

CITY OF SANTA ROSA  
REDEVELOPMENT AGENCY

TO: REDEVELOPMENT AGENCY MEMBERS  
SUBJECT: MUSEUM ON THE SQUARE DESIGN REVIEW  
STAFF PRESENTER: FRANK KASIMOV, REDEVELOPMENT PROGRAM  
SPECIALIST  
ECONOMIC DEVELOPMENT AND HOUSING  
AGENDA ACTION: RESOLUTION

---

ISSUE(S)

Should the Redevelopment Agency grant preliminary design review approval and delegate final design review approval to staff for the Museum on the Square Project?

EXECUTIVE SUMMARY

The Redevelopment Agency (Agency) and City Council (Council) approved a Disposition and Development Agreement (DDA) on June 29, 2010, for the Museum on the Square Project (Project) after determining that the adaptation and improvement of the site as described in the DDA is consistent with General Plan, Redevelopment Plan, Zoning Code and other City and Agency policy documents, and that the Project is categorically exempt from the requirements of the California Environmental Quality Act.

Approval of the DDA included, among other things, approval of the price and terms of the disposition and approval of the project concept, such as the mix of uses and number of stories for each use. The DDA approval did not include the Project's design, which was specifically intended to be addressed separately.

Design Review authority for the Project is granted to the Redevelopment Agency by the Santa Rosa Zoning Code. Prior to taking action, the Agency may consider, among other things, advice provided by the Design Review Board (DRB), which reviewed the Project on August 19, 2010.

The DRB's advice/comments include the following points: 1) consider economical enhancements to the east façade residential floors; 2) consider use of vegetation or vegetated shade structures in the rear parking lot; 3) provide tenant amenities and shade structures on the south podium; and 4) identify locations of required bicycle parking.

Economic Development and Housing and Community Development staff have analyzed the Project design in light of the City's design policies and find that the Project is consistent with the applicable design goals and policies of the General Plan, Downtown Station Area Specific Plan and Design Guidelines.

Design Review approval is a two-step process. The first step, called "Preliminary Design Review," is the primary action, and which is the action before the Agency. The second step is called "Final Design Review" and includes any changes requested by the Agency plus any details that were not included in the Preliminary Design Review submittal, such as, but not limited to, the lighting plan or final landscape plans.

Three issues are currently unresolved and under discussion by City staff and the applicants. The issues involve 1) Transit operations and the Project's operation of non-passenger vehicles onto the site via the Transit Mall need to be coordinated; 2) location of the driveway interface with the Transit Mall, and 3) location of the fire control room.

Draft conditions of project approval have been included within the attached resolution, which require that the issues be resolved prior to Final Design Review approval. See "Issues" below for further discussion.

The Agency may delegate Final Design Review approval to the Executive Director of the Redevelopment Agency or his designee.

Following Final Design Review approval, the developer is expected to submit construction plans to the Building Division in order to receive building permit(s) for demolition and/or construction of the Project. The construction drawings will be reviewed by staff for consistency with the Design Review approval.

## BACKGROUND

1. The Redevelopment Agency of the City of Santa Rosa (the Agency) purchased the former AT&T site, located at 520 Third Street (the Site) in 2007 to: (a) mitigate blighting influences; (b) prevent a speculative purchase and potentially incompatible uses; and (c) be able to control and plan for the long term use of the building to benefit the downtown area. The building, which was previously used by AT&T to house communication switching equipment, was occupied by about 300 employees. It has been vacant and unused for over fifteen years.
2. The Agency analyzed the site's physical and economic opportunities and constraints, invited community participation, and then issued a Request for Qualifications (RFQ) to seek a development partner. In early 2010, following a recommendation by a selection committee comprised of Council members and Agency members, the Agency selected Museum on the Square, LLC, (the Developer) as the most qualified development team to proceed with the Agency to redevelop the property, and entered into an Exclusive Right to Negotiate Agreement. The City Council and Agency approved a Disposition and Development Agreement (DDA) on June 29, 2010. The DDA was fully executed on July 14, 2010.

## ANALYSIS

1. DDA. The DDA sets forth the price and terms for the disposition of the Site by the Agency to the Developer, including the proposed uses and schedule of performance, among other considerations.

In approving the DDA, the City Council and Agency considered the proposed Project in light of Council and Agency goals, the Santa Rosa Center Redevelopment Plan, Five-Year Implementation Plan for the Santa Rosa Center and Grace Brothers Merged Redevelopment Project Areas, General Plan, Downtown Station Area Specific Plan, and Zoning Code.

In addition, the Council and Agency determined that the proposed adaptation and improvement of the site as described in the DDA is categorically exempt from the requirements of the California Environmental Quality Act (Public Resources Code Section 21000 et seq.) pursuant to Section 15332 of Title 14 of the California Code of Regulations (In-Fill Development Projects).

