

SMART Ideas Community Charrette and Urban Design Competition

for Northwest Santa Rosa, California



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Table of Contents

Letter from County Supervisor Shirlee Zane	4
Letter from Mayor Susan Gorin	5
Introduction - SMART Ideas Community Charrette and Urban Design Competition	7
Photo Summary	
Community Charrette	9
Photos	
Agenda November 20-21, 2009	
Bios of Presenters	
Julia Donoho	
John Nemeth	
Lisa Kranz	
Mark Hummel	
Lois Fisher	
Complete Neighborhoods	12
Urban Design Competition	15
Photos	
Agenda February 12-13, 2010	
Bios of Jurors	
Ellen Dunham-Jones	
RK Stewart	
David Baker	
Lee Sobel	
Urban Design Competition - Results	16
Aerial Photograph	20
Sprawl Repair	26
Codding Challenge	30
Community Charrette Roundtables	
Photo 1 - Choosing Key Issues	34
Group 2 - Connectivity Issues	38
Group 3 - TOD Issues	48
Group 4 - Safety and Access	52
Group 5 - Access to Jobs and Services	56
Group 6 - Cross Town Connections	62
Group 7 - Infill and Place-Making	66
Group 8 - Pros and Cons of Station Locations	74
SMART Station Location Options	72

Award Winners

Honor Award - Pathways to a Sustainable Future by Richard Price, AIA, and Will Grimm, Planner & Architect, Charlottesville, Virginia	17
Merit Award - Refarming Suburbia by DCE Planning Team, Berkeley, California	21
Citation - Bridgeway by Paul Harris, Architect, Santa Rosa, CA and Jack Lee, Artist, Windsor, CA	24
Citation - Micro-Infill Urbanism by Bob Theis, Architect, and Barbara Baiardi, from Richmond, California	27
Citation - Urban Design Plan with Live Work Units by Michael Woods, AIA, LEED AP, Dallas, Texas	31

Additional Participants

Green Ribbon Design Team, Sacramento California	35
Patchwork of Opportunities - Merge Studio with International Design Team	39
Retrofitting Suburbia, Andy Souza, Architecture Transfer Program, Santa Rosa Junior College	42
ReConnect Santa Rosa Team - New School of Architecture, San Diego, CA	44
Coddington Central Station, Katharine Anderson, AIA, and Samuel Mathau, AIA, APA, Santa Rosa, CA	46
Pathways to a Sustainable Architecture, Team from Santa Rosa, CA	49
Density Scheme, Matthijs Bouw, Amsterdam, Netherlands	53
Rethinking Retrofitting Suburbia, Robin Stephani, Santa Rosa, CA	57
Convenient and Attractive Sustainability - Jana Janouskova, Architecture Student at UCLA, Los Angeles, CA	60
Destination Santa Rosa Monorail Loop, Alexis Persinger, AIA, Santa Rosa, CA	63
Walkable Urbanism Team, Daniel Parolek et. al.	67
SMART Design, SMART Planning, Alan DeMarche, Santa Rosa, CA	71
Village, Mario Cambardella, Atlanta, Georgia	75
SR Press Democrat Article - June 3, 2010	78
SR Press Democrat Article - June 17, 2010	79
Conclusion	80



SONOMA COUNTY SUPERVISOR, THIRD DISTRICT

Remarks from Shirlee Zane

As both a County Supervisor and SMART Board Director, I thank you for your interest in the SMART Ideas Community Charrette and Urban Design Competition.

Elected officials spend a great deal of time on land use planning: reading, analyzing, advocating, deliberating and more. Planning can be controversial and painstaking. It can involve a great deal of minutia – from setbacks, ridership estimates, density levels, traffic predictions.... the list goes on.

This charrette and competition illuminated another side of planning: the human one.

We saw diverse individuals come together with inspiring visions for Northwest Santa Rosa. This area will not only be home to a key rail station along the SMART corridor, but it also holds great potential for pedestrian improvements, transit-oriented development, neighborhood gardens, and a range of other opportunities revealed by the contestants.

Even in the face of high unemployment and tough fiscal challenges, we should never forget the incredible promise our region holds to be a thriving, environmentally sustainable hub for commerce and community. In this book, you'll see glimpses into this promise.

My thanks go to the competition's sponsors, the American Institute of Architects - Redwood Empire Chapter and the Leadership Institute for Ecology and the Economy, for mobilizing constituents of the 3rd District towards a positive vision for our community. Congratulations to the contest winners and all who participated and contributed.



October 2010

The SMART Ideas Urban Design Charrette and Competition held in February, 2010 demonstrated how teams of design professionals collaborated to approach urban planning challenges to create compelling and competing visions of a growing suburban City transitioning into a transit-oriented future.

The catalyst for the design competition was the development of a proposed SMART Station to be located in the Coddington area of Santa Rosa. The future SMART train has the potential to transform how Santa Rosa travels and lives.

However, the designs moved far beyond the interface of the station with the existing street and development patterns to define and articulate new visions emphasizing opportunities for our City to become a sustainable center of commerce, neighborhoods and green space.

High-density, transit-oriented development embraces the thriving commercial center at Coddington, connects by pedestrian and bicycle pathways, and incorporates urban gardens, parks and green space. The future construction of a pedestrian and bicycle bridge over Highway 101 expands the potential for this transformation even further to our Santa Rosa Junior College and the eastern side of our City.

Santa Rosa successfully completed and implemented our first Station Area Plan surrounding the proposed SMART station at Railroad Square. In the next year, our City enthusiastically welcomes the challenge of once again convening diverse community groups to begin a second Station Area Planning process in the Coddington area. The ideas developed by the SMART Urban Design Charrette and Competition will undoubtedly become some of the bones incorporated in this planning process.

We applaud the efforts of the American Institute of Architects – Redwood Empire Chapter and the Leadership Institute for Ecology and the Economy in bringing together our design professionals and community members in an exciting effort to envision a new sustainable future for our City.

Sincerely,

SUSAN GORIN
Mayor

Northwest Santa Rosa, California



Susan Gorin,
Mayor of Santa Rosa

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This 1960's photo of Northwest Santa Rosa shows a 1960's rural landscape giving way to suburban land uses in an unplanned manner.

SMART Ideas Community Charrette and Urban Design Competition

INTRODUCTION: In Fall 2008, the voters of Sonoma and Marin counties approved going forward with the new Sonoma Marin Area Rail Transportation (SMART). The SMART train is planned to be a 70 mile commuter rail line, from Larkspur to Cloverdale, California, with 14 stops. It took 25 years of planning and voter education to gain this approval.

In Spring of 2009, the American Institute of Architects, Redwood Empire Chapter, and the Leadership Institute for Ecology and the Economy, joined together to sponsor a SMART Ideas Community Charrette and Urban Design Competition for the new Sonoma Marin train. The focus of this effort was to gather ideas for urban transformation around the North Santa Rosa station.

With the coming of the train, opportunities for new patterns of development emerge. The purpose of the charrette and competition was to bring various ideas forward about how to retrofit existing suburban landscapes over time as this system develops and becomes widely used, stimulating the economic vitality, walkability and livability of the area.

The area around the North Santa Rosa station was originally agricultural, with vineyards and orchards on large tracts of land that gradually were developed beginning in the 1960's without a cohesive planning strategy. Fifty years later, the area is ready for a new vision and direction.

The scope of the competition included a 3-4 square mile area including many major employers, commercial centers, health care facilities, attractions, and educational institutions. The Ideas competition invited input from teams of architects, planners, developers, transportation engineers, and associated professionals. The North Santa Rosa station had been thought of as an opportunity for a park and ride station, but it is really an opportunity to look at the whole district of NW Santa Rosa. A

YouTube video explains the basics at this url:

[http://www.youtube.com/watch?v=AP3BHqS-Srs \(\)](http://www.youtube.com/watch?v=AP3BHqS-Srs) "

GOALS AND OBJECTIVES: The objective was to generate planning and development ideas that stimulate thinking about urban design around the North Santa Rosa station, allowing greater creativity and a more energized community input. The ideas suggested for competitors to examine include: transit oriented development (TOD), housing and mixed use development, people moving, circulation patterns for pedestrians and bikers over the 101, innovative public and private transit systems, development partnerships, sustainable development and construction, and strategies for retrofitting an existing suburban fabric over time.

SCHEDULE: The Competition was announced at the Leadership Institute's annual SMART Growth Symposium in October, 2009. In November, a two-day Community Charrette was held with presentations, roundtables and a bike tour. In February, competition entries were received and reviewed by a jury panel including Ellen Dunham-Jones – author of *Retrofitting Suburbia*, David Baker, FAIA, RK Stewart, FAIA, and Lee Sobel from the EPA in Washington DC. On the evening of February 12, 2010, a panel discussion was sponsored with the jurors about "Retrofitting Suburbia." Competition winners were announced in a Community presentation on February 13, 2010.

INCLUDED: Herein you will find information about the Community Charrette, the Urban Design Competition, the individuals who contributed their expertise in presentations, on the jury panels, and in public presentations, and the ideas generated by the participants, with commentary. We hope this is just a starting point for the discussion. . .

Thank you,

Julia Donoho, AIA, Esq.
Director, AIARE

Tanya Narath
Executive Director, LIFE



Community members hearing presentations on first day of Charrette



RK Stewart, FAIA, facilitating Community Charrette discourse



Charrette participants touring NW Santa Rosa on bike, including the SMART train bicycle and pedestrian route



Community Roundtables facilitated by RK Stewart, FAIA



Roundtable discussion of issues and opportunities led by Christine Culver, Sonoma County Bicycle Coalition



Tanya Narath, Co-Chair Steering Committee, and Alima Silverman, AIA, Steering Committee member

COMMUNITY CHARETTE

On November 20-21, the Leadership Institute for Ecology and the Economy, and the American Institute of Architects, Redwood Empire Chapter, sponsored a Community Charette, at the Steele Lane Community Center, at 415 Steele Lane, Santa Rosa, with the following activities:

Friday, November 20, 2:00-5:00 PM: Introduction - Julia Donoho, AIA, Esq.

- Presentations about NW Santa Rosa
- SMART—Station Design Progress
 - City of Santa Rosa—Station Area Planning Process
 - Sonoma County—County Center Facilities Plan
 - Complete Neighborhoods—How to Repair Sprawl
 - North Santa Rosa SMART station location—3rd option
- Conclusion

Saturday, November 21, 8:00 AM-Noon:

- Bike Tour NW Santa Rosa, 8-9:00, Chris Culver, Sonoma County Bicycle Coalition
- Introduction Tanya Narath, Executive Director LiFEE
- Community Roundtable 1—
 - Issues in NW Santa Rosa
- Community Roundtable 2—
 - Opportunities in NW Santa Rosa
- Conclusion

Community Roundtable Facilitator:

RK Stewart, FAIA, Hon FRAIC, Hon JIA, Hon RAIA, LEED AP, Past President AIA: RK Stewart was elected president of the national AIA for its 150th anniversary year, in 2007. As president, he lead architects further into a green paradigm. During his tenure, the Soloso website was launched as well as the Walk the Walk initiative. Stewart has extensive experience in managing complex mixed-use, renovation, institutional, high-rise, and government advocacy initiatives in California and on the national level to impact building and planning. He is a Fellow of the American Institute of Architects and an Associate Principal with Perkins and Will - San Francisco.



Roundtable Videos:

<http://www.youtube.com/watch?v=G-Nnk9SZH88>
<http://www.youtube.com/watch?v=DqF3CMSk3vw>
<http://www.youtube.com/watch?v=EMSAwrFh1Hg>

PRESENTATIONS

Julia Donoho, AIA, Esq., LEED AP, introduced the SMART Ideas Community Charette with a brief Powerpoint presentation about the possibilities for urban transformation of the existing suburban landscape around the North Santa Rosa station. Donoho is the Director of Regional and Urban Affairs for the AIA Redwood Empire and Co-Chair of the Smart Ideas Steering Committee. To see, go to:

<http://www.youtube.com/watch?v=DbbkZlkXTV0>



John Nemeth, MPA, MCRP, is Planning Manager for the Sonoma-Marín Area Rail Transit District. The SMART District is charged with the planning, designing, engineering, and implementing passenger train service and a corresponding multi-use pathway from Cloverdale to Larkspur, near the Ferry Terminal to San Francisco. Nemeth's presentation gave the history of planning efforts for the North Santa Rosa Station. His presentation is viewable at:

<http://www.youtube.com/watch?v=L-yGlfziUyY>



Lisa Kranz, AICP, is the Supervising Planner in the City of Santa Rosa's Office of Advance Planning and Public Policy, which is charged with long range planning activities. Kranz's presentation covered the history of the Station Area Planning process as managed at the Railroad Square site and the current application to the Metropolitan Transportation Commission for a grant to do a new Station Area Plan for the North Santa Rosa site. Her presentation is viewable at:

<http://www.youtube.com/watch?v=bUY1CtE2pgE>



Mark Hummel, AIA, LEED AP, is Associate Architect with the County of Sonoma Department of General Services, Architecture Division. Hummel's presentation showed the feasibility studies that the County is studying for developing their long range master plan. Three schemes were presented, all of which provide mixed use, higher density development with improved circulation and transportation connections.



Lois Fisher, CNU, LEED AP, is the president of Fisher Town Design, Inc. Her firm designs walkable, transit-ready neighborhoods, towns and cities, with an emphasis on creating a wonderful public realm. Fisher first presented a recently adopted General Plan policy to create a new 'Complete Neighborhood' Zoning Overlay District. Next she presented a proposal to locate the North Santa Rosa Station at Guerneville Road, with related urban design opportunities for retrofitting the suburban landscape around Coddington Mall. Her presentations can be viewed at:

<http://www.youtube.com/watch?v=ouWBsL4QuG4>



Community Charrette:

On November 20-21, 2009, a Community Charrette was held at the Steele Lane Community Center, and was attended by 90-100 community members. On Friday, the Charrette included various presentations about NW Santa Rosa. On Saturday, there was a bike tour of NW Santa Rosa and a series of Community Roundtables facilitated by RK Stewart, FAIA.

In the first presentation, **Julia Donoho** introduced the Charrette with a presentation covering the long term time frame of urban planning efforts and results, addressing some basic concepts of urban design to create livable and walkable communities, touching on the history of NW Santa Rosa, and concluding with the purpose of the Charrette and Competition, which is to:

- Use the coming of the SMART train as a catalyst to re-envision the future of the community
- Invite broad thinking of community members, planners, and architects for sustainable urbanism
- Encourage connectivity of multiple modes of transportation
- Open discourse about livable and walkable communities
- Create opportunities for new connections between centers of activity
- Stimulate excitement about new possibilities for urban transformation
- Discover alternatives for retrofitting suburbia in a three square mile area of NW Santa Rosa

The area proposed for the Charrette and Competition encompasses all the area between Marlow and Mendocino Avenue and from Piner to College Avenue. That area includes the Santa Rosa High School, Santa Rosa Junior College, County Administrative Center, the County Jail, Civil Family and Criminal Courts (on both sides of the 101), Kaiser Hospital, Empire College, Schulz Ice Arena and Museum, Coddington Mall, and various neighborhoods.

Ms. Donoho showed a picture of NW Santa Rosa from circa 1966, showing its background as an agricultural area just beginning to be developed with institutional, commercial and residential land uses. Already, Highway 101 and the train tracks were present and key stakeholders in the area were already starting to develop their properties. The County had built a few buildings, Coddington Mall was just starting to get built, the SRJC and SRHS were already present, and there was light industrial development along the tracks. Because the area was agricultural, the layout of streets and parcel sizes was appropriate for car travel around the area, and there were not any significant urbanistic monuments or public spaces. Each parcel developed according to when it was sold without an urban planning vision for NW Santa Rosa.

Altogether, the NW area of Santa Rosa brings all the detriments of urban sprawl – car oriented, inconsistent, unplanned development – together with all the elements of urbanity – schools, housing, commercial, government, and health care facilities – without the urbanistic connections necessary to make the area livable and walkable.

Ms. Donoho contends this is the perfect place to try to retrofit suburbia and transform this area, and that the new train stop presents a terrific opportunity to examine the larger urban context. The time frame for urban planning is about 50 years from concept to fruition. Much can be done to encourage the transformation of this area into a more walkable and livable community over the long run.

Next, **John Nemeth**, the Planning Manager for SMART, gave a presentation about the North Santa Rosa SMART station planning efforts and options. SMART has been looking at two different sites – one at the Union Pacific 'Wye' and another at Guerneville Road. The Wye site has some advantage in having greater area for surface parking of up to 630 cars, but is contaminated and may not be able to support other mixed use development. The Guerneville site is smaller, and presents different urban opportunities, if the minimum of 285 parking spaces can be provided.

Lisa Kranz, Interim Supervising Planner for the City of Santa Rosa, gave a presentation about the City's application for a grant from the Metropolitan Transportation Commission for Station Area Planning (SAP) efforts within a ½ mile radius of the proposed station location in North Santa Rosa. The SAP process will address land use, housing, parking, transportation connectivity, pedestrian oriented design, and financing and implementation of infrastructure and public facilities.

The difference between the Charrette/Competition and the SAP is that the former will address a bigger picture view, inviting many ideas and out of the box thinking about urban design for a larger area, and the latter will be a more detailed planning process, for a smaller area, addressing specific criteria and quantifiable objectives.

Following the City, **Mark Hummel**, Major Project Architect for the County of Sonoma, presented three scenarios for development of the County Administrative Center. These are feasibility scenarios prepared for the County by Hellmuth, Obata & Kassabaum, to assist the County in developing a vision for development of the County Administrative Center. The three scenarios – Town Square, Crescent Park, and Winding Parkway – all include elements of government buildings mixed with public spaces, commercial offices, retail, housing and parking, in a multi-story mixed use development of much greater density than the current County Center development. Mr. Hummel also presented the County Center Facilities Planning Process, underway with Gensler Associates to study county wide service delivery and plan for more efficient and strategic options.

Lois Fisher, Principal of Fisher Town Design, presented the Complete Neighborhood overlay proposal she recently made to both the City and County Planning Commissions. The City of Santa Rosa has adopted the proposal into their General Plan, to become an overlay tool in their zoning code.

Ms. Fisher also presented her work on the proposal to have the North Santa Rosa SMART train station located at the Guerneville Road site. She prepared this presentation working for Coddington Enterprises and Creative Housing Associates. In a very compelling presentation, Ms. Fisher showed that a new connection of Coffey Lane past the proposed train station and connecting to Coddington Mall, the transit hub there, and a proposed bicycle and pedestrian overcrossing of Highway 101 to the SRJC, could make pretty quickly the urban

transformations from auto orientation to multiple modes of transportation, connecting them all together for a flourishing of this area of Santa Rosa.

The presentations for the Friday session of the Community Charrette could not touch on all the activity in NW Santa Rosa, but there is a lot going on. The SRJC has recently built and renovated several key facilities resulting in a much improved campus. One of those facilities – a parking garage was somewhat controversial and only went forward when the SRJC agreed to give funds toward the development of an Highway 101 bicycle and pedestrian overcrossing. The Administrative Office of the Courts has just recently entered a long term lease on new courtrooms (built to suit) for the Civil and Family Law Divisions on the west side of Highway 101 at the Empire College property. Further, they recently announced the selection of Richard Meier and Partners to design a new Criminal Courthouse, and are considering several locations in Santa Rosa. The County hopes they will build the new Criminal Courthouse adjacent to the County jail to save taxpayer money transporting prisoners from the Main Adult Detention Facility, and the County is in planning stages to expand the jail. Kaiser Permanente has just added another medical tower, to their Bicentennial campus, which will open in 2010. All in all, there is a lot of activity occurring in NW Santa Rosa that makes this an opportune time to look at the larger urban context and discuss opportunities for greater connectivity, walkability and livability.

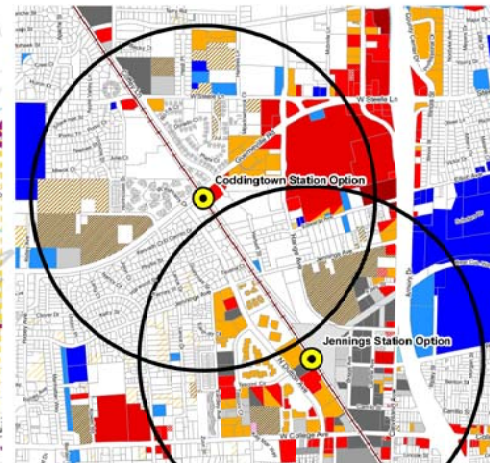
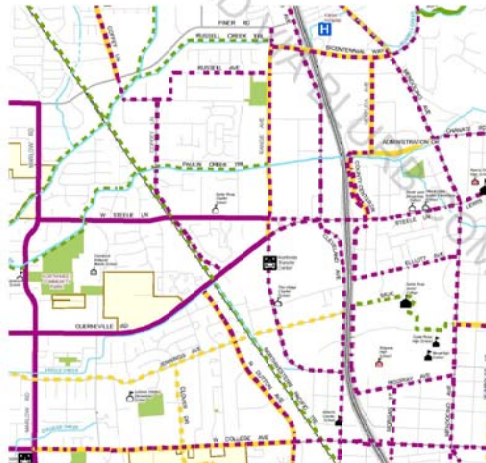
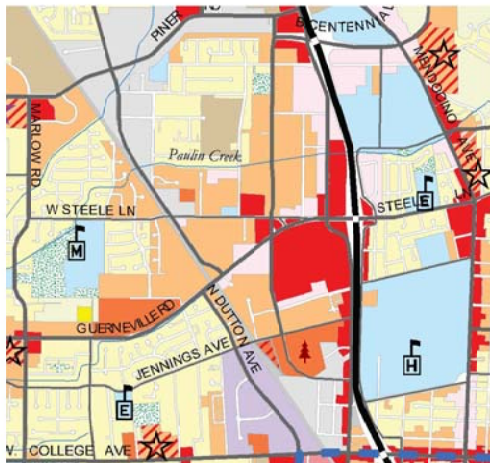
On Saturday, the Charrette began with a bike tour led by **Chris Culver** of the Sonoma County Bicycle Coalition. 16 cyclists visited a variety of the areas being discussed, including both proposed station sites, in a seven mile loop from the Steele Lane Community Center around to 6 locations – through the County Center to the Main Adult Detention Facility and Courts, across Bicentennial to the Civil and Family Courts, south on Range to the Wye site, some touring around the Jennings/Edwards/Cleveland area, up the train tracks to Guerneville Road, following Ms. Fisher's proposal for the Coffey Lane extension, around the mall, under the freeway and up to the SRJC on Elliott, then back to the beginning for the community roundtables.

RK Stewart, FAIA, Associate Principal of Perkins & Will, facilitated the community roundtables. There were two principal sessions – addressing issues and looking at opportunities. Community members voted with tape dots on the most important of these issues, which were in order of top dot winners

1. Access and connectivity
2. Safe
3. Access to existing jobs and services
4. Placemaking
5. Infill and preservation of open space
6. Ridership catchment
7. Balance of public and private partnerships
8. Sprawl repair
9. Catalyzing development
10. Housing
11. Economic development
12. Clarity of key issues and facts
13. Regulations affecting key issues

Once the issues were assigned to different tables, community members gathered at the different tables to discuss those issues. Architects **Daniel Strening, Mark Adams, Kevin Kellogg, Alima Silverman, and David Carpenter** helped with the roundtables. Each session was reported back by one of the community members. One of the tables addressed the pros and cons of both station location options, while another looked at placemaking opportunities.

The Charrette was successful for including a wide variety of community participants, giving a large amount of information to the community while gaining valuable feedback.



Proposed Policy

Complete Neighborhoods for Santa Rosa General Plan Update

The addition to the General Plan of a policy to create a new "complete neighborhoods" floating form-based zoning district would address the land use – transportation correlation defect of the current General Plan by providing a better balance of housing choices, jobs, services and facilities within a walkable radius of existing neighborhoods or the creation of new greenfield complete neighborhoods. Research shows up to a 40% reduction in Vehicle Miles Traveled and a reduction of nine tons of carbon emissions per household per year per the Local Government Commission as a result of creating transit-ready, compact mixed use, walkable developments. A 'Complete Neighborhood' form-based code would allow the creation of a variety of walkable environments from primarily residential areas to multi-story mixed use areas. Spaces for civic uses and buildings would be designated as well. This 'Overlay or Floating Zone' policy would be placed in the Land Use and Livability section of the Santa Rosa General Plan text.

How it would work:

The current underlying General Plan designations would remain. The 'Complete Neighborhood' zone would be adopted as an optional Overlay district that would be activated if an applicant requested it, in the same way that a Planned Development (PD) district is activated. Because implementing this option would reduce greenhouse gas emissions from the existing single use zoning category, it would receive incentives in the model zone such as:

- Increased development potential with the overlay,
- Increased number of allowable uses,
- Reduced parking requirements,
- Permit streamlining where applicable: project CEQA compliance would tier off of the General Plan or Climate Action Plan EIR,
- Priority review process
- System for pro-rata refunding of the money spent by applicants to create the 'Complete Neighborhood' Form-based Code & Regulating Plan by the benefiting neighbors.

