

AVENUE 320 APARTMENTS

PRJ19-028

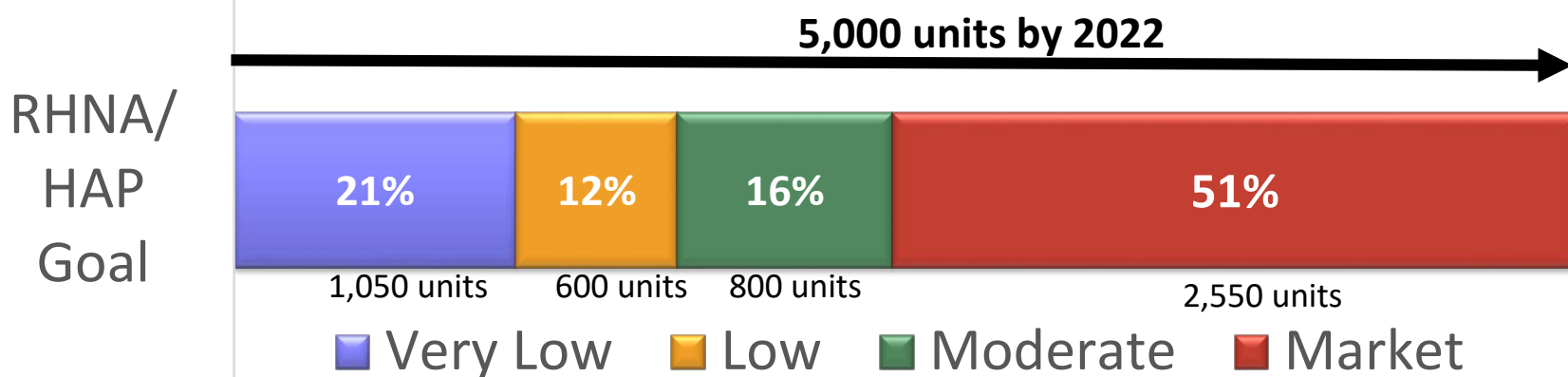


320 College Avenue

September 16, 2021

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Planning and Economic Development

Housing Action Plan



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

Avenue 320 Apartments: 37 market-rate units



1.5% of the goal

Multifamily Housing

- 37 Residential Units
- Adaptive reuse and new construction
- Access from both College Avenue & Lincoln Street

Required Entitlements

- Design Review (DRB)
- Landmark Alteration (CHB)



320 College Avenue Aerial View and Neighborhood Context



Existing Conditions 320 College Avenue



May 1, 2019 - Neighborhood Meeting

August 22, 2019 - Planning and Economic Development project applications and materials

August 8, 2020 - Revised Project materials in response to issues raised

January 21, 2021 - Design Review Board; item continued

On April 13, 2021, revised Project plans were submitted.

Project Description

Proposed in January 2021

Current Proposal



General Plan and Zoning District

General Plan:
Neighborhood Mixed Use

Zoning:
NMU-DSA-H (within the
Downtown Station Area &
St. Rose Preservation
District

