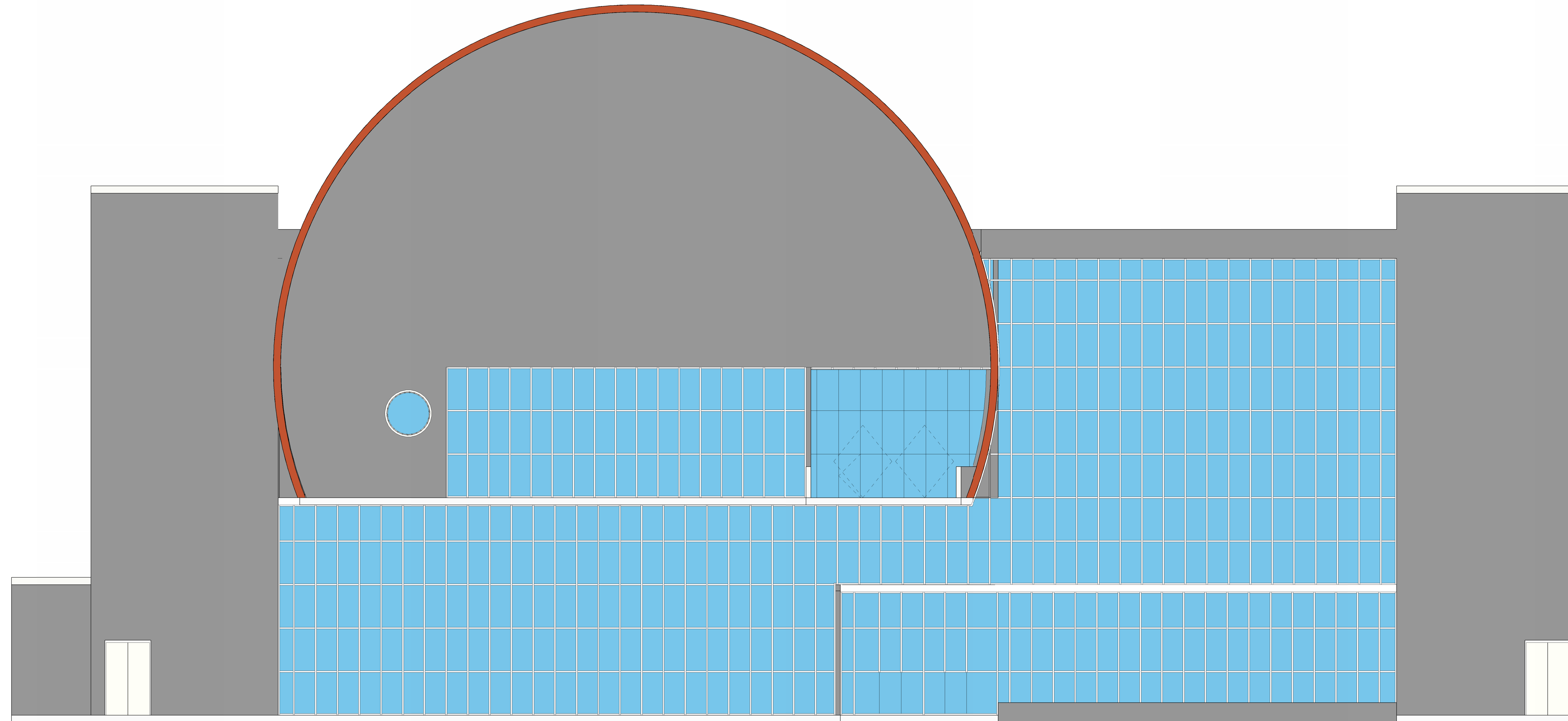


# SANTA ROSA EVENTS & CONFERENCE CENTER

620 3RD STREET SANTA ROSA CA



COMSTOCK MALL VIEW

## CONTACT INFORMATION

**OWNER**  
COMSTOCK COMMONS LLC  
ROY NEE, MANAGING PARTNER  
12615 SIR FRANCIS DRAKE BLVD.  
INVERNEST CA 94937  
email: roynee@gmail.com  
cp: 415 613 2242

**CONSULTING ARCHITECT**  
STUDIO KDA  
CHARLES KHAN, AIA  
BERKELEY  
-  
email: -  
cp: -

**PROJECT DEVELOPER**  
PROPERTY PROFILES  
38 MILLER AVENUE, SUITE 18  
MILL VALLEY CA 94941  
email: roynee@gmail.com  
cp: 415 613 2242

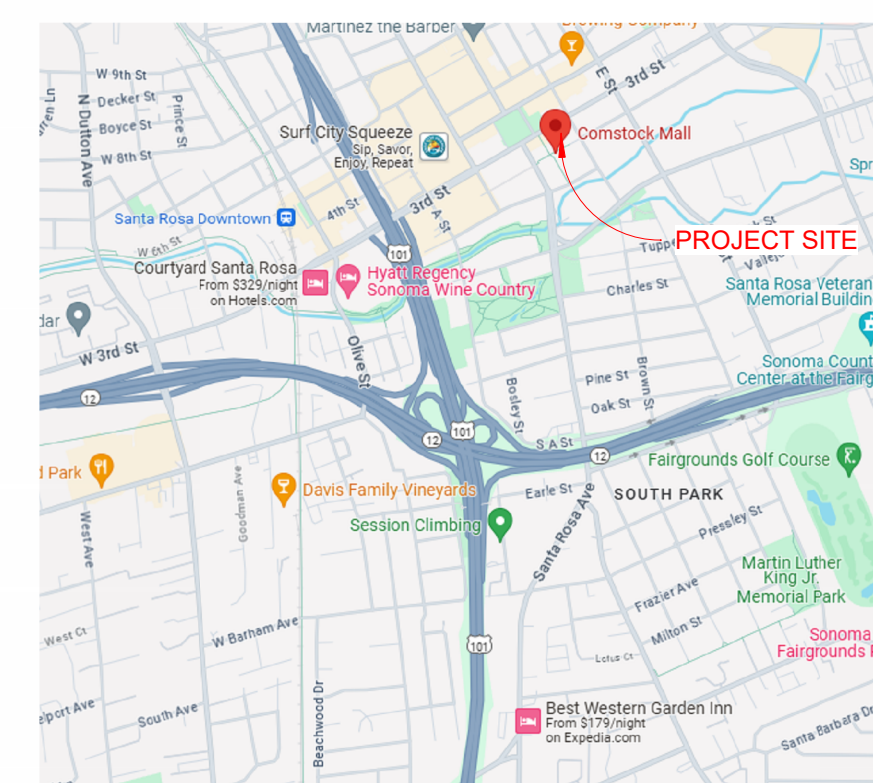
**CONSULTANTS**  
LANDSCAPE ARCHITECT  
-  
-  
email: -  
cp: -

**CITY OF SANTA ROSA**  
100 SANTA ROSA AVE.  
SANTA ROSA CA 95404  
-  
email: -  
cp: -

**CONSULTANTS**  
STRUCTURAL ENGINEER  
-  
-  
email: -  
cp: -

## PROJECT SCOPE

DEMOLITION OF EXISTING STRUCTURE, CONSTRUCTION OF FOUR LEVEL STRUCTURE TO ENCLOSE A 95,000 SQ FT EVENTS AND CONFERENCE CENTER CONTAINING TWO STAGE THEATERS AND A TOTAL OF OVER 42,000 SQ FT OF MEETING SPACES, PLUS EXECUTIVE OFFICES. COMMON AREA SPACES OF OVER 30,000 SQ FT INCLUDE LOBBIES, LOUNGES, CAFE, AND OTHER AREAS. 23,000 SQ FT COMPRISES SUPPORT FACILITIES AND THE EVENTS KITCHEN.



VICINITY MAP



LOCATION MAP

## Sheet List

Sheet Number	Sheet Name
A101	1ST FLOOR PLAN
A102	2ND FLOOR PLAN
A103	3RD FLOOR PLAN
A104	4TH FLOOR PLAN
A105	ROOF PLAN
A106	WEST ELEVATION
A107	EAST ELEVATION
A108	SOUTH ELEVATION
A109	NORTH ELEVATION
A000	COVER PAGE
A003	CONCEPTUAL LANDSCAPE PLAN
A001	PERSPECTIVES & DESIGN CONCEPT NARRATIVE
A002	SITE PLAN
A110	BUILDING LONGITUDINAL SECTION
A111	BUILDING CROSS SECTION

PROPERTY PROFILES  
ROY NEE, PRINCIPAL, DESIGNER  
38 MILLER AVENUE SUITE 18, MILL VALLEY CA 94941

SANTA ROSA EVENTS  
& CONFERENCE CENTER  
620 3RD STREET (COMSTOCK MALL) SANTA ROSA CA

PROJECT:

## Revisions

#	Date

DESIGNED BY: \_\_\_\_\_  
DRAWN BY: \_\_\_\_\_  
ISSUED FOR: \_\_\_\_\_  
Author

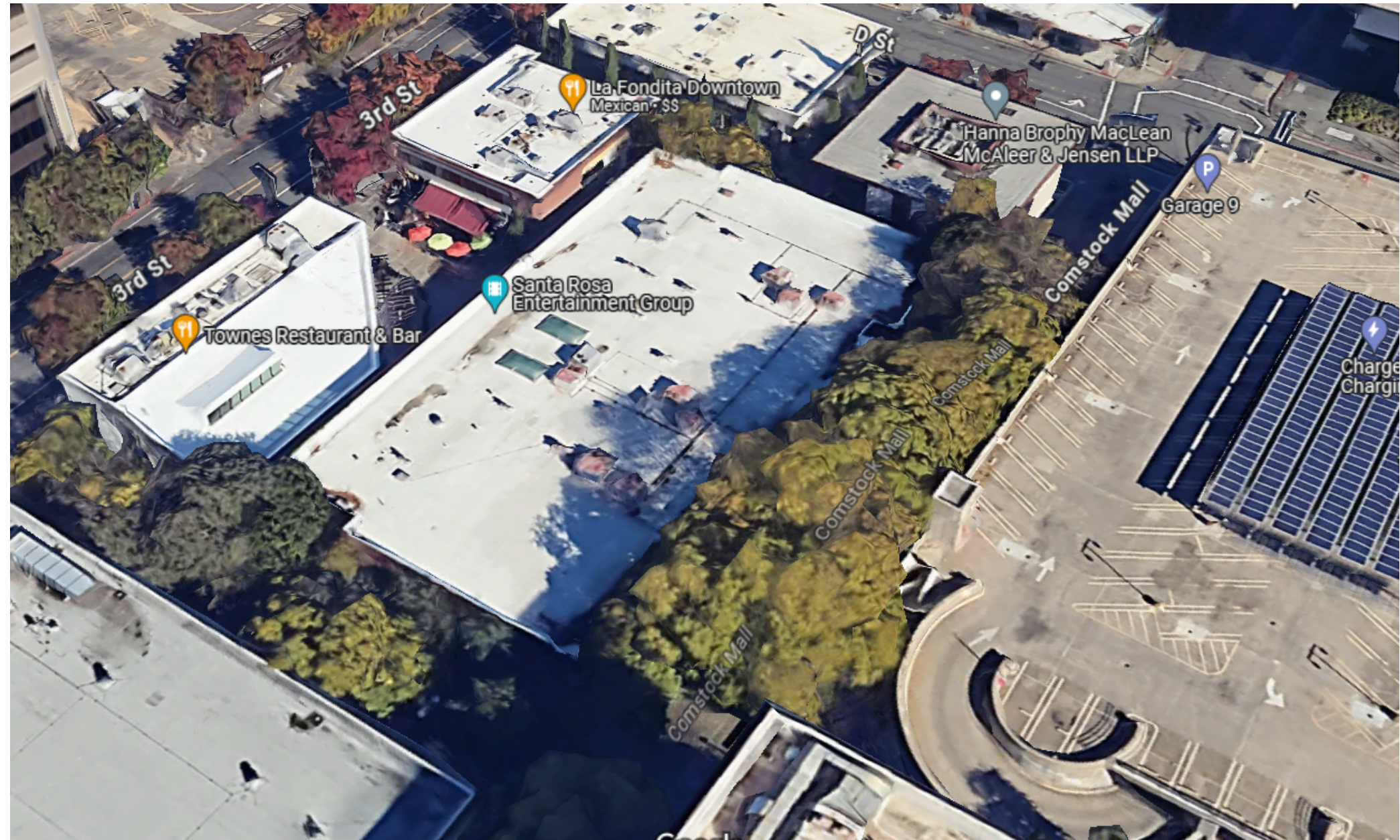
ISSUED DATE: 07/24/2024  
PROJECT NUMBER: \_\_\_\_\_

COVER PAGE

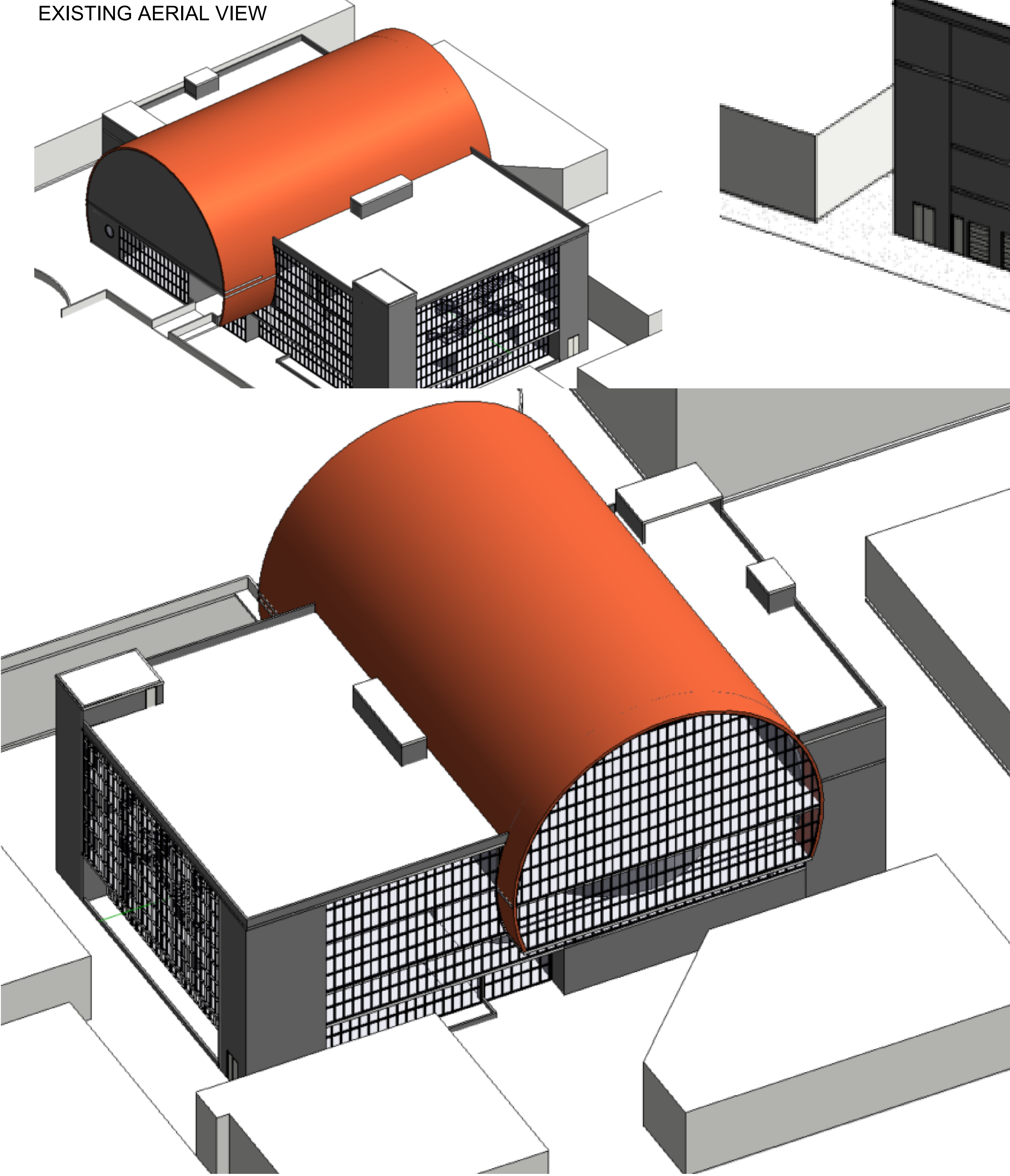
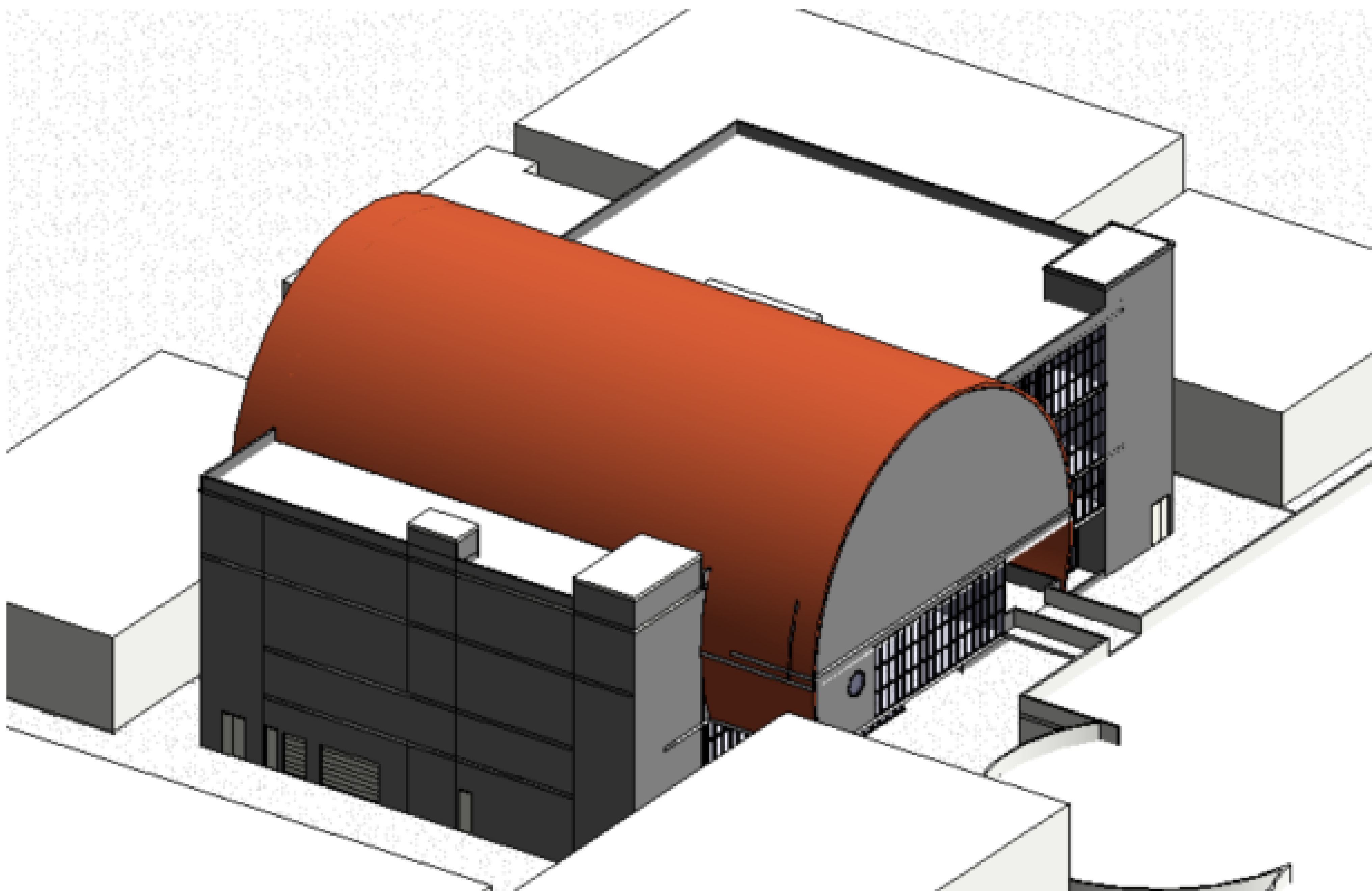
SHEET CONTENTS:

SHEET #  
**A000**  
OF SHTS

PLOT DATE: 07-24-2024



EXISTING AERIAL VIEW



## DESIGN CONCEPT NARRATIVE

### 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 3<sup>rd</sup> level with 4,000 sf of flex meeting facilities. 2<sup>nd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 2<sup>nd</sup> 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 3<sup>rd</sup> Street. Entry from the 3<sup>rd</sup> 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/café 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. Unsecured 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.

### Revisions

#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07/24/2024  
PROJECT NUMBER:

PROJECT:

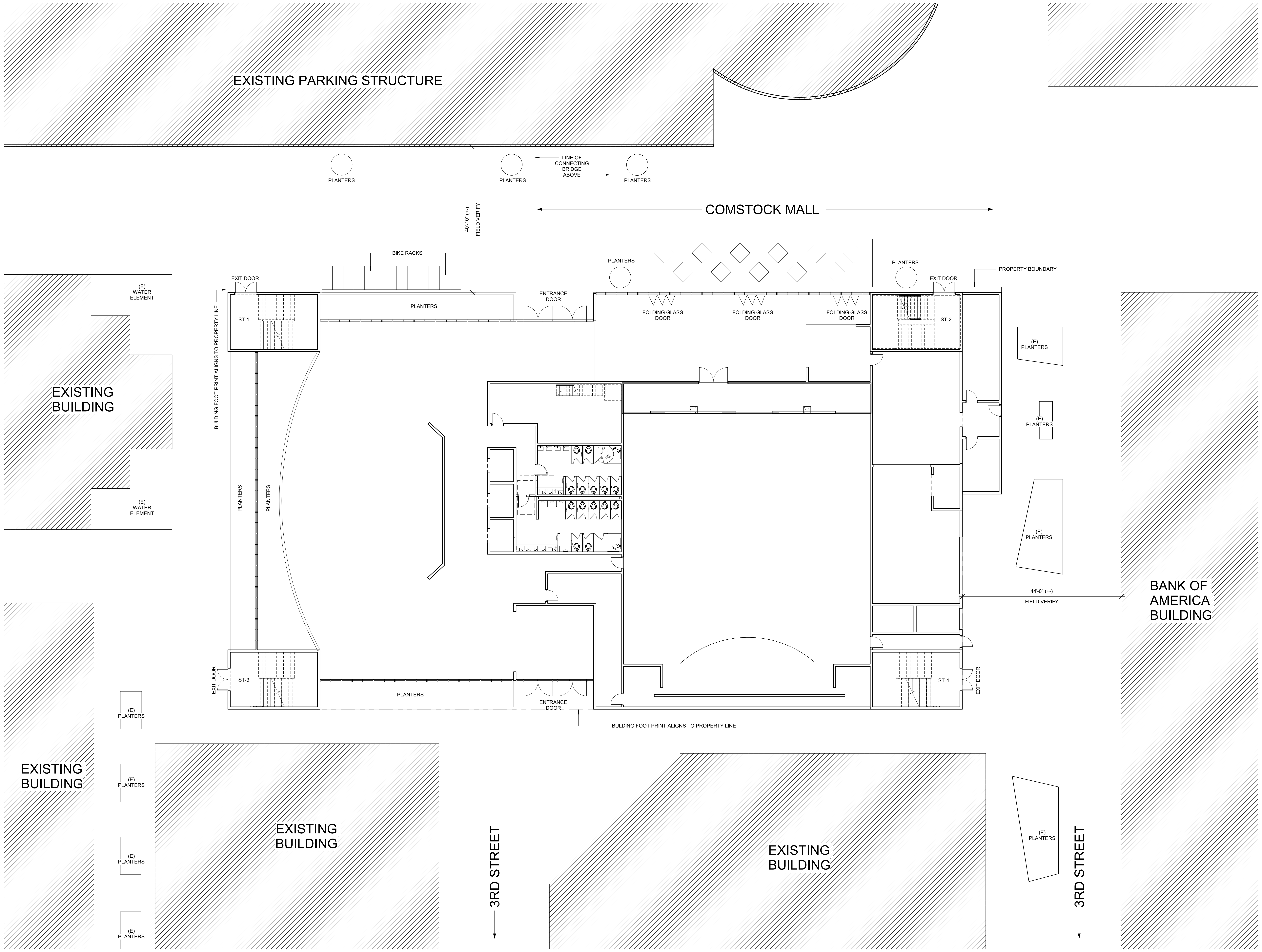
Revisions	
#	Date

DESIGNED BY:  
 DRAWN BY:  
 ISSUED FOR:  
 Author

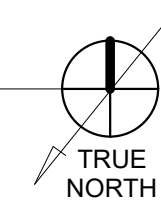
ISSUED DATE: 07/24/2024  
 PROJECT NUMBER:

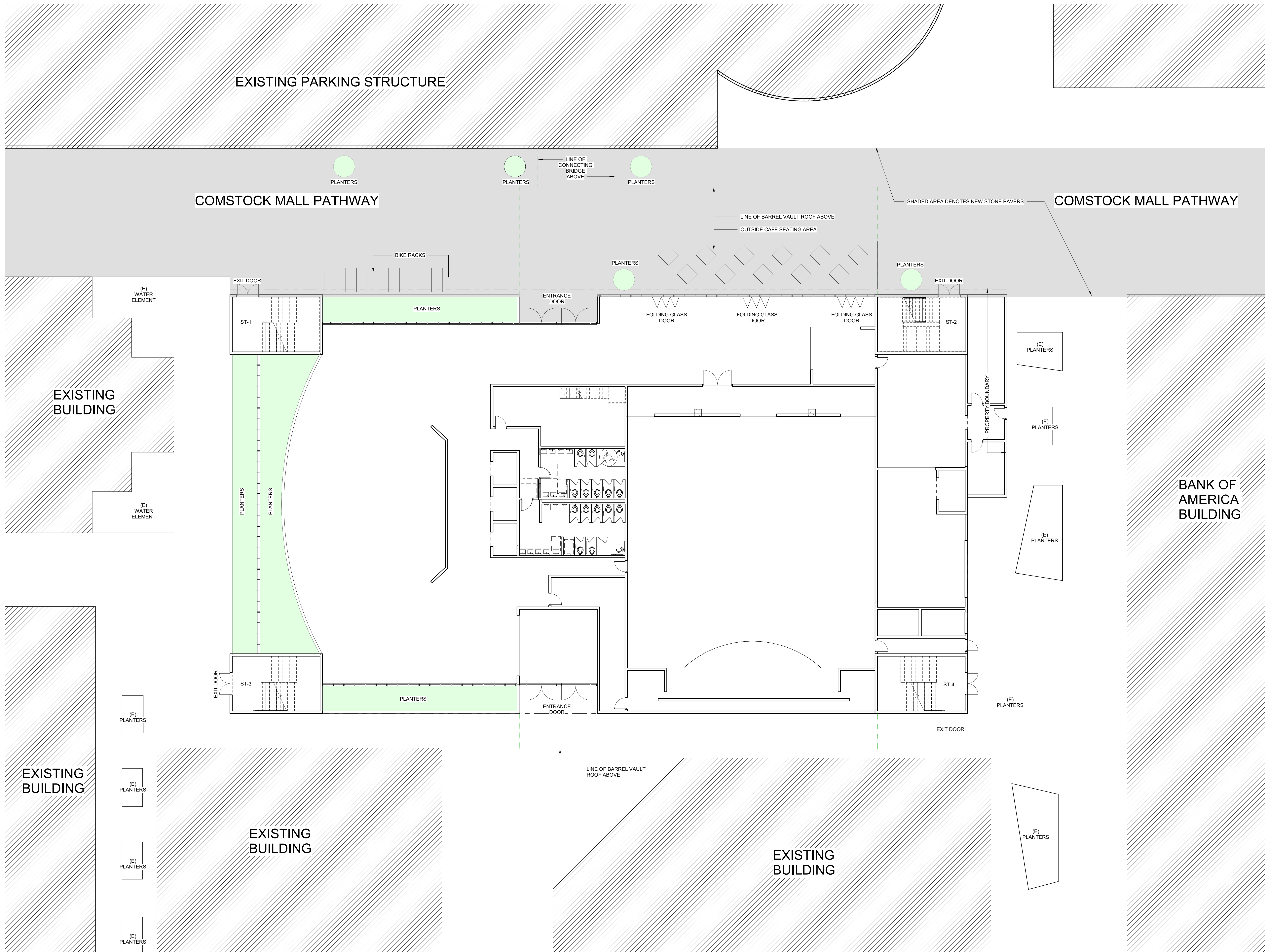
SITE PLAN

SHEET CONTENTS:

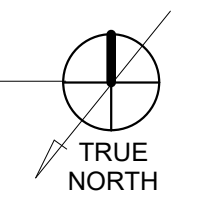


**1 SITE PLAN**  
 3/32" = 1'-0"





**1 CONCEPTUAL LANDSCAPE PLAN**  
3/32" = 1'-0"



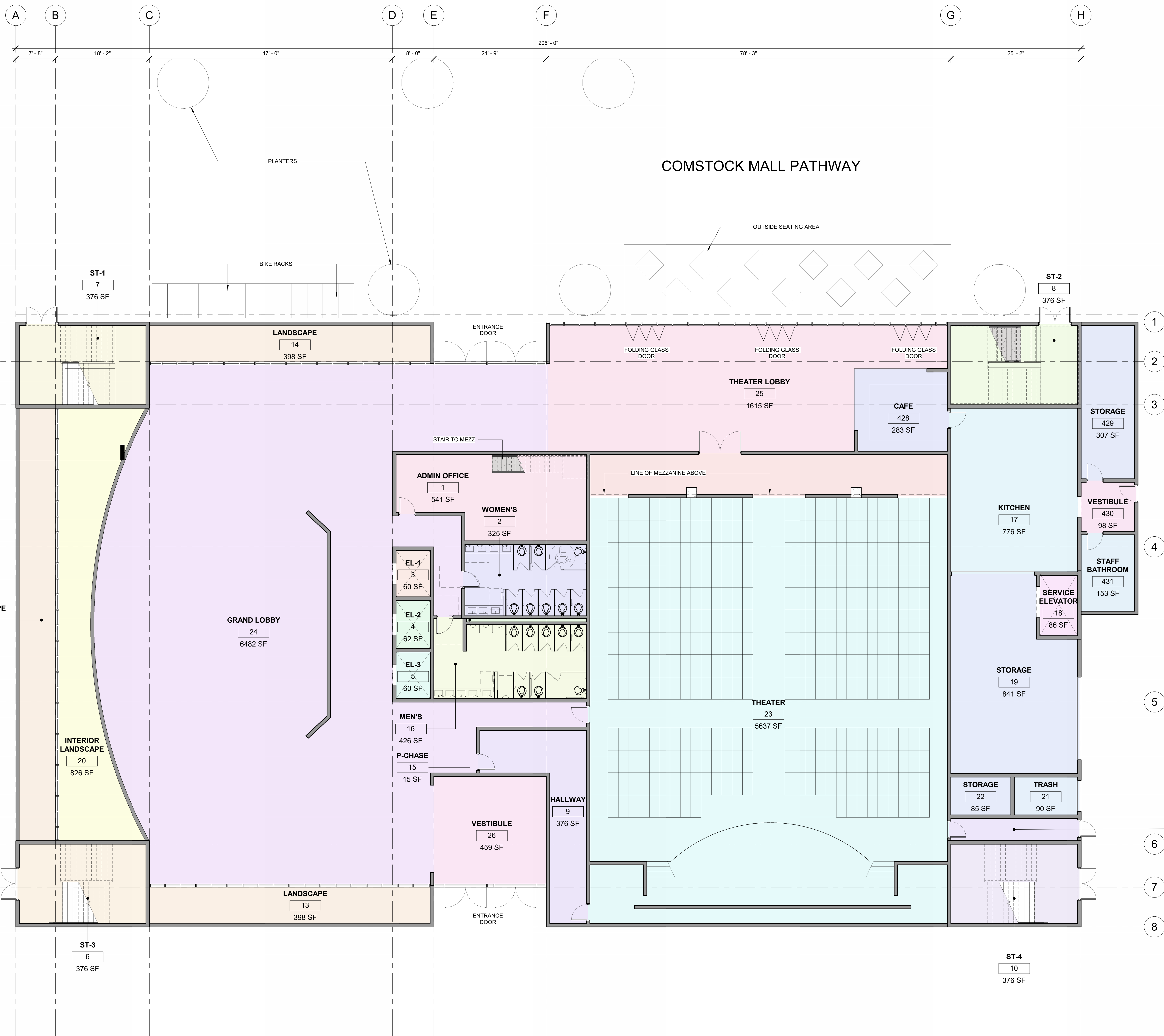
Revisions

#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

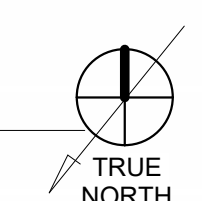
ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

**CONCEPTUAL LANDSCAPE PLAN**



- ### Room Legend
- ADMIN OFFICE
  - CAFE
  - EL-1
  - EL-2
  - EL-3
  - GRAND LOBBY
  - HALLWAY
  - INTERIOR LANDSCAPE
  - KITCHEN
  - LANDSCAPE
  - MEN'S
  - P-CHASE
  - Room
  - SERVICE ELEVATOR
  - ST-1
  - ST-2
  - ST-3
  - ST-4
  - STAFF BATHROOM
  - STORAGE
  - THEATER
  - THEATER LOBBY
  - TRASH
  - VESTIBULE
  - WOMEN'S

**1 1ST FLOOR PLAN**  
1/8" = 1'-0"



**PROPERTY PROFILES**  
 ROY NEEL PRINCIPAL, DESIGNER  
 38 MILLER AVENUE SUITE 101 MILL VALLEY CA 94541

**SANTA ROSA EVENTS & CONFERENCE CENTER**  
 620 3RD STREET (COMSTOCK MALL) SANTA ROSA CA

PROJECT:

Revisions	
#	Date

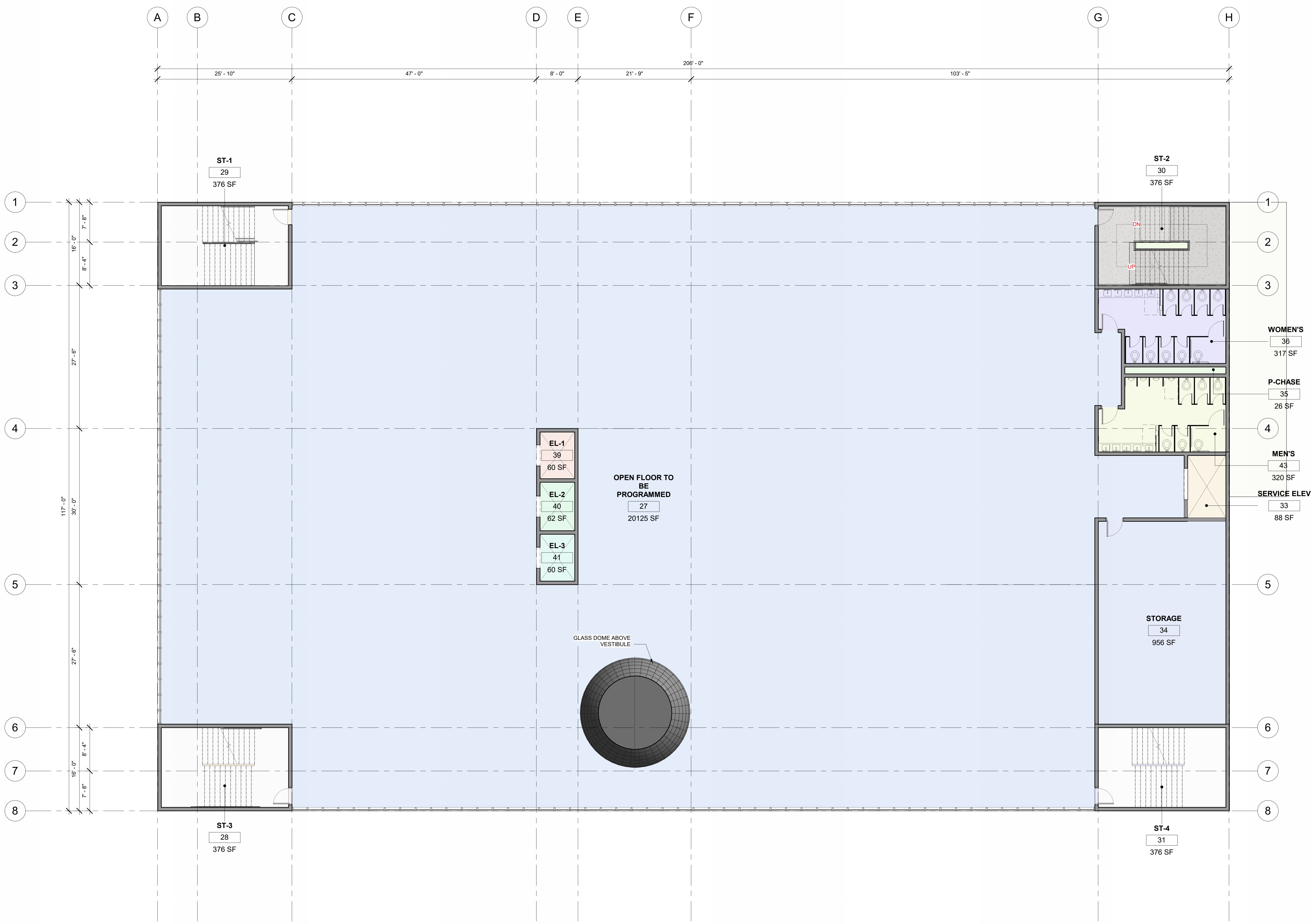
DESIGNED BY:  
 DRAWN BY:  
 ISSUED FOR:  
 Author

ISSUED DATE: 07/24/2024  
 PROJECT NUMBER:

SHEET CONTENTS:  
  