2. Design Review Authority. The Zoning Code provides that for City projects, including projects of the Redevelopment Agency, the Design Review Board shall review each Building Permit application for a development project by any City agency or department (Santa Rosa Municipal Code sec. 20-52-030(B).) The section goes on to state that "[n]otwithstanding other provisions of this Section, the review shall be for the purposes of providing advice to the Council, Redevelopment Agency, or Housing Authority, respectively, and shall not abrogate the authority of the Council, Redevelopment Agency, or Housing Authority to make any final determination regarding a development project."
3. Project Summary. The Project, as fully described below, proposes adapting and re-using the existing 5-story building for cultural, retail, commercial, driveway and parking purposes; utilizing the rear of the site for residential parking, deliveries and access to basement parking; and adding five additional floors for 43 residential units and a common terrace.
4. Subsequent Entitlement Actions Required: The following actions are required subsequent to a preliminary design review approval for the project to receive all of its land use entitlements pursuant to the DDA:
  - Final Design Review approval (Agency or its designee)
  - Minor Use Permit (Zoning Administrator)
  - Building Permits (Building Official)
5. Community Involvement. Public involvement has consisted of nine public Agency and Council meetings, including one joint public hearing, two public workshops, a pre-

application community meeting, a Design Review Board meeting, and access to City website and City staff. Additional public meetings will be held through the entitlement approval process.

6. Design Review Analysis: The following is the Design Review analysis of the Project:

**PROJECT NAME**

Museum on the Square

**APPLICANT**

Museum on the Square, LLC (Hugh Futrell Corporation – Hugh Futrell and Bill Carle)

**LOCATION**

520 Third Street

**PROPERTY OWNER**

Redevelopment Agency

**ASSESSOR'S PARCEL NUMBER**

010-063-019 and 010-063-027

**FILE NUMBER**

EDH File No. SRC N-15  
CD File No. DR10-049

**PROJECT SITE ZONING**

CD-10 Downtown Commercial

**GENERAL PLAN DESIGNATION**

Retail and Business Service

**APPLICATION DATE**

August 6, 2010

**APPLICATION COMPLETION DATE**

August 6, 2010

**PROJECT STAFF**

Frank Kasimov, Redevelopment Program Specialist, Economic Development & Housing

**RECOMMENDATION**

Approve Preliminary Design Review with conditions and delegate Final Design Review authority to staff

Bill Rose, Senior Planner, Community Development

**ENVIRONMENTAL SETTING**

The site is located in downtown Santa Rosa, population approximately 161,500. The site is approximately 25,230 square feet (SF). An existing building with a footprint of 16,474 SF (99,287 square feet in a basement and five floors above ground) plus an asphalt parking area occupy the site, covering close to 100% of the site area. The existing building contains one floor below ground level and 5 floors at or above ground

level, totaling approximately 99,800 SF. Construction type is concrete and steel. Building height is 82-83 feet, including roof parapet, depending from which frontage grade is measured. The building is served with sewer, water, and electricity. The building is currently vacant. Formerly, it served as a telephone switching equipment center.

The site is surrounded by urban uses. Adjacent uses include a telephone communications facility, approximately 90 feet tall with rooftop communications towers, a 3-story vacant office building, a 14-screen cinema, a multi-story public parking structure with 720 spaces on seven levels, Third Street, Courthouse Square (the city's central plaza), and the bus transit mall with 525 buses serving approximately 12,000 average weekday passengers per 18 hour day. A regional shopping mall is located approximately 1 block west. US Highway 101 is located less than ¼ mile west of the site.

### **PROJECT DESCRIPTION**

The proposed project is to adapt and re-use the existing 5-story building for cultural, retail and commercial purposes and to add five additional floors for 43 residential units and a common terrace. The rear of the site will accommodate residential parking, access to basement parking and commercial deliveries.

The proposed uses and configuration of the site are as follows:

- **Basement**: The existing basement of 16,917 SF would be used for mechanical, storage and commercial purposes (including additional museum space), together with residential parking. Residential parking would be accessed by a vehicular elevator located in the existing rear lot.
- **Ground Floor**: Approximately 15,000 SF, after inset of the existing building face to create a columned gallery effectively widening the Third Street pedestrian way and creating generous entrance spaces for (a) building lobby, providing access (elevator and stairs) to the floors above and below; (b) museum space and ground floor restaurant of approximately 9,800 SF in aggregate; and (c) a driveway access of approximately 2,800 SF from Third Street to 48 parking spaces (including 7 tandem spaces) at a surface lot at the rear of the site and in the basement.
- **Floors 2-5**: The proposed use of these floors is office, approximately 16,400 SF/floor, a total of approximately 65,600 SF including area of small insets into the existing façade.
- **Additional Floors**. Five additional floor, plus one mezzanine floor (meeting code definitions of mezzanine) will be added to provide 43 residential units and one

recreational room, total approximately 55,828 SF. An elevated terrace of approximately 5,000 SF will be constructed at the sixth floor level. Total building height does not exceed 148 feet. Ned Kahn's "Wind Trellis" artwork will crown the north façade.