Floor Area Ratio:
4.0 Allowed
1.18 Proposed

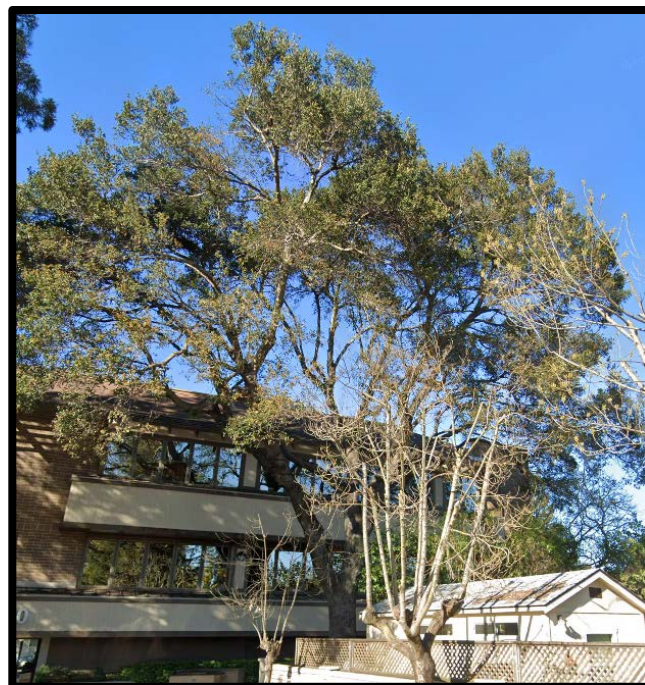


Downtown Station Area & General Plan Goals & Policies

- H-A Meet the housing needs of all Santa Rosa residents.
- LUL-F Maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs.
- LUL-L Ensure land uses that promote use of transit.
- LU-1 Downtown Santa Rosa will be an energetic regional commercial and cultural center with a range of housing, employment, retail, entertainment, and restaurant options in a safe, vibrant, walkable environment.