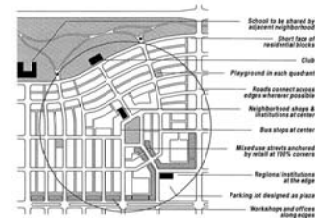
The 'Complete Neighborhood' zoning designation would be written to allow property owners to voluntarily request higher intensity mixed uses that would improve property values in return for meeting the specific criteria for the Overlay (e.g. definition of complete neighborhoods below) and who provide the minimum Scope of Work for Implementing 'Complete Neighborhoods' Form-Based Zoning Districts (follows). The minimum size of in-fill lot/lots to request the overlay would be determined during the creation of the model district.



Complete Neighborhood Overlay District–Suggested Policy for the Santa Rosa General Plan

LUL-E-___ Provide as a floating zone option a new 'Complete Neighborhood' (see definition in glossary) zoning district in Santa Rosa. This new zoning district will have the following qualities:

- **Location:** The zone can be implemented in undeveloped sites as well as on in-fill sites throughout Santa Rosa.
- **Form-based:** The zone will be form-based (see implementation policy for definition) to increase neighborhood connectivity, livability & identity, reduce vehicle trips and create community gathering places.
- **Diversity and Choice:** The zone will provide for a better balance of housing choices, jobs, services and facilities within a walkable radius of existing neighborhoods and will create new neighborhoods that are originally designed to be complete.
- **Incentives:** Applicants will be provided incentives to select the 'Complete Neighborhood' option over the existing zoning designation, due to the greenhouse gas reduction benefits.
- **Process:** Applicants of parcels smaller than the entire walking circle map the entire five minute walk sized neighborhood. The new zone applies to the applicants parcel, and becomes a mapped option for the other properties within the original applicant's five minute walking circle.



LOIS FISHER, CNU, LEED AP ND

This proposal was presented to the City of Santa Rosa Planning Commission and City Council by Fisher Town Design, and was the basis for the adoption of their Complete Neighborhood Policy. Lois Fisher, CNU, made a presentation about the Complete Neighborhood policy at the SMART Ideas Community Charrette and the policy was made available to Urban Design Competition participants.



Definition of a 'Complete Neighborhood': Suggested Addition to the General Plan Glossary

'Complete Neighborhoods' promote livability and safety for residents of all ages, incomes, and cultural backgrounds. Characteristics of complete neighborhoods include the following:

- The size of each 'Complete Neighborhood' is based on the five minute walking radius of a quarter mile or roughly 1300 feet to the center, although the size can vary somewhat to meet specific site considerations.
- The neighborhood has a discernible center to enhance neighborhood identity. This is often a square or a green. A transit stop is located at this center.
- Neighborhoods are compact, transit-ready and mixed-use.
- Ordinary activities of daily living occur within walking distance of most dwellings, allowing independence to those who do not drive or would prefer not to drive.
- Building façades and frontages are designed to the pedestrian scale not automobile scale.
- Buildings are brought up to the street on both sides, creating a well-defined 'outdoor room' with ample space for vibrant sidewalks and street trees between the building and the street.
- To increase public safety, the space between the private building and the public sidewalk is designed to allow the inhabitants to comfortably survey the public street.
- Buildings and landscaping contribute to the creation of Thoroughfares as Civic places.
- Thoroughfares are designed as an interconnected street system with short blocks and no cu-de-sacs. This pattern disperses traffic by providing a variety of pedestrian and vehicular routes to any destination.
- The streets are relatively narrow and shaded by rows of trees. This slows traffic, creating an environment suitable for pedestrians, bicycles and transit.
- The street network for the entire five minute walking circle is designed for the ultimate plan for the neighborhood, with streets shown connecting through currently underutilized parcels to adjacent neighborhoods.
- A range of housing types and price levels are provided — usually houses, row houses and apartments — so that younger and older people, singles and families, the poor and the wealthy may find places to live.
- At the edge of the neighborhood, there are shops and offices of sufficiently varied types to supply the weekly needs of a household.
- Civic, institutional and commercial buildings are embedded in neighborhood serving retail areas, not isolated in remote single-use complexes.
- A range of open space including parks, squares, and playgrounds are distributed within each complete neighborhood.
- Parking is located either on alleys, on-street, in 'lined' parking garages or in the center of the block, but not behind the sidewalk.
- Buildings and infrastructure are sustainable in terms of climate and resources.
- Drive-through uses and big boxes are prohibited.

Implementation Policy for 'Complete Neighborhoods' Form-Based Zoning District: Suggested Addition to the Implementation or Action Section of the General Plan

Form-based codes must include:

- **Site Opportunities and Constraints Map.** This map is prepared prior to the charrette. It notes design determinants such as sensitive habitat areas, existing and proposed transit services, topography, existing buildings, climate, views to preserve, neighboring properties, etc.
 - **Regulating Plan.** The Regulating Plan area is defined by one or more five minute walking circles. A plan or map of the regulated area designates the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being coded.
 - **Public Space Standards.** These include specifications for elements within the public realm (e.g., sidewalks, travel lanes, on-street parking, street trees, street furniture, etc.).
 - **Building Form Standards.** These regulations control the configuration, features, and uses of buildings that define and shape the public realm.
 - **Administration.** A clearly defined application and project review process.
 - **Public Charrette.** The design of the Overlay Neighborhood is done in public over a minimum of five days. A minimum of three public feedback opportunities are provided during the charrette.
- Form-based codes may include:*
- **Landscaping Standards.** Regulations controlling landscape design and plant materials on private property as they impact public spaces (e.g. regulations about parking lot screening and shading, maintaining sight lines, insuring unobstructed pedestrian movements, etc.).
 - **Signage Standards.** These regulations control allowable signage sizes, materials, illumination, and placement.
 - **Environmental Resource Standards.** These regulations control issues such as storm water drainage and infiltration, development on slopes, tree protection, solar access, etc.
 - **Annotation.** This includes text and illustrations explaining the intentions of specific code provisions.



Final Adopted Policy - Santa Rosa General Plan 2035 - LUL-E-7, a policy under the goal of creating livable neighborhoods.

Develop a zoning category to implement the complete neighborhoods concept to allow the development of compact, walkable, mixed use neighborhoods including various housing types, non-residential job generating uses, services, and public facilities which center on a square or green and which include a transit stop. Include criteria for the district's application in developed and undeveloped sites, such as ideal size, and consider the use of form-based regulations.

SMART Ideas Community Charrette and Urban Design Competition



Community members hearing panel discussion with competition jurors.



RK Stewart, FAIA, Charrette Facilitator and Competition Juror with Rick Theis, CEO of Leadership Institute for Ecology and the Economy



Paul Gilger, AIA, Mayor Susan Gorin, City of Santa Rosa, and



Lois Fisher, CNU, Charrette Presenter, Ellen Dunham-Jones, AIA, Competition Juror and Presenter, and Julia Donoho AIA, Esq., Co-Chair Steering Committee



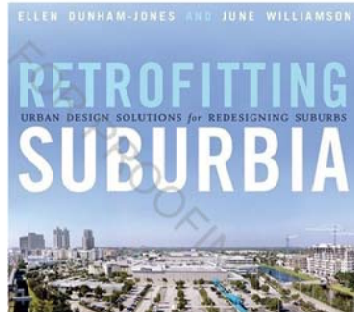
Jurors during panel discussion: RK Stewart, FAIA, Ellen Dunham-Jones, AIA, and David Baker, FAIA



Brad Baker, CEO Coddling Enterprises, and Willard Richards

URBAN DESIGN COMPETITION

On February 12-13, 2010, the Competition Jurors met to discuss the submitted entries and determine award winners. On Friday evening the entries were exhibited and the Jurors participated in a panel discussion. On Saturday morning, the Awards were announced.



Friday, February 12, 6:00-7:30 PM:

Introduction - Julia Donoho, AIA, Esq.
Presentation about *Retrofitting Suburbia*, Ellen Dunham-Jones, AIA
Panel Discussion with Jurors about *Retrofitting Suburbia*
Facilitated by Lois Fisher, CNU
· Ellen Dunham-Jones, AIA
· RK Stewart, FAIA
· David Baker, FAIA
· Lee Sobel, EPA Development, Community & Environment
Conclusion

Saturday, February 13, 10:00 AM-Noon:

Introduction - Julia Donoho, AIA, Esq.
Presentation of Projects
Awards
Citation - Michael Woods
Citation - Bob Theis and Barbara Baiardi
Citation - Paul Harris and Jack Lee
Merit Award - DCE Planning
Honor Award - Richard Price and Will Grimm
Conclusion

JUROR BIOS

Ellen Dunham-Jones, AIA, is an award-winning architect and Professor at the Georgia Institute of Technology. A leading authority on suburban redevelopment, she is co-author with June Williamson of *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*, (Wiley & Sons, 2009) which has been featured in *The New York Times*, *Time Magazine*, *Urban Land*, *Harvard Business Review* and other prominent venues. She has published over 50 articles and serves on several boards including the Board of Directors of the Congress for the New Urbanism. An 18-minute overview of *Retrofitting Suburbia* can be viewed at:

http://www.ted.com/talks/ellen_dunham_jones_retrofitting_suburbia.html



David Baker, FAIA, has been practicing architecture for more than 30 years. Over the course of his career, he has received numerous awards, and in 1996 was selected as fellow of the American Institute of Architects. David founded San Francisco based David Baker + Partners, Architects in 1982 and now leads the firm with Peter MacKenzie, AIA, and Kevin Wilcock, AIA. DB+P is known for combining social concern with a signature design character. From 1977 to 1982, David was principal of Sol-Arc, a firm dedicated to energy efficient architecture. Before becoming an architect, he was a union carpenter.



RK Stewart, FAIA, Hon FRAIC, Hon JIA, Hon RAIA, LEED AP, served as president of the national AIA for its 150th anniversary year, in 2007. As president, he led architects further into a green paradigm. During his tenure, the Soloso website was launched as well as the Walk the Walk initiative. Stewart has extensive experience in managing complex mixed-use, renovation, institutional, high-rise, and government advocacy initiatives in California and on the national level to impact building and planning. He is a Fellow of the American Institute of Architects and an Associate Principal with Perkins and Will - San Francisco.



Lee Sobel, is the Real Estate Development and Finance Analyst in the US EPA's Development, Community & Environment Division (the Smart Growth program). Mr. Sobel's work focuses technical assistance, outreach and education, and research and policy, related to real estate development that achieves smart growth goals and outcomes. Prior to joining the EPA, Mr. Sobel was a Senior Associate in the Miami office of CB Richard Ellis' Investment Property Group, selling shopping centers and retail property and was an active commercial real estate and mortgage broker. Mr. Sobel is the author of *Greyfields Into Goldfields: Dead Malls Became Living Neighborhoods*, and co-author of *This Is Smart Growth and Getting To Smart Growth II*. He has a law degree from Thomas M. Cooley Law School.



URBAN DESIGN COMPETITION RESULTS

DESIGN CHALLENGE: This is an Ideas competition, so everything is on the table to be considered. NW Santa Rosa developed in pieces according to sales of large farm tracts for key institutions, then filled in with a variety of uses, but without a planning vision for what the area could become. When the general plan was written in the early 1990's and a zoning map developed, the map primarily followed the existing uses, without much planning thought. Now there are some major employers, services, and institutions in the area, and they are growing. There is a highway right down the middle and there is a commuter train coming. How do we retrofit this interesting suburban puzzle, with parcels under multiple ownerships, to create a more walkable and livable community? Out of the box thinking is encouraged.

RESULTS: The results of the SMART Ideas Urban Design Competition were presented on Saturday, February 13, 2010, at the Santa Rosa Junior College. Various principles emerged from the competition entries, the main theme being that retrofitting suburbia requires looking at your existing planning strategies and infrastructure in a new way. Many entries demonstrated novel approaches to blend new strategies into the existing fabric to effect change over time. The successful results of the competition fell into three different categories of entries:

- **Street Planning schemes** – where the street layout is the most relevant part of the plan, densities overlaid, uses mixed. Most street planning schemes located station near the higher density area.
- **Station location** – where the location of the station is the driver of urban planning strategies, regardless of existing infrastructure.
- **Complete Neighborhood** – schemes which aspired to create complete neighborhoods, a policy recently adopted by the City of Santa Rosa, and promote polycentric urbanism.

Through this process various possibilities for retrofitting North Santa Rosa, to create a walkable, livable community emerged that were feasible and achievable in the long range while implementable in the short term. These ideas were presented to the community to enlighten and expand thinking, with various changes initiated thereafter and others considered for the long term. RK Stewart (RK): The



Jurors RK Stewart (RK), Ellen Dunham-Jones (EDJ), and David Baker (DB) exchange ideas at Friday evening discussion of strategies for retrofitting suburbia. Lee Sobel (LS), not pictured, also participated on the jury panel in reviewing the competition entries.

tradition of competitions is a long and storied one. An Ideas competition holds a special place because it's about concepts and not necessarily full blown solutions that we would recommend get built. So as we went through the day yesterday and reviewed the submissions there was a tremendous range of things. As Ellen (EDJ) said we are looking for specific concepts that would resonate and that had an intention that could be developed further. I think our reaction is take our comments today as a departure point for continued development of the district. We have not seen any solution here that could be construed as "The Answer." There are seeds of ideas that can be developed further...

David Baker (DB): There are some really good schemes here, this is an incredibly difficult problem. I would say that the #1 planning challenge for Santa Rosa is Highway 101. The more connections across 101 that you can get would improve Santa Rosa. The bridge really should be done.

None of the schemes developed the idea of an energy district.

JUROR COMMENTS

RK: This project took a look at pulling together a network of nodes that would help bind the community together. This project has merit because it recognizes the difficulty of developing the Wye site. From the jury's perspective the master stroke was moving the station to the other side of the tracks, along a major thoroughfare, and beginning to link it to the business park. So now you start to get some synergies between the employment opportunities that the business park affords with a retail shopping and entertainment district and with academia on the east side. At least you are not destroying this neighborhood, that is on the other side of the tracks. They could go further to show what they are going to do to knit the two sides together. Now you start to get movement all across, but the linkage to employment is one key idea that ought to have some resonance after further discussion.

EDJ: I love the way this project uses the arrival of the train to stimulate vitality not just in a single ped shed around the station, but in a cluster of adjacent neighborhoods/ped sheds. The proposal provides opportunities for both linking and distinguishing neighborhoods. It leverages existing neighborhood assets to serve as new community anchors, while challenging us to re-imagine them in that role. It also offers very straightforward means to modestly improve ecological performance. This one is about an incremental seeding. The only question in my mind is whether it is in fact too modest in its incremental steps – and whether in fact the kind of infrastructural changes in examples 2 and 3 wouldn't be accomplished all at once given the impact of the arrival of the train.

DB: The connections in this phased project are good . . . the solution is consistent with the ideas presented.

LS: I like very much that they recognized both sides of the track. There are a whole bunch of things to like about this scheme. Regarding the Wye site, if you could make it a park and keep people from building on it, then maybe the best is just some sort of solar something.

DB: This station makes much more sense than the Wye. If your putting a park and ride, it shouldn't go on the Wye, because it doesn't have good freeway access, there is no justification for that as a station location. It should maybe become a field of sunflowers, a big bioremediation site.

RK: Housing is working its way down the tracks, then keep going with that on the Wye. It is surrounded by housing.

HONOR AWARD

Team—from Charlottesville, Virginia

- Richard Price, AIA
- Will Grimm, Planner and Architect

Description—Pathways to a Sustainable Future

The arrival of the SMART transit system is an ideal opportunity to rethink planning and development policy in anticipation of a more sustainable future.

Absent the resources to re-make large swaths of auto-dependent suburbia, how do we begin the process of transformation? The answer, we believe, is to start small, start everywhere, and build on success.

This proposal illustrates the process and potential results of an evolutionary planning process, one that will result in a gradual transformation of our built environment into a more sustainable settlement. Creating walkable a city of neighborhoods does not require large scale redevelopment, but it does require imagination, forethought and sustained effort with the support of government, business, residents and the development community.

Working with the community, the first step is to identify the best locations within the existing urban fabric for neighborhood centers. The ideal location will be a place where people already congregate: shopping centers, transit hubs, schools, for example. The center will take advantage of existing neighborhood shops and services, such as grocery stores, libraries or recreational facilities.

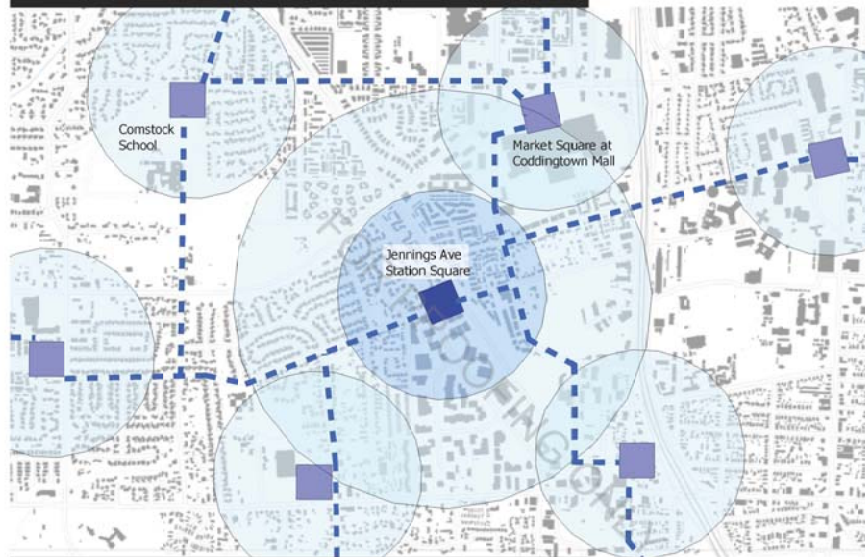
Once neighborhood centers are defined, a network of pedestrian-scaled streets, separate from the main auto thoroughfares, can be identified to link the centers. The mix of uses and services available in the neighborhood can also be analyzed to identify missing pieces of neighborhood completeness.

Finally, a gradual, sustained transformation can begin. Appropriate renovation, re-use and infill development around the neighborhood centers make the center more attractive. Streets linking centers can gradually be transformed to make them more bike and pedestrian-friendly. A neighborhood transportation system can be established to link centers. Other transformational strategies, like energy efficiency upgrades, bioremediation of stormwater and water conservation can be phased in over time.

SMART IDEAS: Pathways to a Sustainable Future

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Phase I: Plan for neighborhoods



Introduction: planning for a sustainable future

The arrival of the SMART transit system is an ideal opportunity to rethink planning and development policy in anticipation of a more sustainable future.

The current economic downturn suggests that sprawl has reached its zenith, and that it may be some time (if ever) before we see transformative large-scale redevelopment: property consolidation is expensive and time consuming, financing requirements keep all but the largest players out of the development game, and the risks associated with large scale development will likely continue to make banks and developers cautious.

Absent the resources to re-make large swaths of auto-dependent suburbia, how do we begin the process of transformation? The answer, we believe, is to start small, start everywhere, and build on access.

This proposal illustrates the process and potential results of an evolutionary planning process, one that will result in the gradual transformation of our built environment into a more sustainable settlement.

Creating a city of walkable neighborhoods does not require large scale redevelopment, but it does require imagination, forethought and sustained effort with the support of government, business, residents and the development community.

The process starts by defining and planning neighborhoods centers. Working with the community,

the first step is to identify the best locations within the existing urban fabric for neighborhood centers. The ideal location will be a place where people already congregate: shopping centers, transit hubs, schools, for example. The center will take advantage of existing neighborhood shops and services, such as grocery stores, libraries or recreational facilities.

Once neighborhood centers are identified, a network of pedestrian-scaled streets, separate from the main auto-thoroughfares, can be identified to link the centers. The mix of uses and services available in the neighborhood can also be analyzed to identify missing pieces of neighborhood completeness.

After neighborhood centers and connections are defined, a gradual, sustained transformation can begin. Appropriate renovation, re-use and infill development around the neighborhood centers make the center more attractive. Streets linking centers can gradually be transformed to make them more bike and pedestrian-friendly. A neighborhood transportation system can be established to link centers. Other transformational strategies, like energy efficiency upgrades, bioremediation of stormwater and water conservation can be phased in over time.



The SMART station: An alternate location

Whatever station location is chosen, most people in NW Santa Rosa will get to the station by some means other than walking. While pedestrian access for those in the immediate area is important, equally important is easy access to surrounding areas, including the community college and the county government center.

SMART's preferred location, the Wye site, has the advantage of being readily available and easily adapted to parking needs, meaning construction can start in short order. However, the site is not ideally located to facilitate regional transportation or create pedestrian connections to surrounding neighborhoods. The Coffey Lane location offers better access to surrounding areas, and better potential connections to adjacent neighborhoods. However, the site has some drawbacks that are likely to be substantial concerns: it suffers from a congested site that may make initial development costly, and is likely to cause considerable traffic congestion in the immediate station area.

We believe a third site, apparently subject of earlier consideration, deserves another look: Jennings Avenue. The site, at the nexus of residential, business, retail and light industrial areas, has the potential to draw a broad range of riders. The Jennings Avenue location can also readily connect to surrounding neighborhoods via pedestrian-scaled streets and neighborhood transit.

Phase 2: Establish neighborhood centers and pedestrian links



Example I: Jennings Avenue Station Square



located at the intersection of Jennings Ave and N. Dutton Ave, the proposed station location is at the nexus of residential, business, retail and light industrial areas. The site offers easy connections to surrounding neighborhoods via pedestrian-scaled streets and potential future neighborhood transit.

A few commercial and residential properties must be acquired to accommodate the initial station development. The primary access to the station is on the Dutton Ave side (Phase 1).

The initial phase includes a public square, a parking garage with liner buildings and a pedestrian / transit crossing of the railroad tracks. Station platforms are offset so that trains stop before Jennings Ave, reducing crossing conflicts. The Arroyo Point Apartment parking lot can also be expanded to the west and south into the railroad right of way to create additional parking (Phase 2), possibly creating additional subsidies for the affordable housing project.

Finally, the station will accommodate significant amounts of redevelopment and infill in the immediate vicinity (Phase 3).



The Jennings Ave station in Phase 3, showing the pedestrian crossing

Phase 3: Develop neighborhood centers and links



Transformational strategies for redevelopment

Neighborhood center development.

Focus re-development efforts on creating and improving neighborhood centers.



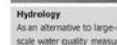
Public space
Create pleasant, easily identified public spaces as the focus for redevelopment. When properly designed, these spaces can accommodate significant amounts of parking.



Renovation / rehab
Give priority to the transformation and modification of existing buildings to diversify use and make them more pedestrian friendly.



Infill
Add appropriately-scaled buildings over time as needed to stitch together the urban fabric.



Hydrology
As an alternative to large-scale, end-of-pipe solutions, introduce small-scale water quality measures everywhere as opportunities arise.



Bioremediation
Retrofit inlets and drains with rain gardens and vegetated swales to clean and absorb stormwater where it falls.



Vegetated roofs
Introduce green roofs to retain and clean stormwater in areas where roofs are visible or at-grade bioremediation is impractical.



Native plants
Bring together landscape designers, property owners and local nurseries to re-focus the landscape on a more sustainable plant palette.

Transportation

Re-focus transportation on linking people to neighborhood centers, and on linking neighborhood centers to regional transit and to each other.



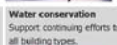
Bikes and Pedestrians
The health and environmental benefits of walking and biking are the foundation of sustainable development. Focus on making neighborhoods pedestrian friendly as a first priority.



Neighborhood transit
Shared taxis and minibuses linking neighborhood centers offer an entrepreneurial, low-cost alternative to traditional bus systems.



Shared cars
Neighborhood centers are ideal locations for a shared car service, which can help cover those times when walking and transit are impractical.



Water conservation
Support continuing efforts to add low-cost, water saving technologies in all building types.



Cisterns and rain barrels
These simple technologies can provide a continuous supply of irrigation water when designed to capture both rainwater and condensate from air conditioning systems.



Grey water systems
Focus on regulatory reform to make grey water re-use practical for property owners.



Low-flow fixtures
As part of a larger effort to plan for a more sustainable water supply, continue to offer incentives to replace old fixtures with more efficient new ones.

Pedestrian links

Implement continuing efforts to make pedestrian and bicycle links attractive, safe and convenient.



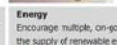
Sidewalks and pathways
Initial efforts should focus on detaching and completing pedestrian and bicycle links within neighborhoods and between neighborhood centers.



Shade
Planting trees along the way makes the walk more pleasant and can help reduce energy consumption for surrounding buildings.



Visual interest
Make the walk interesting by mixing uses, varying building configurations and diversifying the streetscape.



Energy
Encourage multiple, on-going efforts to reduce demand and increase the supply of renewable energy.



