

CITY OF SANTA ROSA
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
STAFF REPORT FOR CULTURAL HERITAGE BOARD
June 19, 2024

PROJECT TITLE

Renovations at 410 Santa Rosa Avenue

ADDRESS/LOCATION

410 Santa Rosa Avenue

ASSESSOR'S PARCEL NUMBER

009-262-015

APPLICATION DATES

September 22, 2023

REQUESTED ENTITLEMENTS

Major Landmark Alteration

PROJECT SITE ZONING

CMU-DSA-H

PROJECT PLANNER

Suzanne Hartman, City Planner

APPLICANT

Shane Kelley

PROPERTY OWNER

Shane Kelley

FILE NUMBERS

LMA23-008

APPLICATION COMPLETION DATES

April 8, 2024

FURTHER ACTIONS REQUIRED

N/A

GENERAL PLAN DESIGNATION

Core Mixed Use

RECOMMENDATION

Approval

CITY OF SANTA ROSA
CULTURAL HERITAGE BOARD

TO: CHAIR AND MEMBERS OF THE CULTURAL HERITAGE BOARD
FROM: SUZANNE HARTMAN, CITY PLANNER
PLANNING AND ECONOMIC DEVELOPMENT

SUBJECT: EXTERIOR RENOVATIONS TO THE EXISTING STRUCTURE AND
CONVERTING FROM MIXED-USE TO RESIDENTIAL, LOCATED AT
410 SANTA ROSA AVENUE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Cultural Heritage Board, by resolution, approve a Major Landmark Alteration Permit for exterior modifications to the building located at 410 Santa Rosa Avenue, Santa Rosa, in the Burbank Gardens Preservation District, Assessor's Parcel No. 009-262-015 (File No. LMA23-008).

BACKGROUND

1. Project Description

The applicant proposes various exterior modifications to the existing building, including: replacement of the existing stucco wall siding with boral channel bevel siding; installation of new steel windows with divided lites; installation of new plastered wall and stairway at the southeast side of the building; the addition of a new entry door; and upgrades to second level steel balconies on the southwest and northeast building façades.

2. Surrounding Land Uses

North: Core Mixed-Use (CMU)
South: Core Mixed-Use (CMU)
East: Planned Development (Single-Family Residential)
West: Core Mixed-Use (CMU)

3. Existing Land Use – Project Site

The approximately 6,000-square-foot lot is developed with a two-story building and a shed at the rear of the property. The applicant is proposing to convert the commercial space at the lower level of the building to a residential unit. The second level is currently being used as two residential units. The project site is surrounded by single-family homes, commercial properties, and vacant properties.

4. Project History

September 22, 2023	Application Submitted
April 11, 2024	Neighborhood Meeting
May 17, 2024	Notice of Application Distributed
June 4, 2024	Notice of Public Hearing Distributed

ANALYSIS

1. General Plan

The [General Plan](#) addresses issues related to the physical development and growth of Santa Rosa and guides the City's planning and zoning functions. The General Plan Land Use designation is Core Mixed Use, which has a mid-point 3.0-8.0 floor-area ratio. It is intended to foster a vital mix of residential, retail, office, governmental, entertainment, cultural, educational, and hotel uses to activate the greater Courthouse Square area and key transit corridors. The principal objectives of the CMU designation are to strengthen the role of this area as a business, governmental, retail, and entertainment hub for the region, and accommodate significant new residential development that will extend the hours of activity and create a built-in market for retail, service, and entertainment uses. High-rise development in all-residential or mixed-use buildings is envisioned in a walkable, bikeable environment with public gathering places such as plazas, courtyards, or parks and easy access to public transit.

The following [General Plan](#) goals are applicable to the Project:

- HP-B** Preserve Santa Rosa's historic structures and neighborhoods.
- H-A** Meet the housing needs of Santa Rosa residents.

The project implements General Plan Policy HP-B and H-A by converting the existing commercial unit at the lower level of the building to residential. The existing structure is not identified as a contributor the Burbank Gardens Preservation District, however, the proposed project follows all historic standards to preserve the character of the district. The project's architectural detailing is minimal and simple, like the surrounding neighborhood. The project will also mimic clapboard wood siding, which is character-defining element within the Burbank Gardens Preservation District.

Downtown Station Area Specific Plan

The project site is located within the boundary of the [Downtown Station Area Specific Plan](#) (DSASP). The DSASP discusses recently adopted land uses, development standards and implementation measures for a thriving downtown area. The most applicable goals, that were not previously addressed in the General Plan section of this report, coupled with Staff's analysis are shown below:

- LU-1:** Downtown Santa Rosa will be an energetic regional commercial and cultural center with a range of housing, employment, retail, entertainment, and restaurant options in a safe, vibrant, walkable environment.
- LU-4:** A diverse range of housing opportunities suitable for people of all incomes, abilities, and stages of life.
- LU-4.1** Increase the supply of residential units Downtown and expand the range of housing opportunities available.

The proposed project is providing housing within the Downtown Station Area and will have an energizing effect on the downtown by putting residents within walking distance of services. Like the General Plan, the DSASP encourages a mix of single- and multifamily housing types that will meet the needs of residents in all income levels, abilities and age groups.