- Acoustical and Traffic Considerations. The Project incorporates the recommendations provided by Illingworth & Rodkin, Inc., dated February 18, 2010, with respect to exposure to potential noise, and the recommendations provided by Transpedia Consulting Engineers in "Focused Traffic Study for AT&T Building Project," dated June 7, 2010, and stamped received June 15, 2010) with respect to traffic and safety considerations

### **GENERAL PLAN**

The site is designated Retail and Business Service under the General Plan, and is within the Downtown Core. This Retail and Business Service designation allows retail and service enterprises, offices, and restaurants. Residential uses are allowed with Conditional Use Permit approval.

The following General Plan design goals and policies are relevant to the proposed project:

- UD-B Preserve and strengthen downtown as a vital and attractive place.
- UD-B-5 Promote street life in the downtown through attractive building designs with street level activity and façade windows, public art, trees, fountains, and other landscaping elements that are pedestrian friendly. Discourage blank parking garage or office block frontage. Implement this policy through development review and the city's Capital Improvement and Downtown Programs.

#### *Staff Analysis:*

The proposal introduces an attractive ground-floor cultural component that will enhance the pedestrian experience in the vicinity of the site and will provide an opportunity for promotion of the downtown as the center of the business, residential, social, and civic life. In addition, Ned Kahn's "Wind Trellis" artwork will crown the north façade.

Staff finds that the proposed project is consistent with applicable design goals and policies of the General Plan.

### **DOWNTOWN STATION AREA SPECIFIC PLAN**

The project site is located within the Courthouse Sub Area. The area is envisioned to be developed into a vibrant mixed-use area with new housing added to the existing office and retail uses. High-density housing appropriate for a city center is encouraged and continuous ground-floor retail will promote a pedestrian-friendly environment. More housing around Courthouse Square will increase activity at night, provide more street life and improve safety.

Design related elements of the Specific Plan are centered around the street type. Third Street along the project's frontage is designated an Urban Center Street Type. The Urban Center Street Type exists only within the Courthouse Square Sub-Area. This street type epitomizes the bustling avenue of the regional metropolis, with tall commercial and residential buildings facing onto the right of way and high canopy street trees lining its edges. The Urban Center street type should provide easy access through the eastern half of the Plan Area for vehicular and transit traffic. Cars and buses travel in three or four lane streets, shared where possible with striped Class II bicycle lanes. The Urban Center street frontage should also provide a comfortable and safe pedestrian environment for the high volume of people traveling in and out of the Sub-Area on a daily basis.

Urban Center Streetscape **standards** identified for the Courthouse Square Sub Area are intended to apply to all designated Urban Center Streets and govern the selection and design of elements along key streets and corridors.

Class II bicycle lanes exist on Third Street between Santa Rosa Avenue and B Street, including along the project's frontage.

*Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* are standards which are defined in Santa Rosa's Design Guidelines and can be implemented to the extent practicable and to the extent that these elements are part of the project. Pedestrian crossings are not applicable to this project, as it is located midblock. Class II bicycle lanes may be possible through a comprehensive approach unrelated to this project (which, as an existing structure, does not alter this possibility). Bus shelters and benches are not necessary at the north (Third Street) side of the building, as the regional bus mall is located on the south side of the structure.

The following Urban Center Streetscape **guidelines** are applicable to the proposed project:

- *Development Height and Orientation:* New buildings shall include a minimum of two stories and a maximum of ten stories. Buildings shall stepback a minimum of six feet above the fifth floor. Ground floor uses shall include a minimum of 12 feet floor to ceiling height. Note that the Specific Plan describes stepback

requirements as “the number of feet a building *should* recede from the build-to line of the floor below it...” [*emphasis added*]

- *Building Placement:* At least 80% of street frontage shall be located on the build-to line. Any proposed recess or setback shall be associated with entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage. Uses shall be activity generating and retail uses are encouraged. The ground floor frontage shall have a minimum of 50% transparency, and entries must face this street frontage.

*Staff Analysis:* Staff finds that the proposed architecture has been designed to meet the standards of the Urban Center street type. The contemporary design enhances the distinctive and unique qualities of the sub-area within which the project is located. Further, the design is complementary to the surrounding commercial developments, and will likely provide a catalyzing effect for future development and activity generation in the vicinity. The project complies with the height/story requirements of the sub-area, and provides a pedestrian-friendly experience along the project's frontages.

A stepback above the fifth floor, as referenced in the aforementioned Downtown Station Area Specific Plan Urban Center Streetscape Guidelines, is not necessary for the Project because its architectural elements achieve this purpose by creating a visual break through the design of the upper floors. Specifically, the façade of the upper floors is articulated with balconies - the main building face moving back and then in, which creates light and shadow relief. In addition, the glass curtain wall, which is the chief design motif, together with the articulation noted above, promotes an element of continuity. The façade of the upper south-facing floors is set back for functional purposes, creating the elevated south-facing terrace.

Overall, the Project is consistent with the vision of the Downtown Station Area Specific Plan Courthouse Square Sub-Area and the Urban Center Street Type in that it introduces higher density residential and commercial opportunities as well as a new cultural venue, the contemporary art collection of the Sonoma County Museum, within the Downtown Core and that it meets the applicable design guidelines and standards

### **DESIGN REVIEW GUIDELINES**

The following is a list of applicable policies from Section 2 (Core Area) of the City of Santa Rosa Design Guidelines, together with staff analyses detailing how this project responds to the applicable guidelines:

- Goal 2.1.4 Encourage the inclusion of civic art to help define public spaces, provide detail and include the rich expressions of our Santa Rosa heritage.