Passive solar
Extend living areas outdoors and provide seasonal shading using deciduous trees, porches, canopies and awnings where practical.



Building shell improvements
Support on-going efforts to improve energy performance by upgrading insulation and replacing windows.



Renewable energy
Work with local utilities and energy service companies to finance and install small-scale renewable energy sources on existing buildings.

Example 2: Market Square at Coddington Mall



As an alternative to a fourth anchor store for Coddington Mall, an outdoor plaza adjacent to the mall can form a vibrant neighborhood center for the community.

Located in the area between the library, the north entrance to the mall and Whole Foods grocery, the proposed neighborhood center will form a new front door for the mall (Phase 1).

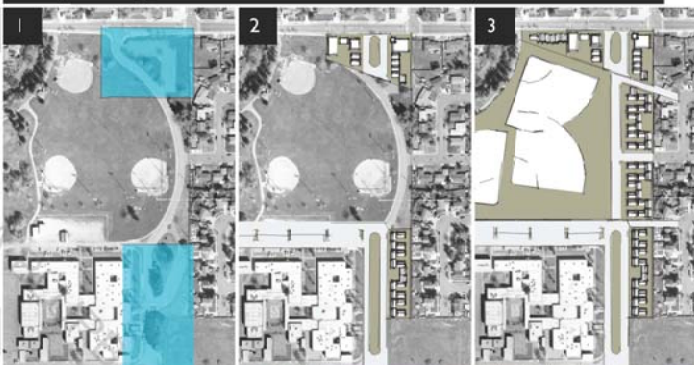
An initial development phase encloses the space with mixed-use residential and commercial buildings. Parking is located at curb-front and in existing parking areas a short walk from the plaza. The plaza itself, brick paved and surrounded by trees, can serve as parking during peak times, or host special events such as a farmers market or outdoor festivals (Phase 2).

Future redevelopment should be concentrated along connecting streets, helping to link the square to the surrounding community (Phase 3).



The approach to Market Square

Example 3: Neighborhood center and workforce housing at Comstock School



The periphery of the Comstock Middle School site is an ideal location for workforce housing for teachers, police officers, fire fighters and other public employees. A defacto publicly is created by using land already owned by the public. The north end of the site can also serve as a neighborhood center, and help connect the school to surrounding neighborhoods (Phase 1).

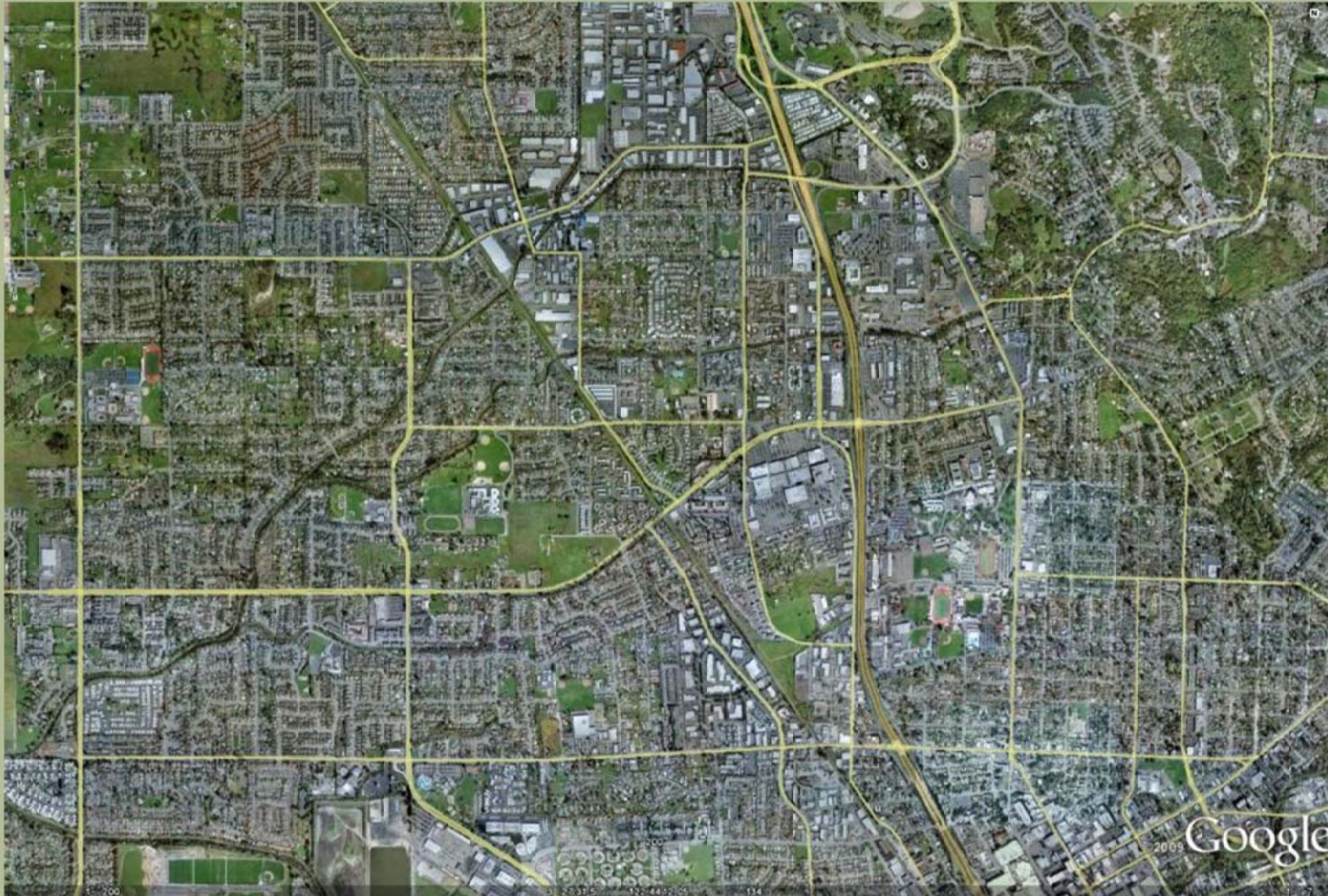
By reconfiguring the bus drop off and consolidating parking, workforce housing can be created adjacent to the school entrance. Mixed-income housing and related neighborhood services, such as a convenience store, cleaners or cafe, can be built at the north entry to the School (Phase 2).

Finally, additional housing can be built to link the two parts of the site by relocating a ball field and creating pedestrian connections to the adjacent neighborhood. (Phase 3).



The neighborhood center at the north entry to Comstock School

AERIAL VIEW OF URBAN DESIGN COMPETITION AREA



JUROR COMMENTS

RK: When you take on a project; considering the problem of the size of the district, understanding what underlies the whole thing is important. This team did a very good job trying to use some analysis in a way that points toward where their solutions are going to come from. In the context of what we are looking at here, I applaud the analysis of the interlocking network, as an analysis. The analysis is what got our attention and really drew us in, first and foremost. The disconnect to the solution is the difficulty. This gives a way to look at the problem that others did not. If this is a fifty or hundred year view, and we recognize that we see it differently. It changes the streets, the buildings, but it can work.

EDJ: This richly illustrated ambitious project makes a great argument for balancing the density called for by the arrival of transit with conservation of ag land outside of town. It does this both by accommodating future growth around the station, instead of sprawling at the periphery; and by promoting small-scale food production within Santa Rosa. It builds a strong economic development argument tied to the local identity and landscape heritage – with great ideas about “culinary incubators” and farms on the residual wedge sites on culs-de-sac. Seemingly dependent on massive demolition and new infrastructure, it would have been nice to see more attention paid to the heritage of the existing built environment as well. Still, if this actually happened it would be good.

DB: I think that particularly when you're in a competition, in the US in particular, we are limited in our long term vision. I don't know why that is. We just seem to be really afraid of doing anything (maybe because we like low taxes). But this is great it's got this green belt going through it to the Junior college. It would redefine Santa Rosa it's a great image it would be nice if we could dream at that level again. We should be having reasonable densities with-in a half mile radius, an overall plan maybe 10,000 people per square mile *(it was said maybe 1-3 people per acre in Santa Rosa)* that's a lot better than building a garage.

LS: I really like the overlapping network of structure here. Does the network structure go together with the images? That make it an issue. The agriculture is probably in the right spot. It doesn't need to be next to the transit nor in the mall. I am not sure that the huge swatch of green is necessary. The grid here looks like a huge blowout, but I can respect Ellen's comment that that is a one hundred year vision. Is the disconnect between the pictures on the bottom and what they actually drew so strong to exclude the ideas? It has lot's of walkability, livability, sustainability, they picked up on this local food concept strongly and creatively. But clearly it is compact, walkable. If this was your goal, if you built this it would be pretty good. That park there, it's like Golden Gate Park, or something, you would love it. It doesn't get rid of the mall, the mall and the mall ownership stays there, just in a different arrangement, and a different form. It is transformative.

MERIT AWARD

Team—Design, Community and Environment (DCE) Planning, from Berkeley, California:

Bill Bogenschutz
Agnes Chan, LEED AP
Mike Ernst, LEED AP
Yiu Kam
Kurt Massey, LEED AP
Kevin Waldron

Bruce Brubaker, LEED AP
Melissa Erikson, ASLA, AP
Isby Fleischmann, LEED AP
Charlie Loy
Sophie Mintier, LEED AP

Description—Refarming Suburbia

Refarming Suburbia envisions a thriving community that celebrates its unique agricultural identity by integrating food cultivation and natural systems into the urban fabric. The Coddingtontown SMART Station is the catalyst for a more compact development pattern that reduces growth pressures on prime agricultural lands, while extending green corridors and open spaces to provide opportunities for small-scale farming.

The SMART line links Northwest Santa Rosa to the region, and improved connections in the local street network enhance circulation and access for pedestrians, bicyclists, and transit. A diverse mix of uses around the SMART Station creates a lively district of homes, commercial uses, and civic spaces. Harnessing the rich agricultural lands and favorable climate of the region, Refarming Suburbia nurtures Santa Rosa's agrarian roots to grow a dynamic future.

REFARMING SUBURBIA

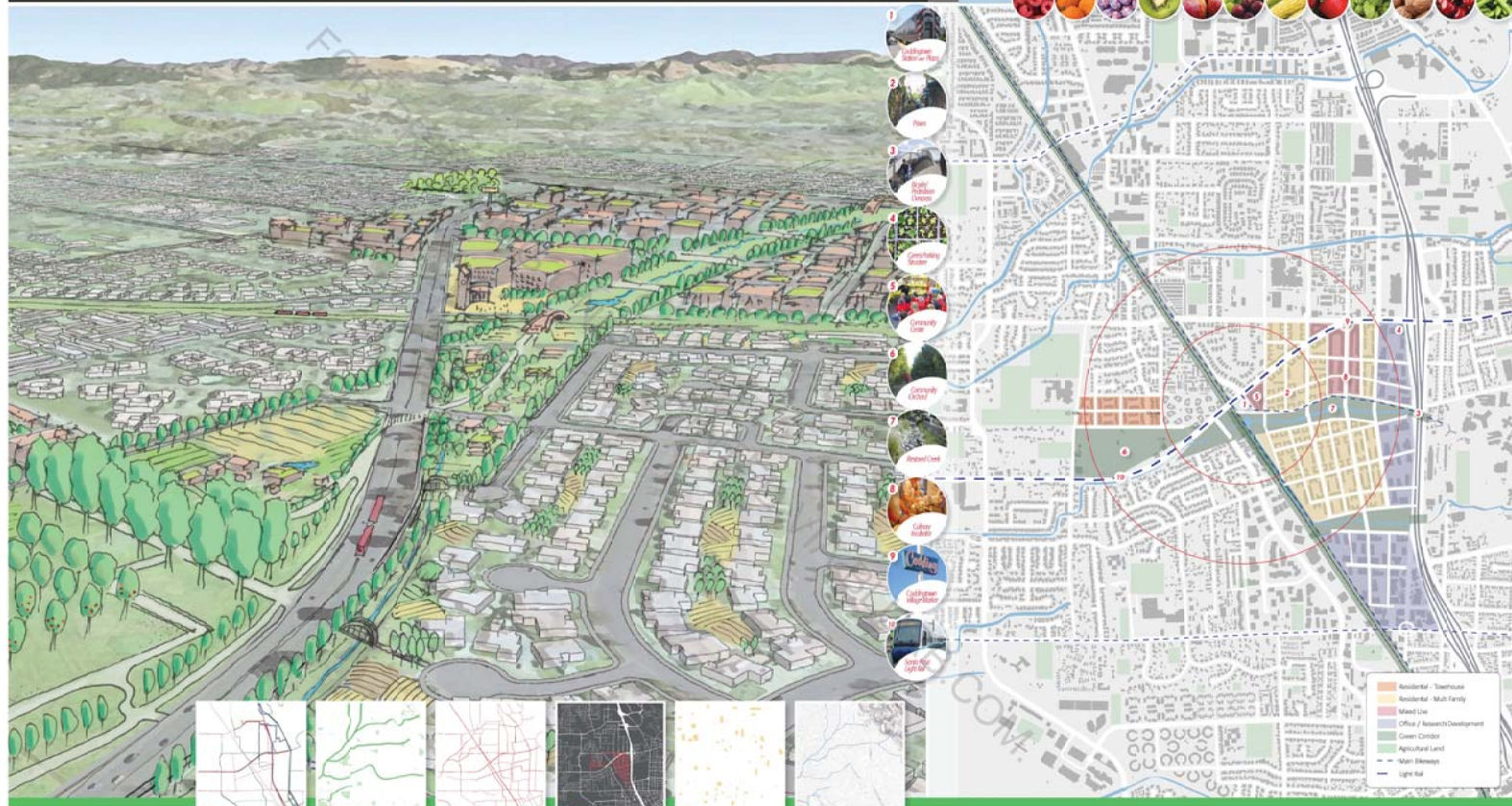
Using food to define our landscape.

Refarming Suburbia envisions a thriving community that celebrates its unique agricultural identity by integrating food cultivation and natural systems into the urban fabric. The Coddingtown SMART Station is the catalyst for a more compact development pattern that reduces growth pressures on prime agricultural lands, while extending green corridors and open spaces to provide opportunities for small-scale farming. The SMART line links Northwest Santa Rosa to the region, and improved connections in the local street network enhance circulation and access for pedestrians, bicyclists, and transit. A diverse mix of uses around the SMART station creates a lively district of homes, commercial uses, and civic spaces. Harnessing the rich agricultural lands and favorable climate of the region, Refarming Suburbia nurtures Santa Rosa's agrarian roots to grow a dynamic future.

A Fertile Valley.

Located at the heart of the artisan food industry, Santa Rosa is surrounded by Sonoma County's renowned wine country and fertile agricultural lands.

While dozens of varieties of crops can be grown in the rich soil, much of the valley is rapidly urbanizing. By increasing density in areas that are already built out, other parts of the valley could be left up for other uses, including the production of food.



Our current food economy is unsustainable.

On average, food travels a distance of 2,000 to 2,500 miles from farms to forks, even in highly productive agricultural regions. Under the industrial food economy, we expend 10 kcal of fossil fuel energy - through processing, packaging, shipping, and storing - for every 1 kcal of food energy. These processes are a major contributor to global warming, and pollute air, water, and soil.



Farms, orchards, parks, greenways, and community gardens connect to form an extensive food infrastructure network that provides diverse, healthy, and affordable sources of food for the entire community. Farmers' markets, locally owned grocery stores, artisanal food producers, and a culinary incubator contribute to the distinctive food culture of the region. Reforming Suburbia expands opportunities for local food cultivation and consumption, nourishing Santa Rosa residents and the local economy.



A new, direct food economy better serves people and the environment. Food grown locally bypasses inefficient supply chains to foster a more sustainable system. A local food economy supplies fresh, seasonal products to consumers while reducing pollution and fossil fuel consumption. Eating locally supports small farmers, who in turn invest more money into local economies than large industrial farms, creating a strong food infrastructure that will sustain future generations.

JUROR COMMENTS

RK: "This is really more of a "place specific" intervention as opposed to a district wide plan. The idea of building a bridge and making it habitable. There is an opportunity for further development on the east side of the freeway, events that mirror what is being proposed for the west side, so you've got a reason for wanting to be on the other side of the freeway. It starts the creation of ideas that are independent of vehicles.

EDJ: I'm always pleased to see infrastructure used for public placemaking. This proposal would likely become an instant, and quite beloved landmark, particularizing the otherwise generic space of the highway. The integration of the ramps, shops and classrooms into the existing neighborhoods is very sensitively thought through and while it doesn't address the immediate design of the train station area, it sets a high bar for the design quality of the new infrastructure that will extend access to it. The drawings are very convincing in their scale and buildable, vernacular aesthetic. However, the devil will be in the details to maintain authenticity.

DB: I would have given this a higher award, I think it's a really great idea and there is a lot to appreciate. I like that they use the space under the viaducts like in New York, London and Paris. They have a variety of artisan spaces, studios, theater spaces and even a grocery store, a variety of uses.

LS: The bridge is worth recognizing, a habitable bridge. If you could get the SRJC to put some classrooms in the building, you start to bring them over to the mall property, that could be a great relationship. Retrofitting malls with junior college or government offices are great ways to revitalize mall properties.

General: This is an isolated solution that solves a problem – it isolates one piece and makes the connection across the freeway. The bridge really should be built. This plan highlights an individual idea of the competition program and shows a strong connection from the rail station to the SRJC and other activities east of the highway. The connection needs to occur before the greater issue of retrofitting the suburban areas around the station.

CITATION

Team—from Sonoma County

- Paul Harris, Architect
- Jack Lee, Artist, Windsor, CA

Description—Bridgeway

Cities as vibrant, enriching environments are in vogue again because we are realizing what the deadly costs of suburban living are doing to the earth and our emotional and physical health. The city is not however a denser version of suburbia, but a complex interconnectedness of spaces and experiences that bring richness to our lives. This can be experienced in the parts of beautiful cities that haven't fallen to the wrecking ball of urban renewal and/or commercial exploitation.

Any functional bridge can span an obstacle. Mere function does not a city make. To incorporate additional uses, to bring art and history to life, to strengthen neighborhood boundaries and community identity, to honor landmark tree spaces, to create walkable living begins to create that interconnectedness. To do all that and more makes the city an enriching experience. This is what a city wants to be.

SPRAWL REPAIR TOOLKIT by DPZ partner, Galina Tachieva

Sprawl Repair is a planning technique that restructures and connects the auto-centric patterns of suburbia into complete communities based upon a neighborhood unit that is currently missing. It is a method of re-urbanization, intensification and diversification that transforms single use, auto-oriented, suburban agglomerations into balanced, mixed-use, walkable places, accommodating a diversity of income levels, building types, modes of transportation, and civic spaces.



JUROR COMMENTS

RK: The idea in this project is that you can act locally with little interventions that taken as a whole can have a big impact on this overall district. This one tries to use existing patterns to move through it so that other developments can start to occur. Take our comments today as a departure point for continued development of the district. This one is really rich with a lot of ideas. One where there is an analysis of what a roadway could become, other than a place where you can go zipping by at 40 mph. It's a place where a lot of different things can happen and enliven the area. It points a way for growth to occur without subverting or converting agricultural lands that are cheaply developed and undermining a lot of things like locally grown produce, air and water recharging. This is a way to densify your city.

EDJ: The overall point of this proposal is great: make infill easy! It converts the reality of a severely constrained economy into an opportunity for 101 highly local, fine-grained, cheap interventions that collectively address a wide range of issues. Ala Stewart Brand's ideas on "how buildings learn," this proposal allows for adaptation and localization of a rapidly changing economy - although I wasn't entirely convinced that this was the best circumstances in which to try it out. Should arrival of the train trigger such small-scale infill?

DB: I think this is really good, for one thing I do a lot of really big sites so it's got to be really good, it's the diversity that makes it a nice thing. There is a movement, and LA has done this, where they're doing multi-family small lot zoning where you can put up to 3 units on a single lot that allows you to take these narrow deep lots ... and develop them with more units, you can put one separate cottage on the rear of the lot. This scheme addresses the issue of what you do with these odd shaped lots, with 100' back yards below Jennings. If you are trying to increase the density of the city you don't want to promote these huge backyards. Filling in these yards is a good idea. It uses some of the planning issues, but not all the way to form based zoning. LA and Portland and other places have these infill lot initiatives, it is a really great way, as a way to fill a city in.

LS: I have seen a lot of that, like in Kansas City and Seattle where they are doing all these bungalows on these little parcels.

CITATION

Team—from Richmond, California

- Bob Theis, Architect
- Barbara Baiardi

Description—Micro-Infill Urbanism

The huge amounts of money required to build in our urban fabric dictate that only known patterns get built.

But we are now groping our way into an entirely new economy. The known patterns risk obsolescence.

It's a good time to open up the game; make small scale infill not just possible, but cheap and easy, and see what new patterns emerge.

For this experimentation to bear relevant fruit, the patterns for getting around have to be opened up as well. Walking and biking are central to our revised urbanity, especially near train stations, and need serious infrastructure, not strips of paint and concrete begrudged at the border of the car realm.

Jump start this learning process with temporary installations.

Urbanism for everyone.

MICRO-INFILL URBANISM

THE DIFFUSE, SEGREGATED FABRIC OF NW SANTA ROSA CANNOT BE RENOVATED INTO LIFE, LIKE A DEAD MALL. DIVERSITY AND DENSITY WILL HAVE TO BE GROWN, BY:

1. REPATERNING THE STREETS - ESPECIALLY THE ARTERIES - AS PLACES FOR PEOPLE.
2. MAKING THE INSERTION OF SMALL SHOPS AND COTTAGES INTO THE GAPS IN THE FABRIC CHEAP AND EASY TO DO, MAKE DENSIFICATION A "BOTTOM UP" PROCESS, NOT DEPENDENT ON BIG DEVELOPERS AND LARGE-LOT PROJECTS.
3. JUMP-STARTING THE PROCESS BY USING PORTABLE BUILDINGS AND EASY-TO-REVERSE INSTALLATIONS. PERMANENCY CAN FOLLOW, AS THE GOOD PATTERNS EMERGE.

THE TRAIN STATION WORKS BEST AT GREENVILLE ROAD, WHERE IT ANCHORS A "MAIN STREET" RUNNING EAST TO HENDRICKSON AVENUE.

THE UNION WYE IS ACTUALLY QUITE SEGREGATED BETWEEN THE HIGHWAY AND THE TRACKS, MAKING IT A GOOD LOCATION TO TRY A NEW SORT OF NEW URBANISM (SEE BELOW)

THIS FUTURE INFILLING ON GREENVILLE ROAD HAS RESISTED BECOMING YET ANOTHER SUBDIVISION; CAN IT INSTEAD BECOME BOUTIQUES?

LONG NARROW URBAN MINI-PLOTS WITH GOOD COMMERCIAL FRONTAGE, TO BECOME FARMHOUSE USED THE CITY?

IN A SIMILAR VENUE, HAVE THE BIKE PATH ALONG THE TRAIN TRACKS, THROUGH ALLOTMENT GARDENS, WHERE PEOPLE IN ALL THE NEARBY GARDEN APARTMENTS CAN HAVE MINUTRE "PLACES IN THE COUNTRY" AS IS DONE IN EUROPEAN CITIES.

SMALL LOT DEVELOPMENT WORKS, NO BUILDINGS BY FAMILY WAY, THIS BLOCK OF LITTLE HOUSES HAS THE MOST STREET LIFE OF THE ENTIRE BLOCK AREA.

... BUT IT HAS TO FRAME A STREET. THE CONCENTRATION OF SMALL UNITS HAS ONLY CHANCES AS A PUBLIC PLACE, AND THESE FRONT ONTO A PARKING LOT. IT CREATES NO STREET LIFE, AND HAS NO STREET LIFE. SMALL LOTS, BY THEMSELVES, ARE NOT SUFFICIENT.

BOULEVARDS

USE CATHEDRAL SQUARE TO INCREASE THE HEIGHT OF THE STREETS, DEFINING THE STREET



WE LIKE CONTAINED "ROOM-LIKE" OUTDOOR SPACES, WHERE THE HEIGHT OF THE "WALLS" IS ABOUT 1/2 THE WIDTH; THERE ARE THE ONLY REALISTIC WAY TO DO THIS AT GREENVILLE DENSITIES.

WHERE HIGH VOLUME CENTER LINES ARE DISTINGUISHED FROM SLOWER, SHARED SPACES AT THE PERIPHERY BY MEDIAN MARKERS ENTHUSIASTIC WITH A CANOPY OF CLOSELY SPACED TREES - ARE A TIME-TESTED WAY TO CREATE VALUED STREETS

ENTIREMENT WITH THE SHARED SPACE, PEEL MEMBERS - WHILE NOTICING THE DIVERSITY OF SHOPPING THE GAPS AND SPACES - BY OVERLAPPING, RATHER THAN OVER THE EXISTING TRAILER STRUCTURES,

IF ACCESSIBLE IN TOTAL BREAK UP THE TRAILER DENSITY BUT INSURE SUFFICIENT CARDS AND PLANS PRESENT TO MAKE THESE AREAS COHERENT WITHIN THE TRAILER SPACES, WITH THE EXISTING TRAILERS STILL THERE IN OVERLAP.