 1ST FLOOR PLAN

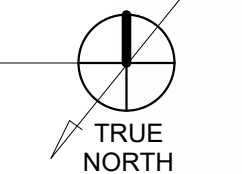
SHEET #:  
**A101**  
 OF SHITS

PLOT DATE: 07-24-2024



- Room Legend**
- EL-1
  - EL-2
  - EL-3
  - MEN'S
  - OPEN FLOOR TO BE PROGRAMMED
  - P-CHASE
  - SERVICE ELEV
  - ST-1
  - ST-2
  - ST-3
  - ST-4
  - STORAGE
  - WOMEN'S

**1 2ND FLOOR PLAN**  
1/8" = 1'-0"



PROJECT:

Revisions	
#	Date

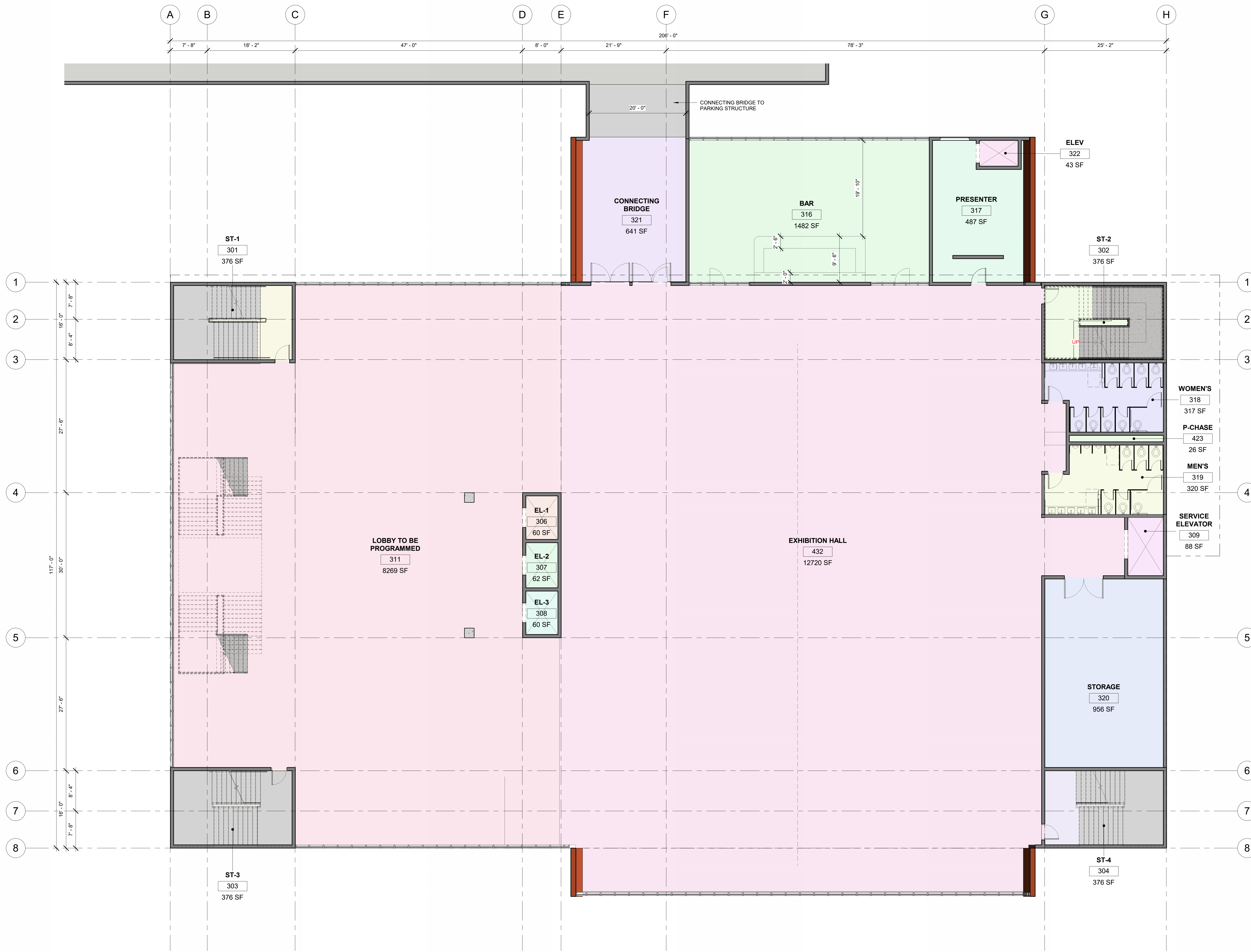
DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07/24/2024  
PROJECT NUMBER:

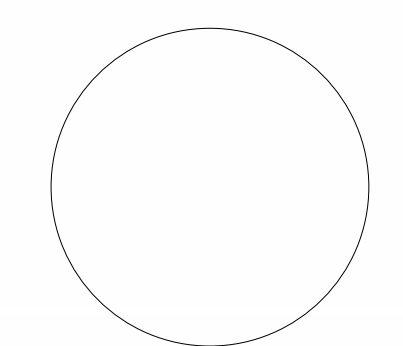
SHEET CONTENTS:  
2ND FLOOR PLAN

Room Legend

- BAR
- CONNECTING BRIDGE
- EL-1
- EL-2
- EL-3
- ELEV
- EXHIBITION HALL
- LOBBY TO BE PROGRAMMED
- MEN'S
- P-CHASE
- PRESENTER
- SERVICE ELEVATOR
- ST-1
- ST-2
- ST-3
- ST-4
- STORAGE
- WOMEN'S



**1 3RD FLOOR PLAN**  
1/8" = 1'-0"



PROJECT:

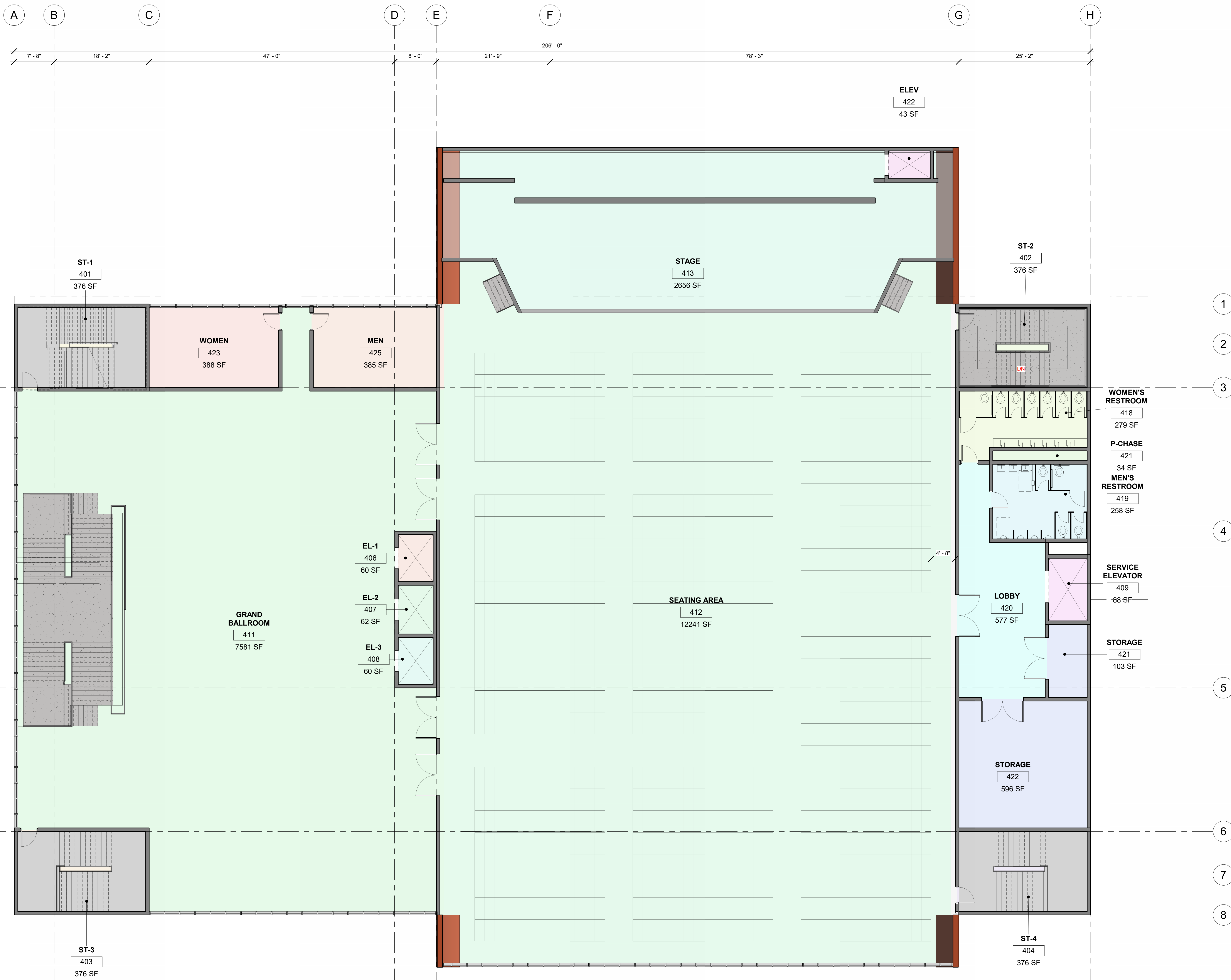
Revisions	
#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

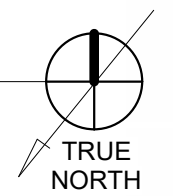
ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

**3RD FLOOR PLAN**

SHEET CONTENTS:



**1 4TH FLOOR PLAN**  
1/8" = 1'-0"



**PROPERTY PROFILES**  
ROY NEE, PRINCIPAL, DESIGNER  
38 MILLER AVENUE SUITE 101, MILL VALLEY, CA 94541

**SANTA ROSA EVENTS  
& CONFERENCE CENTER**  
620 3RD STREET (CONSTRUCTION MALL) SANTA ROSA, CA

PROJECT:

#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
PRELIMINARY APPROVAL

ISSUED DATE: 07/24/2024  
PROJECT NUMBER:

**4TH FLOOR PLAN**

SHEET CONTENTS:

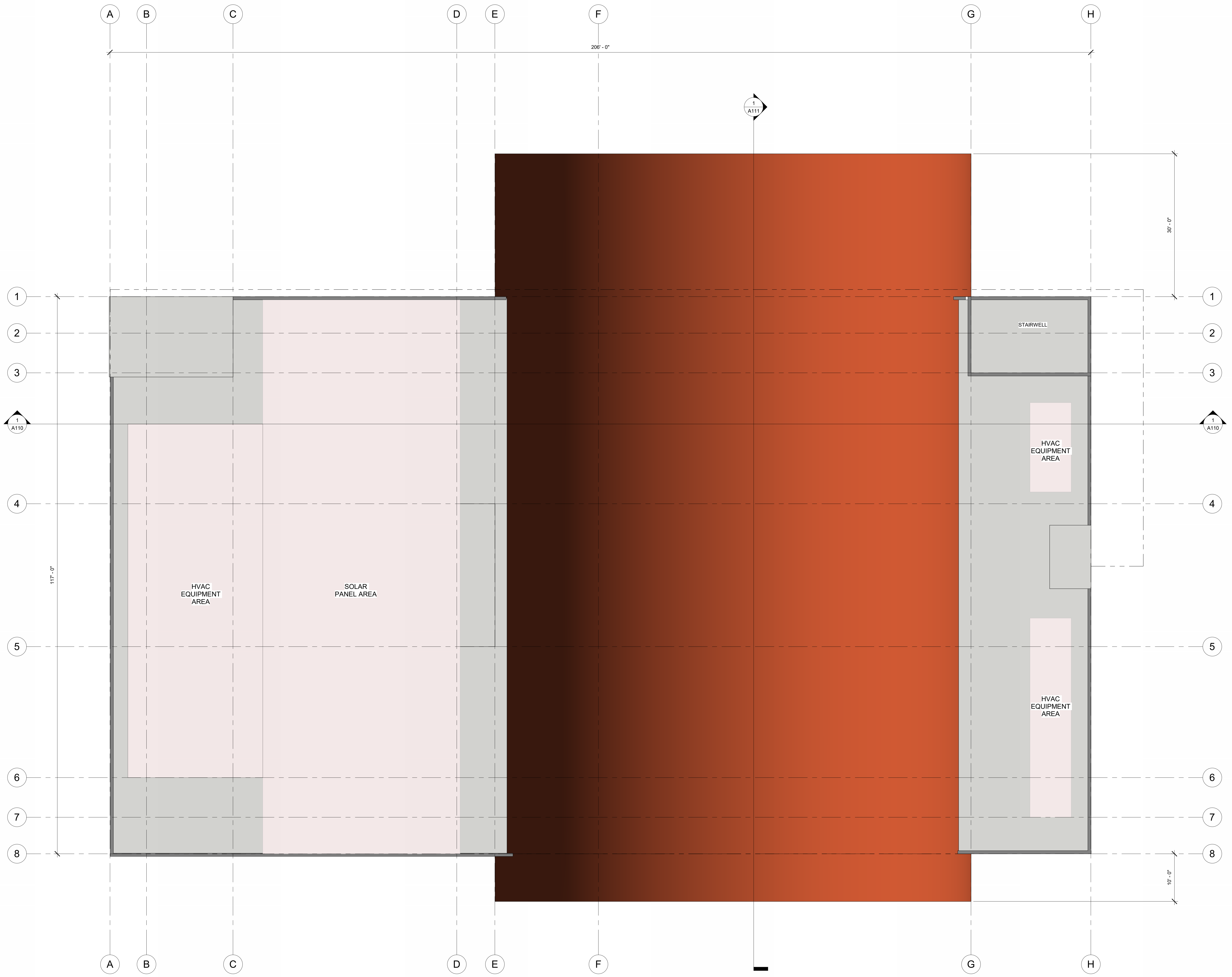
SHEET #:

**A104**

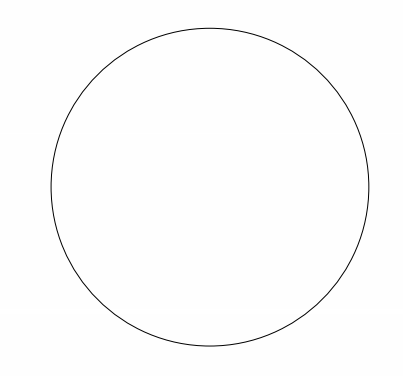
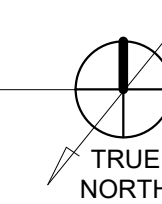
OF SHITS

PLOT DATE: 07-24-2024





**1 ROOF PLAN**  
1/8" = 1'-0"



PROJECT:

Revisions	
#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

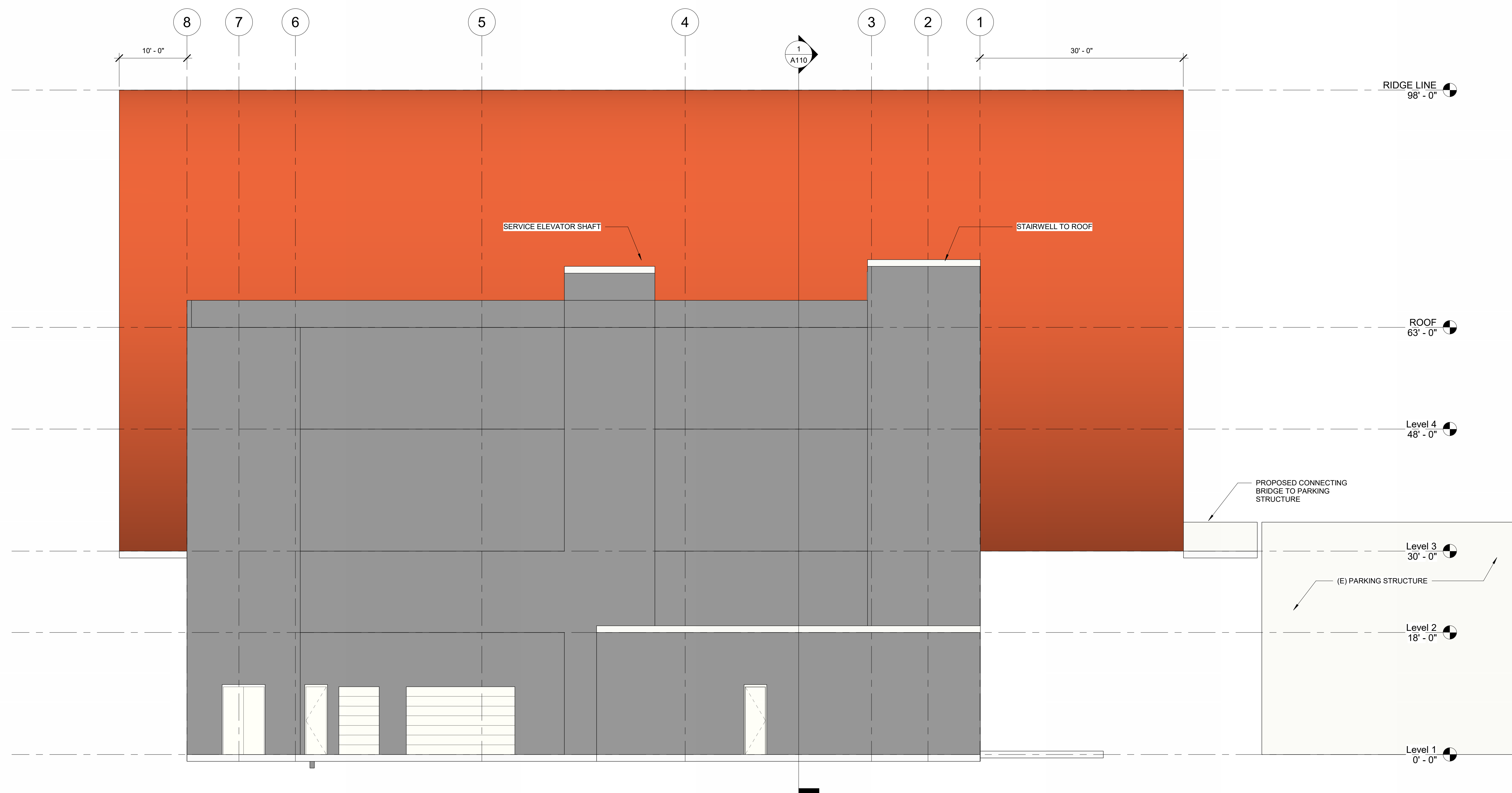
ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

ROOF PLAN

SHEET CONTENTS:

SHEET #:  
**A105**  
OF SHTS

PLOT DATE: 07-24-2024



**1 WEST ELEVATION**  
1/8" = 1'-0"

PROJECT:

**Revisions**

#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

WEST ELEVATION

SHEET CONTENTS:

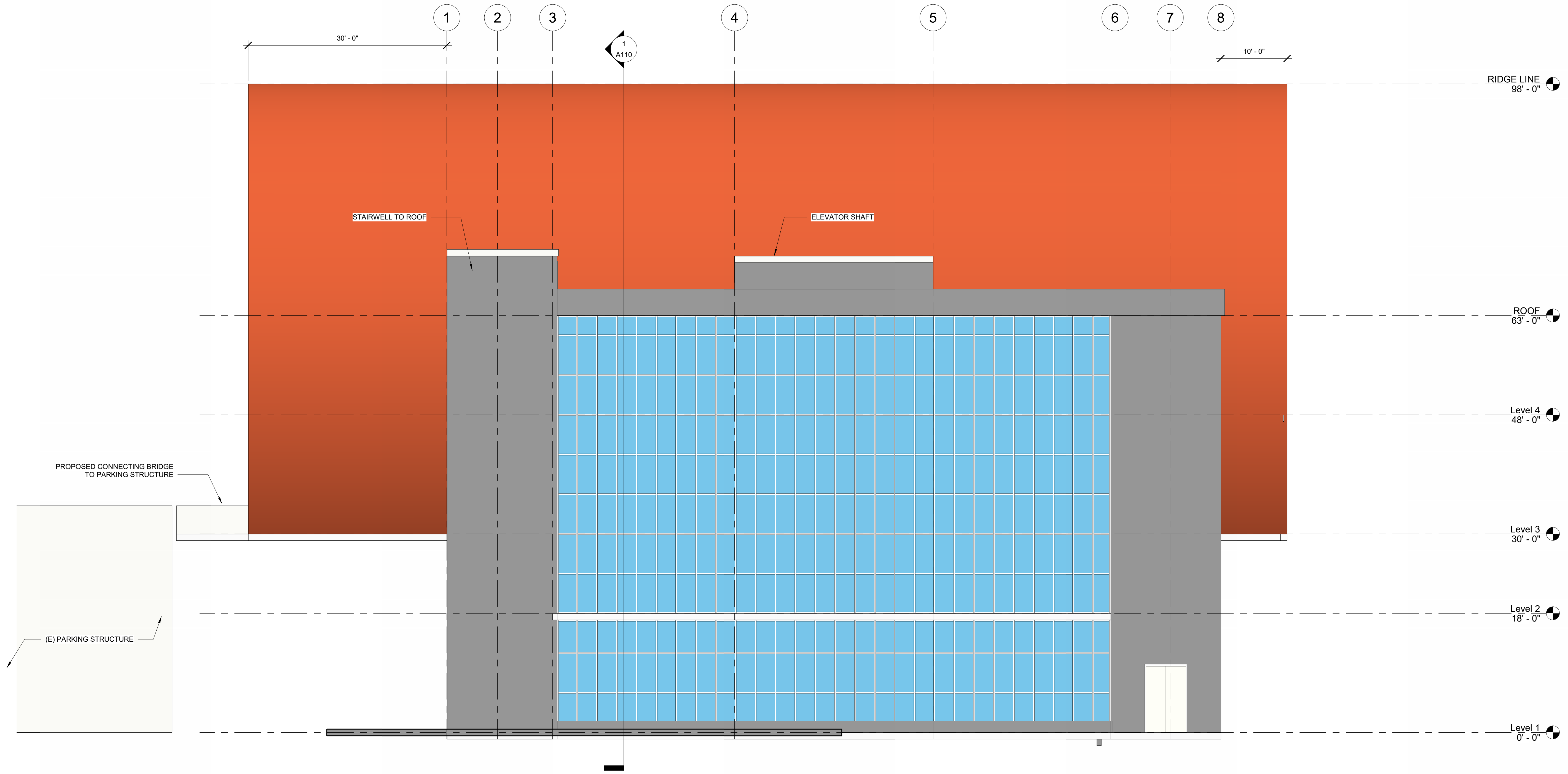
SHEET #:

**A106**

OF SHITS

PLOT DATE: 07-24-2024

07/24/2024 10:10:11 AM C:\Users\roynee\OneDrive\Documents\A106 - Santa Rosa Events & Conference Center.dwg



**1 EAST ELEVATION**  
1/8" = 1'-0"

PROJECT:

Revisions	
#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

EAST ELEVATION

SHEET CONTENTS:

SHEET #:  
**A107**  
OF SHITS

PLOT DATE: 07-24-2024

PROJECT:

Revisions	
#	Date

DESIGNED BY: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 ISSUED FOR: Author

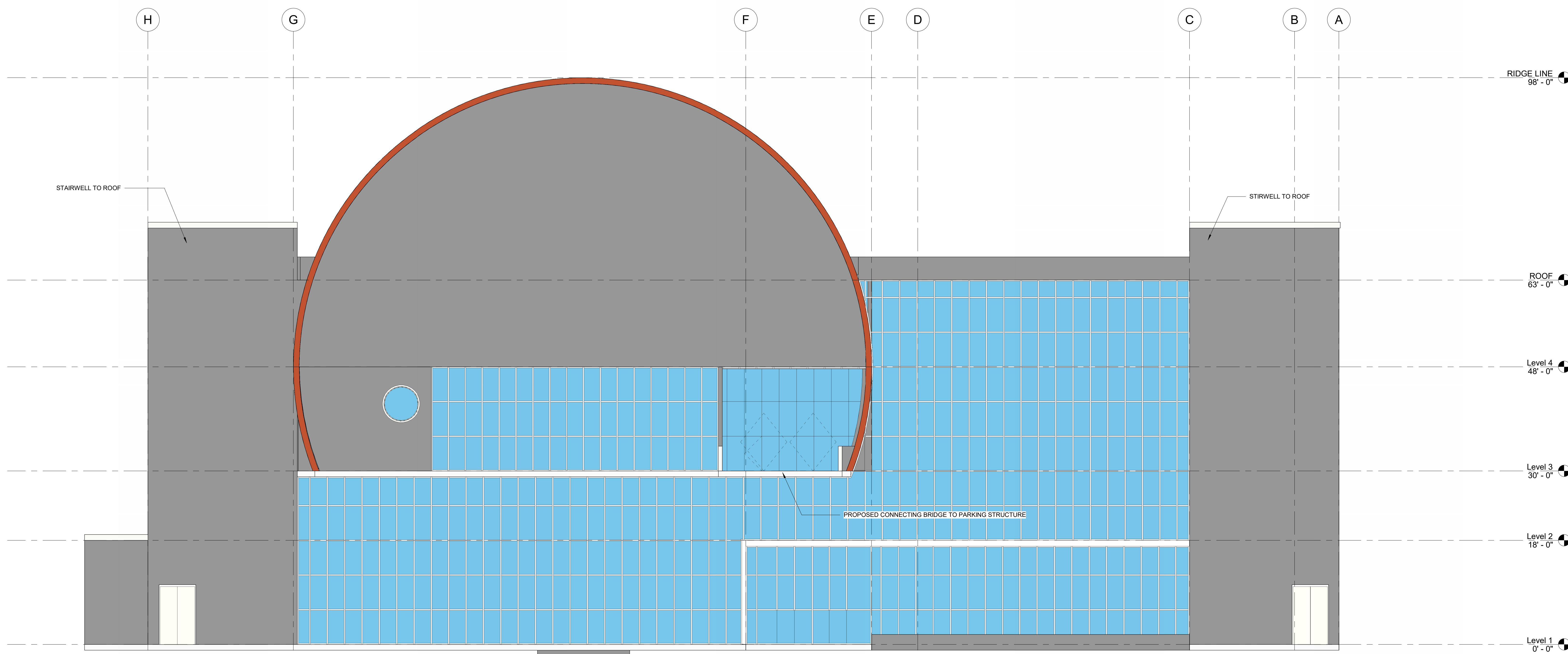
ISSUED DATE: 07-24-2024  
 PROJECT NUMBER: \_\_\_\_\_

SOUTH ELEVATION

SHEET CONTENTS:

SHEET #:  
**A108**  
 OF SHTS

PLOT DATE: 07-24-2024



**1 SOUTH ELEVATION**  
 1/8" = 1'-0"

PROJECT:

Revisions	
#	Date

DESIGNED BY: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 ISSUED FOR: Author

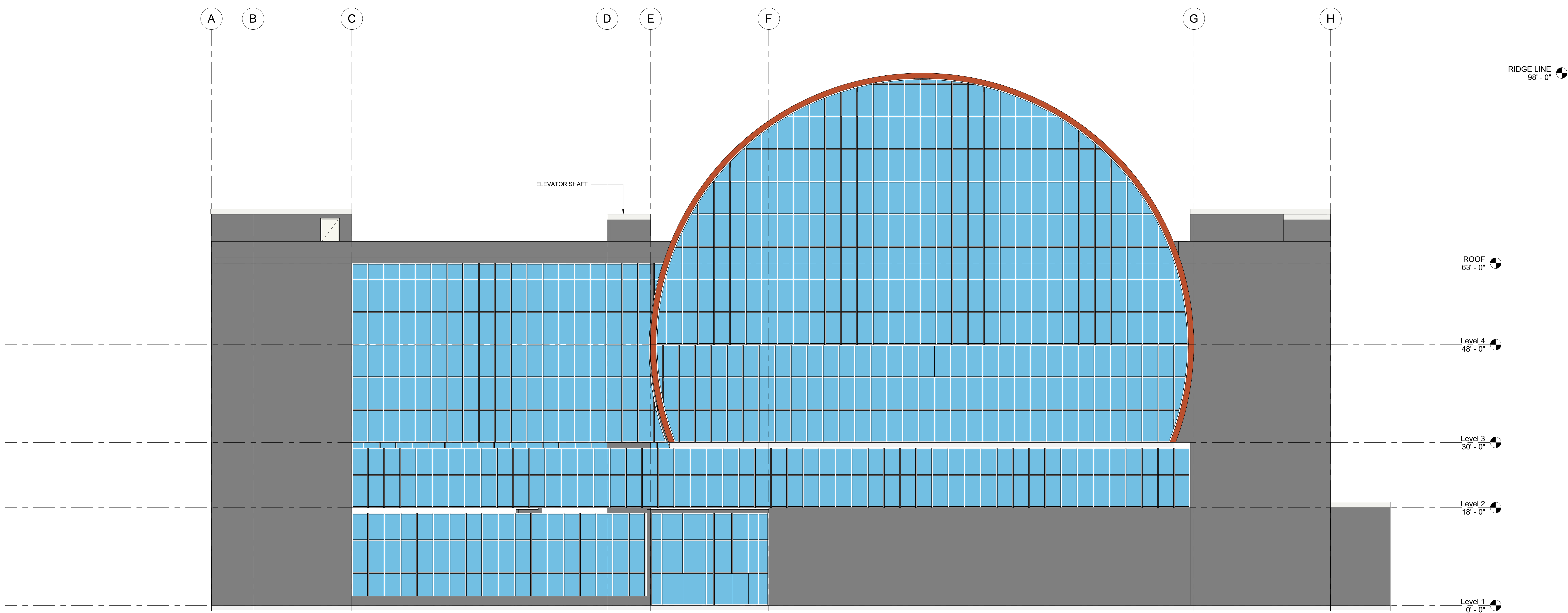
ISSUED DATE: 07-24-2024  
 PROJECT NUMBER: \_\_\_\_\_

