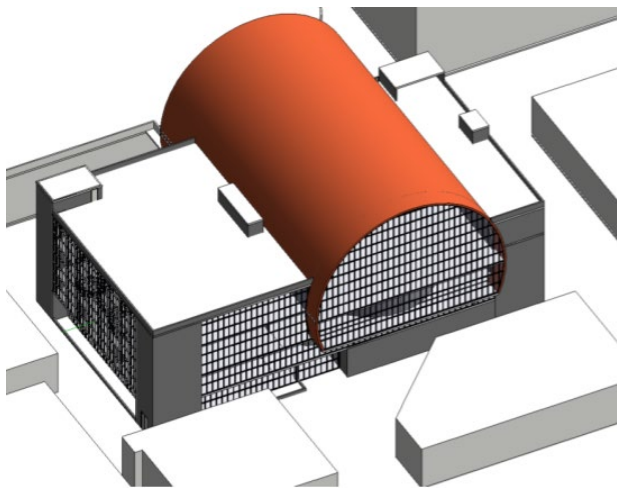


Santa Rosa Events and Conference Center



Concept Design Review

Project No. DR24-027

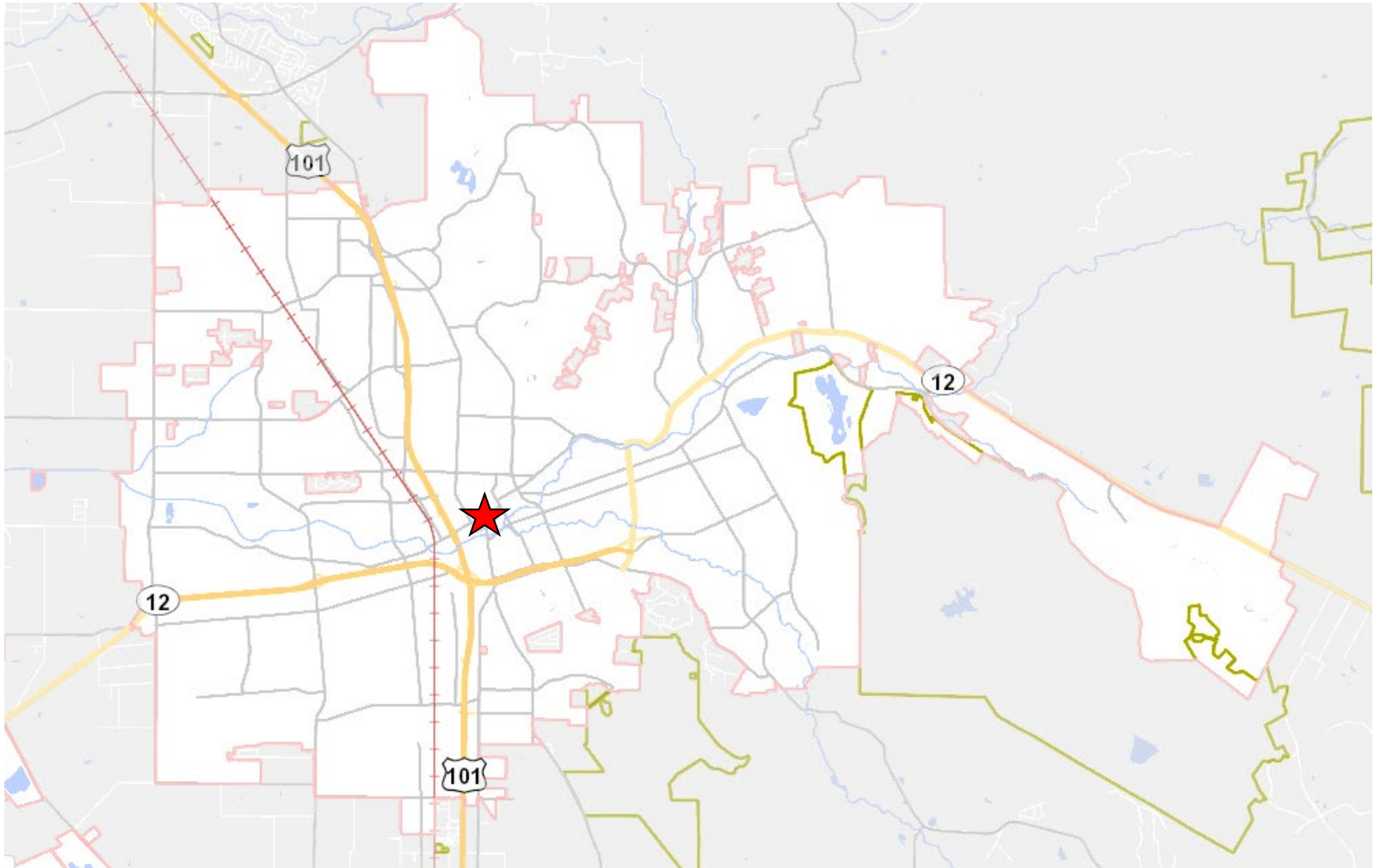
620 3rd Street

September 26, 2024

Monet Sheikhali, Senior Planner
Planning and Economic Development

- Construction of a 4-story, 104,000 square foot events and conference center on a 0.59-acre parcel
- Existing commercial building would be demolished
- Features:
 - Grand Ballroom
 - Exhibit Hall and Meeting Spaces with pedestrian bridge connecting adjacent parking garage
 - Auditorium Theater

