

Project Overview

The Santa Rosa Events and Conference Center will stimulate the heart pulse of downtown Santa Rosa. Built as a 4-story, 100 feet high structure of about 100,000 square feet, it will represent a significant landmark for the area. It will help to revitalize the central business district and become an expression for a new era business hub. It will stand as the gathering center for entrepreneurial and cultural activity downtown.

Conceived as a high-tech, multi-platform, multi-faceted facility, this Center will cater to the city's civic community and attract corporate and business groups from throughout Sonoma County and beyond. It will spark SF Bay Area wide interest with its distinct architectural concepts that deploy a barrel-shape design iconic of Sonoma's expansive and long-lived vineyard heritage. It will boost Santa Rosa's highly attractive business district comprised of a diverse array of restaurants, bars, and cafes, entertainment venues, boutique shops, banks, and offices, all within the vicinity, besides city and regional government buildings and facilities. It will help Santa Rosa Mall reposition itself for more inclusive development opportunities that create creative mixed use tenancies throughout its vast built spaces. It will renew Santa Rosa as the gateway of Sonoma, a county shaped by its amazing landscape of vineyards and wineries, quaint and lively villages and towns that are home to artisan shops, health retreats, eateries, charming B&Bs, beautiful and historic homes, and many unique destinations along the majestic Russian River and Sonoma's north coast communities.

Key features include:

- **Grand Ballroom:** 15,000 square feet with a 50-foot high interior volume.
- **Exhibit Hall and Meeting Spaces:** An Exhibition Hall of 100' by 127' (12,700 sf) with 16' clear ceiling height on the 3rd level with 4,000 sf of flex meeting facilities. 2nd level will enclose executive offices and meeting spaces of over 14,000 square feet.
- **Auditorium Theater:** An 8,000sf, fixed seat theater with lobby on the ground floor for ongoing programs of local interest and small venue engagements.
- **High-Tech Features:** A 68 x 30 foot multimedia screen in the main expansive auditorium, backstage presenter lounges, wide open lobbies for networking opportunities, and an array of café, bar, and privacy spaces.
- **Adaptability:** Designed to fluidly respond to technical changes and user needs for this dynamic high technology era where human capital must be groomed.

Descriptive Statement

620 3rd Street, Santa Rosa, the site, presently contains a 6 screen movie theater built in the mid 1970s. The site is centrally located in the City's established eastside downtown commercial district. The site is rectangular of about 206 x 117 feet. It borders Comstock Mall on the south and is bounded by common area walkways with properties on the remaining three sides. Parking is available from a large public garage that faces the site along Comstock Mall and from a public garage directly across on 3rd Street. Event and conference activity parking assumes the use of public garages for attendees. The common area walkway surrounding the site is well defined for pedestrian and service access; a clear frontage to 3rd Street should enhance visibility to businesses fronting this boundary. The proposed design includes encroachment over the

common area and Comstock Mall at the top two levels by employing a cantilevered floor plate that will contain the main ballroom and exhibit facilities. The project proposes redesign of Comstock Mall hardscape and landscape to form an integral community events and meeting facility, and includes a pedestrian access bridge from the garage structure's 3rd level to the facility's Exhibit Hall.

Open floor programming encourages dynamic meeting opportunities as spaces are configurable for breakout areas and meeting rooms, circulation, and private lounge uses. Executive meeting and conference facilities on the 2nd level will complement all center activities, while also serving business and corporate needs for smaller, state of the art professional meeting spaces, flex space and conferencing venues.

The structure supports window walls that enclose the main welcoming lobby deploying landscape elements that weave exterior and interior spaces to create an enclosed area bathed in a natural greenery. Two main entryways for the structure are located on Comstock Mall and in the commons facing onto 3rd Street. Entry from the 3rd Street side opens into an interior domed porta-cochere that precedes the green lighted lobby, while the south side entryway opens both ways, highlighting the Center's special auditorium lobby on one side. In this area, the Center hosts its 360 seat, 8,000 sf events theater with stage and support facilities, technician mezzanine and back stage rooms and its dedicated lobby. Overall, the programming elements for the structure include defined auxiliary spaces on the west side of the building that include catering/events/cafe kitchen, restrooms, service elevator, emergency stairwells, storage and various utility rooms.

Barrel top roof design

The top floor Grand Ballroom is off center on the north/south axis, with one edge of its barrel shape 25 feet from the west building face. The Grand Ballroom is 157 feet long, 100 feet wide, with 50 feet of height and cantilevers 30 feet over Comstock Mall and 10 feet over the common area on the north facing side, where a glass window wall frames the shape. On the opposite end "barrel bottom", a multi-dimensional theater stage orients the voluminous space for multi-media venue presentations, banquet functions, or ballroom activities. The east lobby spans 80' x 117' and connects by its scissor stairwell to the third level Exhibitor Hall and meeting spaces. Uncured sheet copper cladding will be the roof membrane that encloses this space frame structure, boosting the visual impressions of the distinctive shape as the copper's patina ages like a fine bottle of wine.