Fwd: public notice of planning project 320 College Ave, SR
Date: Monday, August 26, 2019 3:47:31 PM
Attachments: [CC - ORD-2019-003.pdf](#)
[PRJ19-028-Notice of Application-Distribution confirmation.pdf](#)
[PRJ19-028-Notice of Application.pdf](#)
[PRJ19-028-Absentees Mailing Labels Excel-08-07-2019.pdf](#)
[PRJ19-028-Occupants Mailing Labels Excel-08-07-2019.pdf](#)
[PRJ19-028-Absentees Mailing Labels Excel-08-23-2019.pdf](#)
[PRJ19-028-Occupants Mailing Labels Excel-08-23-2019.pdf](#)
[PRJ19-028-Notice of Application Mailing Map-08-23-2019.pdf](#)

Good Morning, Andrew,

I've sent my reply to you again so it will be attached to your email of 8/23/19 below. I neglected to do that the first time.

Best, Pamela

Hello Andrew,

Below is a list of addresses that I contacted that did not receive a mailed notification about the proposed Avenue 320 Apartments.

I used the attachment you sent to me to survey the neighborhood: PRJ19-028 Occupant Mailing Labels.

I personally went to each of the addresses you see below (except for 2 emails, see below) and spoke to the occupants. I showed them a copy of the postcard from the internet that was to have been mailed to addresses within 600 feet of the proposed project.

No one I spoke to had received a post card.

Of course I didn't visit all addresses on the Occupant Mailing Labels which would take more than the two days that I spent. People were not at home, as well. Also I didn't visit a small apartment on Washington nor the apartments on Klute, in the interest of time. In addition, I didn't go to the 3 houses or the small apartment building on Washington, just north of 10th street because there were a lot of homeless people hanging around in that area and I didn't feel safe.

Given that everyone I had spoken to up to 10th street didn't receive a postcard, I decided to do a sample of houses on 10th street, though many at the addresses I visited were not home.

From this sample, I think we can conclude that no addresses received a mailed notice on Lincoln, Washington or 10th Streets (and probably Klute) of the proposed Avenue 320 Apartments application submission.

In addition here is a quote from your email to me on August 23, 2019, regarding the steps that were taken to notify our neighborhood. **You will see that the undeliverable notices are not addresses within the 600 foot area of Avenue 320 Apartments, nor are they in the St. Rose neighborhood.**

"We have received undeliverable notices for addresses 2100 Quail Ridge W Apt. 119, 3928

Millbrook Dr., and 360 Tesconi Cir. B., so we can assume that the Notice of Application was processed/mailed by the U.S. Postal Service."

I think it would be important to re-notice our neighborhood regarding Avenue 320 Apartments so that everyone has this important information.

Sincerely,

Pamela

LINCOLN STREET

406

432

403

416

337

333

330

442

345

407

318

307

429

331

316

317

343

324

420

WASHINGTON STREET

Two addresses responded to me by email and I spoke personally to the rest, as I described above.

921

919

918

932

927

922

Tenth Street

317

327

231

349

Begin forwarded message:

From: "Trippel, Andrew" <atrippel@srcity.org>
Subject: RE: public notice of planning project 320 College Ave, SR
Date: August 23, 2019 at 8:45:19 AM PDT
To: Pamela Roberts <proberts@sonic.net>
Cc: Jennifer Adams <jmadams@winespectrum.com>, Charlotte Keane <charlotte8751@gmail.com>, "tabmcbride@aol.com" <tabmcbride@aol.com>, "Rose, William" <WRose@srcity.org>, Denise Hill <faire@sonic.net>

Good morning,

Thank you for your email. Providing residents who might be impacted by a proposed project with (1) timely and accurate information about the project, and (2) the opportunity to express concerns and identify potential project issues, is critical to a successful Planning review process. When I receive an email such as yours indicating that a notice I intended to have distributed by mail may have not been received, I am concerned. While I can't control delivery of mail by the U.S. Postal Service, I can review our procedures to ensure that everything was done correctly and take corrective action so that future mailed notices are received.

Please note that the comment deadline is not a hard deadline. I always take comments during the Planning review process; however, it is best if comments are received early in the process. Project information is available at <https://srcity.org/3160/Avenue-320>. I would prefer that comments are emailed or mailed to me so that they can become part of the project's public record.

Below, I review my noticing procedure for this project to ensure that the mailed Notice of Application was processed correctly. I do want to ensure that you and others who are within the 600-foot noticing buffer receive future notices. You've not provided any addresses, so I can't confirm if a notice was mailed to a specific address. I encourage you to review the address lists and let me know if specific addresses are missing so that I can research this in greater detail.

Regarding our noticing procedures, [Zoning Code Section 20-50.050\(E\)](#) states that "All

applications requiring a public hearing, and minor projects that received concept design review, shall be noticed by mail to real property owners and occupants located in whole or in part within a radius of 600 feet from the boundaries of the subject Assessor's parcels, posted to the Department's webpage, emailed to the Community Advisory Board (CAB), and posted to an electronic distribution list for City public notices within 45 days of the application submittal. Additional notice may be required at the discretion of the Director, including alternate methods and/or the use of a greater radius for notice for projects of particular interest, scale or size." To fulfill this requirement, I take the following steps:

1. I create a project webpage (see <https://srcity.org/3160/Avenue-320>).
2. I create a Notice of Application (see attached **PRJ19-028-Notice of Application**).
3. I request mailing address data from the [City's GIS database](#) for Occupants and Absentee property owners of properties with addresses that are 600 feet from the boundaries of the parcel on which the project is proposed.
4. I provide the Notice of Application and Occupant and Absentee mailing lists to an Administrative Assistant who completes the mailing and provides me with confirmation that the individual Notices of Application were sent to the U.S. Post Office, posted online, and distributed to the Community Action Board via GovDelivery.

Original requests for address data (within 600 feet of the proposed project site) made on August 7, 2019, resulted in **PRJ19-028-Absentees_Mailing_Labels_Excel-08-07-2019.pdf** and **PRJ19-028-Occupants_Mailing_Labels_Excel-08-07-2019.pdf**. I repeated the same data request for address data (within 600 feet of the proposed project site) on August 23, 2019, which resulted in **PRJ19-028-Absentees_Mailing_Labels_Excel-08-23-2019.pdf** and **PRJ19-028-Occupants_Mailing_Labels_Excel-08-23-2019.pdf**. We typically do not prepare a data map describing these requests, so I don't have one for the 08-07-2019 request; however, I did prepare one for the 08-23-2019 request. That map is attached (see **PRJ19-028-Notice of Application Mailing Map-08-23-2019.pdf**).

Below is a table of the results comparing the address data requests of 08-07-2019 and 08-23-2019. While there is a small discrepancy in the number of addresses resulted for Absentee addresses between the two results, there is no discrepancy in the number of Current Occupant addresses resulted on the differing dates. I conclude from this analysis that the address data were correctly retrieved from the City's GIS database as required by current procedure.

| | # of Absentee Addresses | # of Current Occupant Addresses |
|-------------------|-------------------------|---------------------------------|
| 08-07-2019 | 85 | 284 |
| 08-23-2019 | 87 | 284 |

The Administrative Assistant who processed my mailing request provided confirmation that the Notice of Application was mailed on August 12, 2019. Attached please find the document **PRJ19-028-Notice of Application-Distribution confirmation.pdf**. This

document indicates that the Notice of Application was sent to the U.S. Post Office on August 12, 2019, posted online on August 8, 2019, and distributed to the Community Action Board via GovDelivery on August 8, 2019. We have received undeliverable notices for addresses 2100 Quail Ridge W Apt. 119, 3928 Millbrook Dr., and 360 Tesconi Cir. B., so we can assume that the Notice of Application was processed/mailed by the U.S. Postal Service.

Again, please review the address lists so that we can identify a reason why you and others didn't receive a mailed Notice of Application. We can then take steps to address the issue. In the interim, I look forward to receiving your comments and comments from others about the project.

Best Regards,

Andrew

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

-----Original Message-----

From: Pamela Roberts <proberts@sonic.net>
Sent: Monday, August 19, 2019 2:38 PM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Jennifer Adams <jmadams@winespectrum.com>; Charlotte Keane <charlotte8751@gmail.com>; tabmcbride@aol.com
Subject: public notice of planning project 320 College Ave, SR

Hello Andrew, it has just come to our attention that the proposed Avenue 320 Apartments has been submitted. According to the Zoning Code, 1. Tenants and Owners are to receive mailed notice, 2. and the radius has been expanded from 300' to 600'.

I realize that notices are posted on the PED webpage, however not all of us know yet to be scanning those pages looking for postings. I don't believe that this is in lieu of getting mailed notices.

In my conversation with you I assumed that those of us in the 600" area of the project would receive notification by mail. In checking with neighbors within the radius none of us have received any notification.

I understand that the deadline for comments is either 8/21 or 8/28.

Since we have not received a timely notice we would like to have the deadline for

commenting moved out.