- Goal 2.2.1 To maintain and enhance the character of existing streets in the Downtown area.
- Goal 2.2.2 Provide generous street-level windows.
- Goal 2.2.4 Install pedestrian friendly materials at street level.
- Goal 2.3.3 Provide multi-tenant, pedestrian-oriented development at the street level.
- Goal 2.3.6 Control on-site structure parking.
- Goal 2.3.7 Encourage superior design with well-crafted and detailed building facades, particularly at the street level.
- Goal 2.3.8 Create buildings that provide human scale.
- Goal 2.3.9 Encourage buildings with active and open facades that interest those walking by and create an active pedestrian oriented streetscape.
- Goal 2.3.11 Encourage buildings that minimize energy consumption.

*Staff Analysis:* The proposed architecture has been designed for the specific site which is within the Santa Rosa downtown core and the boundaries of the Downtown Station Area Specific Plan. The building presents a modern design with extensive glass and metal material selections. The building's massing has been segmented through the use of defined vertical elements and balconies. The 3<sup>rd</sup> Street façade is further defined by a highly dynamic pattern of divided lite windows.

The south elevation introduces a residential terrace at the sixth floor, which will provide outdoor areas to several units. This common plaza will provide a pleasing outdoor space for the residents of the development. Additionally, private balconies are provided for the residential units above the terrace, along the project's rear (south) elevation.

The design and layout is consistent with the vision of the Courthouse Square Sub-Area designation which anticipates a vibrant mixed-use area. The proposal provides the opportunity for a ground floor, activity-generating commercial space along Third Street. Ned Kahn's "Wind Trellis" artwork will crown the north façade and serve as the civic artwork for the project. In addition, the Sonoma County Museum will locate its contemporary art collection to the ground floor of the building.

The mixed-use project is complementary to the buildings of the Third Street commercial corridor and environs. The proposal is sensitive to the surrounding neighborhood in that the project provides an efficient and pleasing pedestrian experience and safe vehicular circulation through a garage access from Third Street. Further, the project is located in an area of downtown that will likely be redeveloped in the future in a similar fashion as the proposed project.

Staff believes that the project has been designed to relate to future development while not overwhelming the existing built environment.

The design guidelines state that parking should occur at interior courts or above or below grade, and not occur at grade along property lines adjacent to a street or the first floor. The project proposes to provide 48 parking spaces; 43 spaces are required. Most of the required parking would be located within a secured, internal garage, with the remaining parking spaces to be located at grade, adjacent to the transit mall, which does not function as a public thru street but as a bus depot. To limit views of the parked cars and enhance the ground-floor façade, the proposal incorporates a metal garage gate that is set back from the Third Street frontage.

The electric service room, fire control room, trash room and gas meter(s) will be located within the proposed building's footprint, and effectively screened from public view.

### **DESIGN REVIEW BOARD COMMENTS**

The Design Review Board (DRB) reviewed the project and offered the comments / advice to the Redevelopment Agency regarding the project design, which are incorporated in the attached DRB resolution. In general, the DRB members had favorable comments regarding the design of the project. The DRB indicated that the proposal was well integrated with the Transit Mall and presented an attractive north facade. The DRB was supportive of the project's interface with Third Street and expressed enthusiasm for a modern design at this location.

The Board made four comments as advice to the Agency that it felt would improve the project. These include:

- 1) "Consider economical enhancements to the east façade residential floors."

The purpose of this comment is to break up the mass of this side of the building. It is expected that the adjacent site at 1 Santa Rosa Avenue will someday be a 10 story building and cover up that blank wall, but that may be some time in the future. In the meantime, the eastern façade will be very visible. As a result, the recommendation is that the building incorporate an inexpensive treatment that would achieve the short term objective.

- 2) "Consider use of vegetation or vegetated shade structures in the rear parking lot."

This purpose of this comment is to break up the mass of the parking area and to reduce the heat generated by the hardscape.

- 3) 'Provide tenant amenities and shade structures on the south podium.'

Like the parking lot, the south facing terrace at the sixth floor will be exposed to the sun and generate a lot of heat. Shade structures will reduce the heat load and make the area more comfortable. In addition, tenant amenities could be located at the terrace.

- 4) "Identify locations of required bicycle parking."

Some bicycle parking is shown on the site plan, but the Board suggests that all of the required bicycle parking be identified.