Project Location

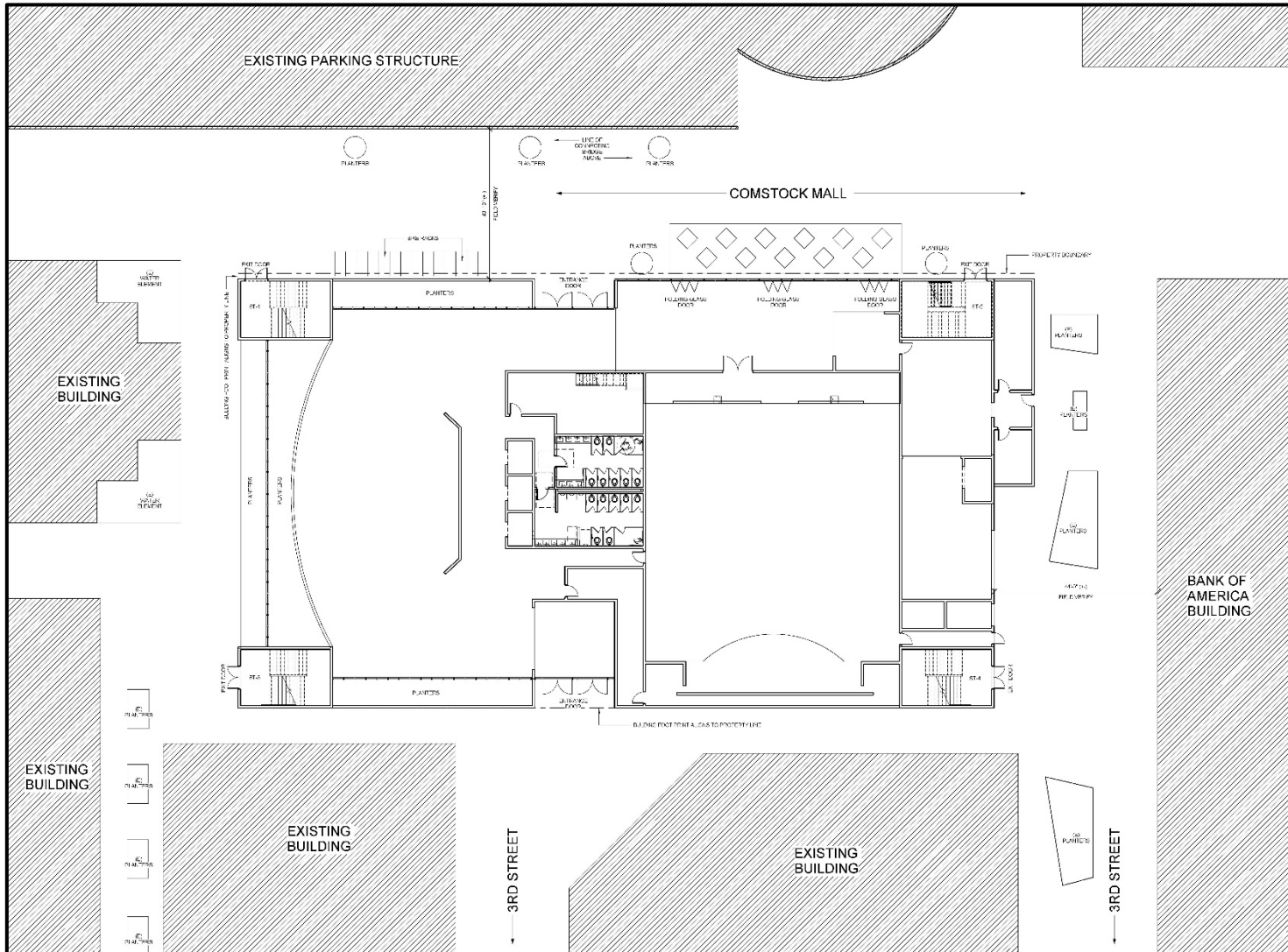


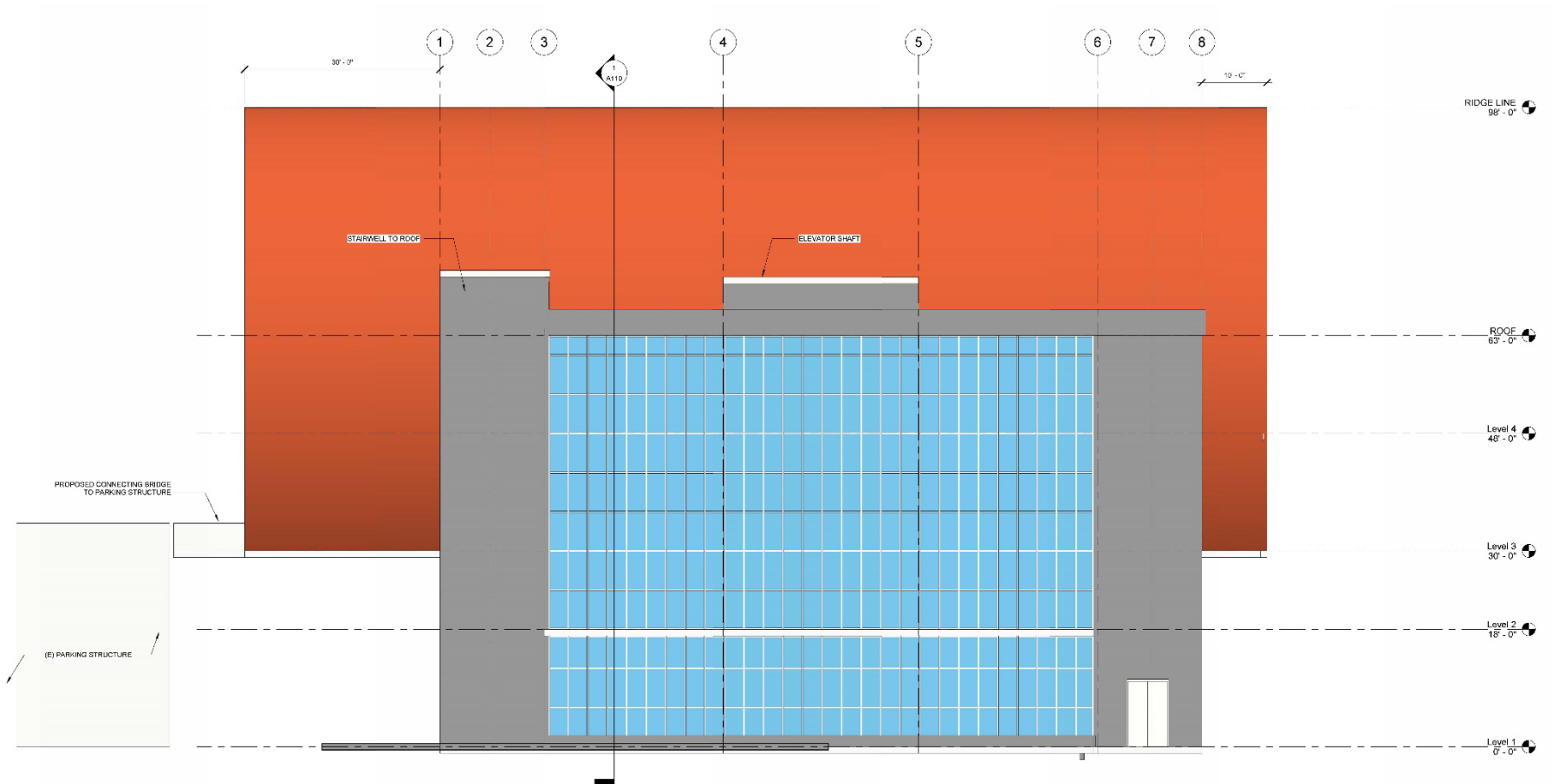
Neighborhood Context

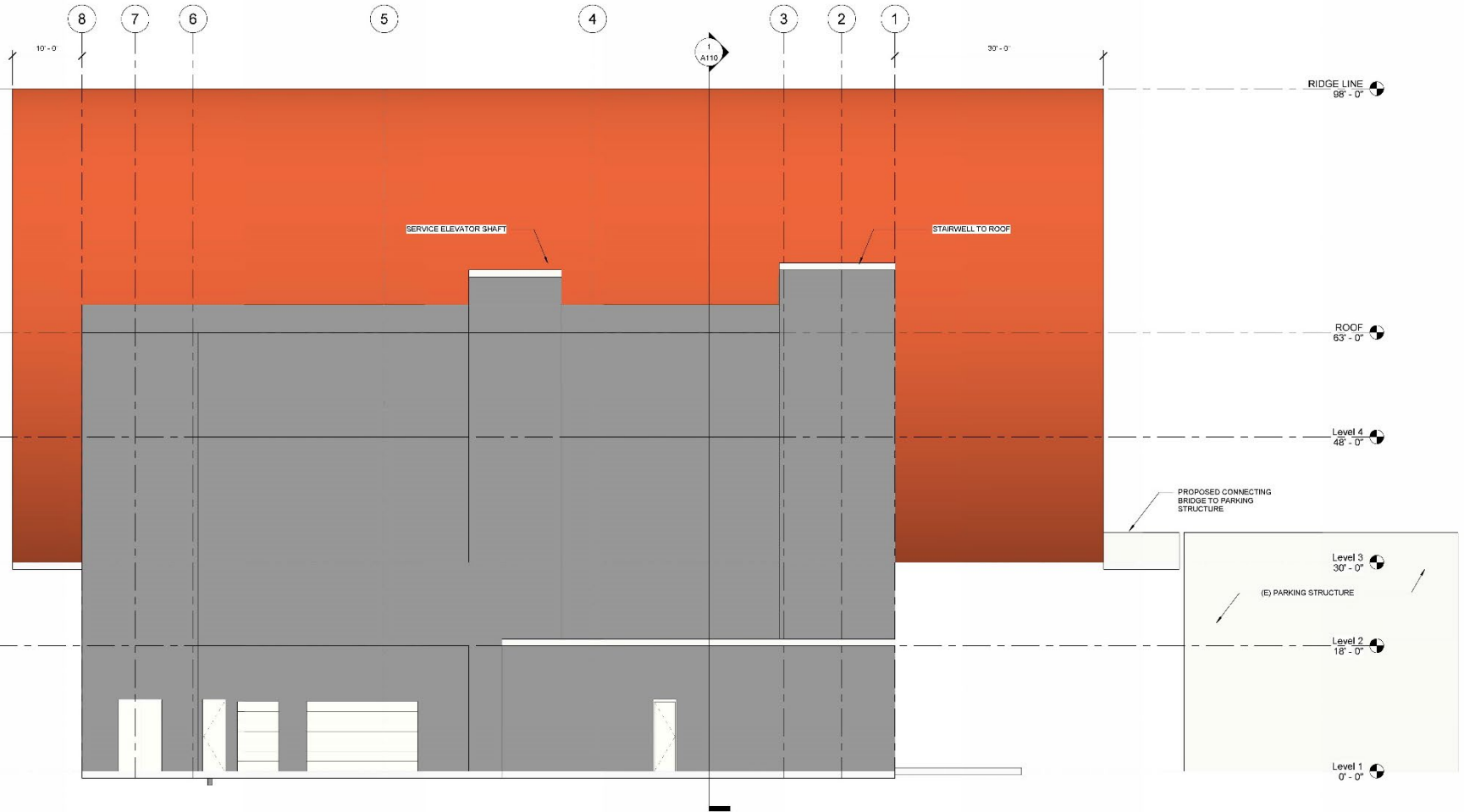