Thank you,

Pamela Roberts

From: [Pamela Roberts](#)
To: [Schwedhelm, Tom](#)
Cc: [Greg Parker](#); [Tab & Susie McBride](#); [Denice](#); [Joe Lillienthal](#); [Roy](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to take a short walk in St. Rose Preservation District
Date: Tuesday, December 29, 2020 4:32:02 PM

Hello Tom,

First, Happy Holidays and I hope that you and your family have been healthy during this pandemic.

Next, I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have as a city council member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

*This building does not fit within the context of Lincoln Street-- it is very conspicuous-- and It will overpower the one and two story houses at this end of the street.

* It is out of compliance with the guidelines for an historic district: It is incompatible in height and scale with existing structures and it distracts from the character of our historic district (20-28.040 H-combining district. E. 3. a. b.).

Before we are dismissed as the usual NIMBYs against all change; in our small preservation district we now have:

1. The Moore Building encompassing the entire block within Healdsburg Avenue and B Street
2. Morgan Street/Catholic Charities homeless services and Caritas Village (to replace the Morgan Street facility), on the entire block of the southwest edge
3. Hotel Azura on the east end of Lincoln Street for chronically homeless
4. And the newest--a 5 story apartment building, The Flats on B Street
5. Also we welcome the developer's plan to provide 20 apartments by reconditioning the existing office building in our historic district fronting College avenue.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on our neighborhood. We look forward to hearing from you soon to schedule a walk.

Sincerely,

Pamela Roberts
St. Rose Preservation District
707-849-5178

From: [Pamela Roberts](#)
To: [Rogers, Natalie](#)
Cc: [Greg Parker](#); [Tab & Susie McBride](#); [Denice](#); [Joe Lillienthal](#); [Roy](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to take a short walk in St. Rose Preservation District
Date: Tuesday, December 29, 2020 4:38:59 PM

Dear Vice Mayor Natalie Rogers,

Congratulations on your election to the Santa Rosa City Council and Happy Holidays! I hope that you and your family have been healthy and safe during this pandemic.

I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have, especially as a new city council member, so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

*This building does not fit within the context of Lincoln Street-- it is very conspicuous-- and It will overpower the one and two story houses at this end of the street.
* It is out of compliance with the guidelines for an historic district: It is incompatible in height and scale with existing structures and it distracts from the character of our historic district (20-28.040 H-combining district. E. 3. a. b.).

Before we are dismissed as the usual NIMBYs against all change; in our small preservation district we now have:

1. The Moore Building encompassing the entire block within Healdsburg Avenue and B Street
2. Morgan Street/Catholic Charities homeless services and Caritas Village (to replace the Morgan Street facility), on the entire block of the southwest edge
3. Hotel Azura on the east end of Lincoln Street for chronically homeless
4. And the newest--a 5 story apartment building, The Flats on B Street
5. However, we welcome the developer's plan to provide 20 apartments by reconditioning the existing office building in our historic district fronting College avenue.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on our neighborhood. We look forward to hearing from you soon to schedule a walk.

Sincerely,

Pamela Roberts
St. Rose Preservation District
707 849-5178

From: [Pamela Roberts](#)
To: [Alvarez, Eddie](#)
Cc: [Greg Parker](#); [Denice](#); [Roy](#); [Joe Lillienthal](#); [Tab & Susie McBride](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to take a short walk in St. Rose Preservation District
Date: Tuesday, December 29, 2020 4:41:54 PM

Dear Council Member Alvarez,

Congratulations on your election to the Santa Rosa City Council and Happy Holidays! I hope that you and your family have been healthy and safe during this pandemic.

I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have, especially as a new city council member, so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

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Sincerely,

Pamela Roberts
St. Rose Preservation District
707 849-5178

From: [Pamela Roberts](#)
To: [Fleming, Victoria](#)
Cc: [Greg Parker](#); [Denice](#); [Joe Lillienthal](#); [Roy](#); [Tab & Susie McBride](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to take a short walk in St. Rose Preservation District
Date: Tuesday, December 29, 2020 4:45:59 PM

Hello Victoria,

First, Happy Holidays and I hope that you and your family have been healthy during this pandemic.

Next, I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have as a city council member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

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Sincerely,

Pamela Roberts
St. Rose Preservation District
707-849-5178

From: [Pamela Roberts](#)
To: [Tibbetts, Jack](#)
Cc: [Greg Parker](#); [Denise](#); [Tab & Susie McBride](#); [Joe Lillienthal](#); [Roy](#); [Rogers, Chris](#); [Ross, Adam](#)
Subject: [EXTERNAL] Invitation to take a short walk in the St. Rose Preservation District
Date: Tuesday, December 29, 2020 4:48:19 PM

Hello Jack,

First, Happy Holidays and I hope that you and your family have been healthy during this pandemic.

Next, I'd like to invite you to walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate the full plate that you have as a city council member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building (Avenue 320 Apartments) planned on the West end of Lincoln Street in our historic neighborhood. Here are a few of our concerns:

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Sincerely,

Pamela Roberts
St. Rose Preservation District
707-849-5178

From: [Trippel, Andrew](#)
To: [Trippel, Andrew](#)
Subject: Lentini-09-11-2019 1431
Date: Wednesday, September 11, 2019 2:31:55 PM
Attachments: [image001.jpg](#)

George Lentini @ 436 Lincoln Street

Concerns about parking along Lincoln Street. Current parking arrangements make it difficult to drive down the street and create unsafe conditions.

Also, when College Ave. is experiencing delays, people cut down Lincoln Street to avoid congestion.

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



Ross, Adam

From: Pamela Roberts <proberts@sonic.net>
Sent: Wednesday, July 8, 2020 6:53 PM
To: Shirlee.Zane@sonoma-county.org; Ross, Adam; Dowd, Richard; Fleming, Victoria; Olivares, Ernesto; Rogers, Chris; Sawyer, John; Tibbetts, Jack; Schwedhelm, Tom; DeBacker, Mark; McHugh, John; Groninga, Curtis; Garrett, Cappie; Meuser, Brian; Fennell, Laura; Edmondson, Casey
Cc: Kimmmmy Abracadabra; Loud6120@yahoo.com; katelafate@yahoo.com; Sandra Fitzgerald; Kathy Farrelly; Alexander Mallonee; George Lentini; hugheses@sonic.net; mcarter101010@gmail.com; brigitte_carter@hotmail.com; fpo94949@yahoo.com; Tab McBride - St. Rose Resident; yobark@msn.com; Charlotte Keane; gorfey@gmail.com; Laughingsugarpine@gmail.com; superstace@sbcglobal.net; Marcia Ford; Karen Morgan; Thomas Drain; Roy Loessin; Denise Hill; joeml@sonic.net; maxxpowerelectric@gmail.com; littlelittlerubyred@hotmail.com; Kimberly8765@sbcglobal.net; Rosalie Sulgit-Shay; Carter O'Neal
Subject: [EXTERNAL] Azura Hotel homeless housing on Lincoln Street

Dear Supervisor Zane,

I have just read the agenda for the closed Board of Supervisors meeting for Thursday July 9th, that includes the very probable authorizing of the purchase of the Azura Hotel, adjacent property and lot across the street for homeless housing.

Why is this in a closed session? Is this because Board of Supervisors are circumventing the requirement to notify affected neighbors of potential development plans? I live on Lincoln Street and never received a notice about this. Or have the rules now been suspended notification is no longer required?

Do you have any knowledge of St. Rose Historic District? Do you just drop the requirements for protecting historic districts as it pleases the city/county? Do you have any knowledge, or do you even care how much all of this will compromise our historic district?

We now have the gigantic live-work Moore Building with its ridiculous empty first floor "businesses" on the east edge, the planned Caritas homeless facility on the south edge, a proposed 4 (!) story apartment building at the other end of Lincoln Street on the west edge, which will dwarf the houses on either side, and now this-Azura Hotel and adjacent land for homeless housing.

Maybe Santa Rosa has just given up on our historic district because homeless people wander through here due to the Catholic Charities facility on Morgan. And they were settled in under the freeway overpasses so might as well have them all in St. Rose Historic District—make it official.

Am I a NIMBY? I sure am now. How many projects like these will continue to encroach upon our historic district? It appears to me that the Preservation Ordinance is a joke. It is only recognised as it serves the needs of the city.

Once I inform my neighbors, which is immediately, I am sure they will be happy to say that I speak for them to say that we want a meeting to hear about this proposal before it is approved by the board of supervisors. I am asking you to postpone this authorization until you can hear from neighbors in the St. Rose Historic District.

Sincerely and with much frustration,

Pamela Roberts
331 Lincoln Street

From: [Pamela Roberts](#)
To: [Trippel, Andrew](#)
Subject: Re: Avenue 320 Apartments--update
Date: Thursday, September 12, 2019 4:02:52 PM

Thanks for this info, Andrew. I'll check back with you then, Pamela

> On Sep 12, 2019, at 3:19 PM, Trippel, Andrew <atrippel@srcity.org> wrote:

>

> Hi Pamela,

>

> I am waiting for the applicant to complete and return the Climate Action Plan Appendix E checklist. After that is received, I will be able to complete review. I will be out of town next Monday-Wednesday, and I have project deadlines when I return. If the Appendix E checklist is available when I return, I will likely be able to complete review by September 25th. Please feel free to check in with me then.