### **ISSUES**

Three issues are currently unresolved and under discussion by City staff and the applicants. Draft conditions of project approval have been prepared which allow resolution to occur prior to Final Design Review approval. The issues are as follows:

- 1) Transit operations and the Project's operation of non-passenger vehicles onto the site via the Transit Mall need to be coordinated. A draft condition of approval requires the applicant to submit for approval by the Agency or its designee, as part of the Final Design Review approval, operational details to minimize any practical conflicts between building requirements/use of Second Street driveway and transit operations. Prior to approval of the operational details, the Redevelopment Agency and/or its designee will consult with the Transit Department.
- 2) The proposed driveway apron at the Transit Mall and the proposed light pole are shown in different locations on the Design Review Plans for the Project and the City's Improvement Plans for the Transit Mall Revitalization Project. One or a combination of the following options may resolve this issue: a) redesign of the Project driveway and parking layout; b) redesign of the Transit Mall Improvement Plans relative to the driveway and adjacent light pole; and/or c) an adjustment to the parking requirement pursuant to the Zoning Code. The condition of project approval requires that the applicant will submit Final Design Review plans showing the location of the driveway to be coordinated with the Santa Rosa Transit Mall Improvement Plans, as the Transit Mall plans may be modified by plan amendment or by field change order.
- 3) The Fire Department has indicated that the preferred location for the fire control room is on Third Street, whereas the preferred location for the applicant is toward the Transit Mall side of the structure. Both parties have agreed to further discuss its location. The condition of project approval requires the applicant to locate the fire control room as approved by the Fire Department.

All three issues are addressed as conditions of project approval and must be resolved prior to Final Design Review Approval. Therefore, Preliminary Design may be granted as conditioned. Staff finds that the project is consistent with the applicable design goals and policies of the General Plan, Downtown Station Area Specific Plan and Design Guidelines.

### RECOMMENDATION

It is recommended by the Economic Development and Housing Department and the Community Development Department that the Redevelopment Agency, by resolution, grant preliminary design review approval for the Museum on the Square Project, subject to conditions attached to the resolution, and grant final design review authority to the Executive Director of the Redevelopment Agency or his designee.

Authors: Frank Kasimov, Redevelopment Program Specialist, and William Rose, Senior Planner, Department of Community Development.

#### Attachments:

- Redevelopment Agency Design Review Resolution
- Application and Project Plans for Design Review Approval received August 6, 2010
- Design Review Board Resolution No. 10-826 adopted August 19, 2010
- Location Map

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF SANTA ROSA GRANTING PRELIMINARY DESIGN REVIEW APPROVAL FOR MUSEUM ON THE SQUARE, LOCATED AT 520 THIRD STREET

WHEREAS, on August 19, 2010, the Design Review Board of the City of Santa Rosa considered the Museum on the Square project, located at 520 Third Street, Assessor Parcel Numbers 010-063-019 and 010-063-027 (the Project), pursuant to Santa Rosa City Code Section 20-52-030(B), which states that the Design Review Board shall review each Building Permit application for a development project by any City agency or department and that the review shall be for the purposes of providing advice to the Council, Redevelopment Agency, or Housing Authority, respectively, and shall not abrogate the authority of the Council, Redevelopment Agency, or Housing Authority to make any final determination regarding a development project; and

WHEREAS, the Project includes adapting and re-using the existing five- story building for museum, retail, office, other commercial, driveway and parking purposes; utilizing the rear of the site for deliveries, surface parking, and access to basement for parking and other purposes; and adding five additional floors for 43 residential units and a common terrace; and

WHEREAS, the Design Review Board, considered written and/or oral reports of staff, testimony, and other evidence presented by the applicant and all those who wished to be heard on the matter; and

WHEREAS, the Design Review Board, after due consideration of all evidence and reports offered for review, adopted Resolution No. 10-826 dated August 19, 2010, which sets forth the following comments and advice to the Redevelopment Agency regarding the Project:

1. consider economical enhancements to the east façade residential floors;
2. consider use of vegetation or vegetated shade structures in the rear parking lot;
3. provide tenant amenities and shade structures on the south podium; and
4. identify locations of required bicycle parking; and

WHEREAS, on September 2, 2010, the Redevelopment Agency of the City of Santa Rosa, after due consideration of the Project, including, but not limited to, comments and advice provided by the Design Review Board, written and/or oral reports of staff, testimony, and other evidence presented by the applicant and all those who wished to be heard on the matter at a duly noticed public hearing, makes the following findings:

1. The design and layout of the Project is of superior quality, and is consistent with the applicable design goals and policies of the Santa Rosa General Plan 2035, Santa Rosa Downtown Station Area Specific Plan, and Santa Rosa Design Guidelines; and

2. The design is appropriate for the use and location of the proposed development and achieves the goals, review criteria and findings for approval as set forth in the (Design Guidelines, Introduction, Subsection C); and
3. The design and layout of the proposed development will not interfere with the use and enjoyment of neighboring existing or future developments; and
4. The architectural design of the proposed development is compatible with the character of the surrounding neighborhood; and
5. The design of the proposed development will provide a desirable environment for its occupants, visiting public, and its neighbors through the appropriate use of materials, texture, and color, and would remain aesthetically appealing and be appropriately maintained; and
6. The design of the proposed development will not be detrimental to the public health, safety, or welfare or materially injurious to the properties or improvements in the vicinity; and
7. The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

