

**Design Concept Narrative**  
**1 Santa Rosa Avenue**

*Prepared by 1 SRA LLC*  
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The “1 Santa Rosa” development introduces much desired high-density housing into downtown Santa Rosa. The project will transform a vacant commercial bank building (with surface parking) into a contemporary apartment living environment that offers plentiful resident amenity spaces and activated street level uses to help enliven and frame the adjacent Courthouse Square. Importantly, the Project is adjacent to the 2<sup>nd</sup> Street Transit Mall that creates extremely convenient connectivity to public transit, while its proximity to the Square and downtown commercial amenities will promote walking and bicycling rather than automobile use. Indeed, 1 Santa Rosa will not provide on-site parking, but, instead, will offer resident parking at the adjoining parking garage across 2<sup>nd</sup> Street through a proposed parking arrangement with the City.

The design intent of this 119-unit multifamily building includes creating a strong presence at the corner, with the building’s most stylistic elements occurring at the prominent 3<sup>rd</sup> Street/Santa Rosa Avenue intersection. The architecture strives to be complementary to the adjacent buildings in form and mass, but punctuate the corner with a grand lobby entrance as part of a chamfered corner that extends to the roof. The building’s form creates an exterior façade with a definitive base, middle and top utilizing banding on the second floor and a stepped back top floor that also introduces new material and color. Exterior façade materials include a combination of panelized cladding, stucco and storefront glazing. The rear portion of the building on 2<sup>nd</sup> Street rises only four stories primarily to maximize natural light into the building’s courtyard and create some diversity in the project’s massing.

The project is designed to create an interesting pedestrian-level experience at the sidewalk level. All of the ground floor units fronting on Santa Rosa Avenue have stoops flowing out of the recessed unit entries creating an opportunity for coming and going of residents out of multiple points in the building and along Santa Rosa Avenue, in addition to the main lobby at the corner. Additionally, a ground floor café anchors the corner at 2<sup>nd</sup> Street/Santa Rosa Avenue to provide a focal point for this end of the building.

The project’s landscaping and community spaces provide multiple opportunities for residents to experience both active and more tranquil common areas. The ground floor courtyard will be lushly landscaped with seating areas for residents to enjoy. Studio units at the courtyard will also have their own private patios. It’s envisioned that residents will regularly traverse the courtyard as they walk from their cars parked in the nearby garage and enter the building. Off the courtyard, the indoor amenity space (still being programmed) can spill into the courtyard when weather permits and will also be the location of the bicycle parking. There will be a green roof and a bioretention planter on the fourth floor roof in the rear of the building providing a more palatable view than just of the transit mall. The primary outdoor gathering place in the building will be the rooftop deck that overlooks Courthouse Square. The deck is

designed to have at least three separate “rooms” allowing multiple groups to utilize the deck independently. Rooftop amenities contemplated include a fire pit, BBQ/wet bar, and various seating areas in addition to a viewing deck overlooking the Square. Generous planting will be installed and will include citrus trees that can be harvested by the residents.

The building will include energy efficient MEP systems and appliances. All landscaping will be climate appropriate. The building will meet the City’s Green Building Standards.