>

> Thanks,

>

> Andrew

>

> 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

>

>

>

> -----Original Message-----

> From: Pamela Roberts <proberts@sonic.net>

> Sent: Thursday, September 12, 2019 1:20 PM

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

> Subject: re: Avenue 320 Apartments--update

>

> Good Afternoon Andrew,

>

> As you had suggested earlier, I'm checking in with you to ascertain if you have completed the review of the project application for Avenue 320 Apartments to determine if it is subject to the environmental review process.

>

> Thanks,

>

> Pamela Roberts

>

>

>

>

>

From: [Trippel, Andrew](#)
To: [Trippel, Andrew](#)
Subject: PRJ19-028 - Public comment
Date: Monday, September 23, 2019 8:28:14 AM
Attachments: [image001.jpg](#)

Terry Majors via VM on 9/19/209

707-433-8398

Property owner at 307-309 Lincoln St.

Parking is already an issue on Lincoln Street. Without adequate parking, spillover from the project would exacerbate an already difficult situation.

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

email signature cropped



From: [Pamela Roberts](#)
To: [Trippel, Andrew](#)
Cc: [Jennifer Adams](#); [Charlotte Keane](#); tabmcbride@aol.com
Subject: public notice of planning project 320 College Ave, SR
Date: Monday, August 19, 2019 2:38:37 PM

Hello Andrew, it has just come to our attention that the proposed Avenue 320 Apartments has been submitted. According to the Zoning Code, 1. Tenants and Owners are to receive mailed notice, 2. and the radius has been expanded from 300' to 600'.

I realize that notices are posted on the PED webpage, however not all of us know yet to be scanning those pages looking for postings. I don't believe that this is in lieu of getting mailed notices.

In my conversation with you I assumed that those of us in the 600" area of the project would receive notification by mail. In checking with neighbors within the radius none of us have received any notification.

I understand that the deadline for comments is either 8/21 or 8/28.

Since we have not received a timely notice we would like to have the deadline for commenting moved out.

Thank you,

Pamela Roberts

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Cc: [Tab McBride](#); [Parker Greg](#); [joeml@sonic.net](#); [Roy Loessin](#)
Subject: Re: [EXTERNAL] walking in St. Rose
Date: Tuesday, October 20, 2020 5:15:37 PM

Hi Adam, Friday works at 3pm. See you and Andrew then.

Pamela

> On Oct 20, 2020, at 11:42 AM, Ross, Adam <ARoss@srcity.org> wrote:
>
> Hi Pamela,
>
> Can Friday work for you all? Supervising Planner Andrew Trippel said he would like to join and that day works for both of us.
>
> Adam Ross |Interim Senior Planner
> Planning & Economic Development |100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
> Tel. (707) 543-4705 | aross@srcity.org
>
>
>
> -----Original Message-----
> From: Pamela Roberts <proberts@sonic.net>
> Sent: Tuesday, October 20, 2020 11:36 AM
> To: Ross, Adam <ARoss@srcity.org>
> Cc: Tab McBride <tabmcbride@aol.com>; Parker Greg <gparker0506@sbcglobal.net>; joeml@sonic.net; Roy Loessin <rolinyes@att.net>
> Subject: [EXTERNAL] walking in St. Rose
>
> Hi Adam,
>
> It took me a few days to find times that would work for all of us to walk. Most are involved in defending our neighborhood from encroachments from the Downtown Station Area plan, the Hotel Azura, etc. So everyone is pretty busy.
>
> It looks like 11 am this Thursday would be a good time to walk with you in our St. Rose neighborhood for all of us.
>
> "All" means 4 or 5 of us. And this is a friendly group, it's really for information—for you and from you.
>
> I hope this time works for you. Please let me know.
>
> Best place to meet would be in front of my house at 331 Lincoln Street.
>
> Thanks and I look forward to hearing back from you.
>
> Pamela
>

From: [Jaime Del Carpio](#)
To: [Trippel, Andrew](#)
Subject: Re: Ave. 320 Apartments
Date: Monday, September 9, 2019 1:37:43 PM

Andrew,

I'm concerned on the new apartment dwellers Ingress/Egress. I can't tell from the postcard sent by the city, where it is? If its on Lincoln Street, I want to express my concerns. This street is extremely narrow to allow more traffic in/out onto Lincoln St. I drive through Lincoln St. every day and there is hardly room for two way traffic, let alone with cars pulling out of driveways from private residence. Furthermore, to complicate matters more, there is Street Parking.

Please inform us otherwise.

Regards,

Jaime(Jim) Del Carpio, PLA, ASLA, CLARB
Landscape Architect: License #6185
American Society of Landscape Architects Full Member
Council Landscape Architecture Registration Board #5645
www.linkedin.com/in/jdc-designs

O.(818)853-2151
C.(707)606-9577

From: [Denise Hill](#)
To: [Trippel, Andrew](#)
Subject: RE: Avenue 320 Apartments - PRJ19-028 - 3D Street Views
Date: Sunday, September 15, 2019 11:24:35 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi, Andrew,

Any updates on when the 3D street views will be uploaded to :
<https://srcity.org/3160/Avenue-320>

Best,

Denise Hill

From: Trippel, Andrew <atrippel@srcity.org>
Sent: Wednesday, August 28, 2019 2:01 PM
To: Denise Hill <faire@sonic.net>
Subject: RE: Avenue 320 Apartments - PRJ19-028

Hi Denise,

The applicant team is preparing 3D street views, one view to the northwest and one view to the northeast. I will let you know when they are uploaded to the project webpage.

Best Regards,

Andrew

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



From: Trippel, Andrew
Sent: Tuesday, August 13, 2019 6:58 AM
To: Denise Hill <faire@sonic.net>
Subject: RE: Avenue 320 Apartments - PRJ19-028

Hi Denise,

Thanks for your email. I would like to receive initial comments by August 28, 2019. As always, I accept comments throughout the Planning review process; however, it does help to have comments on the initial application early in the review process.

I will check with the applicant team on the status of the streetscape view and will provide you with an update.

Best Regards,

Andrew

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



From: Denise Hill <faire@sonic.net>

Sent: Monday, August 12, 2019 7:48 PM

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

Subject: Avenue 320 Apartments - PRJ19-028

Hi, Andrew,

A couple of questions regarding the notices that have been sent out regarding the proposed Avenue 320 Apartments:

1. I see the postcard-style notice online has a different comment respond by date (Aug 28) vs the mailing with the elevations attached that I received (Aug 21). Both attached here. Can you confirm the deadline for me?
2. I thought at the last meeting held for this project, it was requested the applicant provide a streetscape view of the apartments next to nearby structures. When we met with a representative for the project to walk the area after that meeting, he reiterated they were working on providing that. However, I don't see it in the mailing we received or online. Can you advise as to if a streetscape view is available?

Best,

Denise Hill

From: [Espinoza, Martin](#)
To: [Trippel, Andrew](#)
Subject: RE: Avenue 320
Date: Monday, August 12, 2019 4:53:56 PM
Attachments: [image001.jpg](#)

Thanks!

Martin Espinoza
Reporter
(707) 521-5213
The Press Democrat
427 Mendocino Avenue
Santa Rosa, CA 95401

From: Trippel, Andrew [mailto:atrippel@srcity.org]
Sent: Monday, August 12, 2019 4:41 PM
To: Espinoza, Martin <martin.espinoza@pressdemocrat.com>
Subject: RE: Avenue 320

Hi Martin,

Project applications were submitted on July 22, 2019. A Notice of Application was distributed via email to persons signed up with the City's email notification system on August 8, 2019. The same notice was mailed on August 12, 2019. Project information is available at <https://srcity.org/3160/Avenue-320>.

The project has been referred for review by City departments and outside agencies as required. Discretionary project review by the Design Review and Cultural Heritage Boards is required. These reviews will be scheduled after Planning review is completed, which will take approximately 4-6 months.

Best Regards,

Andrew

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



From: Espinoza, Martin <martin.espinoza@pressdemocrat.com>
Sent: Monday, August 12, 2019 4:05 PM
To: Trippel, Andrew <atrippel@srcity.org>

Subject: Avenue 320

Hello, regarding the Avenue 320 housing development, what's the status of this project?

Martin Espinoza

Reporter

(707) 521-5213

The Press Democrat

427 Mendocino Avenue

Santa Rosa, CA 95401

From: [Trippel, Andrew](#)
To: [Tab McBride](#)
Subject: RE: public notice of planning project 320 College Ave, SR
Date: Thursday, August 29, 2019 8:12:00 AM
Attachments: [image003.jpg](#)

Good morning,

Thank you for your email. I am submitting a request today to have the Notice of Application for project PRJ19-028 reprinted and mailed. I suspect that the re-printing will be completed this week, but the notice won't be mailed until next week. I will revise the comment due date to September 27, 2019.