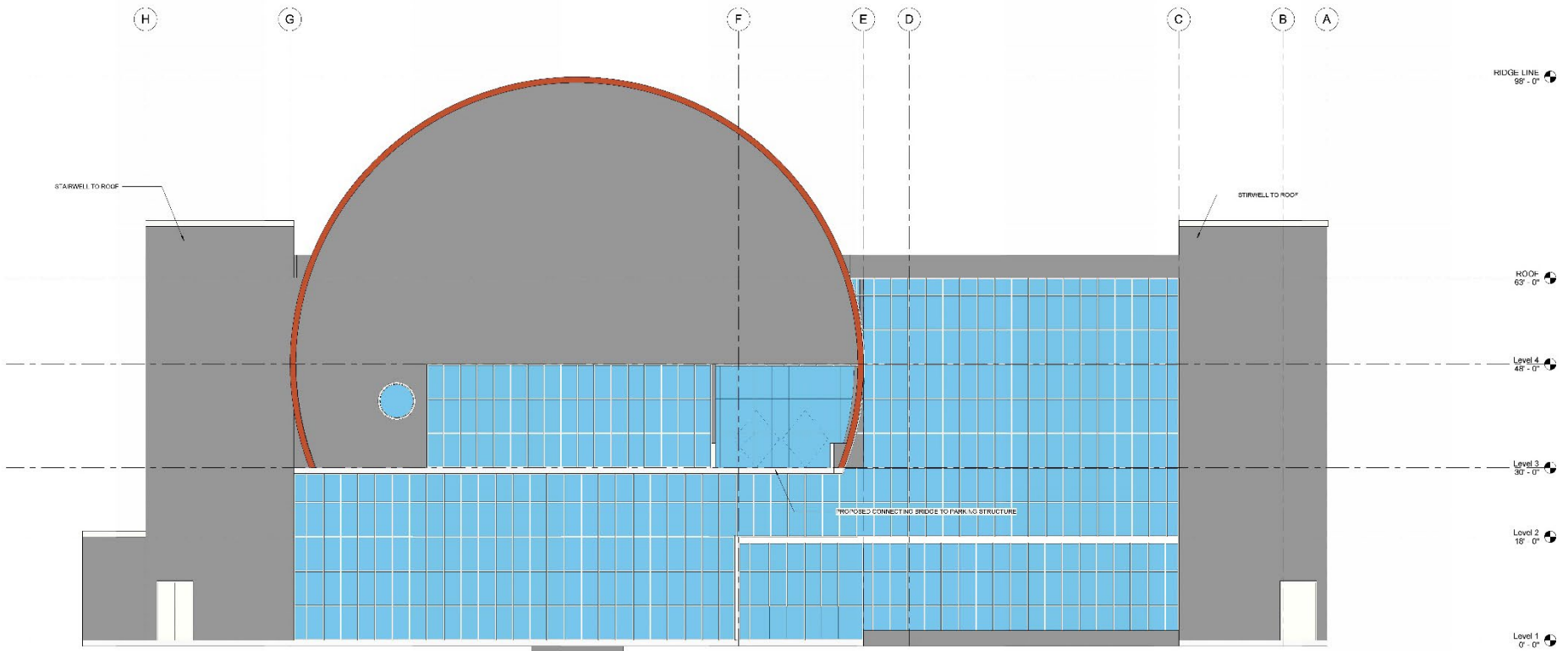
General Plan: Core Mixed Use Zone: CMU

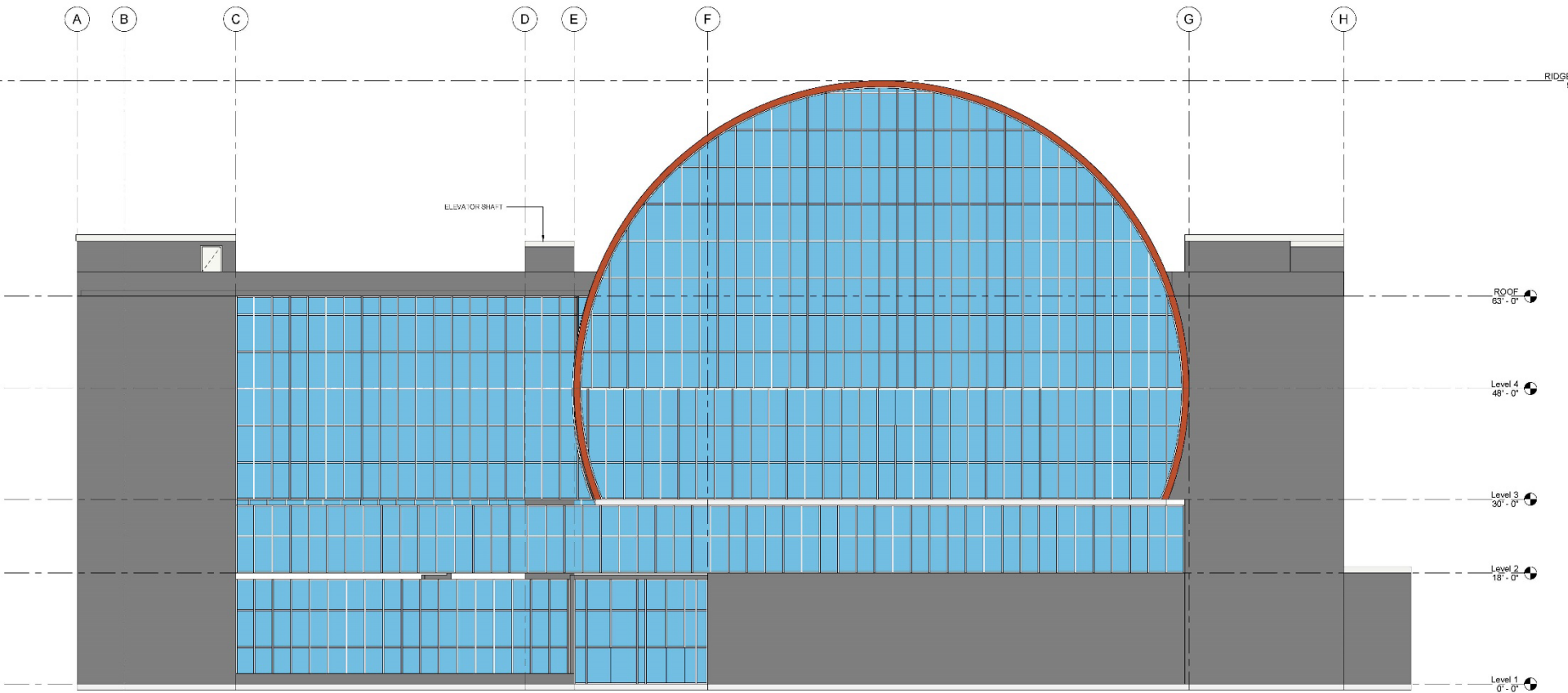


