



Agenda Item #: 4.A.

Meeting Date: May 23, 2023

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Reviewed By: Scott M. Duiven
Scott Duiven
Community Development Director

STAFF REPORT

REQUEST FOR PLANNING COMMISSION ACTION

PROJECT TITLE: HH Residence Hotel

SUBJECT: Design Review Application DR 2019-02

PROPERTY ADDRESS: 400, 412 and 418 Healdsburg Avenue

ASSESSOR PARCEL NUMBER(S): 002-171-005, -006, -025

PROJECT SITE ZONING: Downtown Commercial (CD)

GENERAL PLAN DESIGNATION: Downtown Commercial (DC)

APPLICANT: Piazza Hospitality

PROPERTY OWNER: 400-418 Healdsburg Avenue, LLC

RECOMMENDED ACTION(S):

Approve a Resolution approving Design Review Application 2019-02 based on the findings within the Resolution and subject to the recommended conditions of approval included as Exhibit A.

BACKGROUND:

In 2017, the City Council initiated a discussion regarding the need to regulate hotel development in response to public concerns related to additional traffic and parking impacts within the limited downtown footprint and the loss of diversity of uses. At the March 26, 2018, goal setting session, the City Council established the following goal: "Draft and implement planning and land use policies that address development of hotels downtown and their impacts on workforce housing, parking, and retail space availability to enhance the quality of life of residents and businesses and align development with our community values."

On August 20, 2018, the City Council directed staff to move forward with limiting the number of hotel rooms in the Plaza Retail District to 67 rooms (the current existing number of rooms). With respect to the Downtown Commercial District, the Council directed staff to limit new hotels to those that include no more than five rooms and to limit the number of rooms per block face to five. The Council also discussed adding standards for hotel uses that would require hotels to be located behind or above first floor retail space, prevent hotels from fronting on streets that also front on a residential district, and

requiring that all parking needs be met onsite.

On October 30, 2018, the Planning Commission conducted a public hearing regarding the proposed amendments to the Land Use Code with respect to the development of hotels in the downtown area. At the hearing the Commission asked if it was possible to allow projects in process to move forward without the need to comply with the new regulations. The question was raised in response to the proposed expansion of the Duchamp Hotel. The Commission agreed that project applications that have been “deemed complete” should not be subject to the new hotel regulations.

The Planning Commission at its October 30, 2018, hearing recommended that the City Council adopt the proposed ordinance with following revisions:

- 1) Allow existing hotels in the PR and CD zoning districts, rendered nonconforming by this ordinance, to be able to rebuild if destroyed.
- 2) Exempt hotel projects for which a discretionary application has already been submitted and deemed complete by the Planning Department.
- 3) Change the requirement for on-site parking to on-site or in close proximity, and require real incremental parking spaces, as opposed to allowing existing unassigned parking spaces to fill a new or expanded hotel’s parking requirement.
- 4) Reconsider and broaden the definition of ‘Motel, Hotel, Extended Stay Hotel’.
- 5) Require proposed hotel rooms to be located above retail or lobby space on a primary street frontage.

With the above modifications, the Planning Commission (4-0) voted to recommend that the City Council adopt the ordinance limiting hotels within the Plaza Retail (PR) and Downtown Commercial (CD) districts.

At its meeting of December 3, 2018, the City Council considered the proposed amendments to the Land Use Code limiting the size and location of hotels within the PR and CD districts. The City Council revised the section of the proposed amendment requiring that parking for hotels within the PR and CD districts be located on-site or in close proximity by removing the language allowing for parking to be located in close proximity and instead requiring parking on-site only. The City Council introduced the ordinance, with the revision, for first reading.

On December 17, 2018, the City Council approved Ordinance No. 1181 establishing Land Use Code Section 20.20.090 to limit the size and location of future hotel uses within the Plaza Retail (PR) and Downtown Commercial (CD) Zoning Districts with the following provision:

Section 9. Applicability.