Best Regards,

Andrew

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



From: Tab McBride <tabmcbride@aol.com>
Sent: Monday, August 26, 2019 9:34 AM
To: Trippel, Andrew <atrippel@srcity.org>
Subject: Re: public notice of planning project 320 College Ave, SR

Andrew,

I want to let you know that we own two homes on Lincoln (429 & 308) and did not receive notice at either address.

Thanks,
Tab McBride

-----Original Message-----

From: Trippel, Andrew <atrippel@srcity.org>
To: Pamela Roberts <proberts@sonic.net>
Cc: Jennifer Adams <jmadams@winespectrum.com>; Charlotte Keane <charlotte8751@gmail.com>; tabmcbride@aol.com <tabmcbride@aol.com>; Rose, William <WRose@srcity.org>; Denise Hill <faire@sonic.net>
Sent: Fri, Aug 23, 2019 8:45 am
Subject: RE: public notice of planning project 320 College Ave, SR

Good morning,

Thank you for your email. Providing residents who might be impacted by a proposed project with (1) timely and accurate information about the project, and (2) the opportunity to express concerns and

identify potential project issues, is critical to a successful Planning review process. When I receive an email such as yours indicating that a notice I intended to have distributed by mail may have not been received, I am concerned. While I can't control delivery of mail by the U.S. Postal Service, I can review our procedures to ensure that everything was done correctly and take corrective action so that future mailed notices are received.

Please note that the comment deadline is not a hard deadline. I always take comments during the Planning review process; however, it is best if comments are received early in the process. Project information is available at <https://srcity.org/3160/Avenue-320>. I would prefer that comments are emailed or mailed to me so that they can become part of the project's public record.

Below, I review my noticing procedure for this project to ensure that the mailed Notice of Application was processed correctly. **I do want to ensure that you and others who are within the 600-foot noticing buffer receive future notices. You've not provided any addresses, so I can't confirm if a notice was mailed to a specific address. I encourage you to review the address lists and let me know if specific addresses are missing so that I can research this in greater detail.**

Regarding our noticing procedures, Zoning Code Section 20-50.050(E) states that "All applications requiring a public hearing, and minor projects that received concept design review, shall be noticed by mail to real property owners and occupants located in whole or in part within a radius of 600 feet from the boundaries of the subject Assessor's parcels, posted to the Department's webpage, emailed to the Community Advisory Board (CAB), and posted to an electronic distribution list for City public notices within 45 days of the application submittal. Additional notice may be required at the discretion of the Director, including alternate methods and/or the use of a greater radius for notice for projects of particular interest, scale or size." To fulfill this requirement, I take the following steps:

1. I create a project webpage (see <https://srcity.org/3160/Avenue-320>).
2. I create a Notice of Application (see attached **PRJ19-028-Notice of Application**).
3. I request mailing address data from the City's GIS database for Occupants and Absentee property owners of properties with addresses that are 600 feet from the boundaries of the parcel on which the project is proposed.
4. I provide the Notice of Application and Occupant and Absentee mailing lists to an Administrative Assistant who completes the mailing and provides me with confirmation that the individual Notices of Application were sent to the U.S. Post Office, posted online, and distributed to the Community Action Board via GovDelivery.

Original requests for address data (within 600 feet of the proposed project site) made on August 7, 2019, resulted in **PRJ19-028-Absentees_Mailing_Labels_Excel-08-07-2019.pdf** and **PRJ19-028-Occupants_Mailing_Labels_Excel-08-07-2019.pdf**. I repeated the same data request for address data (within 600 feet of the proposed project site) on August 23, 2019, which resulted in **PRJ19-028-Absentees_Mailing_Labels_Excel-08-23-2019.pdf** and **PRJ19-028-Occupants_Mailing_Labels_Excel-08-23-2019.pdf**. We typically do not prepare a data map describing these requests, so I don't have one for the 08-07-2019 request; however, I did prepare one for the 08-23-2019 request. That map is attached (see **PRJ19-028-Notice of Application Mailing Map-08-23-2019.pdf**).

Below is a table of the results comparing the address data requests of 08-07-2019 and 08-23-2019. While there is a small discrepancy in the number of addresses resulted for Absentee addresses between the two results, there is no discrepancy in the number of Current Occupant addresses resulted on the differing dates. I conclude from this analysis that the address data were correctly retrieved from the City's GIS database as required by current procedure.

| | # of Absentee Addresses | # of Current Occupant Addresses |
|--|-------------------------|---------------------------------|
| | | |

| | | |
|-------------------|----|-----|
| 08-07-2019 | 85 | 284 |
| 08-23-2019 | 87 | 284 |

The Administrative Assistant who processed my mailing request provided confirmation that the Notice of Application was mailed on August 12, 2019. Attached please find the document **PRJ19-028-Notice of Application-Distribution confirmation.pdf**. This document indicates that the Notice of Application was sent to the U.S. Post Office on August 12, 2019, posted online on August 8, 2019, and distributed to the Community Action Board via GovDelivery on August 8, 2019. We have received undeliverable notices for addresses 2100 Quail Ridge W Apt. 119, 3928 Millbrook Dr., and 360 Tesconi Cir. B., so we can assume that the Notice of Application was processed/mailed by the U.S. Postal Service.

Again, please review the address lists so that we can identify a reason why you and others didn't receive a mailed Notice of Application. We can then take steps to address the issue. In the interim, I look forward to receiving your comments and comments from others about the project.

Best Regards,

Andrew

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

-----Original Message-----

From: Pamela Roberts <proberts@sonic.net>
Sent: Monday, August 19, 2019 2:38 PM
To: Trippel, Andrew <atrippel@srcity.org>
Cc: Jennifer Adams <jmadams@winespectrum.com>; Charlotte Keane <charlotte8751@gmail.com>;
tabmcbride@aol.com
Subject: public notice of planning project 320 College Ave, SR

Hello Andrew, it has just come to our attention that the proposed Avenue 320 Apartments has been submitted. According to the Zoning Code, 1. Tenants and Owners are to receive mailed notice, 2. and the radius has been expanded from 300' to 600'.

I realize that notices are posted on the PED webpage, however not all of us know yet to be scanning those pages looking for postings. I don't believe that this is in lieu of getting mailed notices.

In my conversation with you I assumed that those of us in the 600" area of the project would receive notification by mail. In checking with neighbors within the radius none of us have received any notification.

I understand that the deadline for comments is either 8/21 or 8/28.

Since we have not received a timely notice we would like to have the deadline for commenting moved out.

Thank you,

Pamela Roberts

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] Fwd: please take a short walk with us in St. Rose District RE: 320 apartments
Date: Sunday, October 18, 2020 8:20:34 PM

FYI

Begin forwarded message:

From: Pamela Roberts <proberts@sonic.net>
Subject: please take a short walk with us in St. Rose District
Date: October 18, 2020 at 6:16:05 PM PDT
To: "lfennell@srcity.org" <lfennell@srcity.org>
Cc: Tab McBride <tabmcbride@aol.com>, Parker Greg
<gparker0506@sbcglobal.net>, Denise Hill <faire@sonic.net>

Hello Laura,

We respectfully request that you walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate that you are a volunteer in your position as a Cultural Heritage Board member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

<!--[if !supportLineBreakNewLine]-->
<!--[endif]-->

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building planned on the West end of Lincoln Street in our historic neighborhood. This is an out of proportion, outsized, severely modern building that is not in the character of our historic district. We are surrounded with homeless services on Morgan Street, the planned Caritas Village on our west side and now Hotel Azura on the east end of Lincoln Street. All of these developments are eroding the preservation and character of our historic district.

According to Adam Ross, city planner, your board and the Design Review Board will be presented with the proposed project of Avenue 320 Apartments sometime in November.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on this historic district.

Sincerely,

Pamela Roberts
St. Rose Historic District

From: [Pamela Roberts](#)
To: [Ross, Adam](#)
Subject: [EXTERNAL] Fwd: please take a short walk with us in St. Rose RE: 320 Apartments
Date: Sunday, October 18, 2020 8:21:04 PM

FYI

Begin forwarded message:

From: Pamela Roberts <proberts@sonic.net>
Subject: please take a short walk with us in St. Rose
Date: October 18, 2020 at 5:31:44 PM PDT
To: bmeuser@srcity.org
Cc: Tab McBride <tabmcbride@aol.com>, Parker Greg
<gparker0506@sbcglobal.net>, Denise Hill <faire@sonic.net>

Hello Brian,

We respectfully request that you walk our neighborhood with several of us, here in the St. Rose Historic District. We appreciate that you are a volunteer in your position as a Cultural Heritage Board member so we propose a short walk of 20 minutes or so. Any time that you can give us will be greatly appreciated.