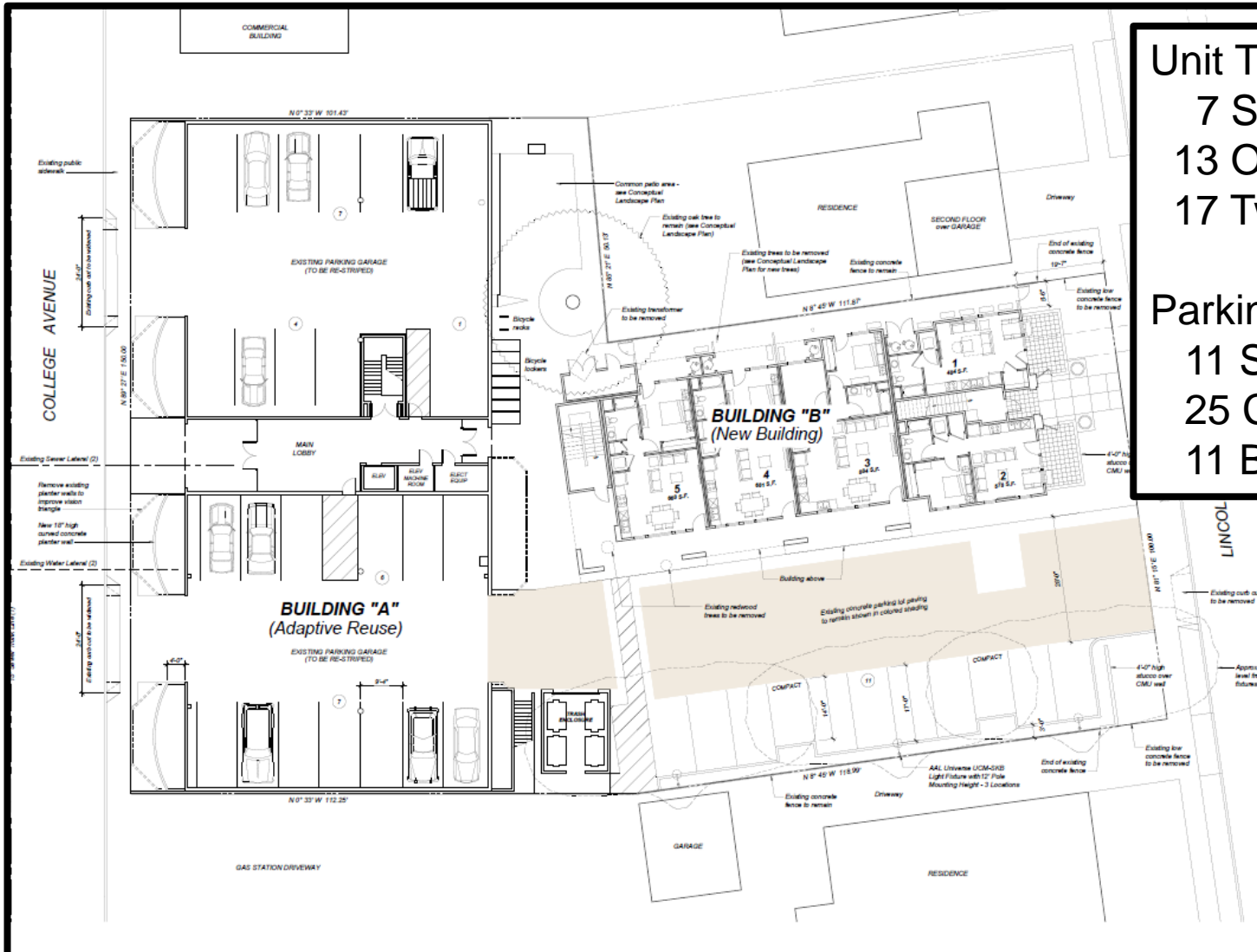
Development Standards

- 100% Lot coverage
 - Preserving a significant oak tree
 - Conditioned to add more
- Setbacks
 - Building set back 19.75' from sidewalk
 - Decreased through redesign
- Parking
 - No required in DSASP
 - Includes 36 spaces (covered & surface)
 - Conditioned to unbundle



- Height - No Maximum
- Buildings over two stories or 35 feet tall
 - The additional height does not detract from the character of the preservation district or any adjacent contributing properties.
 - May add conditions pertaining to placement of screens, location and type of openings, location and projections of sun decks, porches, balconies, patios, etc.
 - Existing building is approximately 36 feet
 - Proposed new construction is 37'3", stepping down to 24'6" as it approaches Lincoln St.

Proposed Site Plan



Unit Type:

7 Studio

13 One-bedroom

17 Two-bedroom

Parking:

11 Surface

25 Covered

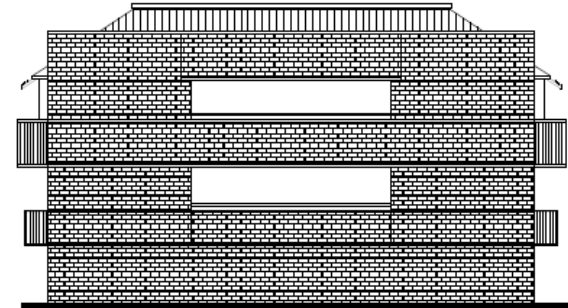
11 Bicycle

Existing Elevations

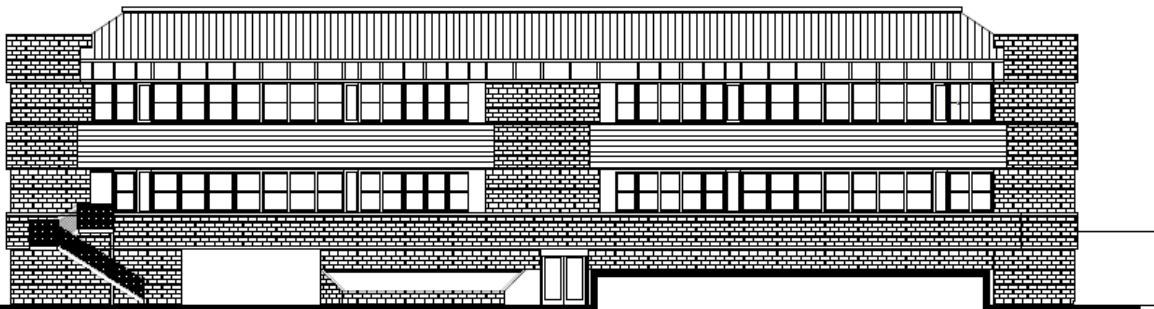
Building A (fronting College Avenue)