MIXED USE INDUSTRIAL PARK

THE NARROW LANDSCAPE ALONG N. DUTCH AVE IS ASKED TO BE "BOLDED" BUT BEHIND IT THE BUILDINGS ARE ASPIRANT IN A SEA OF PARKING.

ENCOURAGE TINY RESIDENTIAL INFILL TO ENLIVEN ALL THE BLANK WALLS OF THE LONG RAILROAD FRONTAGE, AND TO DEFINE INTERIOR STREETS

AN URBAN VILLAGE AT THE WYE. AM FOR A WORKING CLASS NEW URBANISM TO GROW OUT OF THE FUTURE INDUSTRIAL REDEVELOPMENT, ENCOURAGE SHORT-TERM OWNERSHIP, BUILDING LOTS AND NARROW SHARED STREETS. WORKING CAPACITIES CAN BECOME SHOPS AND SECRET FRONT PORCHES. ENCOURAGE WORKING GREENSPACE IN THE FORM OF "BOULEVARDS" (HILL-TERMS) AT THE TRAILER PARK AND THE REMAINING GREENFIELD AT THE NORTH END.

EXISTING HOUSES - ESPECIALLY THE 2000-2005 GROW TO THE SIDEWALK - REPAIR WELL TO STREET LIFE. IT'S THE BEST. WORK COMMERCIAL BUILDINGS THAT THEY NEED HELP. USE THE CITY RECREATION CENTERS, AS A FIELD TRIP FOR THE NEW COMES?

GREENVILLE/STREET MAIN STREET. REPAIR BETWEEN THE NEW TRAILER SPACES AND REPAIRING ALONG AS A BOULEVARD WITH PRICED PARK LOTS AT THE SIDEWALK. THE SIDE THE WALL ENTRY EAST, SO THE INTERSECTION TRIANGLE CAN BECOME A PUBLIC PLACE.

THIS COLLEGE CLUSTER SHAPES A SQUARE, BUT LOCATED ITSELF WITH LITTLE SIDEWALKS AND A "HOLE" IN THE MIDDLE. OUTLINE THIS BUTTERFLY, KITE PLACES LIKE THIS INTO THE PARK WITH STREET CORNERS OVER THE PARKING, AND LITTLE BUILDINGS AT THE SIDEWALK.

QUICK, EASY AND TENTATIVE

SCHOOLS INFILL THEIR YARDS WITH PRECISE HOUSES ALL THE TIME, BUT THIS APPLICATION WILL REQUIRE RECONSTRUCTION, WHICH IS A LOT HARDER. IF IT CAN BE DONE, IT'S A GOOD THING. THE EXISTING HOUSES HAS TO BE QUICK & EASY, INSTEAD OF ALL THE NORMAL DEMANDS, MAKE IT LIKE A GIVING TRUST, OUT OF SHOPS, TAKES, A PLANNER LOOKS IT OVER, THE NEIGHBORHOODS, AND ITS ATTITUDE. THE IDEA, SAULT THE INFILL CAN BE RELOCATING THE STREET, THE TRAILER, IF IT CAN BE A PLANNED WITH A BOUTIQUE, IT'S A SIMPLE TRAILER. IF IT PRESENT A GARDEN, THERE'S MORE ABOUT. SOCA UNITS WOULD BE THE APPROVED BY THE BUILDING COMMITTEE. THE CALCULATION PROGRAM AT THE JAVIER COLLEGE, COULD DESIGN THE UNITS, CURRENTLY THEM AS REQUESTED, AND BUILD THEM IN THEIR OWN SHOP. COFFEE INDUSTRY!

SOFT MALLS - IF THE "STORES" IN THE TRAILS GET AWAY FROM THE SIDEWALK, PROJECT THAT LITTLE BUILDINGS AT THE SIDEWALK ARE, GIVING THEM STREET VISIBILITY, ENCOURAGE THEM TO ADD "PULSE FRONT" WITH SIGNAGE, COFFEE, THE LITTLE BUILDINGS, THAT ARE SMALL, SIGNS GET CLOSER TO THE CUSTOMERS AND TALKER BUILDINGS BEING DEFINING THE STREET.

AS HENDRICKSON AVE DEVELOPS INTO A LIVING STREET, THE PLANNING FRONT LANE OF THE JUNIOR COLLEGE CAN BECOME A TRAIL WITH COMMUNITY OUTREACH FUNCTIONS, TO GIVE IT LIFE. - RECRUITMENT OFFICES - SAMPLES OF THE COLLEGE THAT INFILL COFFERS - SAME ORANGE, COFFEE, PRODUCED ITEMS

THIS OLD HOTEL BUILDING AS AN OLD BUILDING, THE DEMAND FOR THE INTERIOR, WHICH IS MIXED INTO THE URBAN FABRIC AND DOESN'T REQUIRE A CAR.

THE NEW MULTI-LEVEL PARKING GARAGE AT THE JUNIOR COLLEGE DOES TO HAVE A LITTLE BUILDING, INFILL ITS RELATION TO THE AVENUE.

... AS TO THE VACUOUS LANS IN FRONT OF THE HIGH SCHOOL, ENCOURAGE THE STREET, DON'T CONTINUE TO AVOID ELEGANT BEAUTIFUL, IS THE MESSAGE HERE. WHAT COULD THE SECURITY GIVE HERE?

THE HOUSES, CLOTHES, THE "LIVER WITH SPACES" BEHIND THE COLLEGE (AND HIGH SCHOOL) WOULD BE COHERENT, ANCHORED THE SMALL CHARTERS OF EXISTENT COTTAGES, COFFEE COULD ALSO DO OVER, GIVE UP THE HIGH PARKING LOTS, AND HELP OF THE SAME "STREETS" TO SHARE THE DISCONTINUITY FROM LOTSNESS AT THESE AREAS.

RESERVE THE MAJOR INTERSECTIONS AS EVENTS AND GATEWAYS, EVEN BETTER, RESERVE THEM AS SHARED STREETS, THAT WILL MAKE PEOPLE LIVE.

LINK TO DOWNTOWN. CENTRAL SANTA ROSA IS A LITTLE LANE, BUT AN EASY BIKE, FROM THIS AREA, EXTENDING THE REDEVELOPMENT OF HENDRICKSON AVE. A FEW BLOCKS SOUTH, TO DRAW THE VITALITY OF THE BLOCK NORTHWARD

KINDER STREETS

SHOPPING IS THE EXCUSE, BUT LINGERING IS THE REAL LIFE OF STREET LIFE. LINGERING REQUIRES ADVOCATES TO INSIST ON THE AMENITIES THAT SAY, "WE WANT YOU HERE."

- BUS STOPS AS PAVILIONS - WITH SEATING, SEATS AND SMALL THINGS TO DO.
- STREET EVENTS - WHERE ORDINARY CAN BECOME STREET LIFE; FARMERS MARKETS; WORK PLAY SPACES
- PUBLIC GATHERINGS - A CRUCIAL ELEMENT OF THE COMMERCIAL MICRO-INFILL.
- TREE BACKS WITH BRANCHES AND LEAVES - THIS IS ENCOURAGED, REINFORCED!

ALL-THREAT GARDENS

THE MORE RAILROAD FRONTAGE CAN BE THE MORE, BECAUSE THAT'S JUST A FORM THAT ALL-THREAT GARDENS WOULD ENCLOSE. ALL THOSE PEOPLE IN NEARBY TOWNHOUSES TO ALL-THREAT GARDENS. STREETS, STREET TREES AND MANICURED LAWNS DO NOT LIKE TO DISRUPT THE GARDENED EARTHEN UP AND THE LAND. ENCOURAGE A THICKENING OF PLANTS, TREES AND VEGGIES. ENCOURAGE A THICKENING OF PLANTS, TREES AND VEGGIES. ENCOURAGE A THICKENING OF PLANTS, TREES AND VEGGIES. ENCOURAGE A THICKENING OF PLANTS, TREES AND VEGGIES.

POORERIES

BEHIND FOOD IS NOT JUST A MEET THE BATHROOMS. IT IS A RICHNESS. THAT OF LIFE. THAT WHO WANT TO MAKE THEIR LIVES. THAT WHO WANT TO MAKE THEIR LIVES. THAT WHO WANT TO MAKE THEIR LIVES. THAT WHO WANT TO MAKE THEIR LIVES.

ENCOURAGE THE BEST OF CREATIVITY. "GARDENED EARTHEN UP" USING THE CLASSIC FORM OF LAND. MODERN LIVES WITH STREET FRONTAGE. MODERN LIVES WITH STREET FRONTAGE. MODERN LIVES WITH STREET FRONTAGE. MODERN LIVES WITH STREET FRONTAGE.

MIXING USES

WHILE SOMEONE HERE, TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND. TURNING LIFE IN THE WIND.

START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND. START WITH MIXED UNITS TO THE GROUND.

INFLUENCE ON THE STRIP

SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO. SOMEONE CAN LEARN HOW TO.

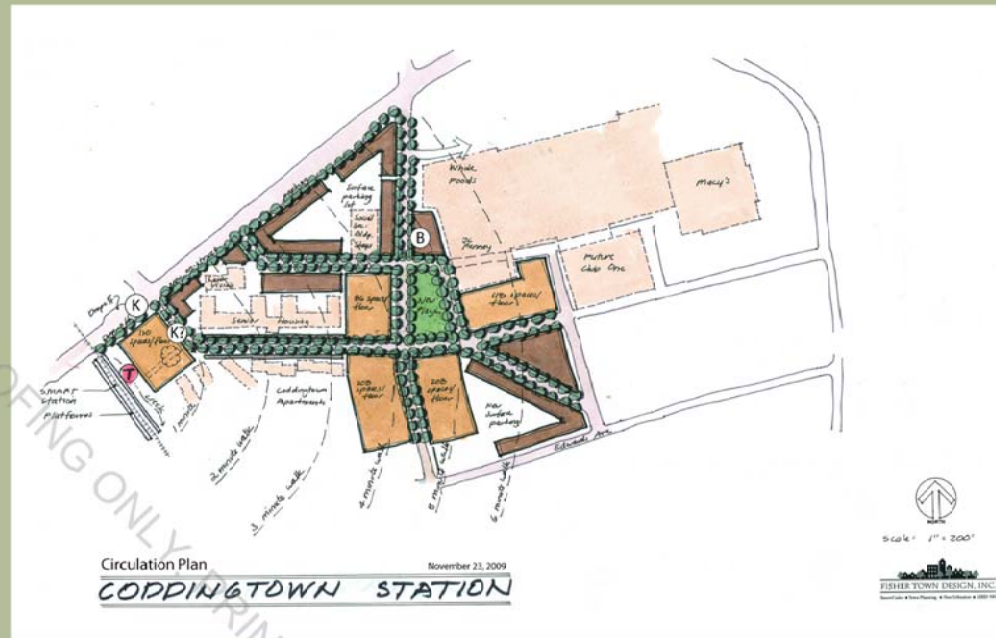
ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF. ENCOURAGEMENT WITH ELEMENTS OF.

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CODDING CHALLENGE

SMART and the Coddington Mall Apartments invited Urban Design Competition participants to propose some creative ideas on how to design a shallow (24' depth) live work unit on the northern side of the apartment carports as shown in the first attachment. This extension of Herbert Lane would connect the SMART station to the existing transit stop and provide a continuous right-of-way that is pedestrian friendly. Designers were asked to solve some problems, like ADA access, an arcade for extra SF, how would the encroachment over the sidewalk be solved? If we wanted to make it residential with stoops, what would happen to the depth of the part of the unit that had the 3-4' tall stoop?



View of northern side of Herbert Lane extension



View of southern side of Herbert Lane extension

JUROR COMMENTS

General: This was the only scheme to respond directly to the Coddington challenge - Is it feasible to put Live Work units in the right of way form the station to the Mall to better define the street scape?

RK: It's a compelling idea. It does put the station in the right place, it tries to address the parking idea, and it could do that better, it sets up a pedestrian precinct that is kind of nice, and it starts to have some elements that you can actually implement in a conversion. And as David said, you take it to the next level and you start to develop it, you start to address things like what is it really like when you get off the train, what do you find when you get to the end? Here you can start with what you are asked and go forward with that.

EDJ: A great plan diagram and innovative skinny live-work units help this project improve connectivity from the station to the mall, allowing redevelopment of the large parcels and achieving maximal impact for minimal public investment. While it doesn't ask larger questions about what kind of city Santa Rosa and its public spaces aspires to become, it makes several very sensible moves and good reliance on street trees to establish public routes.

DB: This project had very practical proposals or ideas for implementations focused solely on the Guerneville station site. The connections are good and the solution is consistent with the ideas presented.

LS: This project shows a strategy you can implement for the mall on a slow conversion. This is one that seems the most likely to happen, in this way. There is huge parking structure we might not like, but that is probably going to happen. There are terminations at parking garages, stations, and so forth. This plan has the strongest pedestrian link between economic activity and the rail station. In this project, they spent a lot of detail talking about what the loft and the live work boxes would look like. If they took one more step to show what the super block would look like, there would be one further step in terms of retrofit. This project is the most realistic. He does what is asked.

CITATION

Team—from Dallas, Texas

Michael Woods, AIA, LEED AP

Description—Urban Design Plan with Live Work

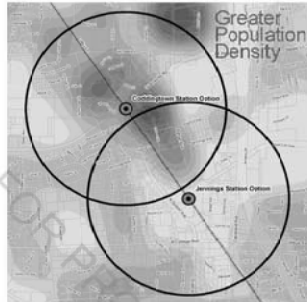
This project begins with the Coddington Station location that is most likely to produce more immediate results and to give the best long term conditions. With a good plan as the ultimate goal, incremental changes can be made to create a successful transit oriented neighborhood. The guiding principles of the plan are:

- Make use of existing infrastructure.
- Integrate the plan with existing residential and commercial developments.
- Develop plans for existing large properties and engage their owners in the process.
- Create a new walkable street through the Coddington Mall Apartments.
- Expand the existing residential neighborhood.
- Provide denser development close to the station.
- Create a pedestrian link to the library.

SMART Ideas Urban Design Competition - Santa Rosa California



The SMART train route between Larkspur and Cloverdale has two stops in Santa Rosa

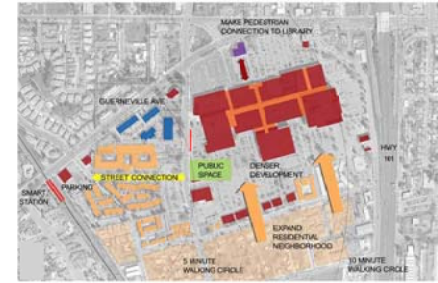


The Coddington Station option for the north Santa Rosa stop has a greater population density and other aspects that make it a stronger choice



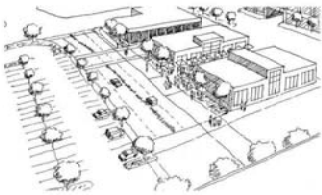
SITE ANALYSIS DIAGRAM

Make use of existing infrastructure
Integrate with existing residential and commercial developments
Develop plans for existing large properties and engage their owners in the process



SITE CONCEPT DIAGRAM

New walkable street through Coddington Apts.
Expand residential neighborhood
Provide denser development close to the Station
Create pedestrian connection to the library



Pedestrian connection from mall to library with two future restaurants with entries off outdoor patio eating areas between them



SMART Station Parking Alternative
A split level parking garage could accommodate 300 cars right where they need to be, adjacent to the Station. Priority spaces could be provided for bicycles and hybrid cars.



URBAN DESIGN PLAN

This urban design plan begins with the station location that is most likely to produce more immediate results and to give the best long term conditions. With a good plan as the ultimate goal, incremental changes can be made to create a successful transit oriented neighborhood.



RESIDENTIAL NEIGHBORHOOD

1. Public green space
2. Retail parking structure
3. Retail parking wrapped with residential
4. Residential block with structured parking
5. Through streets from the south
6. Townhouses
7. New hotel
8. Existing apartments

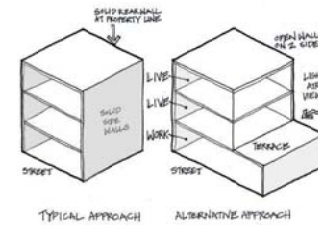
SMART Ideas Urban Design Competition - Santa Rosa California



SITE ANALYSIS DIAGRAM



The carport parking and driveway along the north side of the Coddington Mall Apartments provide a great opportunity for a walkable street connection from the proposed SMART Station to the Coddington Mall. Live-Work units are proposed for the north side of that new street.



LARGE LIVE-WORK UNIT TYPE



SMALL LIVE-WORK UNIT TYPE

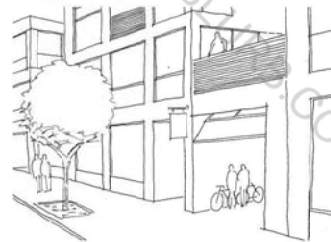


URBAN DESIGN PLAN

1. Live-Work units line the north side of the new walkable street
2. Parking deck is provided at the east end of the new street to replace existing carports
3. Deeper units are provided at the east end of the new street



Live-Work units with terraces between units



View along walkable street with street level access to work spaces in Live-Work units

COMMUNITY CHARRETTE ROUNDTABLE GROUP 1 - CHOOSING KEY ISSUES



JUROR COMMENTS

General: A very ambitious scheme that overlays the city with a system of organic bikeways with buildings and green spaces. Some compelling images, and a different way of thinking about the city, but ultimately little connection to the existing urban fabric. This scheme definitely shows out of the box thinking, but the scheme is not translated into a walkable, livable solution for retrofitting suburbia. Comparing this proposal to some of the schemes for the bike bridge over Highway 101, the seed of the concept comes to life, a ribbon over the cityscape where bikers and traffic do not have to mix. But, could it be carried out at such a large scale and at what cost?

EDJ: The compelling graphic of the big idea of the green ribbon drew us all in. I greatly appreciated the consideration of the larger metro's green ecology. But, the scheme needs much more development to be equally compelling, let alone convincing at the placemaking scale.

PARTICIPANT

Team—Green Ribbon Design Team

We are a diverse group of designers, architects, planners with experience in development, housing, retail and transit projects. Our experience ranges from just a few years out of school to over 30 years as experienced professionals.

Jay Hyde
Gavalee Kittisathanon
Mike Notestine
Nate Sebok
Gerard Falla

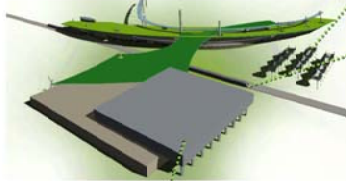
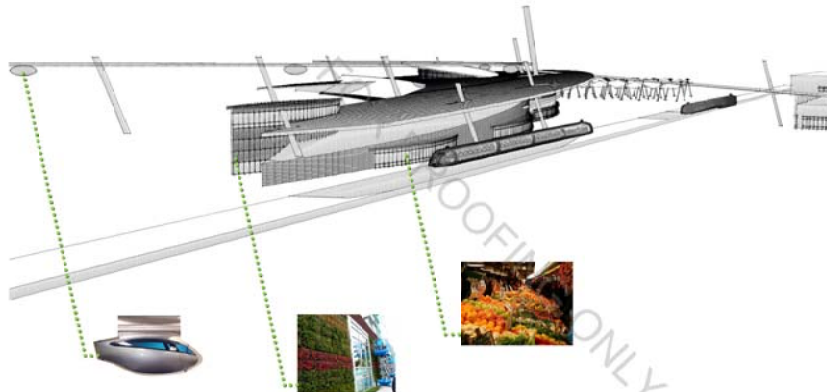
Sam Kingore
Renner Johnston
David Mogavero
Kyle Wicky

Description—Green Ribbon

It is our belief that towns and cities are human manifestation of the larger ecology of our planet; we refer to these environmental, building and social equity design principles as "Urban Ecology" and have actively integrated them into our work since our founding.

The central precept of our design is **connection**: this is applied across a range of meanings, modes and typologies throughout this design. We encompass, multi-modal mixed use approaches, urban agriculture, placemaking and green connectivity to create a Green Ribbon reconnecting Santa Rosa.

Design Challenge: Santa Rosa Green Ribbon



The **station** is more than a portal – it is the **community core**.
People come day and night to tend to daily needs – it is the **civility center**.
To talk, to shop, to eat, to nourish the mind and body.
Grocery, restaurant, library, postal center, gallery, museum, live theater, gathering place.

The **SMART station** embodies **connection** in totality:

Vertical farm walls, grocery / retail integrated into the station building, connectivity from the SMART train to the local transit shuttles and pods, and to walk and bike ways; housing is a direct part of the Station TOD structure, and the station's green roof ties it literally and figuratively to the green ribbon, allowing strollers or bicycles to start from the station and go anywhere throughout the green network. It allows for wildlife connections to bridge the train tracks, while constraining that wildlife to a managed area. Walkers and bicyclists would have decreased cost tickets, to incentivize lower carbon-footprint travel choices.

As part of an **alkemist** living building approach, we seek to grow material for biofuels for the SMART train here on site, and ideally **evolve** produce the fuel here, streamlining secondary products into recovery cycles to avoid energy loss. There would be **greywater** capture into the irrigation systems, and as part of the landscaping, and stormwater treatment through **biofilters**. Agricultural waste and backwater would be used for biogas production and compost with appropriate separation from human contact. All or most energy needs for electric pods, shuttles or privately owned electrical commute vehicles would be met with on site PV/biofuel/biogas production.



The central precept of our design is **connection**: this is applied across a range of meanings, modes & typologies throughout this design.

Connect - History: Santa Rosa's internal historical connections which were once sundered are reconnected through the agency of our green ribbons, which encompass greenways and parks, multi-modal, mixed-use green-clad building-integrated bridges, and green-clad buildings as nodes and offshoots of the green ribbon.

Connect - Habitat: We strengthen Santa Rosa's natural connections to the greenscape resources in its surroundings, as the green ribbons flow beyond the bounds to those externalities.

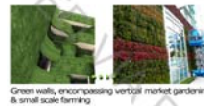
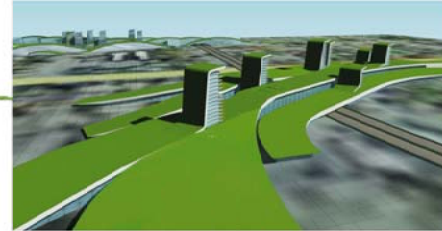
Connect - People: As part of the SMART Urban Design over-arching plan, Santa Rosa's connections to nearby population centers are solidified and made capable of moving many people efficiently. In combination with our reinvigoration efforts can make Santa Rosa a destination as well as a node, connecting local businesses to greater resources.

Connect - Transit: We examined people's connection with their needs and methods to answer them in conjunction with their connections for transportation: the SMART Station itself will have retail and grocery and restaurants all integrated into a mixed-use, multi-modal facility, allowing both the greatest personal efficiency and local economic impact.

Connect - Food: People and their food need clear, local connections: many green walls and roofs will be used for market gardening and small-scale farming, keeping food production close to its use point, also greening and beautifying the area.

Connect - Green: The green ribbon concept itself runs through all of the design ideas here, connecting them all both conceptually, visually and experientially: this maximizes the return on the existing Santa Rosa lifestyle.

Connect - Region: We address the natural connections between bicycling, walking, socializing and small-scale shopping, enlivening the local lifestyle as well as the local economy; also with the SMART train easing transit into Santa Rosa, the Station itself providing a destination for regional produce and goods, and the enticing overall green ribbon experience, we re-emphasize the idea of carless regional travel and experience, helping to connect people with their surrounds in a more intimate manner.



Green walls, encompassing vertical market gardening & small scale farming

The green ribbon bridge embodies **connection** in habitation & motion:

Fully integrated buildings with green cladding - both roofs and walls; vertical farm walls; mixed-use retail and grocery on site, connectivity from the SMART station via walk and bike ways; housing and offices, all with park space directly connected, outdoors and above. The bridge's green roofs and walls are the essence of the green ribbon tracing throughout this project, allowing strollers or bicyclists to start from the station and go anywhere throughout the entire green network. It also allows for wildlife connections to bridge 101, while constraining that wildlife to a safely managed area. Walkers and bicyclists would have a safe space for their progress; children could play; not just a transit route, but an intrinsic part of Santa Rosa life.

The bridge spans 101, and a range of smaller frontage roads, but owing to its topological nature allows for sub-connections to many of these. It takes an active role in reconnecting Santa Rosa's various areas for walkers and bicyclists, sports enthusiasts and families wanting a nice place to picnic while not having to travel far or spend much to do so; it visibly spanning 101 with assertive green connectivity, it also acts as a gateway symbol, proudly declaring to drivers the Santa Rosa lifestyle and ethos.