We, as a neighborhood, are very concerned about a proposed 4 story, market rate apartment building planned on the West end of Lincoln Street in our historic neighborhood. This is an out of proportion, outsized, severely modern building that is not in the character of our historic district. We are surrounded with homeless services on Morgan Street, the planned Caritas Village on our west side and now Hotel Azura on the east end of Lincoln Street. All of these developments are eroding the preservation and character of our historic district.

According to Adam Ross, city planner, your board and the Design Review Board will be presented with the proposed project of Avenue 320 Apartments sometime in November.

We realize you can't possibly know the details of all the historic districts. By taking a short walk with us we would like you to know the unique history of this neighborhood and see some of the significant impacts another proposed development project will have on this historic district.

Sincerely,

Pamela Roberts
St. Rose Historic District

Ross, Adam

From: Denise Hill <faire@sonic.net>
Sent: Wednesday, January 20, 2021 2:41 PM
To: _DRB - Design Review Board
Cc: Ross, Adam
Subject: [EXTERNAL] Comments re: Item 8.1 - Avenue 320 Apartments

Design Review Board Chair and Members:

We are writing to you in regards to the 320 Apartment project you will be reviewing at your Jan 21st meeting. We are extremely concerned that the new building proposed as part of this project is out of scale compared to the mostly 1-story residential homes on this block of our historic district.

From the staff report included in your packet:

- Design new development in and adjacent to historic preservation districts to be compatible with existing structures.
- Building heights greater than 35 feet or two-stories in a Preservation District is permissible provided that the review authority finds that the increased height **does not** detract from the character of the preservation district or any adjacent contributing properties 2.5.1

Clearly, this architectural rendering of the Avenue 320 Apartments new development shows a building that overwhelms the adjacent and nearby residential properties.



There are many specific zoning guidelines and design guidelines written to protect historic districts:

- The newly approved Downtown Station Area Plan for 2020 includes height restrictions to protect historic districts.
- Zoning guidelines for historic districts state that height limits within the combining district are more restrictive than in other zones.
- The guidelines state that height limits are to be no more than 35 feet and 2 stories.
- The guidelines also state that buildings must be sensitive to the neighborhood with regard to scale, architectural style, and bulk.

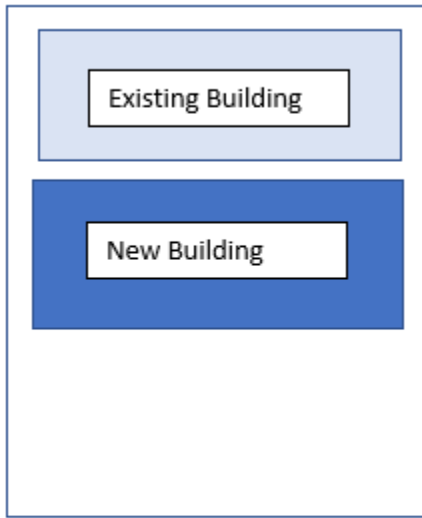
Finally, the City's **Design Guidelines** states that new development in and adjacent to historic districts must be *compatible* with existing structures.

Here are some examples of apartments and townhouses in our neighborhood that were designed to be compatible with both historic structures and our historic streetscape:





What is currently being proposed would fit in on the College side of the property, but not the Lincoln Street side. The only way to reduce the impact of the size and scale on the Lincoln Street side and keep the height would be to position the new build in a different place on the lot (see image below) If it remains in the current location, it should be no more than two stories high.



Best,
Denise Hill
Joe Lilienthal
707-332-1966

Ross, Adam

From: Thomas Karsten <tk@mkgrp.com>
Sent: Tuesday, January 19, 2021 2:06 PM
To: Ross, Adam
Subject: [EXTERNAL] 320 College Ave.

Follow Up Flag: Follow up
Flag Status: Completed

Dear Adam,

As part of the development team for The Flats @ 528 B St, I am writing to voice our support for the Avenue 320 Apartments projects located at 320 College Ave.

This project takes on the difficult task of fashioning an appropriate adaptive reuse of a commercial office building that has out lived its initial intended use by modifying it, with a view to mesh it as part of a new residential development. Furthermore, combining these two distinctly different buildings in a residential historic district is no easy feat, one the development team has thoughtfully done given how the new addition is set back off the street and at the upper floors. In doing so it helps to address a pressing community need for more residential apartments in the greater downtown core.

With that in mind, we lend our support to this project and encourage that it be approved.

Thank you,

Thomas L. Karsten, Jr.
Morrison Karsten Group
528 B Street
Santa Rosa, CA 95401-5211
707.484.4545
tk@mkgrp.com



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Ross, Adam

From: Howard, Brett <Brett.Howard@ampf.com>
Sent: Tuesday, January 19, 2021 8:25 AM
To: Ross, Adam
Subject: [EXTERNAL] 320 College Avenue

Follow Up Flag: Follow up
Flag Status: Completed

Hello Adam,

My business partner and I recently purchased the mixed use property located at 528 A Street in the St. Rose neighborhood. We operate our wealth management business out of the office space on the first floor of the building and lease the two 1-bedroom apartments above us. Under normal circumstances, we would have lots of foot traffic with client visits. Many of our clients would be coming from the surrounding Sonoma County cities. We look forward to post-COVID times where we can get back to that routine. The tasteful revitalization and continued investment in this neighborhood is extremely important to us. That said, I'm writing to you in support of the proposed apartment housing project at 320 College Avenue. The architectural style, in my opinion, fits well with the area as does the building height. With adequate parking for each unit, it seems like it would limit most neighborhood street parking. I'm in full support of more housing options within the downtown radius.

I appreciate your listening and feel free to reach out for any further comments.

Kind regards, Brett

Brett Howard, CTFA, AAMS®, APMA®, CRPC®

Financial Advisor | Managing Partner

Apex Wealth Advisors

A financial advisory practice of Ameriprise Financial Services, LLC.

.....

Ameriprise Financial Services, Inc.
528 A Street
Santa Rosa, CA 95401

O: 707.387.4645 | F: 707.387.4750 | M: 707.338.2669

Support staff contact information is available on [my website](#)

[Visit my team website](#)

CA Insurance License #0G56936



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Ross, Adam

From: Denise Hill <faire@sonic.net>
Sent: Tuesday, January 19, 2021 1:14 PM
To: Ross, Adam
Subject: [EXTERNAL] Question re: The Avenue 320 Apartments project

Follow Up Flag: Follow up
Flag Status: Completed

Hi, Adam,

I live in the St. Rose Neighborhood. I have a question regarding the Avenue 320 Apartments project and it's current layout on the parcel that abuts Lincoln Street. The current proposal is to have the building running north south so that it creates an L shape with the existing building that faces College Avenue. Can you tell me if there is any reason (fire codes, etc.) that the buildings couldn't be built side by side? In other words, instead of the current proposed L shape it would look like this:



There's a lot of concern by neighbors (and rightfully so) about a 4-story building looming over the 1.5 story home to the east and overwhelming a small historic neighborhood streetscape of 1 to 1.5 story homes. Placing the building as far north on the property as possible and rotating it to an east-west direction would help mitigate these concerns.

I look forward to your response.

Best,
Denise Hill

Ross, Adam

From: Roy Loessin <rolinyes@att.net>
Sent: Sunday, January 17, 2021 5:15 PM
To: Kincaid, Scott; Wix, Henry; Parker Sharron, Adam
Cc: Ross, Adam
Subject: [EXTERNAL] 320 Ave project Jan 21 meeting

Follow Up Flag: Follow up
Flag Status: Completed

I had some difficulty mailing this, so if you have received my letter before, I apologize for that.

Dear Design Review Board Member,

With so much going wrong in the world it seems almost frivolous to bring up my concerns about the 320 Ave apartment project. But active engagement on a local level is the true heartbeat of a democracy, and we need to keep that pulse strong.

I have voiced my opposition to inappropriate development in the St. Rose Historic District at many meetings in 2020, and I am more convinced more than ever that the proposed 320 Ave project just does not work on Lincoln Street. One of the architectural renderings of the project speaks volumes, with neighboring homes overwhelmed by a four-story structure.

And this time my opposition is personal. I know people who will be negatively, permanently affected by this project. And Lincoln Street, a street of mostly one-story bungalows, will lose its character, which is what historic preservation districts were instituted to guard against.

I will only mention in passing the untoward effects of this project on traffic patterns and the destruction of heritage redwoods, and haven't we lost enough?

I did not think badly of the original project, the adaptive reuse of the structure at 320 College Avenue. It made perfect sense and would cause no harm to the neighborhood, as far as I could see. However, with the extension of this project to include the 4-story apartment, that is no longer the case.

We in the St. Rose neighborhood have been accused of being against change. In this world there are only two forms of change, for the better or for the worse. I truly believe the 320 Ave four-story apartment project will be a change for the worse for both Lincoln Street and the historic district as a whole.