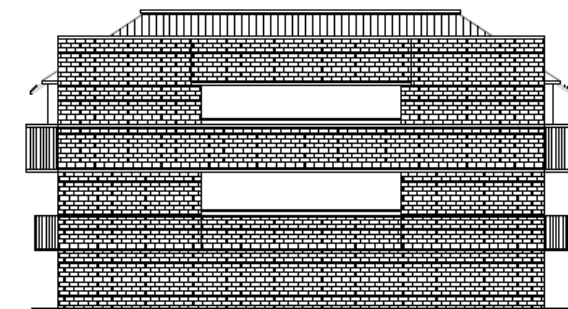
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION

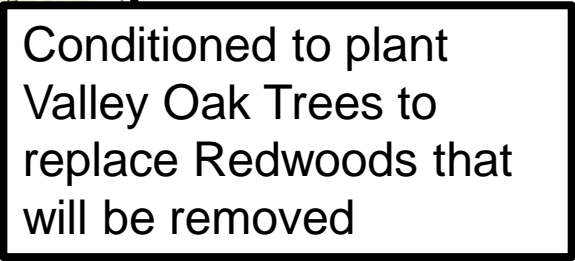
Proposed Elevations – Building A



NORTH ELEVATION

Proposed Elevations Building B (fronting Lincoln Street)





- 1.1. I.A To promote the development of new “neighborhoods” that incorporate a variety of uses as opposed to subdivisions that feature single-family homes exclusively.
- 2.4.3 Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.
- 2.4.8 Surrounding buildings establish the context for the design of new buildings. Whether new buildings are detailed in a historical, contemporary or eclectic manner, incorporating similar rhythm and proportions found in adjacent buildings improves the compatibility between new and old.
- 2.5.8 Infill development in the Downtown Station Area should incorporate and reflect character defining elements of the area and follow the design guidelines outlined in the City’s Processing Review Procedures for Historic Properties.
- 4.1 II 2 Provide special attention to incorporation of trees in all landscape design.

March 2019 Cultural Heritage Board Meeting (Concept)

- Consider adding rounded elements.
- Consider revisiting polychrome material.
- Scale is too large, consider stepping to decrease scale at street
- Consider lowering the overall height.
- Identify windows and door specifications.
- Consider stucco and horizontal siding elements.
- Consider revising the design to reflect elements from the St. Rose Preservation District.
- Consider revising the double height entry.
- Consider redesigning the tower portion.
- Consider revising the sun visors.
- Consider incorporating minimal elements into the design.

Elevation provided to CHB



Traffic: Study concluded no significant impacts

- Anticipated to generate 23 additional daily trips
- Anticipated to result in 9 fewer AM and 5 PM Peak Hour trips