Connections



Green housing



Green office spaces under greenways

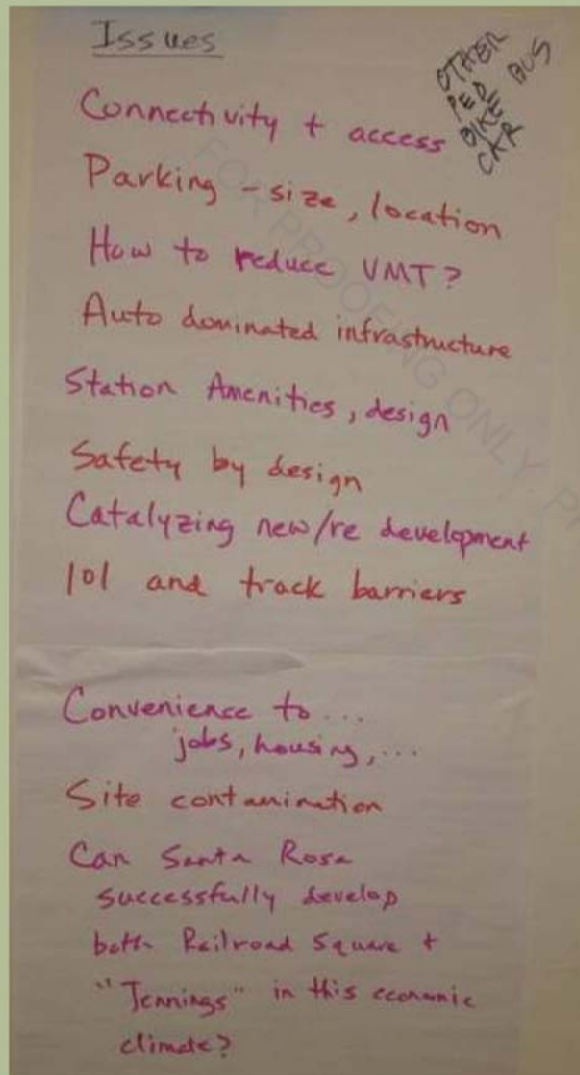


Green ribbon with integrated trail as bridge



Green bridge trail system crossing 101

COMMUNITY CHARRETTE ROUNDTABLE - GROUP 2 - Connectivity and Access Issues



BACKGROUND JUROR COMMENTS

LS: Why not make Guerneville a better street? That would be a great benefit to the city.

EDJ: Wish there was a scheme that brought the community college across the highway to the mall.

LS: What is missing is development along Guerneville.

DB: Time for a dance off.

LS: I really like the idea of downtown as the park and ride and the north Santa Rosa station as the connection to job centers, a regional business park, and the junior college.

JUROR COMMENTS

General: What is commendable in this scheme is that it looked at building strong streetscapes along Guerneville Road, Steele Lane, Range, Cleveland, and Jennings. It also looked at urbanism as a patchwork of land uses needing to gain new meaning through a retrofit. The proposals about retrofitting the mall site itself could benefit from being woven into the other strategies.

EDJ: The quilt of eco-systems and densification is an attractive, locally-resonant idea. There are several nice details and very intriguing figure-ground studies, but the mall retrofit proposals' emphasis on a large green space were not especially convincing, raising questions about odd front-back and raised-shaded relationships.

PARTICIPANT

Team—Merge Studio from Sebastopol with International Team

- Cary Bush, Landscape Architect, Sebastopol, CA
- Planstatt Senner—Ueberlingen Germany
- Johann Senner, Principal Landscape Architect
- Claudia Wolf, Project Manager
- Tom Guglielmo, Project Manager/Competition Coord.
- Wulf and Partner
- Prof Kai Bierich, Principal Architect
- Dipl. Arch. Hans Georg Keitel
- Michael A. Cook, Landscape Architect—Santa Rosa

Description—Patchwork of Opportunities

Santa Rosa is a city with colorful opportunity. It recognizes its physical constraints and the connections it needs to make for a greater vision and future growth for its local residents. This IDEAS proposal suggests weaving a new “patchwork” of opportunity for existing ecological systems while transforming architectural principle. The ideas are simple. Reclaiming and recharge makes good use of water conservation, establishing beneficial quilt work of street tree hierarchy and aesthetic improvements encouraging awareness with educative urban planning principles for transportation reform.

This new order of “green architectural patchwork” creates an approach to compact building, a process of filling gaps at Coddington, as a significant culture urban center. Successively in relation to high density living and projected rail ridership, the compaction of proposed structures in accordance with new town guidelines and a new urbanism... Santa Rosa will be a model city for sustainable leadership and environmental design innovation.



Focus 1: context - location

Focus 1: context - location
The largest city in California's Sonoma County Wine Country and Part of the North Bay region, Santa Rosa is the fifth largest city in the San Francisco Bay Area. The city has a total area of 40 square miles and an approximate population of 170,000 in the greater area. It has a culturally rich heritage, historical past and shak, seismically speaking, development potential. The City is quick to embrace the arts, food and the outdoor living wine culture environment that make it unique only to its rolling hills.



Existing conditions

Existing conditions
Chaos is a sense of 'complex disorder or confusion'. This current map of existing conditions studies this turmoil and the muddle as it primarily approved much of the planning thought without a longterm vision and harnessed growth for the City of Santa Rosa's identity.



concept

concept **■** *quilling trees* - tree lined boulevards and avenues weave a patchwork together and provide structure to the urban fabric as one whole community. This patchwork of tree lined streets encourages aesthetic, environmental and financial benefits. In addition it alleviates daily effects of stress by reducing heat island effects and improving air quality. Increased soil exposure creates underground bio-retention areas with reducing surface rainfall runoff and non-point source pollution and flooding.



Focus 2: systems

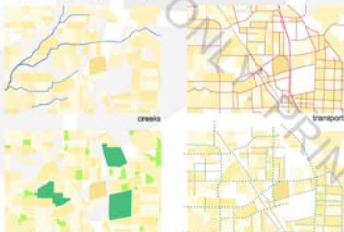
Focus 2: systems

Santa Rosa lies on the Santa Rosa Plain, host to a variety of micro-climates and diverse natural drainage systems. Santa Rosa is directly on the Santa Rosa Creek Watershed with the eastern limit straddling into the Sonoran Creek watershed and discharging into the west county edges of the Laguna de Santa Rosa catchment basin. Noted as a "bicycle town" and the home of horticultural prodigies Luther Burbank, Santa Rosa extends its natural character into the many urban areas and well beyond to the undeveloped rural areas, accessible to hikers and outdoor enthusiasts alike. Nature and wildlife surround limits of the city within the wild lands habitat extending in all directions, even as far west as the Pacific Ocean.



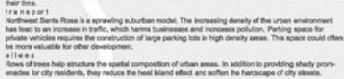
Idea-Patchwork

Idea-Patchwork
It's the transition and recognition of connections and corridors to our natural world. The spaces are valuable and livable with neighborhood parks woven together with by the line roads adding the space and dimension of human scale. The entirety of colorful individual fabrics woven together is a patchwork and mixture of life's experience.



details

details **green** **aloes**
creeks
 Natural corridors, collectors and links to native hydrologic systems. They are the lifelines of the city, yet not
 embellished, need to reform ecological patterns vital for our connection with Santa Rosa's rich environment
green
 Green creates the kind of space that orients people to the land in a mechanized, industrialized, urbanized



Perspective: Proposed Paradise Orchards Family Park



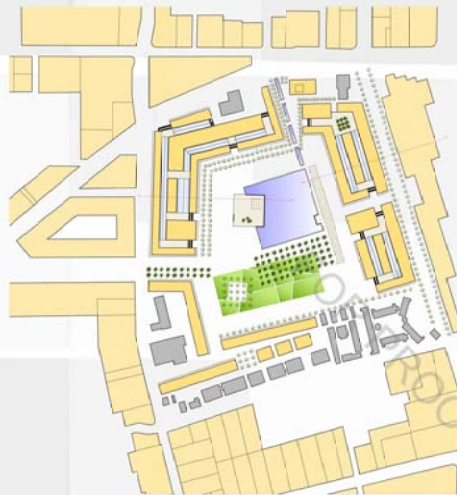
Section: Central Bike PathTrain Axis



Section: Creekside Trail



SMART Ideas Urban Design Competition Santa Rosa



Plan Alternative: Forum



Plan Alternative: Mall - Roofplan



Sections: Forum



Elevation: West



Elevation: South



Elevation: East

Refitting Northwest Santa Rosa

The suburban congregation of Northwest Santa Rosa reflects the typical American suburb. Significantly, a cultural center, is the large shopping mall, Coddington. In order for Santa Rosa to evolve as a city within the 50 year planning scope, an urban center, and an urban environment with the corresponding elements such as municipal buildings, boulevards, plazas, and open spaces is required.

The proposed approach is based on compact building along the tree lined boulevards. The process of filling the gaps could occur successively in a time horizon of the coming decades. With the completion of the established structures in accordance with guidelines of a new town plan, a new urbanism in Santa Rosa will be created. To enhance the contours of these buildings, the buildings will normally be 5 floors (see Elevation Boulevards). Roleplay of the Smart Train could be increased with high density living with the direct connection to a central Coddington station. This approach preserves the existing open space and reduces consumption of additional land. The sensible use of elevated trees, in particular through alleys and groves aims to promote the development of new urban space and transform the image of suburb to that of a small city. Northwest Santa Rosa is a sprawling suburban district, but through our approach, this area can become a more urban district.

Two variants are proposed for the center:

The first version shows how the Coddington Mall could be developed into an urban marketplace. The building structure has a depth of several buildings in which various urban activities take place. The vertical structure is shown in the first two floors and provides the alternative use as a shop and parking area. Additionally provided are up to three stories of housing and offices in individually designed pods.

Through the multifunctional use of the building levels and the subdivision into individual units a greater density is created but at the same time more individuality. Thus, in addition to the creation of a central district square with an urban feel, the utilization of land is increased in the city center.

In the second version Coddington Mall will be maintained in its present form - a so-called B-layer is introduced, to be held at the level of 15.3 feet, with proposed future activities. The profile of this new green space is economic and environmental in the sense of a clear improvement in the microclimate. Within the present mall parking extensions could be built. There is a green center with a new / old attractive shopping center that is supplemented in the functions of sport and leisure. The New Green Coddington Mall fits seamlessly into the previous green network of neighbourhood parks in Santa Rosa.

The new center represents the central element of the new city district. It is an exemplary model city, but may experience a variety of uses. It is a sustainable approach and provides Santa Rosa with economic and environmentally sound opportunities.

IDEAS-9002 b



Forum: the Coddington Mall could be developed into an urban marketplace



The New Green Coddington Mall fits seamlessly into the previous green network of inner-city parks in Santa Rosa



Plan Alternative: Mall - Floorplan



Typical Elevation: Boulevards

JUROR COMMENTS

General: This scheme was reviewed several times, as there are compelling elements included, and it tries to solve the local problems as well as looking at the bigger picture. This solution stays with the Wye site, and develops the adjacent parcel with an eye to creating public space and higher density development. It needs to go further in its exploration of place making and urban design.

EDJ: Some great intentions, however the geometries could use more resolution.

PARTICIPANT

Team—from Santa Rosa, CA

Andy Souza—
Architecture Transfer Program, SRJC

Description—Retrofitting Suburbia

To redesign the existing parcel zoning in order to create a “complete neighborhood.” The idea is to provide a better balance of housing choices (mixed-use village, residential), jobs, services and facilities within a walkable radius. We will be helping connect bike routes, pedestrian paths and public transit and evolve the community surrounding the new Santa Rosa North (Jennings) SMART station. This plan will consider safety, increase connectivity and walkability, and contribute to local transit and sustainability. We will be also generate new job opportunities through the creation of a live-work urban village, start a community bicycle program, and connect the new SMART station with Santa Rosa Junior College and Coddington Mall.

Retrofitting Suburbia

Vision Statement:

To redesign the existing parcel zoning in order to create a "complete neighborhood." The idea is to provide a better balance of housing choices (mixed-use village, residential), jobs, services and facilities within a walkable radius. We will be helping connect bike routes, pedestrian paths and public transit and evolve the community surrounding the new Santa Rosa North (Jennings) SMART station. This plan will consider safety, increase connectivity and walkability, and contribute to local transit and sustainability. We will be also generate new job opportunities through the creation of a live-work urban village, start a community bicycle program, and connect the new SMART station with Santa Rosa Junior College and Coddington Mall.



Existing Neighborhood Plan



Santa Rosa North (Jennings) Station - Complete Neighborhood Plan



Bicing Station, Barcelona, Spain

The Community Bicycle Programs are currently being used in select cities in Europe, Canada and even in Washington D.C.. Individuals can become members and by swiping their user card they can "rent" a bicycle for select periods of time, where they may travel across town and return the bicycle to another Community Bicycle Station.

This program will require additional stations throughout Santa Rosa. Possibly have stations near: Coddington, Santa Rosa Junior College, Downtown, Old Railroad Square, Santa Rosa Marketplace, Montgomery Village and maybe as far as Latfield, Bennett, and Rincon Valley.

Members user cards will be linked to their credit card to avoid possible thefts.

Proposed Neighborhood Plan - Community Bicycle Program



Proposed Neighborhood Plan - Station Canopy



Proposed Neighborhood Plan - Bike / Pedestrian Bridge



Proposed Neighborhood Plan

- Solar LED Lighting Along Bike / Pedestrian Pathways.
- SMART Station Canopy, Mixed-Use Village and New Residential Developments to Use Building-Integrated Photovoltaic (BIPV) Shingles on South Facing Roofs.
- Geothermal Heat Pumps under Residential and Mixed Use Village Units



*Building Integrated Photovoltaic (BIPV)



*Solar LED Lighting



*Geothermal Heat Pump



Proposed Neighborhood Plan - Mixed-Use Village Square

Complete Neighborhoods - Santa Rosa North (Jennings) SMART Station

Competition ID: IDEAS-9004

JUROR COMMENTS

General: This student project starts to address issues of scale and connectivity with bridges over the tracks and the highway, formed of natural materials. The interest in creek restoration, creating green public pathways, and public spaces is commendable. This could be enhanced by addressing urban planning issues on both ends of the bridges, such as the character of the places where the bridges land and the experience that pedestrians and bikers might encounter.

PARTICIPANT

Team—from New School of Architecture

- Jesse Seals
- Ivy Watson
- Lyndon Rago

Description—Reconnect Santa Rosa

Fragmentation and car dependency have been sapping the life from American cities since WWII. The race is on to address these issues and Santa Rosa has an opportunity to take bold action for sustainability and urban vitality. The Santa Rosa ReConnect is an alternative proposal for the North Station that stands for a true commitment to this new direction.

By rejecting car dependency, ReConnect makes more room for community spaces, such as a community garden, creek restoration, and plaza. It will serve as a center of activity within easy walking, biking, or busing distance from NW Santa Rosa and the city as a whole. The station is designed to connect three fragmented areas, allowing a lively interchange between businesses, schools and housing. The pedestrian overpasses will make walking and biking more pleasurable by protecting the visitor from the onslaught of the freeway and creating an inviting, park like experience.



JUROR COMMENTS

General: This ambitious project proposed a reworking of the mall property and all the property to the south to create a grander vision for northwest Santa Rosa. One premise, that we should not be limited in station location by the existing track location was a provocative idea, that might be difficult to execute. Still it was a good idea. The designer looked at projects in Europe where a lively Boulevard was enhanced by the presence of the train in the street, and concerns about crossing the tracks were not such an issue, as they seem to be here in California. The project incorporates many of the elements that you look for in higher density mixed use development, pays homage to public space creation with a grand park and boulevard system, and even looks to the Junior College to start building housing on the west side of the freeway. Many meritorious ideas abound in this scheme.

EDJ: An ambitious redevelopment of an alternative site with good accessibility to major destinations. I would like to have seen more refinement of the perimeter blocks to insure they would not become monotonous and we all questioned asking the train to make such a tight turn.

LS: It doesn't get rid of the mall, the mall and the mall ownership stays there, just in a different arrangement, and a different form. It transforms.

PARTICIPANT

Team—from Santa Rosa, CA

Katharine Anderson, AIA
Samuel Mathau, AIA, APA—
Mathau Roche Design Group

Description—Public-Private Partnership

Our entry locates the SMART Train stop in southwest Coddington Mall as a strategy for the best potential development through a public-private project with major landowners. Similar to the Guerneville site proposal, the southern Coddington Apartment road is used for train's mall station access. From the station, the train bends south passing Briggs Avenue to reconnect with the rail line. Pulling the station away the mall doubles as a siding allowing other trains to pass. Direct bridge access east links to the heart of the Junior College.

A sinuous park links the redevelopment providing recreation and circulation as well as sustainable solutions with a seasonal water way and line of wind turbines. The development progresses from northerly commercial mixed use blocks with internal parking structures to mixed residential and live work blocks on the south with internal podium level recreation over grade parking.

Sustainability is featured by photovoltaic installations on all new and existing structures, wind turbines, recaptured runoff used for podium level irrigation, and resident access to garden planters, most importantly by developing a transit centered community.

CODDINGTOWN CENTRAL STATION

COMPETITION DESCRIPTION

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Sustainability is featured by photovoltaic installations on all new and existing structures, wind turbines, recaptured runoff used for podium level irrigation, and resident access to garden planters, most importantly by developing a transit centered community.



IDEAS-9009

AERIAL PERSPECTIVE

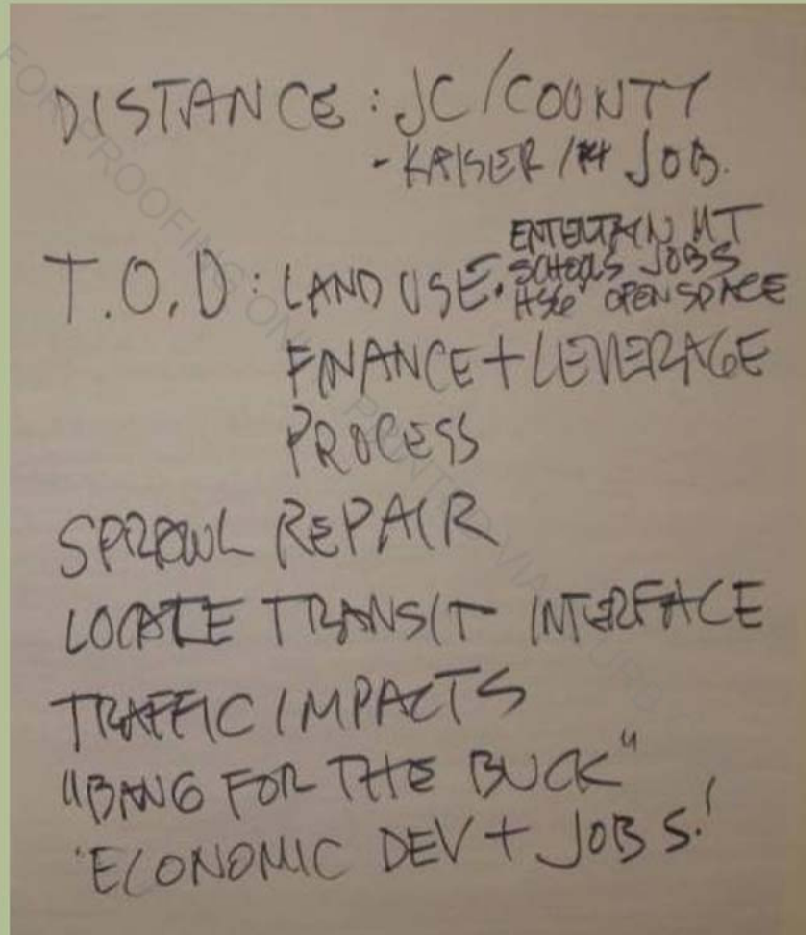


LEGEND

- EDUCATION/RECREATION
- OFFICE MIXED USE
- RETAIL MIXED USE HOUSING ABOVE
- APARTMENT HOUSING LIVE WORK & RETAIL
- MEDIUM DENSITY HOUSING LIVE WORK & RETAIL
- TOWNHOUSES
- SENIOR HOUSING
- PARKING
- PARKS
- BRIDGE CONNECTOR TO JUNIOR COLLEGE
- RAIL LINE
- 1/2 & 1 MILE RADIUS FROM STATION

SMART IDEAS URBAN DESIGN COMPETITION

COMMUNITY CHARRETTE ROUNDTABLE - GROUP 3 - TOD Issues



JUROR COMMENTS

General: This scheme is beautifully presented and is the first to really put some effort into developing the street scape for Guerneville Road, to give an identity to Northwest Santa Rosa. There are some good place making ideas and an interest in making the connections between different transit alternatives readily visible. They also propose zoning designations for several areas to enhance their plan, including College Avenue to increase the street experience there.

LS: This scheme had a nice dedicated bike lane and emphasis on alternative transportation.

PARTICIPANT

Team—from Santa Rosa, CA

- Diana Mendez
- Janelle Black
- Rocely Chu
- Sara Piranchi
- Schuyler Bartholomay

Description—Pathways to a Sustainable Future

As the new SMART train will connect the North Bay with San Francisco, this SMART station design connects the neighborhoods of Northwest Santa Rosa with the state of California, with the rest of the city, and with each other. The design of the SMART station itself references local agricultural heritage as well as Athena, the symbol for the state of California. Previous car-oriented development in Northwest Santa Rosa has fractured local connections and made bicycling and walking less pleasant. In order to provide residents opportunities to interact with their neighborhoods, safe and pleasant connections for bicyclists and pedestrians are prioritized, with route signage added to invite bicyclists onto the roads and recommend routes. The relationship of buildings and landscaping to the street deeply affects the pedestrian experience: infill development creates human-scaled outdoor spaces for people to gather, walk, and enjoy life.



SANTA ROSA NORTH-WEST MASTER PLAN & NORTH SMART STATION TERMINAL

As the new SMART train will connect the North Bay with San Francisco, this SMART station design connects the neighborhoods of Northwest Santa Rosa with the state of California and the rest of the city. The design of the SMART station hall references local agricultural heritage as well as Athena, the symbol for the state of California. Safe and pleasant connections for bicycles and pedestrians are prioritized. Infill development creates human-scaled outdoor spaces for people to gather and enjoy life.



MIXED USE STREET PERSPECTIVE
Bike lanes
Planted buffer between sidewalk and street
Buildings create interesting human-scaled spaces



MULTI-FAMILY AND SINGLE-FAMILY HOUSING



NEIGHBORHOOD KIOSK

Athena, also referred to as Pallas, the Greek goddess of wisdom and war is represented on the California State Seal. Like the great state of California that expanded overnight, Athena was born in full grown woman. In the same way, the fourth of the wine country has descended the quiet growth and expansion of the city of Santa Rosa. The past ten years has seen this city expand to meet the needs of its population and tourism. She is shown here as a reminder that we can grow slowly and stay strong and united to represent California.

Mall and Business Park Revitalization
In these areas, commercial activity is focused in buildings no more than 2-3 story mixed-use buildings, with commercial and community activity at the ground floor level. Housing can be mixed in an upper floor and below housing buildings, but new housing should have views with high rise traffic, and must be able to provide the housing from road noise and pollution. Small parks and plazas are added with plans to sit and public art in order to create a pleasant space from work or shopping activities.

Prevent environmental problems planted buildings far from the sidewalk, with large parking lots in front. The low plant creates a pedestrian-oriented environment by drawing up new buildings in front of the old in close relationship with pedestrian ways and connecting buildings with a planted buffer from the street. Street parking can be added to further protect pedestrians, and parking garages can be constructed in back to large office and commercial centers, with cars shared by multiple owners and the city. These streets are recommended with heavy car traffic and require bike lanes.

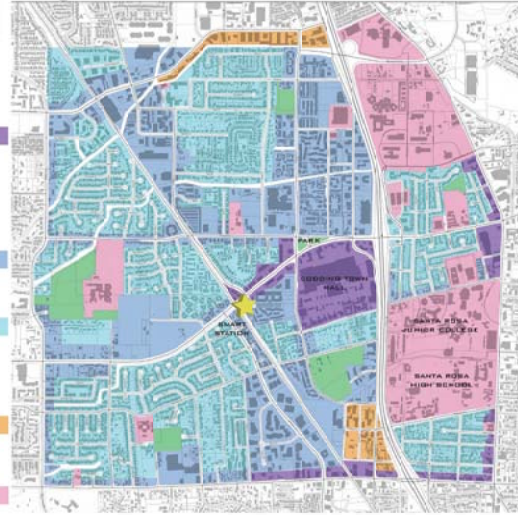
Neighborhood Mixed Use
In these areas, a mix of commercial activity and housing takes place. Apartments and mixed-use are added into existing residential areas, and new housing is incorporated into areas that are currently commercial. These areas are quiet, low density, and commercial activity would tend to be in a medium-sized small scale, with low parking provision requirements. Apartment buildings, townhomes, and housing above shops, offices, cafes and restaurants are blended together, creating an active, human-scaled environment with plenty of outdoor gathering space for community activities. These streets are recommended with low traffic.

affordable Residential
Residential areas should contain a mix of single family and multi-family housing, carefully designed to create a neighborhood scale and character. At some locations, small, mixed-use, or cafes can be inserted into residential neighborhoods, intended to create local street life. Streets are quiet and quiet, with landscaping to create a sense of community and safety, keeping these roads comfortable for young or timid cyclists. A better community safety and security, construction of small neighborhood associations or public or private land would be encouraged: benches, a kiosk, and more by community members.