Sincerely,

Roy Loessin
615 B Street

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From: [Pacheco Gregg, Patti](#)
To: [_DRB - Design Review Board](#)
Cc: [Ross, Adam](#)
Subject: FW: Re: Item 8.1 - Late Correspondence as of 1-20-2021 - Avenue 320 Apartments
Date: Wednesday, January 20, 2021 4:41:30 PM
Attachments: [Late Correspondence as of 1-21-2021.pdf](#)
Importance: High

Dear Board Members:
Please Do Not Reply to All

Please see the attached correspondence and message below from City Planner Adam Ross.

From: Ross, Adam <ARoss@srcity.org>
Sent: Wednesday, January 20, 2021 3:10 PM
Subject: Re: Item 8.1 - Late Correspondence as of 1-20-2021 - Avenue 320 Apartments

Dear Chair Kincaid and Members of the Design Review Board:

Please Do Not Reply to All

Staff has received several more public comments regarding the Thursday January 21, 2021, Design Review Board Public Hearing Item No. 8.1, Avenue 320 Apartments project. Staff has compiled the public comments and attached for your consideration.

Thank you,

Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Tel. (707) 543-4705 | aross@srcity.org

From: [Pacheco Gregg, Patti](#)
To: [DRB - Design Review Board](#)
Cc: [Ross, Adam](#)
Subject: FW: Re: Response to Questions Raised by the Design Review Board
Date: Wednesday, January 20, 2021 12:33:30 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[Exhibit A PRJ19-028 - Avenue 320 Apartments - 320 COLLEGE AVE \(ver 01-04-21\) \(1\).doc](#)
[image004.jpg](#)
Importance: High

Dear Board Members:
Please Do Not Reply to All

Please see the attached Exhibit and message below from City Planner Adam Ross, RE: Item 8.1 on tomorrow's agenda.

Thanks,
Patti

Patti Pacheco Gregg | Administrative Secretary

Planning & Economic Development | 100 Santa Rosa Ave Rm 3 | Santa Rosa, CA 95404
Tel. (707) 543-3232 | Fax (707) 543-3269 | ppachecogregg@srcity.org



From: Ross, Adam <ARoss@srcity.org>
Sent: Wednesday, January 20, 2021 12:27 PM
Subject: Re: Response to Questions Raised by the Design Review Board

Dear Chair Kincaid and Members of the Design Review Board:

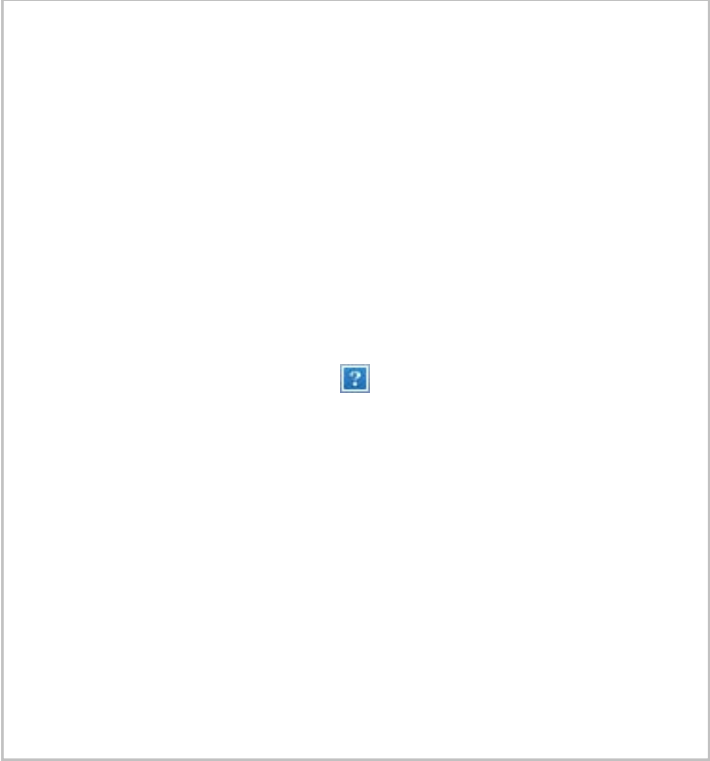
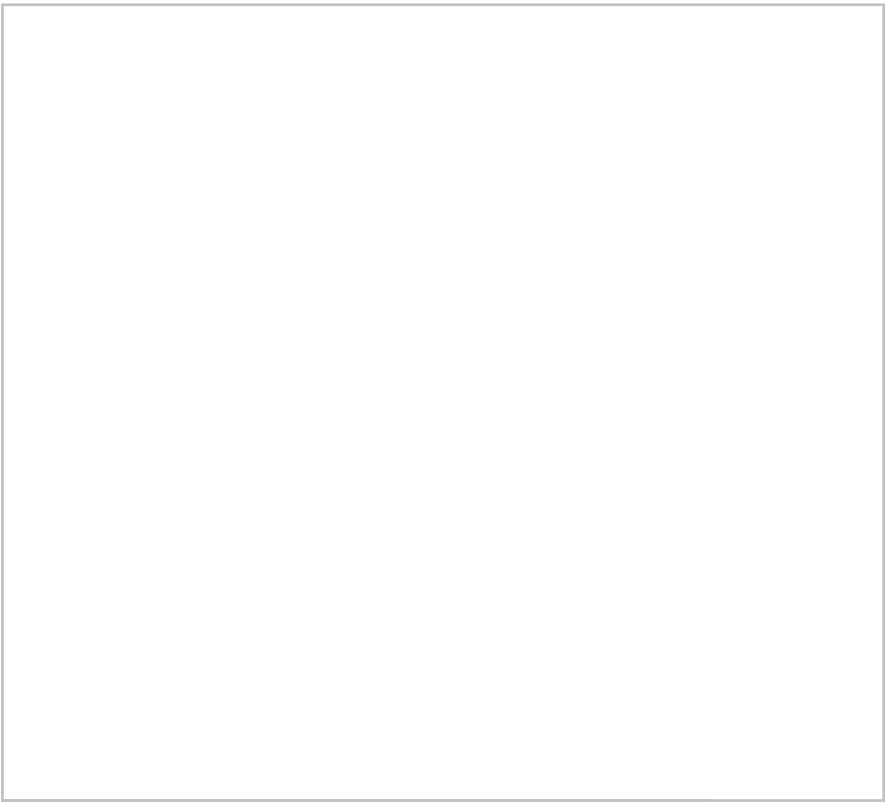
Please Do Not Reply to All

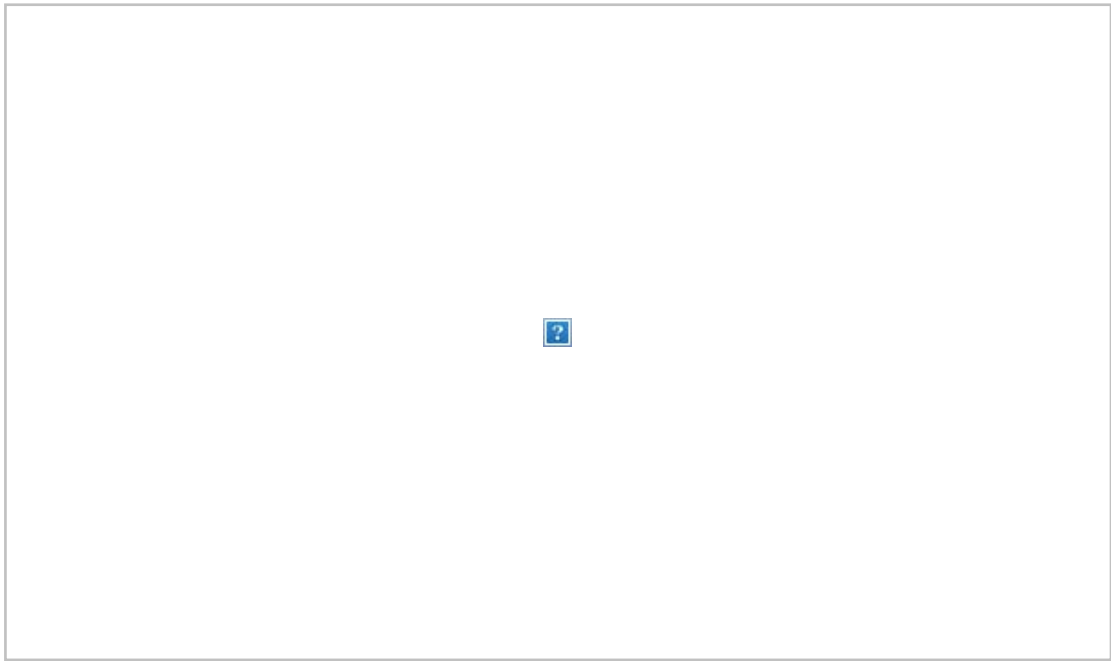
Several questions were sent over to Staff regarding the 320 College Avenue Project as it relates to height, development standards, and the scope of the Design Review Board's review of the project. Staff has provided a response to the questions in **red**. Please feel free to reach out with any further questions.