Parking: None required; 36 spaces provided

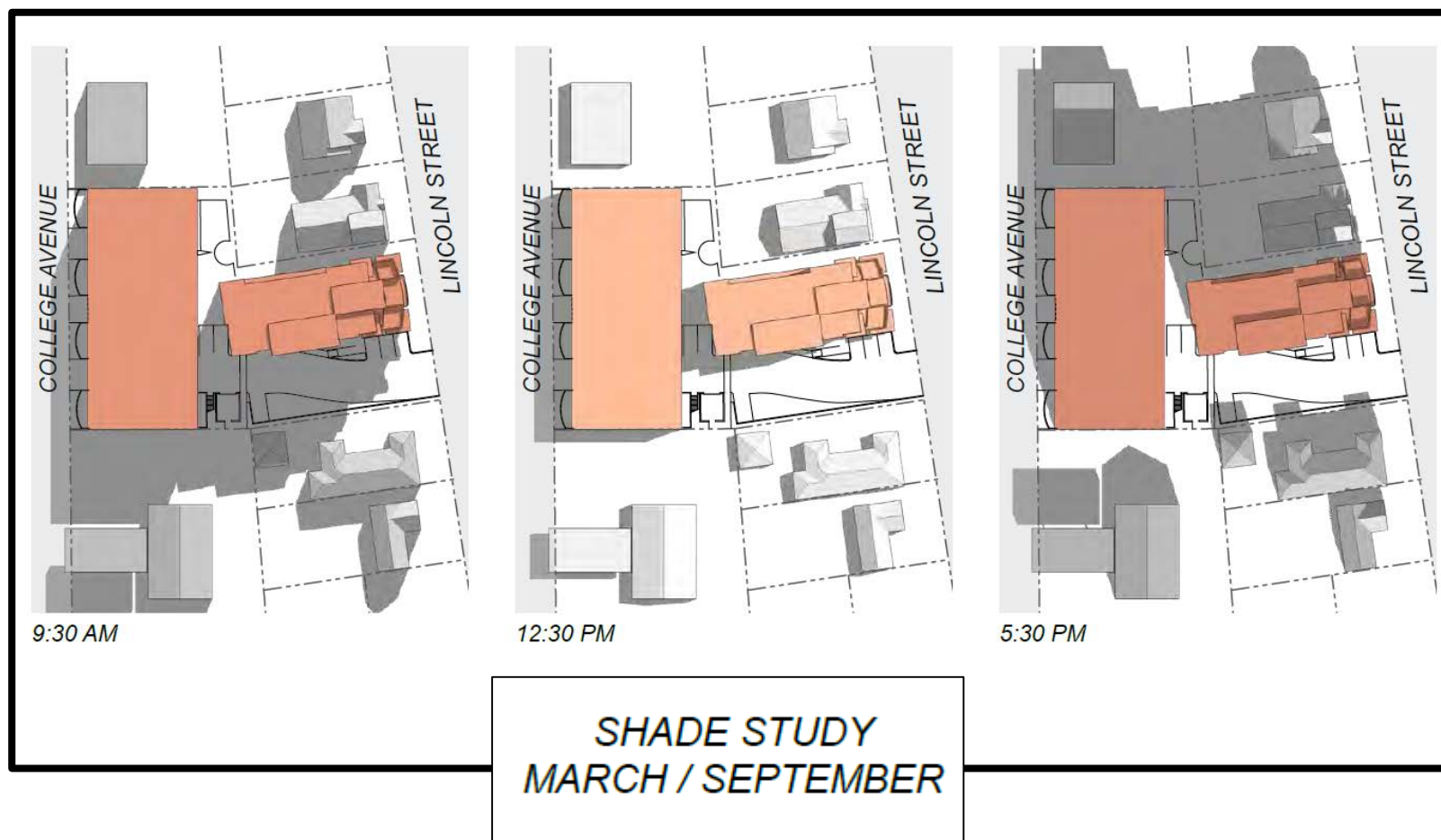
Density:

- No limit in NMU zoning district
- FAR of 4.0 allowed; proposed at FAR of 1.18

Impact on St. Rose Preservation District

- Requires Landmark Alteration Permit (CHB)
- Redesigned to fit in (step back, building height & stepping, neighborhood context)
- Height/Shading

- Height and Shading



Public/On-Site Improvements

- The project site is accessed by two driveways on West College Avenue.
- The existing sidewalk, curb, and gutter is to remain in the same location but brought to current City Standards or repaired as needed.
- Street trees are required as part of this project.

Avenue 320 Apartments has been reviewed in compliance with CEQA, and qualifies for two exemptions pursuant to CEQA Guidelines Sections 15332 and 15182

- Floor Area Ratio (FAR) greater than 0.75
- Located within a Transit Priority Area on parcel less than five acres
- Consistent with DSASP EIR, General Plan and Zoning
- Substantially surrounded by urban development, within City limits
- Does not provide habitat for listed species
- Will not result in significant impact for traffic, noise, air quality or water quality
- Can be served by all utilities and services

The Planning and Economic Development Department recommends that the Design Review Board, by resolution, grant Design Review for Avenue 320 Apartments, a 37-unit multifamily residential development proposed at 320 College Avenue.

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