NOW, THEREFORE, BE IT RESOLVED, by the Redevelopment Agency of the City of Santa Rosa does hereby grant Preliminary Design Review of Museum on the Square subject to each of the following conditions:

**GENERAL:**

1. Compliance with the latest adopted ordinances, resolutions, policies, and fees adopted by the City Council at the time of building permit review and approval. All fees must be paid prior to issuance of a building permit.
2. All work shall be done according to the approved Final Design Review plans.
3. The building materials, elevations, and appearance of this project, as presented for issuance of a building permit, shall be the same as that approved by the Redevelopment Agency. Any future additions, expansions, remodeling, etc., will be subject to review and approval by the Agency or its designee.
4. The address shall be displayed in a prominent location on the street side of the property. The numbers shall be no less than 6-inches in height and shall be of a contrasting color to the background to which they are attached. The address shall be illuminated during hours of darkness per City "Premises Identification" requirements.

5. Construction hours shall be determined by the Chief Building Official at the time of building permit issuance. Non-standard hours may be needed given the location and character of the Project (i.e., the need to sawcut concrete along a major arterial).
6. Fee credits, as applicable, will be applied per City regulations.
7. As part of final design review submittal, and incorporating the safety recommendations stated in the Transpedia study referenced at Condition 18, 1) applicant will provide operational details to minimize any practical conflicts between building requirements/use of Second Street driveway and transit operations; and 2) the applicant will submit Final Design Review plans showing the location of the Project driveway to be coordinated with the Santa Rosa Transit Mall Improvement Plans, as the Transit Mall may be modified by plan amendment or by field change order. These criteria will be subject to the review and approval of the Redevelopment Agency and/or its designee, as part of final design review action. Prior to approval of the operational details, the Redevelopment Agency and/or its designee will consult with the Transit Department.

**BUILDING DIVISION:**

8. Building Permits are required.

**ENGINEERING DIVISION:**

9. Compliance with all conditions as specified by the attached Exhibit "A" dated August 25, 2010.

**PLANNING DIVISION:**

10. The fencing along the Transit Mall shall have a significant amount of transparency.
11. If cultural resources are discovered during the Project construction (inadvertent discoveries), all work in the area of the find shall cease, and a qualified archaeologist and representatives of the culturally affiliated tribe shall be retained by the Project sponsor to investigate the find, and make recommendations as to treatment and mitigation of any impacts to those resources.
12. If human remains are encountered, all activity shall stop and the County Coroner must be notified immediately. All activity must cease until the County Coroner has determined the origin and disposition of said remains. The Coroner shall determine if the remains are prehistoric, and shall notify the State Native

American Heritage Commission if applicable. Further actions shall be determined by the desires of the Most Likely Descendent.

13. The Public Improvement Plans and Building Plans shall contain the following note: "In the event that any remains of prehistoric or historic human activities are encountered during project-related activities, work in the immediate vicinity of the finds shall halt and the contractor shall immediately notify the project superintendent and the City of Santa Rosa liaison. Work shall not resume until a qualified archaeologist or historic archaeologist, as appropriate, approved by the City of Santa Rosa, has evaluated the situation and made recommendations for treatment of the resource, which recommendations are carried out. If human burials are encountered, the contractor must also contact the County Coroner."
14. The developer shall designate a contact person during all aspects of on- and off-site construction activities. The name and phone number of the contact person shall be provided in writing to Public Works-Engineering Development Services and Community Development-Planning Division prior to commencement of any on- or off-site construction activities, and the information shall be included on a weather proof sign visible from Second Street (Transit Mall).
15. The project shall comply with the Bay Area Air Quality Management District standards for dust control during all on- and off-site grading and earthwork activities, including, as may be applicable:
  - A. Water all active construction areas at least twice daily;
  - B. Cover all trucks hauling soil, sand, and other loose materials or require all truck to maintain at least two feet of freeboard;
  - C. Pave, apply water three times daily, or apply (non-toxic) soil stabilizers on all unpaved access roads, parking areas and staging areas at construction sites;
  - D. Sweep daily (with water sweepers) all paved access roads, parking areas and staging areas at construction sites.
  - E. Sweep streets daily (with water sweepers) if visible soil material is carried onto adjacent public streets;

- F. Reduce unnecessary idling of construction equipment (i.e., limit idling time to 10 minutes or less) in proximity to sensitive receptors;
  - G. Where possible, use newer, cleaner-burning diesel-powered construction equipment;
  - H. Properly maintain construction equipment per manufacturer specifications; and
  - I. Designate a Disturbance Coordinator responsible for ensuring that mitigation measures to reduce air quality impacts from construction are properly implemented.
16. Compliance with City Graffiti Abatement Program Standards for Graffiti Removal (City Code 10-17.080).
17. Compliance with the recommendations provided by Illingworth & Rodkin, Inc., dated February 18, 2010, with respect to exposure to potential noise.
18. Compliance with the recommendations provided by Transpedia Consulting Engineers in "Focused Traffic Study for AT&T Building Project," dated June 7, 2010, and stamped received June 15, 2010) with respect to traffic and safety considerations.
19. PROJECT DETAILS:
- A. All project details shall be in accordance with the restrictions and limitations of the City Zoning and Uniform Building Codes, as well as the City's Design Review Guidelines.
  - B. The design of all fencing, freestanding walls, trash enclosures, and similar accessory site elements shall be compatible with the architecture of main buildings and shall use similar materials. The design must be approved by the Planning Division prior to issuance of a building permit.
  - C. All roof appurtenances, accessory equipment, and meters must be totally screened from public view by an architectural design consistent with the building architecture element approved by the Redevelopment Agency or its designee.
  - D. No outdoor storage of materials is permitted. Storage shall be maintained within a completely screened structure or area. The design of the

screened structure or area shall be approved by the Redevelopment Agency or its designee prior to issuance of a building permit.