1. On item 8.1, does the written resolution need to state the findings that are stated in the staff presentation under Zoning - Building Height explicitly?
 - a. **The written Findings presented in the Staff Report will be applied to the CHB Resolution for the Project. The DRB can anticipate a Condition of Approval in the Design Review Resolution which would make the resolution subject to the CHB determination.**
2. On item 8.1 Exhibit A items 9, 10 and 11 call out Doyle Park Drive
 - a. **This is a typo. Please find the attached corrected Exhibit A for the Avenue 320 Apartments. There is no change other than the reference to Doyle Park Drive to College Avenue and Lincoln Street.**
3. We have received a large amount of public comment on the building height of the proposed development. It appears that DRB has the authority in this case to approve the height increase above 35 feet, for both the remodel and the new construction. Is this correct?
 - a. **The existing building is not within the St. Rose Preservation District, which is not subject to height**

restrictions per the new DSASP but is still subject to the DRB review. The CHB is the applicable review authority over the height of the new construction as highlighted in the Staff Report. However, the DRB still has to make the findings found in the draft Resolution, which include neighborhood compatibility, respect for historical neighborhood, and form and massing.

4. Does CHB have any review authority on this project? Looks like they reviewed in 2019, however it appears there is no further action.
 - a. The CHB has review authority over the new construction, which is within the St. Rose Preservation District. This also includes the building's height as it fits into the Findings required for approval found in the draft Resolution. The Findings for increased height within the Historic Preservation District will be a part of the CHB Resolution for this Project.
5. What authority do we have on the remodel? Looks like it falls under the rest of our standard review.
 - a. Correct, the DRB has normal authority over the remodel.
6. I noticed this project is "EXEMPT", but I can't seem to determine what about it makes it exempt as it appears to be a standard review for DRB. Is this a reference to being exempt from a CEQA determination?
 - a. The exemption applies to CEQA. The CEQA exemption for this project is a Class 32 infill exemption under CEQA Section 15332 and is outlined in the Environmental section of the Staff Report and the CEQA finding in the Resolution.
7. With the new Zoning Code for the DSASP, have the setbacks changed for this type of development? It appears that the setbacks might be 10 feet for side interiors of 3 stories or more. Am I wrong here? Some clarification would be helpful.
 - a. Under the current Zoning Code in effect on January 1, 2021, CMU development standards do not require a 10-foot setback for side interiors of three stories or more. This can be found on Table 2-8 on page 29 and 30 of City Council Ordinance No. ORD-2020-014 found [here](#), which is on the City's Zoning Code website. I have also attached an image of Table 2-8 for the Board's reference. Additionally, Figure 2-26 found on page 61 of City Council Ordinance No. ORD-2020-014, identifies locations of overlays within the DSASP boundary, such as Downtown Transition, Neighborhood Transition, Creek and Trail Activation Transition, and Active Ground Floor Overlay. This site is not a property identified by any of the mentioned overlays. An image with this Project's location is also highlighted with a red border at the top of the image for reference.





Adam Ross | Interim Senior Planner

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4705 | aross@srcity.org

DEPARTMENT OF PLANNING & ECONOMIC DEVELOPMENT
ENGINEERING DEVELOPMENT SERVICES

EXHIBIT "A"
January 4, 2021

Avenue 320 Apartments
320 COLLEGE AVE
PRJ19-028

- I. Developer's engineer shall obtain the current City Design and Construction Standards and the Engineering Division of the Planning & Economic Development Department's Standard Conditions of Approval dated August 27, 2008 and comply with all requirements therein unless specifically waived or altered by written variance by the City Engineer.
- II. Developer's engineer shall comply with all requirements of the City Storm Water Low Impact Development Technical Design Manual in effect at the time this application was deemed complete.
- III. Submit landscape and irrigation plans in conformance with the Water Efficient Landscape Ordinance adopted by the Santa Rosa City Council, Ordinance 4051, on December 1, 2015.
- IV. In addition, the following summary constitutes the recommended conditions of approval on the subject application/development based on the plans stamped received 11-12-20:

PUBLIC EASEMENT DEDICATION

1. All public easement and right of way dedications shall be granted by separate instrument.
2. Prior to the issuance of any Encroachment Permit a public utility easement (PUE) similar to City Standard 230 G shall be dedicated.

MAPPING

3. All costs associated with map, plan, easement, plat, legal description, and/or support document preparation shall be the sole responsibility of the developer.
4. The project site was formerly Lots 6 through 8, 15 and 16 of Cooper Subdivision (Sonoma County Book of Maps 46 page 19). The applicant shall provide evidence that a merger of these parcels has been recorded or a merger shall be required prior to issuance of any Building Permit.

PUBLIC STREET IMPROVEMENTS

5. All public and private improvements, both on-site and off-site; all rights-of-way and easement acquisitions, be they on-site or off-site; and all removal, relocation, or undergrounding of existing public utilities and any coordination thereof required or necessitated as a result of the review and approval of the project and the cost thereof shall be the obligation of the developer unless express written provision to the contrary is agreed to by the City. The full installation of all such required improvements to the satisfaction of the City Engineer shall be completed prior to the acceptance of the improvements by the City.
6. An Encroachment Permit must be obtained from Engineering Development Services of the Planning and Economic Development Department prior to beginning any work within the public Right-of-Way or for any work on utilities located within public easements.
7. College Ave is a Four Lane Regional/Arterial Street according to the General Plan. As such, the City Standards that are applicable to College Ave are the Boulevard STD 200 I with a minimum curb to curb width of 40-feet, and the Parkway STD 200 J with a minimum curb to curb width of 48-feet. Both Standards call for an 8-foot planter strip, and a 6-foot sidewalk. This stretch of College Ave was developed to an earlier standard with an approximately 5-foot wide contiguous sidewalk and shall be allowed to keep this frontage as it is currently constructed.
8. Improvements to College Ave shall consist of the installation of:
 - a. two City Standard 250 A drive approaches replacing the current curb cuts along the frontage.
 - b. Sidewalk per City Standard 231 shall be installed behind the drive approaches.
 - c. Any broken curb, gutter and/or sidewalk shall be replaced per City Standards 235, 237, and 241.
9. The City Standard that is applicable to Lincoln St is the Minor Street STD 200 E, with a minimum curb to curb width of 24-feet, a 6-foot planter strip, and a 5-foot sidewalk. This stretch of Lincoln St was developed to an earlier standard with an approximately 4.5-foot wide contiguous sidewalk and shall be allowed to keep this frontage as it is currently constructed.
10. Improvements to Lincoln St shall consist of the installation of:
 - a. a City Standard 250 A drive approach along the southerly portion of the frontage.
 - b. Any broken curb, gutter and/or sidewalk shall be replaced per City Standards 235, 237, and 241.
11. Any broken curb, gutter and/or sidewalk shall be replaced per current City standards.

12. Existing streets being cut by new services will require edge grinding per City Standard 209, trenching per Standard 215, and an A.C. overlay.
13. With the exception of existing overhead electrical main feeder lines, all existing wire-distributed utility facilities which are on the proposed or existing rights-of-way, roadways, walkways, easements, etc. within the subject development or along roadways required to be improved in conjunction with the subject development may be required to be removed and undergrounded prior to the construction of proposed improvements and all poles along the frontage(s) shall be removed. All existing overhead service drops which emanate from the existing poles and overhead facilities required to be removed and undergrounded, and which serve existing structures on both sides of the street within the boundaries of the road improvements of the subject development shall be undergrounded to the main service switch or service entrance to such structures. Where existing overhead electrical main feeder lines are left overhead, conduit shall be placed in the ground to provide for future undergrounding of the lines.
14. New services (electrical, telephone, cable or conduit) to new structures shall be underground.

TRAFFIC AND LINE OF SIGHT

15. The height of signs, vegetation or other obstructions near the College Ave driveway aprons shall maintain clear line of sight for all vehicles approaching their intersection with College Ave to the satisfaction of the City Traffic Engineer during review of the Encroachment Permit.
16. Vegetation over 3-feet in height shall be planted no closer than 40-feet from stop bar of stop sign controlled intersections.

PRIVATE DRIVEWAY IMPROVEMENTS

17. A queuing area shall be provided at all driveway entrances between the street and the first point where vehicles may maneuver within the parking facility with a minimum of 15 feet clear behind the sidewalk to the first parking space per City Parking design standards 20-36.070 B,2.

STORM DRAINAGE

18. Drainage facilities and drainage easements shall be provided to the satisfaction of the City Engineer or the Chief Engineer of the Sonoma County Water Agency at the developer's expense.
19. Drainage facilities shall be designed per the current Flood Control Design Criteria manual of the Sonoma County Water Agency. If flows exceed street capacity, flows shall be conducted via an underground drainage system (with minimum 15" diameter and maximum 72" diameter pipe sizes) to the nearest approved downstream facility possessing adequate capacity to accept the runoff, per the

City's design requirements. Such runoff systems shall be placed within public street right-of-way wherever possible.