To preserve the character, buildings provide pedestrian access and activity, garages, carports, and parking are pushed to the side and back, both multi- and single-family housing have the sidewalk, with shared parking areas behind multi-family homes.

Industrial and Heavy Commercial
Industrial activity is key to the economic life of Santa Rosa, and these areas must be preserved for use. But use is not desirable and is not a priority. Heavy industrial is not a priority for use. But use is not desirable and is not a priority. Heavy industrial is not a priority for use. But use is not desirable and is not a priority.

Institutional
Institutional development has largely moved out of its large buildings and into smaller, more modern buildings. These large buildings, although necessary for the function of a school or hospital, can be reduced and made more appropriate with the development of human-scaled elements closer to the street. Small shops, offices, or other elements of interest such as parks, plazas, and landscaping can be constructed in front of the buildings close to the sidewalk to break up the monotony of parking a large expression on foot. Street trees between the sidewalk and the road buffer pedestrians from vehicle traffic.



MASTER PLAN

CODDINGTOWN MALL REVITALIZATION PLAN



7. Street trees shade and protect the sidewalk.

6. allowed use buildings with opportunities above shops or offices

5. Moving from sidewalk with parking in rear. Shared green spaces are provided.

4. Small plazas, parks, and outdoor seating areas are tucked in along pedestrian ways.

1. Cleveland Avenue is adjusted to make space for parking garages next to 101.

3. Parking garages block highway noise and pollution, heating up space for a pedestrian-friendly environment

GUERNEVILLE/ STEELE REVITALIZATION PARK



BUS STATION
The existing bus transfer station at Range is at West Steele provides a "kiss-and-ride" zone, leaving the park free from unnecessary vehicular traffic. It provides a pleasant covered waiting area adjacent to the park.

PARK PERSPECTIVE
The triangular area between Guerneville and Steele is lost of Coddington Mall is transformed into a park buffered from the road, creating a pedestrian-friendly atmosphere in this previously congested neighborhood.

1. New Northwest Bus Transfer Station
2. Covered Waiting Area
3. Large Crosswalks
4. Bus-Only Lane
5. Shops
6. Many/Medium Restaurants
7. Benches
8. Athena Statue
9. Gateway Structure
10. Bollards With Lights



SMART STATION FLOOR PLAN

A GATEWAY can be defined as an opening or a structure having an opening, serving as an entrance or a means of access. WELCOME means to greet, receive, or entertain (another or oneself) cordially or hospitably. These are two relevant words around which the design of the SMART TRAIN STATION evolved.

The proposed SMART Train station is at the existing railroad tracks near Guerrero Road, on the northeast quadrant of Santa Rosa. This design offers convenience for the people of our community as well as visitors, and will allow them to feel welcomed as they reach their destination, the Gateway to Santa Rosa.



BICYCLE PATH ALONG SMART TRACK

A new paved bike path along the SMART track or the location of the existing dirt trail is open to pedestrians as well as cyclists but out of road traffic. The fence, a visual and physical buffer for pedestrians and cyclists from the SMART track activity and noise, is necessary for this area. Special bike signage will let riders know where they are and what is ahead as well as suggest recommended bicycle routes around town.



BICYCLE AND PEDESTRIAN-FRIENDLY STREETS



The platform structure in our design was inspired by the local vineyards. The attached photo shows how the grapevines are planted in uniform alignment, with their branches extending side by side. The post symbolizes the trunk of the vine, while the arches represent the branches spreading widely across and reliably at the end.

Sonoma County boasts hundreds of award-winning wineries, scenic coastline, peaceful natural areas, and community and public art displays. It is a city where everything comes together. Santa Rosa is one of the beautiful cities that has presented a lot of its character and richness change and progress. The county of the SMART Train Station to Santa Rosa will benefit the city's economic growth and provide an equitable transportation option to commuters willing to get by within the area that the train serves.



SMART STATION PERSPECTIVE

The variety of colors used on the structure reinforces the diversity and joy of our local community. The colors represent the bricks of the one in all four abundance. Bricks, a common material used throughout the city, are used in the building wall helping passengers identify the station with a familiar look.

NORTH SANTA ROSA'S SMART STATION



BICYCLE SIGNAGE

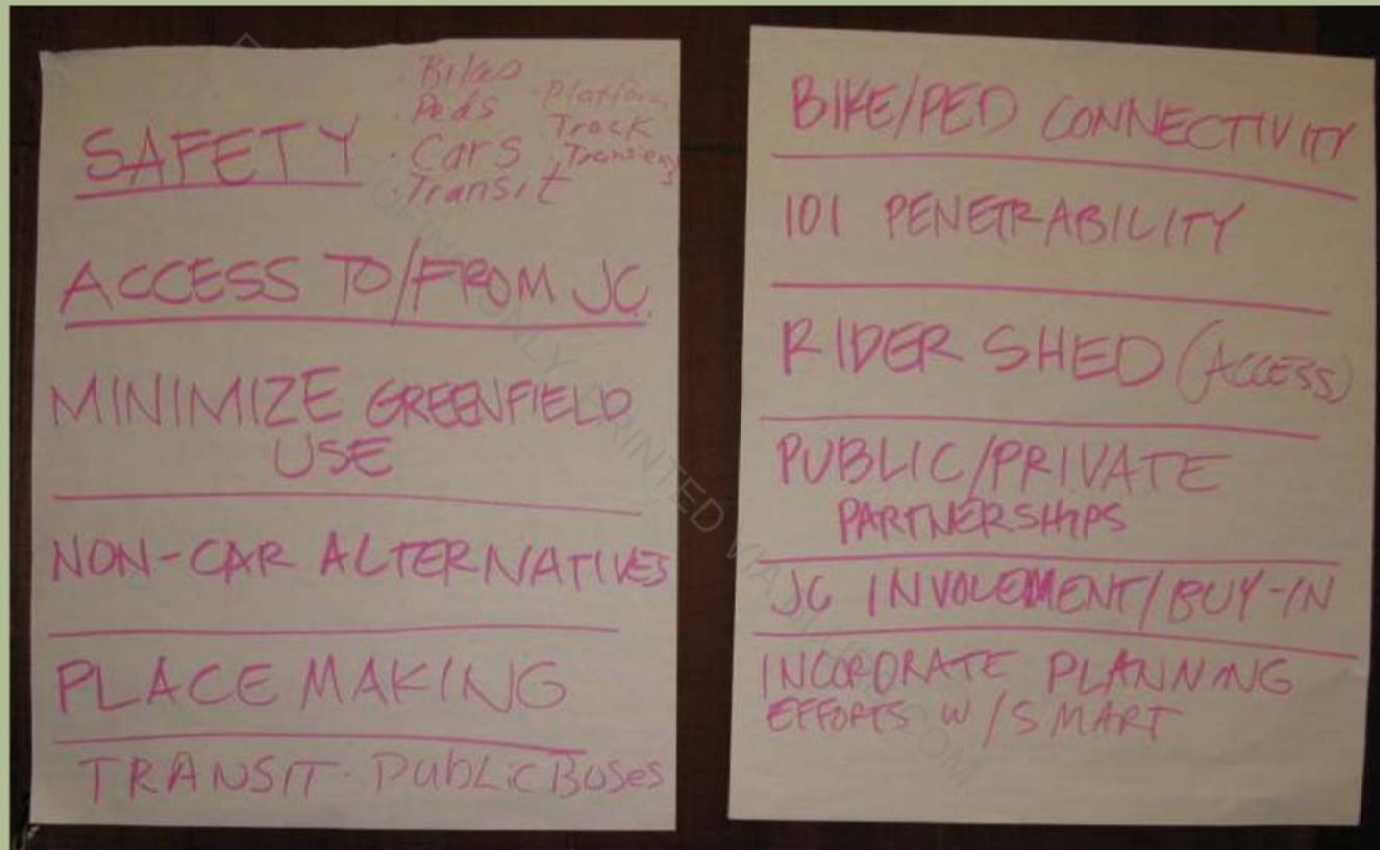
Signage is a key element to encourage bicycling as a way of transportation. The signage shows recommended routes for bikes as well as key locations ahead. Architectural elements such as light posts follow in the theme of North Santa Rosa's new SMART station and revitalization. The light poles the way and provides an added element of safety at night. The base is built with a metal post that supports the design symbolizing Santa Rosa's agricultural history. Bike lanes are marked along streets that are currently missing them as indicated in the Santa Rosa Bicycle Master Plan.



BICYCLE & PEDESTRIAN-FRIENDLY STREET PERSPECTIVE

This design element could be prominently used on roads, parks and other areas in town, a "Gateway", to identify the city or community.

COMMUNITY CHARRETTE ROUNDTABLE - GROUP 4 - Safety and Access



JUROR COMMENTS

RK: So rather than discourage big scale why not encourage infill?

EDJ: This scheme seems to be about promoting doing things that disturb big scale redevelopment. Trying very hard to restrict the size of buildings, more building on vacant lots, high density developments, also accommodate people. Coming up with different typologies of housing, looking at the Dutch.

Unfortunately it is really hard to read, hard to follow. Some things are interesting, but there are too many fragments, we can't pull them together. Interesting graphics, but does not communicate.

DB: Here, the graphics alone do not make it. It is really radical at the same time it is self-limiting. Can't afford anything. Wish they had to use press type then they might not have wrapped the type around the blocks. It is hard to read.

LS: It is a density scheme. Density is good. Density at a small scale. Infill project over time creates a district.

EDJ: It just really doesn't work, unless that is a plan, but it is a plan that you can't read.

General: This entry had some great ideas, and the next step would be to develop them into a more cohesive picture for this competition site, that is legible at large and small scales. Clearly a lot of imagination and effort were put into this entry.

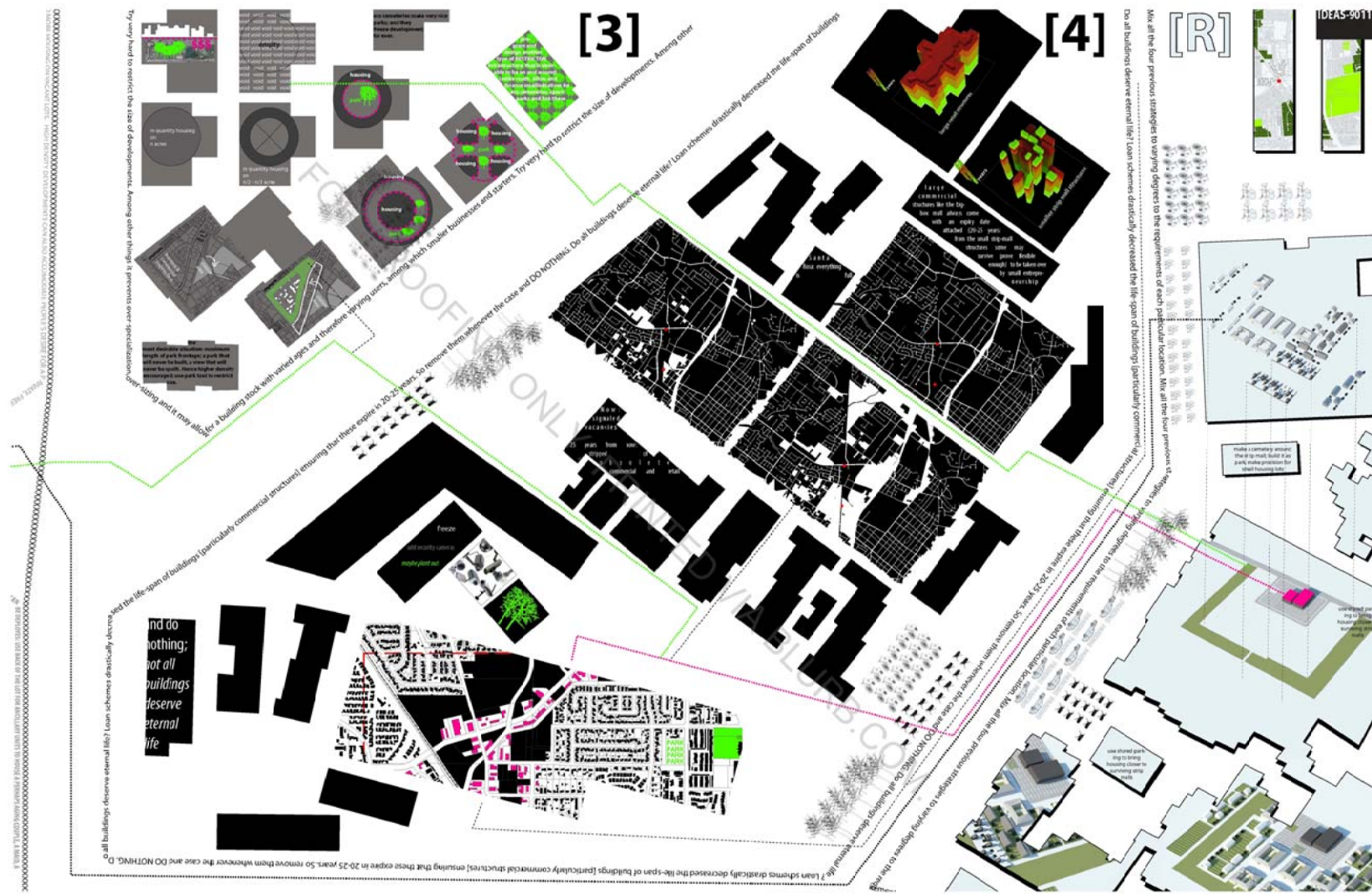
PARTICIPANT

Team—from Amsterdam, Netherlands

• Matthijs Bouw

Description—Density and Mix of Functions

See Presentation



COMMUNITY CHARRETTE ROUNDTABLE - GROUP 5 - Access to Jobs and Services

ACCESS TO EXISTING JOBS AND SERVICES

JOBS: KAISER COUNTY JC
USERS: HS CODDINGTON RD
BUSN PARK SCHULZ
AGILENT RESIDENTS?

? FUTURE E.W. TRAIN?

PEDS - OVERCROSSING LOCATION/S
BIKES - ACCESSIBLE PATHS

TRANSIT - EITHER GV = ALREADY
CARS - PARKING DENSE
SPACE?

WHY TRAIN?

WORKERS- ACCESS
(STATION) CONVIENCE
SERVICES

STUDENTS- EASY ACCESS
BIKES

SENIORS-

WORKERS- TRANSIT/CAR
(AWAY) ACCESS

- DISTANCE TO TRAVEL - EASE
 - SAFE PATH OF TRAVEL
 - VEHICLE SEPARATION
 - PARKING ACCESS
- DEVELOPABILITY
FARMERS MKT?

JUROR COMMENTS

General: Ideas are great standing on their own, and become even more compelling when translated into formal solutions. Here, there is some analysis, some great intentions, but further there are opportunities to consider what should come from the analysis. For example, this scheme points out that a ten minute biking radius would encompass a large part of Santa Rosa. What is the impact of that on the urban design strategies? We would look forward to see these ideas translated into urban design solutions for some aspects of the problem presented.

RK: This one almost started to be like the program of what one should do, there are some really good ideas, but there is nothing designed for the context of this competition. There are some website links at the bottom for even more ideas.

PARTICIPANT

Team—from Santa Rosa, CA

- Robin Stephani

Advisory Team:

- Bruce Corson
- Kevin Kellogg
- Spence Lamarion

Description—Retrofitting Suburbia: Rethinking Transportation, Economic Development, and the Value of Culture

Robin Stephani, a sustainable building and product designer by trade, co-hosts the Sonoma County based West End Creative Salon Series. Her work in the community at large aims to build bridges between disciplines and link people to their built environment, in ways that support and inspire healthy economies, beauty and connection. Robin is a current board member of Chop's Teen Club and teaches a teen workshop to design, develop and build a human powered kinetic art car. Her augmented architecture / public art installations include *4Evergreen*, *Laugh House*, and the upcoming *Red Balloon*. For more information and to view design projects go to (<http://www.stephanidesignstudio.com/>).

rethinking TRANSPORTATION :: ECONOMIC DEVELOPMENT :: THE VALUE OF CULTURE



Diverse transportation options are pivotal in creating healthy communities and supporting local business. A mild climate, an outdoorsy population, abundant natural resources of rolling hills, creek trails and beautiful vistas make biking & walking so much more than getting from point A to point B.

Bicycle parking with lockers and services, additional public transportation at train departure and arrival times, a safe covered taxi waiting area for after hours and rainy day rides and a web based intelligent ride share program linked to train info & safety bulletins will ensure the success of the Guerneville Station as a model multi-modal transportation hub.



Incubate locally owned Ecotourism & services associated with this growing bike & walk culture.



Piner Creek trail



the Laguna

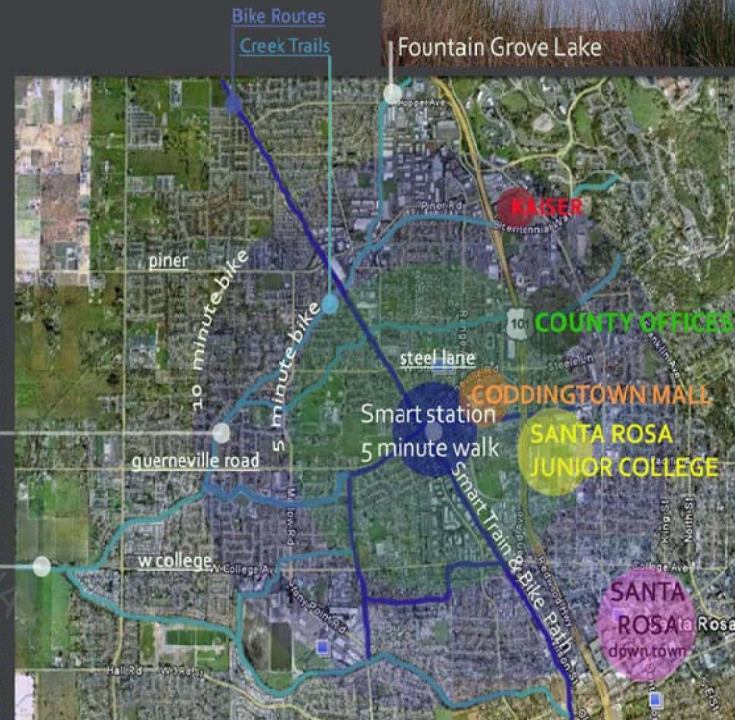


the Coast

Leverage the natural heritage and promote safety and the cycling culture as a facet of growing the local economy and creating a livable city.



Fountain Grove Lake



Protect and enhance the existing creek bike and pedestrian trails. Reestablish the natural desire lines created by the community who live & work in the area.

Repair the connections between the eastern hills out to the western Laguna which will also act as a transportation conduit linking the neighborhoods to the Smart Train and the new urban center.

retrofitting SUBURBIA
SMART Ideas Urban Design

rethinking TRANSPORTATION :: ECONOMIC DEVELOPMENT :: THE VALUE OF CULTURE

The Smart train and associated development is a once in a generation opportunity to create a community with design intent and public process input on a scale that could transform the DNA of the North Bay, creating a conduit for business between Marin and Sonoma, thus rooting a viable and sustainable local economy.

cultural plan

Revitalization of any area involves connecting people to their surroundings in meaningful and productive ways. Building a larger audience for the arts and local culture by engaging the local citizens, creating partnerships between the city, business and the arts sector will bring people out to play, thus creating the community energy necessary for an authentic neighborhood life.

Sonoma Business Concierge

Provide or enable a Concierge service that will facilitate the creation of new businesses. This service would be provided to all new businesses looking to locate in the area and would help existing businesses expand or become more sustainable. Hold a Developer Auction, in which development teams working with the city identify sites slated for retrofitting. Each team produces a development package for a particular site, based on Community Needs that would then go on the auction block for purchase by developers.

Revamp the Mall

Transition Coddington Mall from a place to buy things and leave into a place to experience community and linger. A hub to enjoy art, food and culture. Become the magnet for experience oriented organizations such as a Children's Museum or Performing Arts Center. Other forward thinking storefronts might be the Luther B. Seed Bank, a Farmers Market and Culinary Center, an EcoHostel, a Community Health Clinic, an Independent Movie Theater, a Performing Arts Charter School and Community Gardens. Participate in the proposed cultural plan as a venue for public art and events.

SoMa Design Lab

Create the SoMa Design lab - a think tank focused on maximizing the inherent potential of the Smart Train and associated development. Housed in a moveable train or bus, this think tank will relocate along the tracks to facilitate community engagement and spark economic development. The SoMa Design Lab would facilitate dialog as the voice of the community and be a resource to development teams and city planners.

Augmented Architecture

Technology is quickly becoming a seamless part of every facet of our lives. We can design technology into our built environment so that we are experiencing more beauty, using fewer resources and connecting in meaningful ways to the world around us, intelligently linking the neighborhood to events, opportunities and each other.



www.thehighline.org

how a temporary construction barrier becomes a galvanizing community map.

The ideas presented here are some of the ways we can locally *Retrofit Suburbia* - please visit these sites below for some additional ideas:

the ultimate idea's compition - www.challenge.bfi.org/idea/index

an example of community funded affordable housing - <http://www.jacobscenter.org/whatwedo.htm>

bike related culture- www.levisgranfondo.com & www.amgentourofcalifornia.com & www.bikemonkey.net

new economic models - sustainableconnections.org/about/news/video/ & www.blip.tv/file/2749165 & www.livingeconomies.org & www.timebanks.org

safe route to transit grant - <http://www.transformca.org/campaign/srzt>

organizations working on livability - www.sonomacounty.golocal.coop & www.urbanhabitat.org & www.greatcommunities.org & www.sierraclub.org &

www.vtpi.org & www.lgc.org & www.aia.org/about/initiatives/AIASo75265 & www.formbasedcodes.org & www.cnu.org & www.lincolnst.edu &

newurbanhabitat.com & www.infrastructurist.com

a hip rail line - www.metro.net

retrofitting SUBURBIA
SMART Ideas Urban Design

JUROR COMMENTS

General: This project focuses on the development of the train station in a multi-use model to make it a real community attractor and connector. This scheme incorporates a wine promenade, different realms for cars and park settings for people, uses the Coffey extension to connect to the mall, and makes an effort to connect alternative means of transportation. It has many elements and starts to develop the sequence to and from the station in a practical manner.