20. LANDSCAPING:

- A. All required landscaping and irrigation must be installed prior to occupancy per the approved final plans.
- B. Construction drawings submitted for issuance of a building permit shall include final landscape and irrigation plans, except where not required.
- C. All landscaping must be continuously maintained in a healthy and attractive condition, free of weeds and debris, in accordance with the approved plans. Dead and dying plant materials shall be replaced with healthy specimens as necessary.
- D. Street vegetation will be required and shall be planted and maintained by the developer.

21. LIGHTING:

- A. All exterior lighting shall be shown and specified on the plans submitted for issuance of a building permit in accordance with the Design Review approval.
- B. Light sources shall be concealed from public view.
- C. All lighting shall be directed toward the subject property and away from adjacent properties.
- D. The mounting height of lighting fixtures in parking and storage areas shall not exceed 16-feet in height. Lower mounting heights are encouraged.

22. PARKING LOT AREA:

- A. The parking lot shall be paved to City standards.
- B. The parking lot shall be provided with concrete curbing around all planter areas unless specifically approved by the Department of Community Development in some other fashion.
- C. The parking lot shall be striped according to City standards and all handicapped and compact spaces shall be identified and marked accordingly.

- D. Bicycle parking shall be provided in accordance with Zoning Code requirements. The location and number of spaces shall be shown on the site plan submitted for issuance of a building permit.

23. SIGNING:

- A. No exterior signs, banners, or the like are approved with this permit. A sign permit application approved by the Community Development Department is required for all signs.
- B. Sign permit approval shall be obtained prior to application for a building permit.
- C. Building permits for sign installations shall be separate permits from other building permits issued for construction.

FIRE DEPARTMENT

- 24. A Phase 1 Environmental Site Assessment shall be provided to the Fire Department Hazardous Material Program for review. Phase 1 shall be approved prior to issuance of any grading, demolition or construction permit.
- 25. The estimated fire flow for this project is 3500 gallons per minutes with three hour duration. A fire flow analysis will be required to determine the exact fire flow required.
- 26. Commercial style fire hydrants are required to be placed on 300-foot spacing. Fire hydrants will be required along the Fire Department access routes. *Existing fire hydrants, used to develop fire flow for this project, must be of the commercial style, if not already.*
- 27. Fire department connections for the fire sprinkler and fire standpipe system must be located on the 3rd Street side of the building, each set within 50 feet of a fire hydrant.
- 28. The preferred location for the Fire Control Room is at the 3<sup>rd</sup> Street side of the structure and equipped with an exterior access door. The Fire Department does not support the proposed location on the Transit Mall side of the project as the location is remote from fire department operations and will impact Transit Mall operations during an incident.
- 29. A personnel protection hard surface awning/roof will be required over the fire department connections and access to the Fire Control Room to protect ground personnel from falling debris, glass or building features.
- 30. The applicant will be required to fund the services of a plan review and inspection consultant.

31. The applicant is required to submit a fire safety plan outlining compliance with the “Fire and Life Safety Systems for High Rise Structures exceeding 75 feet” Bulletin #57 (<http://ci.santa-rosa.ca.us/doclib/Documents/IB%20057.pdf>). These requirements apply to this project because the Fire Department has limited capability on buildings exceeding four stories in height. Satisfying these requirements helps mitigate the fire protection burden. This bulletin specifies the local requirements for:
  - A. Fire Sprinklers
  - B. Fire Standpipes
  - C. Fire Alarm System
  - D. Fire Pump System
  - E. Fire Alarm Communication System in protected conduits
  - F. Fire Department Communication System
  - G. Smoke Control Requirements
  - H. Requirements for the Fire Command Center
  - I. Elevator Service
  - J. Standby Light & Power Service
  - K. Firefighter Breathing Air System
  - L. On site water storage
  - M. Public Safety Radio Coverage
32. More detailed building plans will be needed to determine compliance with California Building Code (CBC) requirements for construction type, building setbacks, restrictions on exterior openings, fire resistiveness of exterior openings and occupancy separations between mixed uses.
33. Fire department access key boxes will be required at public entrances and within the Fire Control Room.
34. A temporary fire standpipe system, for use during construction, is required for any construction above the 3<sup>rd</sup> Floor. The standpipe system must be extended to each floor, as construction progresses.
35. Buildings in excess of three stories in height or having a first story in excess of 100,000 square feet in area shall provide an approved operating fire sprinkler system on each floor during construction prior to continuing construction on upper stories.
36. This project will require compliance with the Bi-directional Public Safety Radio Coverage requirements of the CA Fire Code, as adopted by the City of Santa Rosa.