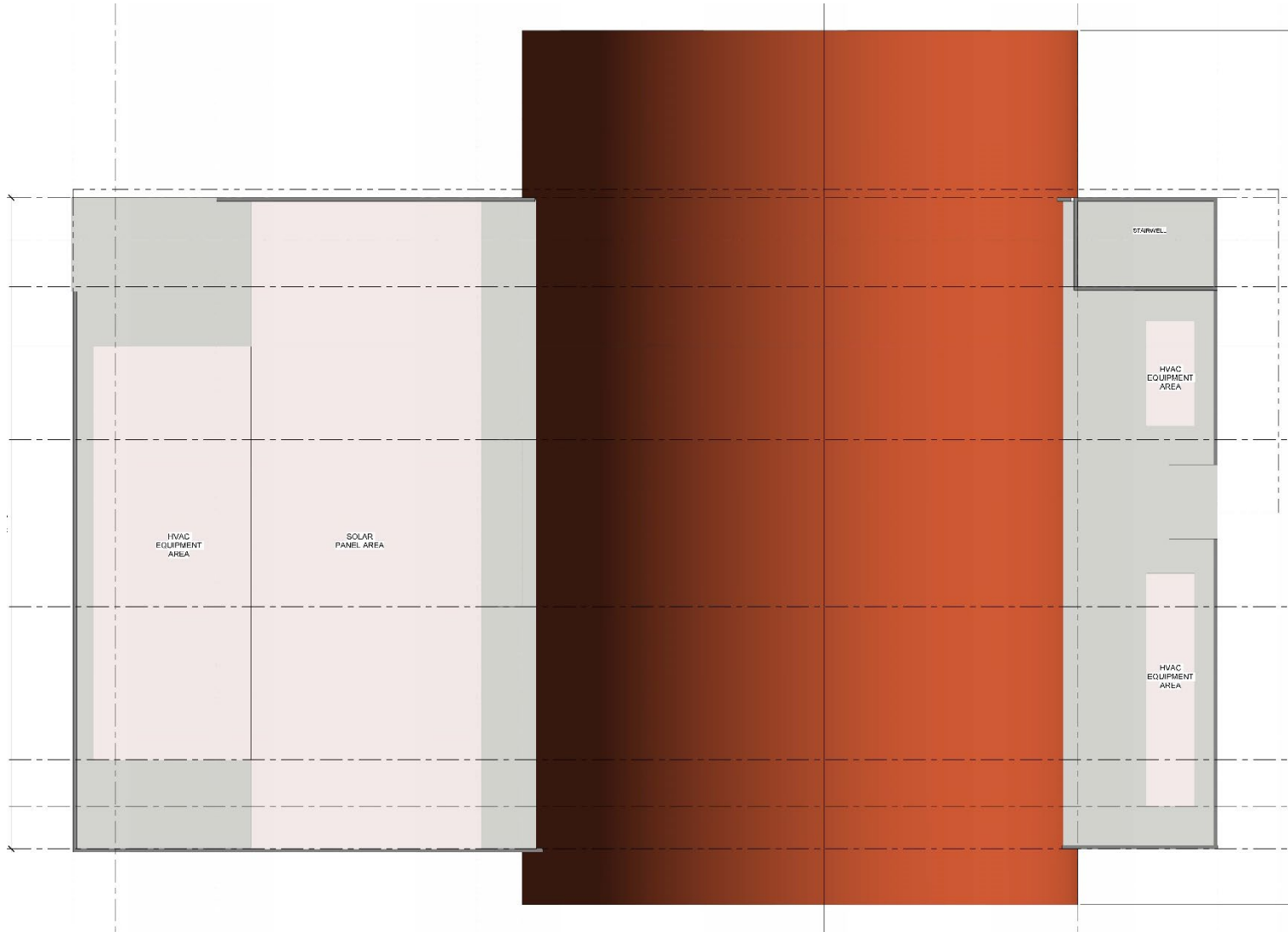




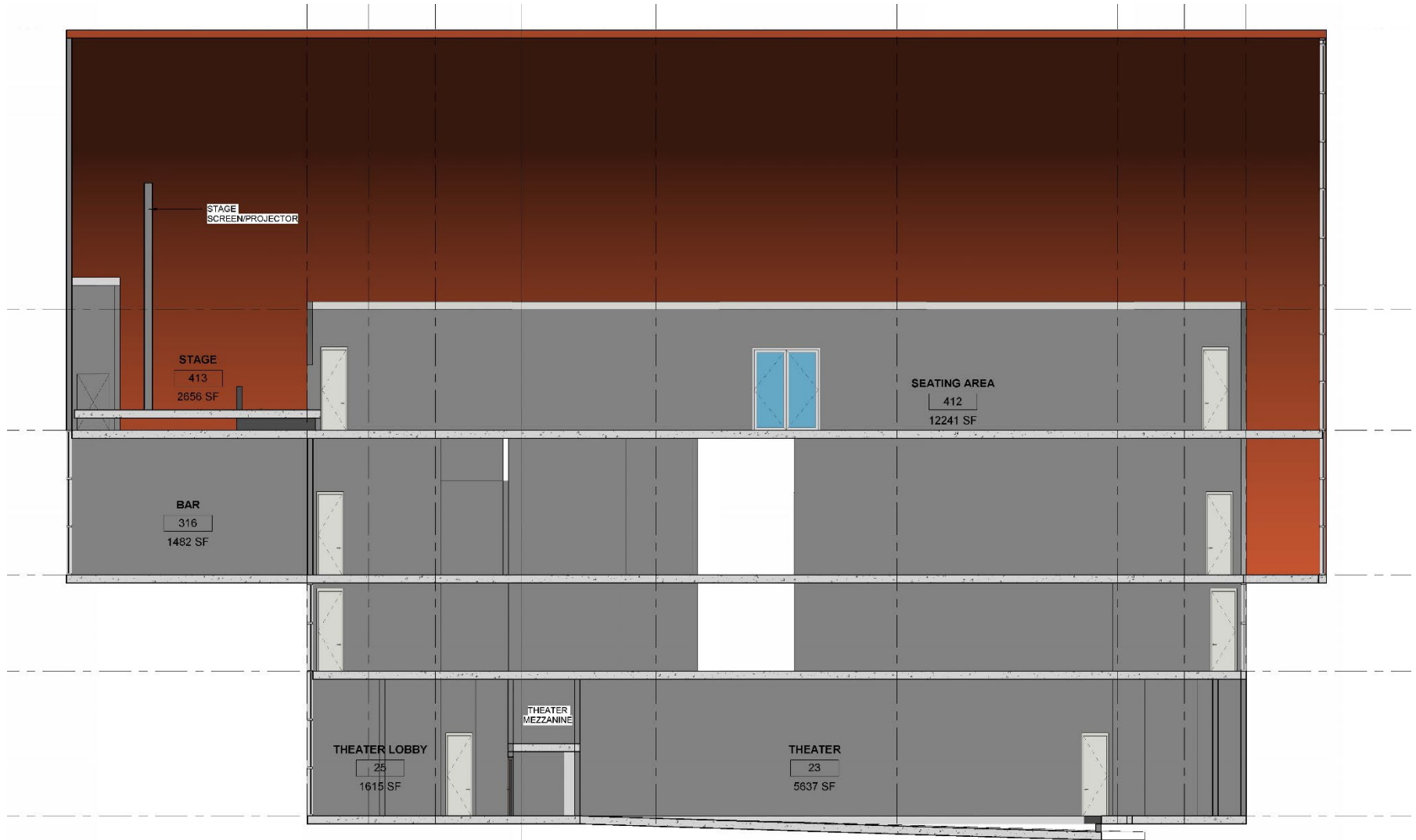








Building Cross Section

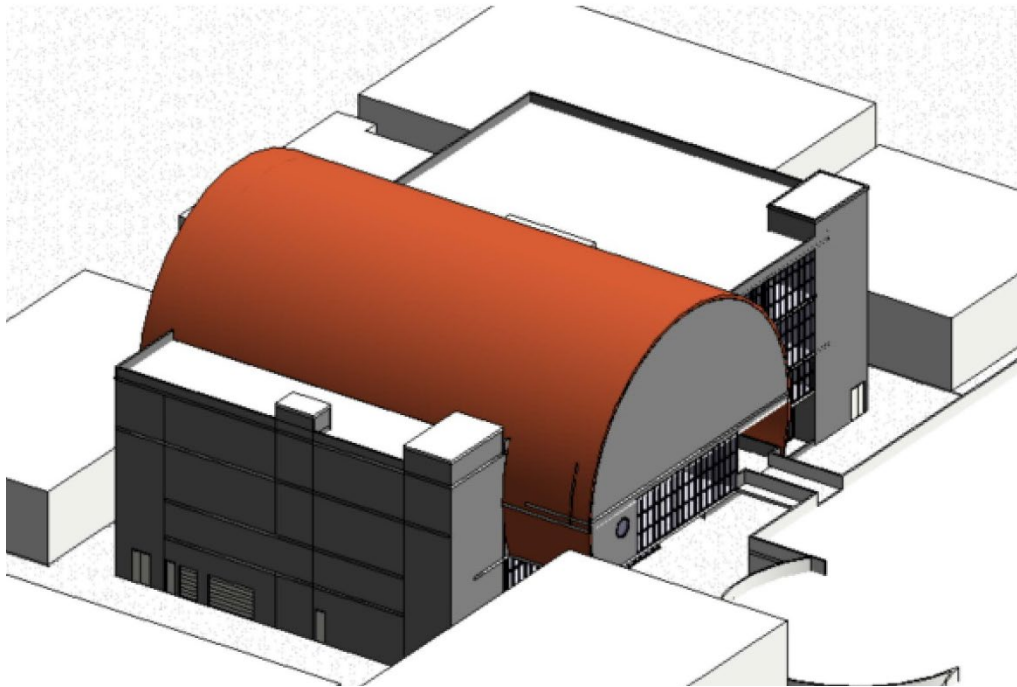


“Not A Project”

The request for the Design Review Board to provide comments and direction for a concept design review item is exempt from the California Environmental Quality Act (CEQA) because there is no possibility that the action will have any effect on the environment (CEQA Guidelines Sections 15061(b)(3) and 15378).

Recommendation

The Applicant and the Planning and Economic Development Department are requesting that the Design Review Board provide comments and direction for the Santa Rosa Events and Conference Center project located at 620 3rd Street.



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