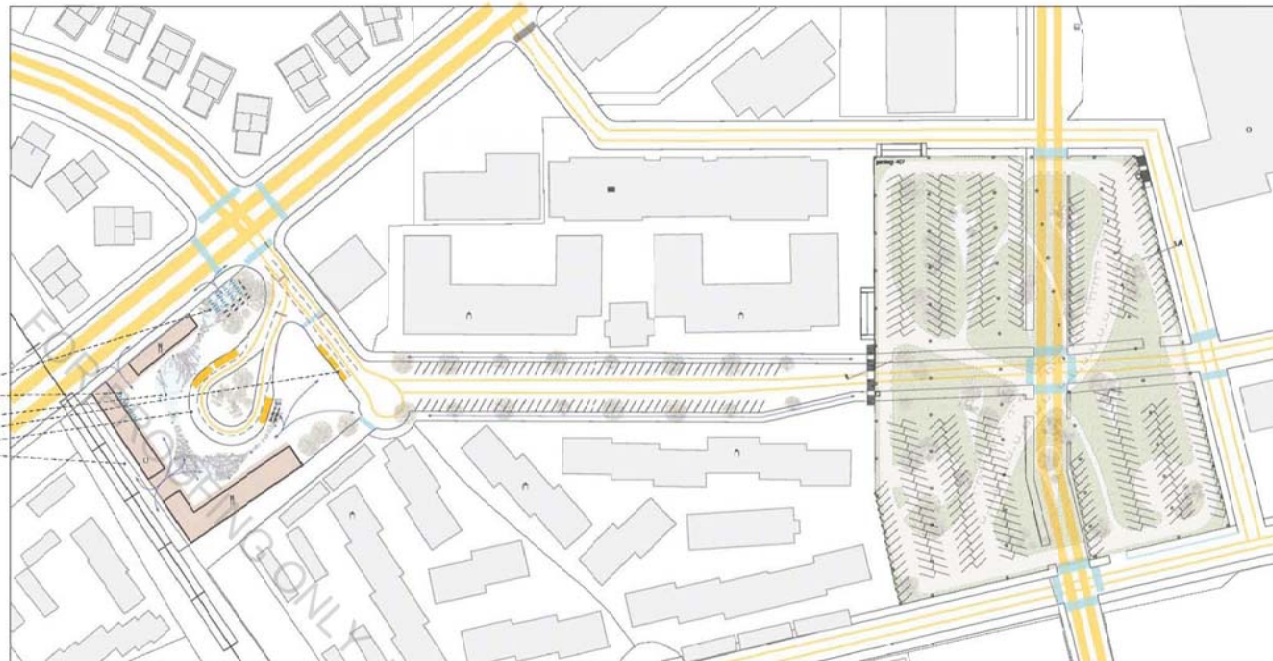
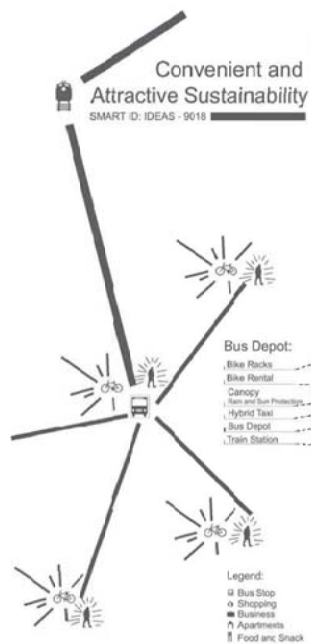
PARTICIPANT

Team—from University of California Los Angeles

- Jana Janouskova, Student
UCLA Architecture School

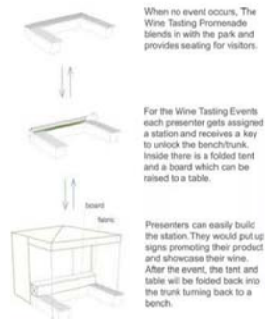
Description—Convenient and Attractive Sustainability

Santa Rosa is a bucolic town with a progressive population open to community planning. Santa Rosa is a city which celebrates and incorporates its environmental values with its agricultural bounty. Santa Rosa has a friendly atmosphere where city and rural life connect quite nicely. My proposal is conceived at the crossroads of the active life of the residents and their appreciation of sustainable design with low environmental impact. In my vision, Santa Rosa can be explored without the need of a car. What a great challenge since the residents of suburbia rely on cars as the main mode of transportation. Public transit is not always a convenient option due to the suburban sprawl. By prioritizing walking, bicycling and the use of public transit over car use, residents can reap the health, financial, and environmental benefits of low impact transportation. Improving and adding recreational facilities and spectacles will draw more people into the city center as many tourists visit yearly in the outskirts of town to enjoy the wine industry.



Wine Tasting Promenade

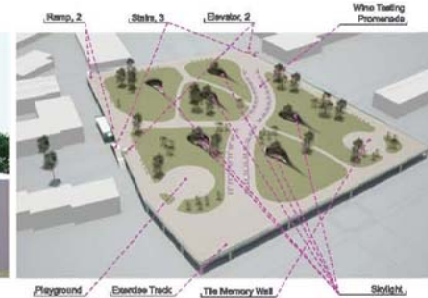
The events showcase wineries of Sonoma County through wine tasting and sell.



Elevated Park, View of Promenade

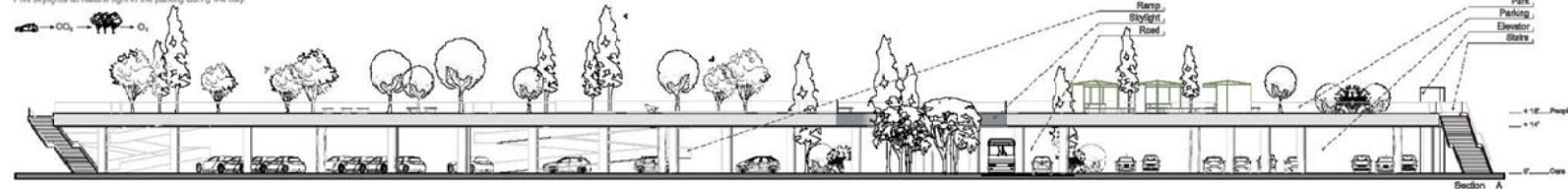


Wine Tasting Event

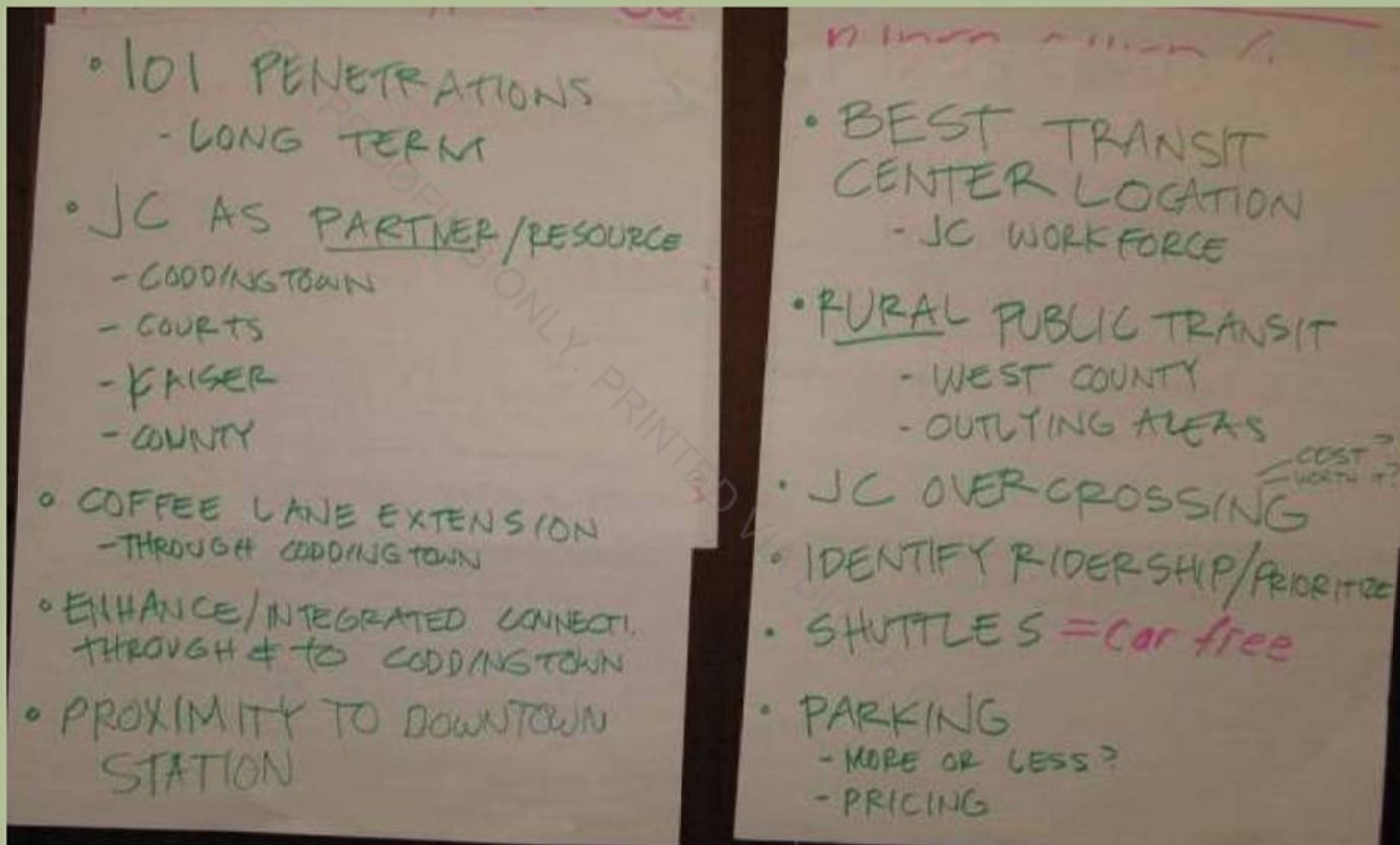


Park and Park

Five skylights let natural light in the parking during the day.



COMMUNITY CHARRETTE ROUNDTABLE - GROUP 6 - Crosstown Connections



JUROR COMMENTS

General: This solution is a transportation interconnection scheme. Once the train arrives, how do you make the connections to serve the major employers and institutions in the area? A monorail and smart cabs are proposed, linking the train station to the destinations of choice. The choice of destinations could be adjusted somewhat to better access some of these key users. The next step for this project would be to then propose urban development solutions at the stops that increase density to make the scheme more viable.

PARTICIPANT

Team—from Sebastopol, CA

Alexis Persinger, AIA
Principal—Persinger Architects

Description—Destination Santa Rosa

We started by turning on its head the concept of the train station as departure point. What if we re-envisioned it as a DESTINATION. The same infrastructure can serve two purposes. Sonoma County is already a world-class tourist destination. This station could serve as the stepping off point for these visitors.

The station can also be a local DESTINATION. The station area can provide a rich diversity of amenities to travelers passing through but also to neighbors. Maybe it's a coffee shop that's serving morning commuters and providing an all day gathering place for community members. There could be a fitness club, restaurants, even a night club. The SMART train gets people out of their cars, we need to provide them a walking scale neighborhood where they can stay out of their cars.

MONORAIL LOOP

This concept extends the area of influence of the station with a light elevated monorail. The rail would be a short loop with automated small cars circling on a set time table and would connect the major neighborhood centers without increasing car traffic. This loop vastly increases the area of walk-ability in the neighborhood.

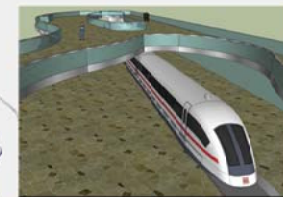
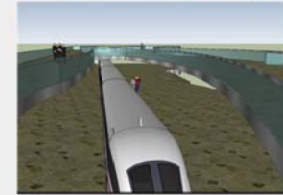
SMART CABS

These electric cars would be hired out at the station for the day to tourists and overnight to commuters. Daily commuters would pay a monthly fee for use of the SMART CABS to drive back to their homes. The next morning they would drive the CAB back and park it in the charging station. Day trippers to Sonoma County would have use of the same vehicles during the day for touring Sonoma County.

DESTINATION SANTA ROSA, CA



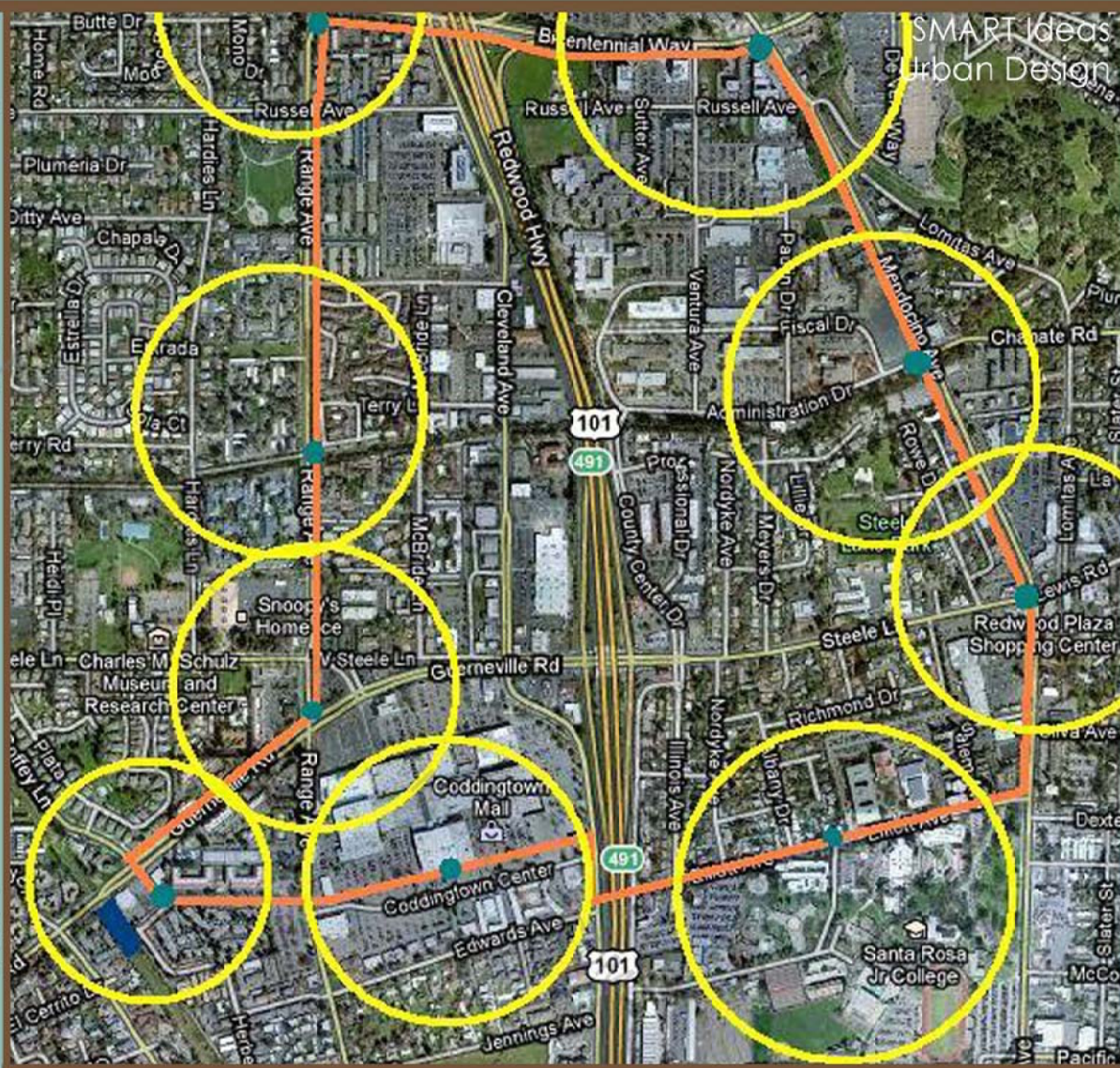
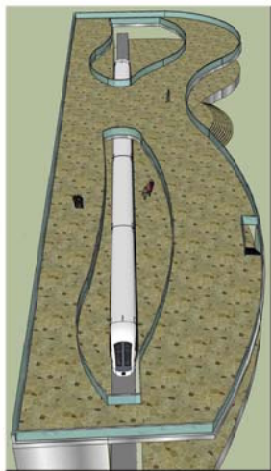
SMART Ideas Urban Design



DESTINATION SANTA ROSA, CA



FOR



SMART Ideas
Urban Design

Tram Stations

COMMUNITY CHARRETTE ROUNDTABLE - GROUP 7 - Infill and Place-Making

INFILL / OPEN SPACE AND PLACE-MAKING

OPPORTUNITY:

DEFINE: COMPLETE NEIGHBORHOOD

- OPEN SPACE NETWORK
 - SMALL PRIVATE
 - LARGE PUBLIC
 - ~~CREATE LINKAGES~~ ^{CREATE LINKAGES}

ESTABLISH ARCHITECTURAL STANDARDS

CREATE 'PLACEMAKING'

CREATE WALKABLE/AFFORDABLE BIKEABLE HOUSING

CREATE ENTERTAINMENT / 24-7 RECREATION AREAS

ECONOMIC / JOB / OPPORTUNITIES

DIVERSITY

INTEGRATE WITH SURROUNDING

OPPORTUNITY FOR:

- DEFINE / VISUALIZE DENSITIES
- INTENSIFY LAND USE IN A LIVEABLE WAY
- ID WHAT IS OPEN SPACE
- GUERNEVILLE VS JENNINGS
- CHANCE FOR DIVERSE USE OF COMMUNAL SPACE

JUROR COMMENTS

EDJ: This proposal introduced a great set of tools to help Santa Rosa make the transitions that transit is likely to trigger: Form-Based Codes and the idea of seeding a more walkable, urban pattern by the establishment of built-out four-corner intersections ("the archetype".) The jury questioned whether the formality and identity of the proposals was quite place-specific enough.

RK: If all I am trying to do is develop density and connect it back, then why not just do it on the grid, just extend the grid. Why do I need a big boulevard to do it. Why do you need the big boulevards if your not going anywhere. There is no connectivity, for example there is a boulevard, but there is no bridge.

EDJ: They have come up with a plan for this area, then propose to use the Form Based code to apply solutions over time. They have not really developed any site specific interventions.

DB: This scheme proposes a major redevelopment. This is much more prototypical long term redevelopment. Very ambitious but lacking the Romantic gesture that will draw you in.

EDJ: One of the virtues is that this deals with phasing and methodology of urban transformation. Unfortunately, it does not pay attention to the specifics of the application to this site.

DB: It would be a good idea to do high density Form Based Code at the station, but that is all that is here. This project could go further to make the urbanistic connections to the rest of the city that would make it workable.

PARTICIPANT

Team—from Berkeley, CA

- Daniel Parolek
- Stefan Pellegrini
- James Stanton
- Jennifer Block
- Natasha Small

Description—Walkable Urbanism

The Santa Rosa Archetype and Form-Based Code is designed to bring walkable urbanism to the city, while incrementally transforming the single-use fabric into pedestrian-oriented neighborhoods. It provides the framework to create neighborhoods with a mix of uses, building types and public spaces that can be integrated around the proposed SMART rail stations. This Transect-based code will allow existing neighborhoods to become transit-oriented and pedestrian-friendly places by inserting the archetype as a center of activity and identity. A proposed Regulating Plan for our initial study area shows how regulations for built form, streets and civic spaces can be created specifically for each Transect zone. The existing mall will become a vibrant commercial center with dense housing surrounding Coddington Station. A half-mile away, Jennings Station provides an ideal location for a future stop, which would preserve and enhance light industrial areas. The archetype integrates a new public space, retail lining the industrial blocks and pedestrian oriented streets that can eventually link with the schools to the east. The Santa Rosa Archetype and Form-Based Code provides a model for future neighborhoods and the creation of identifiable places within the city.

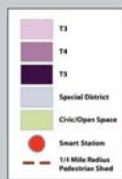
(Zoning) Default: Walkable Urbanism

Form-Based Code

What is a Form Based Code?

Form-Based Codes (FBCs) are a planning tool used to regulate predictable results in development. They emphasize the creation of a specific urban form, and an appropriate balance between the natural and man-made environments. They have been particularly successful in regulating diverse, mixed-use, pedestrian-oriented neighborhoods and districts.

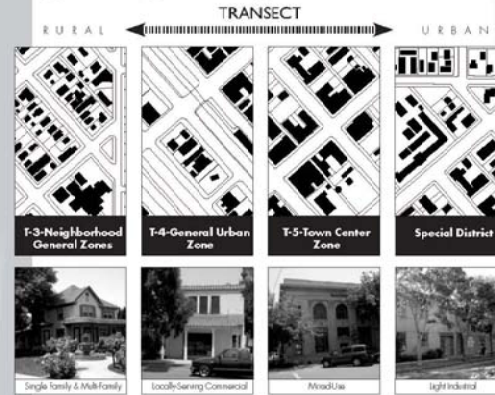
1. They reinforce the characteristics that are unique to a place.
2. They provide predictable results.
3. They are graphically oriented and easy to use.
4. They are comprehensive.



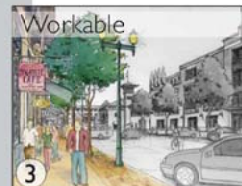
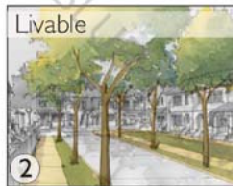
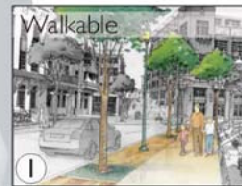
FBC Components:

- Regulating Plans
- Urban Standards
- Street Standards
- Public Space Standards
- Architectural Standards
- Landscape Standards
- Sustainability Standards

Organizing Principle



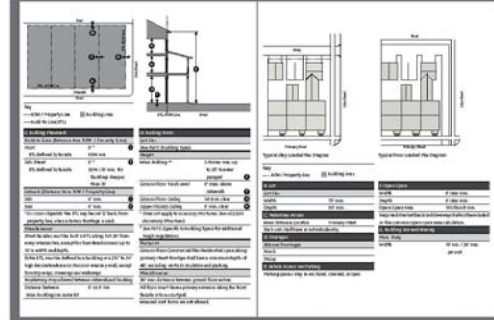
Creating Complete Places



Components of the FBC

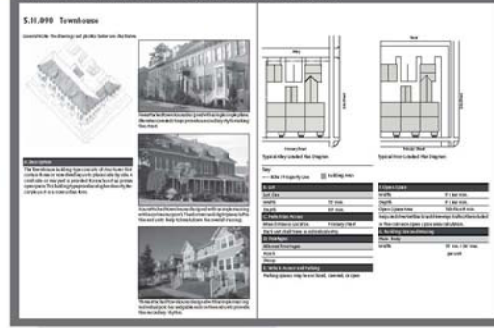
Building Form

Defines the physical form of the built environment and establishes specific parameters for each transect zone.



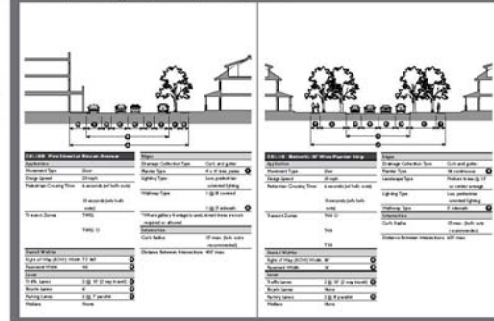
Building Types

Typologies: Single Family, Bungalow, Court, Duplex, Townhouse, Apartment House, Live/Work, Commercial Block



Thoroughfare Types

Good Streets perform dual roles as vehicular and pedestrian corridors as well as providing important public spaces.



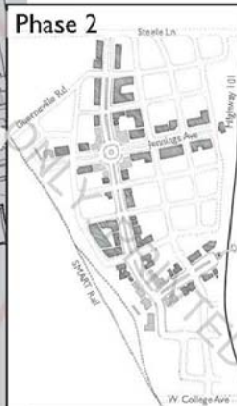
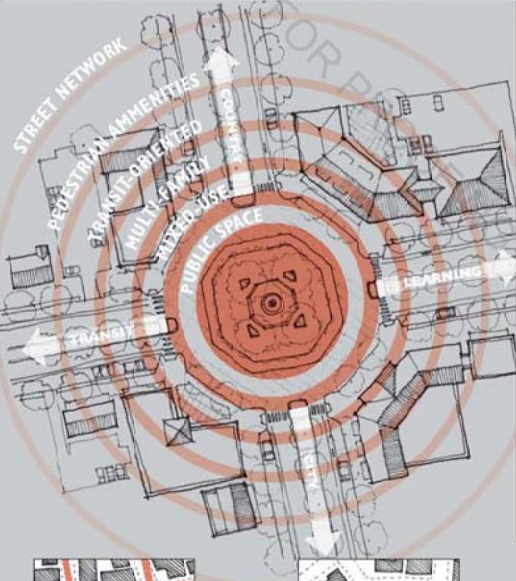
(Zoning) Default: Walkable Urbanism

Urban Archetype

[ahr-ki-tahyp]—noun

1. the original pattern or model from which all things of the same kind are copied or on which they are based; a model or first form; prototype. 2. a collectively inherited unconscious idea, pattern of thought, image, etc., universally present in individual psyches.

The Santa Rosa Archetype is a place specific solution that incrementally transforms the existing single-use fabric into a pedestrian-oriented neighborhood. The Archetype encourages a vibrant mix of uses that can grow adjacent to the SMART transit line. It strengthens the existing fabric around a new center allowing much of the commercial, residential and industrial fabric to stay and adapt over time.



Retrofit & Repair

Existing. The strip mall typology with large parking lot in front.



Phase I. Reorient to the street and create public spaces.



Phase 2. Establish a connected street network and mix of uses.

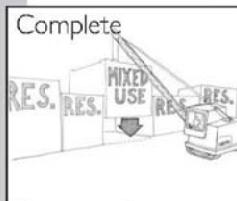
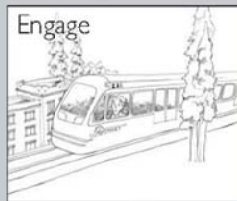
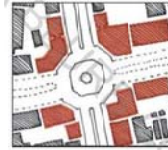
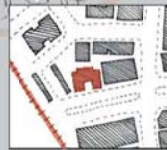
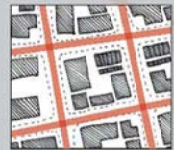
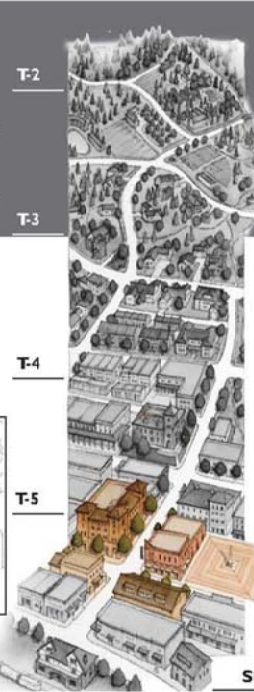


Phase 3. Design for human scale and connect with existing fabric.