NORTH ELEVATION

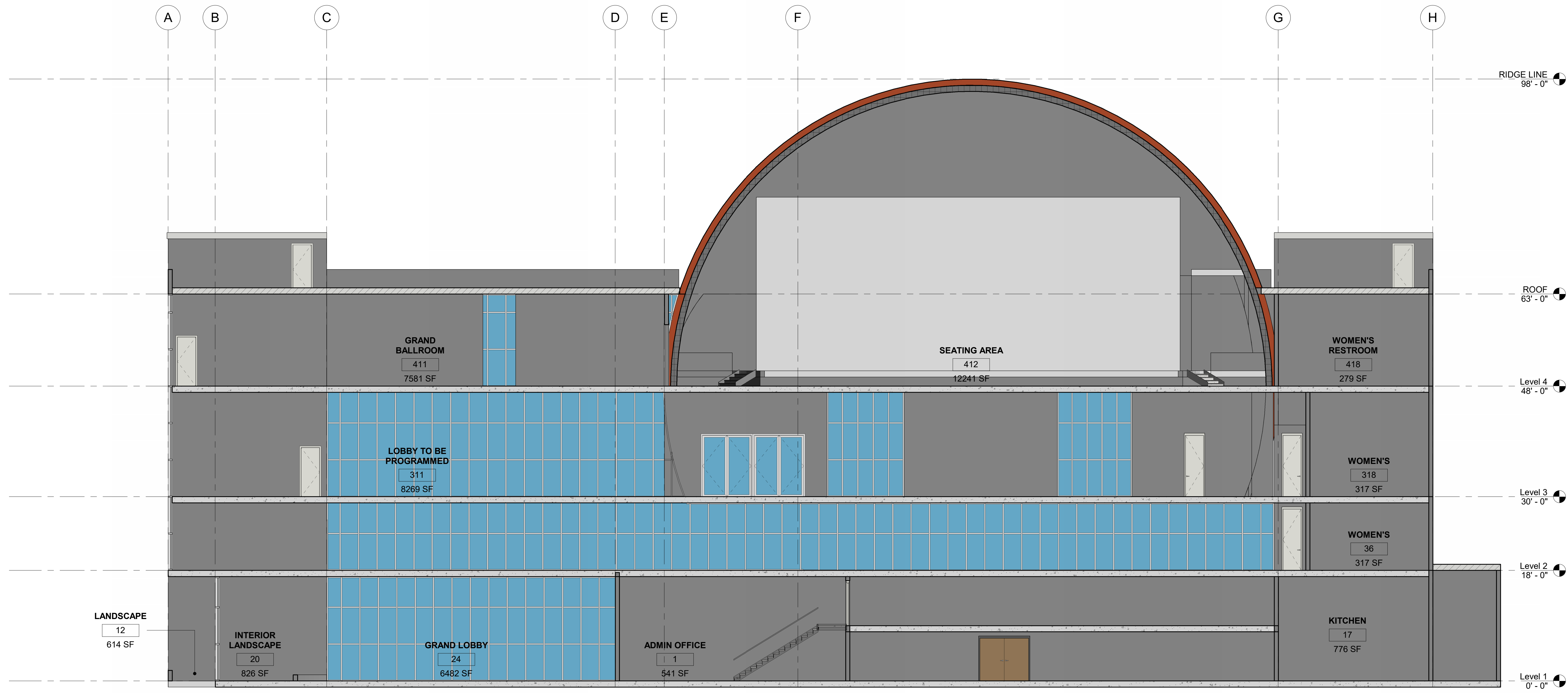
SHEET CONTENTS:

SHEET #:  
**A109**  
 OF \_\_\_\_\_ SHITS

PLOT DATE: 07-24-2024



**1** NORTH ELEVATION  
 1/8" = 1'-0"



**1 LONGITUDINAL SECTION**  
1/8" = 1'-0"

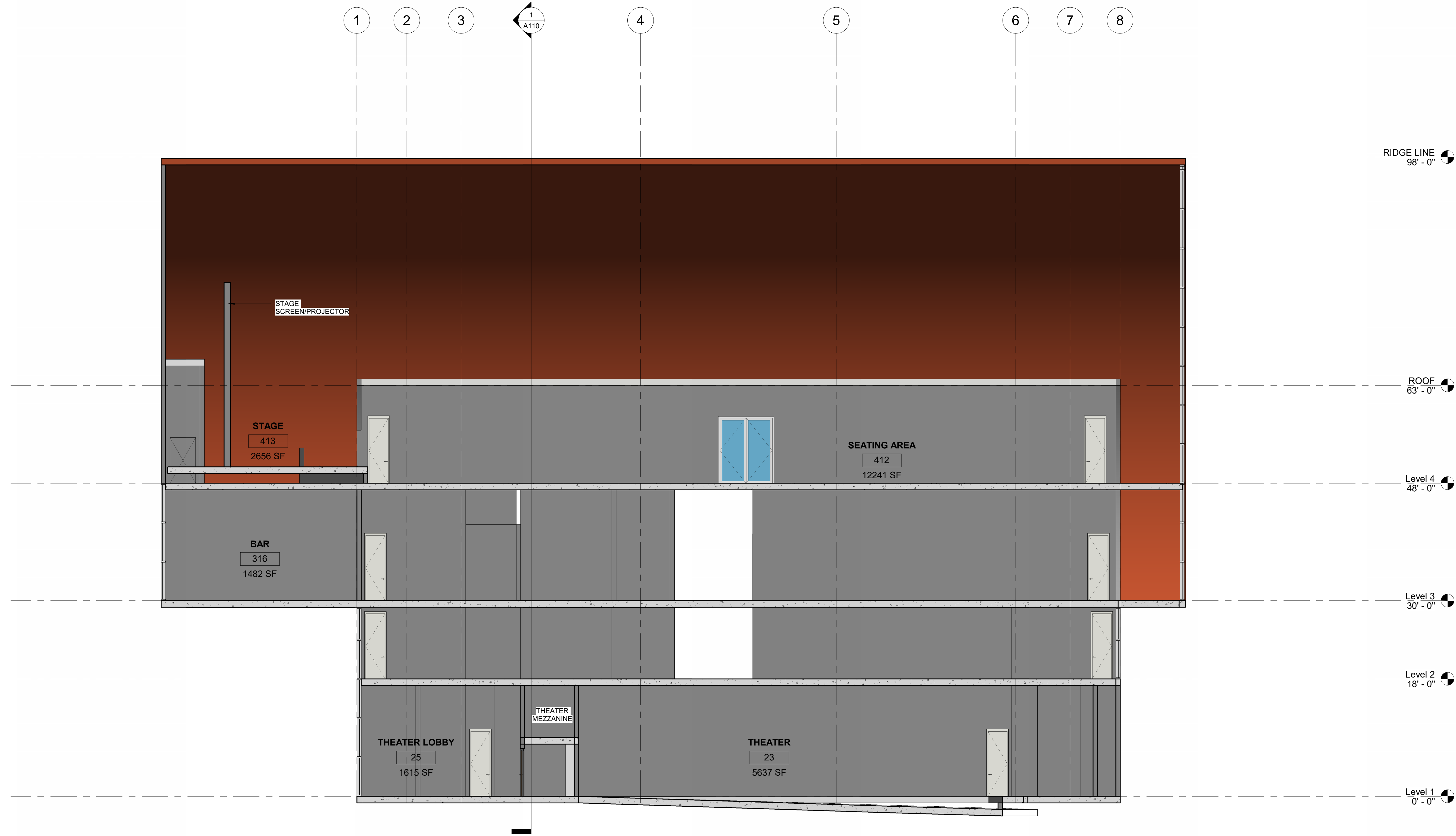
PROJECT:

Revisions	
#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07-24-2024  
PROJECT NUMBER:

BUILDING LONGITUDINAL SECTION



1 BUILDING CROSS SECTION  
1/8" = 1'-0"

PROJECT:

Revisions

#	Date

DESIGNED BY:  
DRAWN BY:  
ISSUED FOR:  
Author

ISSUED DATE: 07/24/2024  
PROJECT NUMBER:

BUILDING CROSS SECTION

SHEET CONTENTS:

SHEET #:

A111  
OF SHITS

PLOT DATE: 07-24-2024