20. Any off-site storm water runoff shall be conveyed across the project site in a separate bypass storm drain system, or shall be fully treated. Collection points along the boundary of the project shall convey storm water to the bypass system to separate treated and untreated storm water. All storm water systems shall be sized to convey the storm water per Sonoma County Water Agency standards.
21. Concentrated drainage flows shall not be permitted to cross sidewalks, or slope areas subject to erosion problems.
22. An adequate drainage system shall be required to drain rear yards and patio areas. Private underground storm drain systems and drainage easements are required for any lot-to-lot drainage.

STORM WATER COMPLIANCE (SUSMP)

23. Building Permit Plans shall incorporate all Low Impact Development (LID) Best Management Practices (BMPs) and shall be accompanied by a Final Storm Water LID Submittal (SWLIDS) which shall address the storm water quality and quantity to the satisfaction of the Chief Building Official.
24. Perpetual maintenance of LID BMPs shall be the responsibility of the property owner. Building Permit Plans shall be accompanied by a maintenance agreement or comparable document to assure continuous maintenance in perpetuity of the LID BMPs which shall be approved by the Chief Building Official and the City Attorney's Office prior to issuance of any Building Permit.
25. The maintenance schedule and the Final SWLIDS are to be included as part of and recorded along with the maintenance agreement. The maintenance agreement shall note the maintenance schedule required by the Final SWLIDS is to be followed by the property owner and all logs are to be made available for review by the City on an annual basis.
26. After the LID BMP improvements have been constructed, the developers Civil Engineer is to prepare and sign a written certification that they were constructed and installed as required or per the manufacturer's recommendation. Written certification of LID BMPs is to be received by the City prior to final occupancy.
27. A Final SWLIDS using BMPs is to be included with the Building Permit Plans submitted for the First Plan Check. Private improvements required by the Final SWLIDS are to be contained on the property and shall be maintained by the property owner.

GRADING (from Building Memo dated September 30, 2020)

28. Provide a geotechnical investigation and soils report with the building permit application. The investigation shall include subsurface exploration and the report shall include grading, drainage, paving and foundation design recommendations.

29. Obtain building permits for the proposed project.

WATER AND WASTEWATER

30. Water and sewer systems and appurtenances thereto shall be designed to serve the project in accordance with the City of Santa Rosa Design and Construction Standards and shall be constructed to the satisfaction of the City Engineer.
31. This project is subject to the latest fees in effect at the time of connection or Building Permit issuance.
32. Fees for inspection of publicly maintained water and/or sewer facilities constructed with this project must be paid prior to scheduling of work as prescribed in City Specifications.
33. The installation of the proposal sewer lateral connecting to the 8" main in Lincoln Street will not be permitted unless the proposed units located at the Lincoln Street frontage cannot achieve gravity service to the existing sewer lateral in Colleges Avenue.
34. The existing sewer lateral connected to the existing 8-inch public sanitary sewer main in College Ave shall either be replaced or the project Engineer shall provide calculations to verify that current sizing is adequate.
35. Any existing sewer lateral that will not be used must be abandoned at the main per City Sewer System Design Standards Section XII, Abandonment of Sewer Mains and Services and City Standard 507 under an encroachment permit.
36. The existing water service lateral connected to the existing 12-inch public water main in College Ave shall either be replaced or the project Engineer shall provide calculations to verify that current sizing is adequate.
37. Connection to the existing water main will require a shut down for a tie-in inspection. Call Water Engineering Services for fees and scheduling. Advance notice is required.
38. Water services and meters must be provided per Section X of the Water System Design Standards and shall be sized to meet domestic, irrigation and fire protection uses. Any services placed in driveway areas shall have meters with traffic rated boxes.
39. Backflow prevention devices shall be designed and installed in accordance with current City Standards, State Health Code Title 17, and as required by the Director of Utilities.
40. Reduced Pressure back flow per City Standard 876 will be required on all irrigation services.
41. Double check back flow with detector check per City Standard 875 will be required on all domestic water services. The flow calculations shall be submitted to the Santa Rosa Water Department during the plan check phase of the Improvement Plans or Encroachment Permit to determine adequate sizing.

42. Applicant must install a combination service per City Standard 870 for fire service, domestic and irrigation meters. If the project cannot otherwise achieve fire flow, the applicant shall connect a new water service lateral to the existing 8-inch public water main in Lincoln St.
43. Any existing water service that will not be used must be abandoned at the main per City Water System Design Standards Section XVIII, Abandonment of Water Mains and Services and City Standard 507 under an encroachment permit. The existing meter must be collected by the City Meter Shop.
44. If a well exists on the property, one of the following conditions apply:
 - a. Retention of wells must comply with City and County codes. An approved backflow prevention device must be installed on any connection to the City water system.
 - b. Abandonment of wells requires a permit from the Sonoma County Permit and Resource Management Department.
 - c. Wells may not serve more than one parcel, and any lines from existing wells that cross lot lines must be severed
45. Any existing septic systems shall be removed under supervision of project Soils Engineer. Obtain Permits from the Sonoma County Permit and Resources Management Department. Obtain a City Building permit if an existing structure is being converted from a connection to the septic system to the public sewer system.
46. If adequate fire flow cannot be achieved from a single feed, applicant shall be required to loop the existing water system.
47. Provide a separate irrigation service. See Section X. O. of the Water System Design Standards.

ENVIRONMENTAL COMPLIANCE (from Memo dated July 2, 2020)

48. **No Environmental Requirements for residential structures. If a commercial kitchen is to be installed in the shared kitchen space the following conditions may apply.**
49. Submit a Wastewater Discharge Permit Application including plumbing plans to City of Santa Rosa Environmental Services section. The Application requires no permit fee and it can be accessed online at: www.srcity.org/foodapp

Contact this office at 543-3393 for additional information.
50. Any restaurant, deli, and or food service establishment is required to install a grease removal device. See City's Interceptor Policy for details on connections and sizing criteria.

FIRE (from Memo dated October 20, 2020)

51. Structure will be required to be protected by an automatic fire sprinkler system designed to NFPA 13.
 - a. The Fire Department Connection (FDC) for the sprinkler and standpipe systems will be required within 100 feet of the FDC.
52. Structures will be required to install a standpipe system in the building – required in buildings three or more stories in height.
53. Fire flow and location of fire hydrants shall be installed in accordance with California Fire Code Chapter 5, Appendix B, and Appendix C as adopted by the City of Santa Rosa.
 - a. A Fire Flow test shall be performed prior to delivery of combustible materials.
54. Required Fire Department access roads shall be signed “No Parking – Fire Lane” per current Fire Department standards.
 - a. Parking allowed only in designated spots.
 - b. All curbs shall be painted red and posted “No Parking”.
55. CA Fire Code requires fire apparatus access roads (“Fire Lanes”) to within 150 feet hose-pull distance of all first-floor exterior walls.
 - a. There shall be a minimum of 26-foot access provided on the long side Building B that allows for placement of the Fire Department aerial apparatus to be positioned 15 – 30 feet from the face of the building(s). Building A shall not exceed the heights as shown and shall provide a building height survey from a third-party surveyor prior to final occupancy being granted.
 - b. There shall be no projections or obstructions that would limit the articulation of the aerial apparatus.
56. Elevators shall be in compliance with gurney requirements and Fire Department emergency operations and controls.
57. The structure shall have addressing that complies with the Fire Department Standard with a minimum of a 12” exterior address located address side of the structure, apartment units shall have a minimum of 4” letters or numbers.
 - a. All addresses required to be displayed on a building or other permanent structure shall be illuminated during all hours of darkness.
 - b. Exterior monument maps shall be provided for building identification, and interior complex directories shall be required at each floor level.
58. The following are a list of deferred plan submittal items that will be required by the Fire Department - additional items may be called out based on proposed use(s) of commercial spaces:
 - a. Private Underground Fire Main
 - b. Fire Sprinkler System

- c. Standpipe System
 - d. Fire Alarm
 - e. Emergency Responder Radio System (site shall be tested for compliance)
59. A Fire Department key box shall be provided for each structure for access.
- a. Should a gate be planned to the parking area, the gate shall be equipped with a Knox Company key operated electric gate release switch with dual key option for the Police Department. Contact the Fire Department at 707-543-3500 for the order form.
 - b. During a power failure, gate shall release for manual operation OR be equipped with standby power or connected to the building emergency panel.
 - c. In addition to sending the request to exit signal to the gate operator, the magnetic detection loop (when activated) shall prohibit the gate from closing upon fire apparatus.
60. Storage or use of any hazardous materials at the site will require a Hazardous Materials Inventory Statement to be submitted to the Fire Dept. through the California Environmental Reporting System (CERS) for review and approval. Materials in excess of the permit amounts will require a Hazardous Materials Management Plan to be submitted to the Fire Dept. for review and approval and may require payment of Hazardous Material Use or Hazardous Waste Generator annual permit fees.
61. Shall the first-floor use be designated as an "Assembly" an annual permit will be required from the Fire Department for such use prior to occupancy.
62. An annual Apartment permit will be required from the Fire Department based on final apartment count for the site prior to occupancy.



A. R. Jesús McKeag

PROJECT ENGINEER