Transect

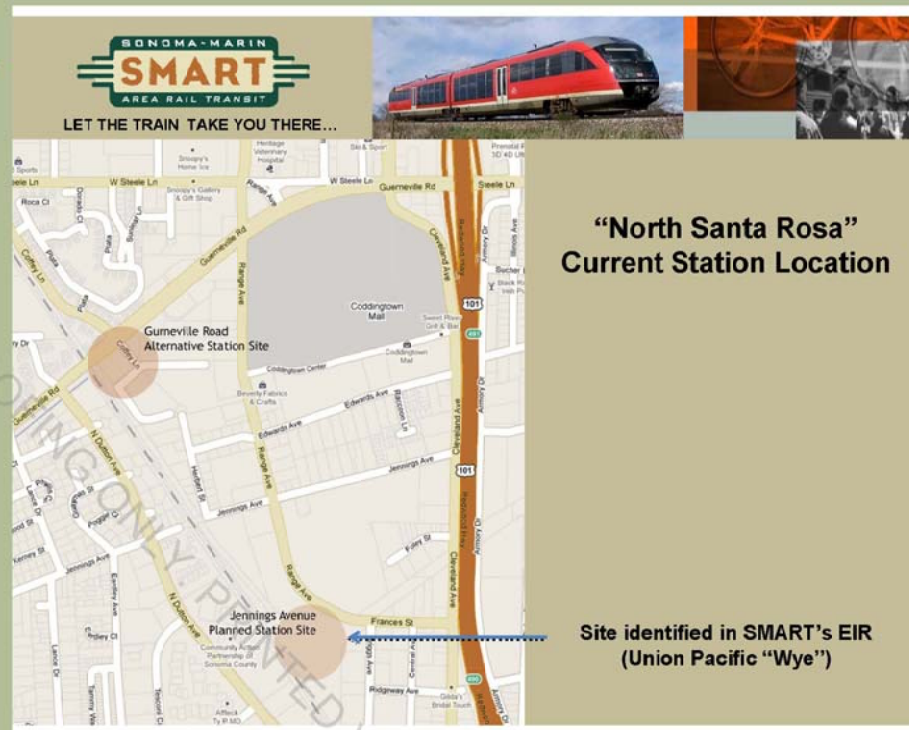
The Santa Rosa Transect should reflect the existing character of the community and include a broad range of building types. The Archetype is reflected in the TS zone and can be placed within the existing neighborhoods or industrial areas. The Special District can accommodate the light industrial building types, lining these uses with commercial along the street.



SD

SMART Station Location Options for the North Santa Rosa Station

This slide was presented by SMART at the Community Charrette showing the planned Station Site at the "Wye" locations and the alternative proposal for the Guerneville Road location.



BACKGROUND JUROR COMMENTS

DB: A 600 car parking lot in the wrong spot that answers a bureaucratic requirement to put a park and ride station in Santa Rosa misses the point. You need to give some thought – there are two stations in Santa Rosa. You have two stations in Santa Rosa, less than a mile apart, which is probably not a great idea. There is you have this whole long line, suddenly with two stations closer together because there is an empty lot available.

This RR Square station is next to the Mall with a huge honking parking garage, you could probably work out a deal to park people in the Mall garage. And this station with all the apartments around already has the density to make the train work. It has a lot more units, a lot of potential, a lot of land around it.

RK: As between the schemes, some make the station location a key part of the scheme and others really hold their distance.

LS: By using the downtown parking to make the it puts highlighted importance on the station because of the neighborhoods around it. Then you are not ignoring the downtown district. Instead you are reinforcing it by bringing people there.

EDJ: If the most important message we need to send to the powers that be, is that the station location is important to consider carefully, then the Pathways project rises to the top, for its careful consideration of issues.

RK: First station downtown next station a ½ mile away would you ever do that?

LS: Yes, by making the downtown the park and ride, by negotiating parking with the mall parking garage you reinforce the message that we care, we have not forgotten about downtown, we are not disinvesting it.

EDJ: Use the transit to encourage a more important job center that you can walk to, go to school to, or to the mall to. It could be a much more important job center than it already is. And if that is what Santa Rosa really needs - use the transit to encourage job centers. One of those things that

LS: Especially if that is what Santa Rosa really needs, more job centers that are not miles away. The proximity of the Dutton business park, only reinforces its value, you give this one a leverage pint for its viability.

JUROR COMMENTS

General: This competitor, a student at the Junior College Architecture Transfer Program, attended the Charrette and put his hopes and dreams into the ideas presented here. He thought through various aspects of the community needs, and made some nice sketches. It is a good start.

PARTICIPANT

Team—from Santa Rosa Junior College

- Alan DeMarche, Student
- Architecture Transfer Program

Description—Smart Design, Smart Planning

My name is Alan DeMarche, and for this competition I worked alone. I am a student at the Santa Rosa Junior College, completing my remaining prerequisites for transfer as an Architecture Major. I also live in the Junior College District and ride my bicycle to school and work, so I am intimately familiar with most of the concerns brought up at the Charette. While coming up with Ideas for this design I tried to incorporate most of the issue discussed during the Charette, as well as those brought up by my Intro to Environmental Design class, Arch 12 D.Sweitzer. But, most importantly I tried to craft a place where I would love to live. All to often people design houses, plan communities, and create ordinances for how they feel others should live, that *this* is what *they* would like. I wanted a place that I would like, where I would feel safe to walk around with my two year old, or ride my bicycle after dark. Hopefully my vision suits you as well. Thank you for your interest. -Alan

SMART DESIGN

#9022



PANORAMIC OF THE SITE IN ITS CURRENT CONDITION

FACING WEST TOWARD the STATION LOCATION

TO THE STATION VIA the 101 OVERCROSS



MIXED USE REDEVELOPMENT
of the SURROUNDING AREA



AT THE STATION

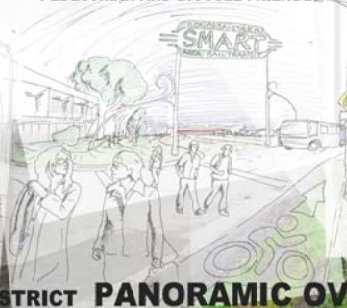
A COMPLETE NEIGHBORHOOD



COMMERCIAL AND LIGHT INDUSTRIAL
UTILIZING FREIGHT SERVICE



PEDESTRIAN AND BICYCLE FRIENDLY



RETAIL AND RESTAURANTS



STUDENT HOUSING



MIXED USE ZONING OVERLAY



TRANSIT **O**RIENTED **D**ISTRICT **PANORAMIC OVERLAY**

#9022

Safety is obtainable in well lit open spaces, The Station and all new developments would be open, interconnected on a grid of roads and paths, and well lit. Until the area is well developed and populated, transit schedules should coincide with each other and a private security patrol.



COMMUNITY CHARRETTE ROUNDTABLE - GROUP 8 - Pros and Cons of Station Locations

STATION LOCATIONS	
① JENNINGS STATION - "Y"	
PROS	CONS
<ul style="list-style-type: none"> - PARKING AREA - CLOSER TO DOWNTOWN - ENVIR. COMPLETE - BUS ACCESS POTENTIAL - OVERCROSSING TO SRJC POTENTIAL(S) - MORE DIRECT ACCESS TO SRJC FOR BIKES + PEDS - REUSE POTENTIAL - EXISTING RESIDENTIAL - NEARBY LAND VACANCY 	<ul style="list-style-type: none"> - INDUSTRIAL AREA - FAR FROM MAIN STREETS - POOR ACCESS FROM WEST - TOXICS UNDERGROUND - SOMEWHAT ISOLATED LOCATION

② GUERNEVILLE RD. STATION	
PROS	CONS
<ul style="list-style-type: none"> - VISIBLE - ACCESS FROM N-S, E-W - ACCESS BY MULTIPLE MODES OF TRANSPORT. - RETAIL + COMM. JOBS NEARBY - ENCOURAGES REUSE OF CORDINGTOWN PROP. FOR HOUSING... - PRIVATE PAR DEVEL. PARTNERSHIP? 	<ul style="list-style-type: none"> - EMINENT DOMAIN? - LESS SPACE FOR PARKING - FARTHER FROM SRJC - FARTHER FROM BIKE ROUTES - GUERNEVILLE RD. NOT FRIENDLY (YET)

BACKGROUND JUROR COMMENTS

JD: What should go on the Wye site?

DB: If your putting a park and ride, it shouldn't go there, because it doesn't have good freeway access.

JD: But what should go there? Should it be more industrial?

LS: Is industrial, that is land locked without good freeway access, smart?

RK: Housing is working its way down the tracks, then keep going with that. It is surrounded by housing.

LS: Can you make it a park?

DB: Field of sunflowers, bioremediation?

LS: If you could make it a park and keep people from building on it, then maybe the best is just some sort of solar, or something.

EDJ: Or maybe the site could be retrofitted to make it more accessible?

JUROR COMMENTS

General: This project from a student in Georgia, was submitted for the merit of its ideas, as applied to a different site. The proposal documents several unfinished, stalled, exurban projects, all owned by the FDIC, and proposes using the Form Based Code transect to develop them. Not a single house has been built here, so it is not really retrofitting suburbia, but rather substituting the developer scheme with a more walkable livable proposal.

The suggestion was that the ideas he had for Atlanta might be applicable to Santa Rosa, but the competitor only submitted the solutions that applied to Atlanta. It shows some interesting forms in a proposal that would be more successful if adapted to the site of this competition.

PARTICIPANT

Team—from University of Georgia

Mario Cambardella, Master's Student
College of Environment and Design

Description—Villedge

The purpose of this proposal is to call attention to the constraints on suburbia and therefore illustrate an opportunity to create a village with diverse districts, a celebrated riparian ecosystem, and a circulatory framework that fosters connectivity to various uses. The goal is to establish new possibilities for the redesignation of the land within the incompleted Riverside Estates and its surroundings, while transforming it into a place of great communal significance. This proposal suggests going **to** the sprawl; not running away from, ignoring, or pointing a finger at the problem, but instead investing in the creation of communities.

Where once stood the monotony of a single residential land use, will now host the constructs of a village: a sustenance garden, a continuous greenway, various types of housing, offices, and places to shop, eat, and congregate.

VILLEDGE



North Atlanta, Georgia, Winter 2005.
The aerial photographs show a variety of urban forms present due to market conditions,
the prevailing possibilities to study the edge of Atlanta with village options.

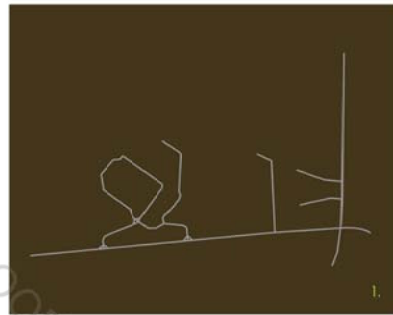
CONTEXT



North Atlanta, Georgia
As of 2005, the population was 96,319. The county's population growth is evident
as the population has risen to 112,474 as of the 2007 estimate.



CIRCULATION



Proposed design for the study area.
These diagrams show the study area's location in the context of the study area.
Existing circulation and the study area's location in the context of the study area.
While maintaining the study area's location in the context of the study area.

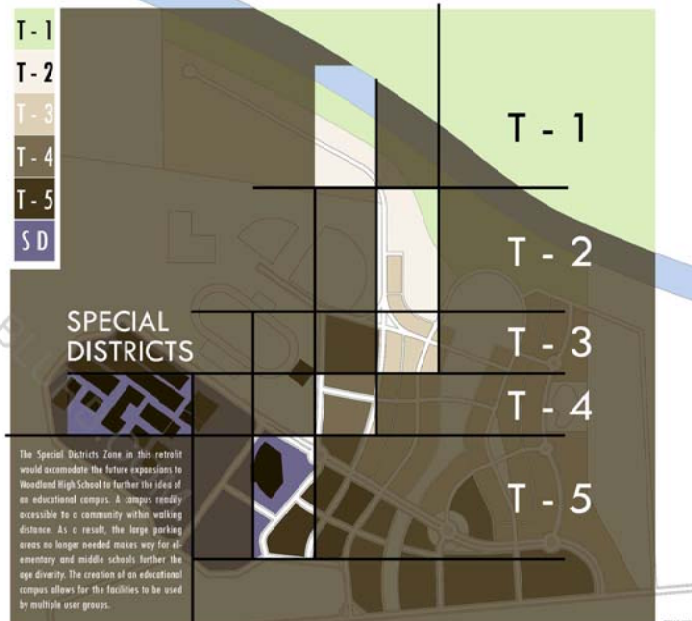
TRANSECT CROSS SECTION



T-1 Natural
T-2 Rural Zone
T-3 Sub-Urban
T-4 General Urban
T-5 Urban Center

The status of Riverside Estates is a condition prevalent throughout the metro Atlanta area. The aerial photographs shown here illustrate where sprawl has paused thus presenting possibilities to vivify the edge of Atlanta. I have selected blighted development "A" for the purpose of this study due to its contextual amenities; next to a Woodland High School (2000 students), a performing arts center (which the local municipality currently leases), one mile from the regional airport (Carterville Airport), and four miles from the interstate system (I-75). Entitled "Riverside Estates," the development is an unofficial planned 117 home, cul-de-sac riddled subdivision (85 acres with 2 units/acre) that is now owned by the Federal Deposit Insurance Corporation (FDIC) and is for sale. The reason that the plot is unofficial is because not a single lot was sold. Thus, the FDIC may change the designation of the land and usher a new direction in land use planning that harbors a greater sense of place and community.

TRANSECT



The 'Special Districts' zone in this transect would accommodate the future expansion to Woodland High School to further the idea of an educational campus. A jump: readily accessible to a community within walking distance. As a result, the large parking areas no longer needed makes way for elementary and middle schools further the age diversity. The creation of an educational campus allows for the facilities to be used by multiple user groups.

The transect of the study area is shown in the transect cross section.
A transect is a cross-section of the study area showing a range of different features. These transects describe the physical form and character of places, according to the density and intensity of its land use and activities.

VILLEDGE

The proposal calls for the confluence of Woodland High School and performing arts center, the Etowah River and its sensitive biotic qualities, and the existing infrastructure. In this proposal, existing cul-de-sacs are converted to roundabouts, facilitating traffic smoothly while conserving cost and valuable resources. The design also calls for a thoroughfare corridor connecting the local collector road to the school to provide a multi-modal route that celebrates the passage to the civic district of the village.

A Constraint is an Opportunity. Where Sprawl has paused we find many properties just like this one, an infrastructure already in place with the roadways installed and a functioning sewer system, running water, power and cable. This proposal suggests targeting abandoned sprawl development. Creating communities on the township/village scale on these sites finishes the job responsibly that poorly planned development has started.

Sustenance Equity. Approximately 22 acres of Riverside Estates is within the 100 year flood plane. Once again, the constraint on the developer is in turn an opportunity, this time to cultivate an agrarian movement. By selling the developmental rights of properties platted in the flood plane to a receiving zone on higher ground will increase the density in suitable building areas while preserving ecologically sensitive lands. In addition, these lands can be sold to Conservation and Mitigation Banks. Not only does this offer landowners economic incentives to protect natural resources, it also saves developers time and money by providing them with the certainty of pre-approved compensation lands while providing for long-term protection and management of habitat. Furthermore, the cultivation of sustenance gardening will provide nourishment within and without community.

Where once stood the monotony of a single residential land use, will now host a village: a sustenance garden, a continuous greenway, various types of housing, offices, and places to shop, eat, and congregate.



THURSDAY, JUNE 17, 2010
THE PRESS DEMOCRAT, SANTA ROSA, CALIFORNIA

SECTION B

EMPIRE NEWS

ONLINE EXTRA: BREAKING NEWS, LOCAL BLOGS, PHOTO GALLERIES AND VIDEO @ PRESSDEMOCRAT.COM

SMART pursuing Coddington station

Guerneville Road site's proximity to shopping, transit trumps Jennings Ave. option

By BOB NORBERG

THE PRESS DEMOCRAT

North Bay commute rail planners moved Wednesday to continue pursuing a north Santa Rosa station site that is closer to shopping, existing bus transit and residential areas rather than a larger site that was in the original plans.

"It's more visible, it's easier to

find, there's more access to businesses and there is more access to jobs," said Debora Fudge, chairwoman of the Sonoma-Marin Area Rail Transit Board and a Windsor councilwoman. "I'm in favor of pursuing the viability of this site."

The site is on Guerneville Road less than a half-mile from Coddington Mall, near the Northwestern Pacific Railroad tracks that run parallel to North Dutton Avenue. It is being studied instead of a location just south of Jennings Avenue.

Both sites, however, are not in easy walking distance to the San-

ta Rosa Junior College, the county administration center or to either Sutter or Kaiser hospitals.

"I think it will be critical that we have shuttles... this is a better site, but it will still be a challenge," said Novato City Councilwoman Madeline Kellner, a member of the SMART board. "I think we are on the right track."

The SMART board unanimously voted to study the costs and environmental impact of a station at Guerneville Road, where the Kelly-Moore Paint Co. store and Sonoma Kitchen & Bath are now

TURN TO SMART, PAGE B3



ORISA JEREMASON/The Press Democrat

SMART's John Nemeth, center, Wednesday leads a tour of the possible north Santa Rosa train station site on Guerneville Road near Coddington.

REGION

C

B3

SMART: Jennings site has water, soil pollution

CONTINUED FROM PAGE B1

located.

The station would require buying those two sites plus a 1,000-foot driveway lined with carpools at the Coddington Mall Apartment complex, along with leasing some additional parking from Coddington Enterprises.

It would replace a 2.8-acre site on Range Avenue south of Jennings Avenue that would be closer to the Santa Rosa Junior College if Santa Rosa goes ahead with a pedestrian overpass over Highway 101.

SMART Planning Manager John Nemeth said the estimated cost of acquiring both sites is similar — \$65 million for Jennings Avenue and \$6.8 million for Guerneville Road.

The advantage of the Jennings site, however, is that it could accommodate 630 parking spaces, compared to 300 at the Guerneville site. The nearest other SMART station, at

Railroad Square, will have no parking.

Weighing heavily against the Jennings site, however, is groundwater and soil pollution caused by a century of railroad and industrial use.

It jeopardizes ever getting the site cleaned up by the owner, Union Pacific, to the satisfaction of environmental regulators, said Rob Krantz, SMART's property manager.

"To work through the environmental problems could take a couple of years or longer, and we need a station before that," said Krantz, who was part of a tour of both sites Wednesday.

The north Santa Rosa site is one of the 14 station locations for the line, which runs 70 miles from Cloverdale to Larkspur and is scheduled to open in 2014.

The Jennings Avenue location has been the preferred station site since it was recommended in 1997 by Berkeley ur-

ban designer Peter Calthorpe.

However, in the past several months, a group of citizens and urban planners began working with Coddington Enterprises to convince SMART to consider the alternate site.

Coddington has agreed to pay \$30,000 to conduct the studies.

Nemeth told the SMART board Wednesday that the Guerneville Road site has a much higher density of businesses and residential development than the Jennings site.

He also said it has easier access for pedestrians, bicyclists and bus transit and is more visible.

The SMART board instructed its staff to proceed with an environmental assessment, property appraisals and preparation costs for the Guerneville Road site.

You can reach Staff Writer Bob Norberg at 521-5296 or bo.norberg@pressdemocrat.com.

THURSDAY, JUNE 3, 2010
THE PRESS DEMOCRAT, SANTA ROSA, CALIFORNIA

SECTION B

SMART selects northern SR site

Transit officials favor
parcel near Coddington
over Jennings Avenue

By BOB NORBERG
THE PRESS DEMOCRAT

After looking at the pros and cons of where to put a northern Santa Rosa commuter rail station, North Bay transit officials Wednesday selected a site near Coddington Mall it believes has the potential to revitalize the area.

"As you walk around the site, you think that this is the perfect site for a station," said Barbara Pahre of Napa, the chairwoman of the Sonoma-Marina Area Rail Transit real estate committee.

Pahre holds the seat on the SMART board representing the Golden Gate Bridge and Highway District.

The station site on Guerneville Road is next to the railroad tracks and is land that now has a Kelly-Moore Paint Co. store and Sonoma Kitchen & Bath store on it. A third parcel, now vacant, also would be acquired.

The site would provide easy access for pedestrians, motorists, bicyclists and bus transit passengers and is highly visible, said John Nemeth, the SMART planning manager.

The committee rejected a site on Jennings Avenue that has been the preferred station site since it was recommended in 1997 by Berkeley urban designer Peter Calthorpe, an icon in

TURN TO SMART, PAGE B2

EMPIRE NEWS

ONLINE EXTRA: BREAKING NEWS, LOCAL BLOGS, PHOTO GALLERIES AND VIDEO @ PRESSDEMOCRAT.COM

REGION

C

B3

SMART: Jennings site has water, soil pollution

CONTINUED FROM PAGE B1

located.

The station would require buying those two sites plus a 1,000-foot driveway lined with carports at the Coddington Mall Apartment complex, along with leasing some additional parking from Coddington Enterprises.

It would replace a 9.8-acre site on Range Avenue south of Jennings Avenue that would be closer to the Santa Rosa Junior College if Santa Rosa goes ahead with a pedestrian overpass over Highway 101.

SMART Planning Manager John Nemeth said the estimated cost of acquiring both sites is similar—\$6.5 million for Jennings Avenue and \$6.8 million for Guerneville Road.

The advantage of the Jennings site, however, is that it could accommodate 630 parking spaces, compared to 350 at the Guerneville site. The nearest other SMART station, at

Railroad Square, will have no parking.

Weighing heavily against the Jennings site, however, is groundwater and soil pollution caused by a century of railroad and industrial use.

It jeopardizes ever getting the site cleaned up by the owner, Union Pacific, to the satisfaction of environmental regulators, said Rob Krantz, SMART's property manager.

"To work through the environmental problems could take a couple of years or longer, and we need a station before that," said Krantz, who was part of a tour of both sites Wednesday.

The north Santa Rosa site is one of the 14 station locations for the line, which runs 70 miles from Cloverdale to Larkspur and is scheduled to open in 2014.

The Jennings Avenue location has been the preferred station site since it was recommended in 1997 by Berkeley ur-

ban designer Peter Calthorpe.

However, in the past several months, a group of citizens and urban planners began working with Coddington Enterprises to convince SMART to consider the alternate site.

Coddington has agreed to pay \$20,000 to conduct the studies.

Nemeth told the SMART board Wednesday that the Guerneville Road site has a much higher density of businesses and residential development than the Jennings site.

He also said it has easier access for pedestrians, bicyclists and bus transit and is more visible.

The SMART board instructed its staff to proceed with an environmental assessment, property appraisals and preparation costs for the Guerneville Road site.

You can reach Staff Writer
Bob Norberg at 521-5206 or
bob.norberg@pressdemocrat.com.

CONCLUSION

When the AIARE and LIFEe got together to take a look at the area around the North Santa Rosa SMART station, we did not have a concept or strategy in mind of what we would like to see as outcome. Our objectives were to open the discourse between different groups and to encourage everyone in the community to start envisioning new ways of planning for urban growth in this area. In that we have succeeded. We hope that you will take the efforts presented here and develop the concepts further in whatever urban design endeavor that you embark upon.

Sincerely,

Julia Donoho
Tanya Narath

Alima Silverman
Peter Hendrickson
David Harris
Brad Williams
David Carpenter
Lois Fisher
SMIDCO Steering Committee



Thank you to our VOLUNTEERS

Allyn Long Intern, Christine Culver, Paul Gilger AIA, Kevin Zucco Affiliate AIA, Rob Cox Affiliate AIA, John Wieneke Affiliate AIA, Kevin Kellogg AIA, Mark Adams AIA, Daniel Strening AIA, Jacob Walker, and Lyanne Shuster AIA.

FOLLOW-UP

Follow-up activities:

- * Exhibition and Presentation at the Construction Specifiers Institute annual exposition
- * Exhibition and Panel presentation at the Architects and Design Professionals for Social Responsibility National Conference - Just Metropolis
 - * Meetings with Santa Rosa Junior College
 - * Touring with Friends of SMART to TOD Developments in East Bay
 - * Presentations to SMART Board and SMART Real Estate Committee
 - * Report to Bicycle and Pedestrian Advisory Board
 - * Planning Session with Santa Rosa City Council
 - * Participate in Station Area Planning Process
 - * 2011 AIA Convention Panel Presentation

This Book available at www.blurb.com

INITIATIVES: There have been some additional initiatives coming out of the competition which we are continuing to pursue:

- Looking at models for sharing of sales tax revenue to reduce competition for big box stores. 23% of American buildings are commercial retail, which is not a sustainable balance.
- Build bridges with Bicycle Coalition, SRJC, City SR, SMART, and Mall owners, to develop consensus for overcrossing Hwy 101.
- Promote the Complete Neighborhood Policy in other communities, including recent visit to Novato – Importance of looking at larger urban design issues in concert with station locations.