## UTILITIES DEPARTMENT

37. The project shall meet minimum flow and velocity requirements per current City Design and Construction Standards in 3<sup>rd</sup> Street. Water mains, services and meters shall be sized to meet combined fire, domestic and irrigation uses. The minimum size water main required in commercial areas is 12". The City is currently designing a Capital Improvement Project that will upsize the existing water main in 3<sup>rd</sup> Street to 12". Construction of this project is estimated to commence in spring of 2011. If this project proceeds prior to the City project, the applicant may be required to upsize portions of the water system in the vicinity of the project. Submit flow calculations to determine adequate sizing.
38. The existing sewer mains in 3<sup>rd</sup> Street are scheduled to be replaced and upsized by the City in the spring of 2011 and will provide adequate capacity for the project. If this project proceeds prior to the completion of the main replacement, the applicant may be required to upsize portions of the sewer main in 3<sup>rd</sup> Street. If the project is proposing to sewer to the existing main in the Transit Mall, the applicant will be required to demonstrate that adequate capacity is present.
39. Per current Design and Construction Standards commercial domestic, irrigation and residential uses shall be separately metered. The applicant may separately meter each unit or at a minimum the commercial domestic, irrigation and residential uses shall have separate meters. These requirements may be modified to the satisfaction of the Utilities Director. The domestic meters shall be appropriately sized to meet projected domestic and irrigation uses. Submit estimated gallons per minute requirements for the domestic uses to Utilities to avoid installation of oversized meters.
40. Reduced pressure backflow devices per City Standard 876 shall be installed on all water services.
41. Any existing sewer or water services that will not be used shall be abandoned at the main per current Design and Construction Standards. All abandonments of existing sewer and water services shall be noted on the Encroachment Permit or Improvement Plans.
42. Submit landscape and irrigation plans in conformance with the Water Efficient Landscape Ordinance adopted by the Santa Rosa City Council, Resolution No. 27518, on November 17, 2009. Plans shall be submitted with the Building Permit application. Submit the following with the above mentioned plans: Maximum Applied Water Allowance (Appendix A) and Hydrozone Table (Appendix B).

RECREATION AND PARKS DEPARTMENT

43. The landscaping surrounding the building will be privately maintained, including landscaping within the public right-of-way.

BE IT FURTHER RESOLVED that the Agency grants Final Design Review approval authority to the Executive Director of the Redevelopment Agency or his designee.

DULY AND REGULARLY ADOPTED by the Redevelopment Agency of the City of Santa Rosa this 2<sup>nd</sup> day of September, 2010.

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED: \_\_\_\_\_  
Chairman

ATTEST: \_\_\_\_\_  
Secretary

RESOLUTION NUMBER 10-826

RESOLUTION OF THE DESIGN REVIEW BOARD OF THE CITY OF SANTA ROSA ADOPTING ADVISORY DESIGN REVIEW COMMENTS FOR MUSEUM ON THE SQUARE, LOCATED AT 520 THIRD STREET, FILE NO. DR10-049

WHEREAS, on August 19, 2010, the Design Review Board of the City of Santa Rosa considered the Museum on the Square Project; and

WHEREAS, the Design Review Board, at the same time considered written and oral reports of staff, testimony, and other evidence presented by all those who wished to be heard on the matter; and

WHEREAS, the Design Review Board, in accordance with the Development and Disposition Agreement between the City and Hugh Futrell Corporation, which was approved by the Redevelopment Agency and the City Council on June 29, 2010, and fully executed on July 14, 2010, and Zoning Code section 20-52.030(B)(2), which directs that the Design Review Board shall review a City project "for the purposes of providing advice to the Council, Redevelopment Agency, or Housing Authority, respectively, and shall not abrogate the authority of the Council, Redevelopment Agency, or Housing Authority to make any final determination regarding a development project," offers the Redevelopment Agency of the City of Santa Rosa the following advisory comments:

1. Consider economical enhancements to East façade residential floors.
2. Consider use of vegetation or vegetated shade structures in rear parking lot.
3. Provide tenant amenities and shade structures on south podium.
4. Identify locations of required bicycle parking.

NOW, THEREFORE, BE IT RESOLVED, the Design Review Board of the City of Santa Rosa does hereby adopt the above-referenced advisory Design Review comments for the Museum on the Square Project.

DULY AND REGULARLY ADOPTED by the Design Review Board of the City of Santa Rosa on this 19<sup>th</sup> day of August, 2010, by the following vote:

AYES: (5) MacNab, Dowd, Parry, Strening, Sunderlage

NOES: (0)

ABSTAIN: (1) Hedgpeth

ABSENT: (1) Anderson

Approved:

  
Kenneth MacNab, Chair

Attest:

  
Bill Rose, Executive Secretary

MUSEUM ON THE SQUARE  
520 Third Street, Santa Rosa, California