2. Zoning

The [Zoning Code](#) implements the goals and policies of the General Plan by classifying and regulating the use of land and structure development within the City. The zoning district of the project site is Core Mixed Use with a Downtown Station Area (-DSA) combining district and a Historic combining district. The CMU zoning district is applied to areas within downtown Santa Rosa to foster a mix of residential and nonresidential uses to activate the greater Old Courthouse Square area and key transit corridors. New residential development will serve as a catalyst for increased activity and create a built-in market for retail, service, and entertainment uses. The -DSA combining district is intended to enhance and reinforce distinctive characteristics within the Downtown Station Area Specific Plan area and create environments that are comfortable to walk in by establishing development form, intensity, streetscape, and public realm standards.

The project site is located within the Burbank Gardens Preservation District. Zoning Code Section 20-28.040 states that the Burbank Gardens Preservation District was designated by the City Council on March 25, 2003. The Burbank Gardens Preservation District is a fairly homogenous district of small single-family homes, predominately Bungalows representing the bulk of development

that occurred in the 1920s and 1930s with a mix of other architectural styles including Colonial Revival, Italianate, Period Revival and Queen Anne.

Although some houses are found on Santa Rosa Avenue, in general the character along this outer edge of the district is different. Most district properties along Santa Rosa Avenue, including the project site, are considered noncontributing properties, although two National Register properties (Luther Burbank Home and Gardens and Park Apartments) are found along this strip.

Zoning Code Section 20-58.060 requires a Landmark Alteration Permit for the restoration, rehabilitation, new construction, alteration of or change to the exterior appearance of any structure or building within a preservation district. A Major Landmark Alteration Permit is required because the project involves major renovations involving the entire building.

Pursuant to Zoning Code Section 20-58.060 (F), the Board should consider the following criteria to the extent applicable in their discussion:

1. The consistency, or lack thereof, of the proposed change with the original architectural style and details of the building;
2. The compatibility of the proposed change with any adjacent or nearby landmark structures or preservation district structures;
3. The consistency and/or compatibility of the proposed colors, textures, materials, fenestration, decorative features and details with the time period of the building's construction, and/or adjacent structures;
4. Whether the proposed change will destroy or adversely affect an important architectural feature or features;
5. The Secretary of the Interior Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (1983 Revision); and
6. Other matters, criteria and standards as may be adopted by resolution of the CHB.

Staff analysis to these criteria are discussed in the draft Resolution attached to this Staff Report.

Design Guidelines

The following goals and policies, from the Santa Rosa Design Guidelines, Section 4.7- Historic Properties and Districts, are applicable to the proposed project:

Historic Districts

4.7.III.G.3 Use materials and designs similar to that found throughout the neighborhood.

The proposed changes attempt to return the building to its original appearance and maintains the same configuration and details as the existing windows and doors. The overall design is in keeping with the original architectural style and, therefore, will be compatible with other structures in the district.

3. Historic Preservation Review Standards

The existing structure is not a contributor to the Burbank Gardens Preservation District; therefore, a Historic Resource Survey was not required.

The proposed improvements would not negatively impact the neighborhood's historical integrity. The proposed project intends to ensure the District's historical heritage is reflected while enhancing the appearance and functionality of the structure. The repairs and additions are in keeping with the original architectural style of the structure and, therefore, would enhance the historic character of the surrounding buildings and the neighborhood.

4. Summary of Public Comments

A neighborhood meeting was conducted on April 8, 2024, and the following comments were recorded by Staff:

Comment: Exterior remodeling should mimic, unless completely cost prohibitive, architectural styles prevalent throughout the Burbank Gardens neighborhood. The most frequent architectural style in this neighborhood is Craftsman style. I gave the architect some notes on key features of this style that they might be able to incorporate into the appearance of the remodeled building exterior.

Staff Response: The proposed exterior changes are consistent with the original architectural style and details.

Comment: There is a blank wall on the adjacent property that forms a boundary with your property on your southwest corner. Please keep matching paint available for the tenants or the property owner to paint over any graffiti as soon as possible, whenever it may occur, in compliance with the city's ordinance regarding graffiti.

Staff Response: The applicant has confirmed that matching paint will be stored on the property and City staff has added a condition of approval regarding compliance with the City's Graffiti Abatement Program Standards for graffiti removal.

Comment: There is a sign on your northwest corner that used to be for the sewing machine shop that used to be in the downstairs commercial space. Please find a way to make that sign appropriate for the neighborhood style.

Staff Response: The sign will be removed.

FISCAL IMPACT

Approval of the Project will not have an effect on the General Fund.

ENVIRONMENTAL IMPACT

The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA):

- Pursuant to CEQA Guidelines Section 15301, the project is categorically exempt because it proposes repairs to an existing structure;
- Pursuant to CEQA Guidelines Section 15303, the project is categorically exempt because it involves the conversion of an existing small structure from one use to another where only minor modification are made in the exterior of the structure.

PUBLIC NOTIFICATION

The project was noticed as a public hearing per the requirements of Chapter 20-66 of the City Code. Notification of this public hearing was provided by posting an on-site sign, publishing notice in a newspaper of general circulation, mailed notice to surrounding property owners and occupants, electronic notice to parties that had expressed interest in projects taking place in this geographic area of Santa Rosa, and bulletin board postings at City Hall and on the City website. Pursuant to Government Code Section 65091, where necessary, the City has incorporated notice procedures to the blind, aged, and disabled communities. These procedures include audio amplifier/assistive listening device support at public meetings, closed captioning, and optical character recognition conversion of electronic notices.

ISSUES

There are no outstanding issues with the project.

ATTACHMENTS

Attachment 1 - Disclosure Form
Attachment 2 - Historical Resource Evaluation
Attachment 3 - Plan Set
Attachment 4 - Existing Site Photos
Attachment 5 - Public Correspondence

Resolution

CONTACT

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