Hotel projects for which an application has already been submitted and deemed complete by the Planning Department as of the effective date of this ordinance shall be exempt from the provisions of this ordinance.

On January 16, 2019, the Planning and Building Director and the City Manager informed the Planning Commission and City Council that the Design Review Application (current application DR 2019-02) for the 16-room HH Residence Hotel at 400 Healdsburg Avenue had been deemed complete prior to the new hotel ordinance becoming effective and would be going before the Planning Commission for a workshop and then a public hearing regarding the design of the hotel.

On January 22, 2022, the Planning Commission conducted a workshop and received a presentation from the Applicant regarding the proposal. The Planning Commission provided feedback to the Applicant and staff. General comments given by the Planning Commission were: concerns with the corner massing, height and setback, roofline articulation, trees, activation of the corner plaza, water use, need for more retail frontage and local serving retail, and lastly suggesting a wall treatment behind vines until the vines reach maturity. The Applicant has provided responses to the comments received from the Commission (Attachment 2).

SITE & VICINITY DESCRIPTION

The 0.32-acre project site consists of three existing parcels located at the northeast corner of Healdsburg Avenue and North Street. The site is bounded by Healdsburg Avenue to the west, a parking lot to the north, and a tasting room, parking area and a portion of the Mitchell center to the east. The three parcels are currently developed with a private parking lot and two, one and two-story commercial buildings located north of the parking lot. All existing on-site structures are proposed to be demolished to allow for the new 4-story, 16-unit hotel.

Figure 1: Project Site



PROJECT DESCRIPTION

Plans submitted by the Applicant include a site plan, detailed floor plans, building elevations and a project and operations narrative (Attachment 3). The project proposes to develop a 16-unit boutique hotel with retail space at 400 Healdsburg Avenue. The hotel will include a 2,165 square foot retail space, and a 1,779 square foot restaurant/lobby/lounge on the ground floor, with guest rooms on the upper floors. The project includes a pool on the second-floor level. Access will be provided to the off-street parking area via a one-way 12' drive aisle accessed off Healdsburg Avenue. The project proposes to include 34 off-street, valet-only parking spaces and two white curb (passenger loading zone) parallel parking spaces along Healdsburg Avenue. The project proposes to utilize a Silman automated car lift parking system to meet its on-site parking requirement.

Figure 1: Front Elevation (Corner of North Street and Healdsburg Avenue)



The review of this project includes the project’s compliance with the goals and policies of the 2030 General Plan, the development standards included in the Land Use Code (LUC), and the Citywide Design Guidelines.

APPLICABLE GENERAL PLAN AND LAND USE CODE INFORMATION

General Plan

The site has a General Plan land use designation of Downtown Commercial (DC). In general, this land use classification provides for a broad range of commercial and office uses such as hotels, retail, restaurants and personal services; public and quasi-public uses when compatible with the overall purpose and character of the designation; and similar and compatible uses. Pedestrian-oriented uses on the ground floor are encouraged. The maximum allowable floor area ratio is 2.0 for non-residential uses. The proposed project is in compliance with the DC land use designation and furthers the following General Plan Guiding Principles, goals and policies. Staff analysis is provided in *italics* below.

Guiding Principles

Guiding Principle 1.B: Promote city-centered growth.

The project will redevelop an existing under-utilized site and transform a key corner in the downtown area.

Guiding Principle 2.A: Balance resident and visitor needs.

The project will provide 16 additional hotel units to serve visitor needs. The retail component of the project may serve resident needs.

Guiding Principle 5.A: Provide an open and inviting business climate, balanced economic environment, and a diverse tax base.

The project includes a hotel and commercial space which will contribute to the balance of downtown uses within the City, and increase the overall tax base via transient occupancy tax, retail sales tax, and increased property tax revenues.

Guiding Principle 5.C: Protect and enhance qualities that attract visitors to the City.

The project operators currently operate three successful hotels within Healdsburg and have demonstrated a high level of architecture and hospitality that continue to attract visitors to the City.

Goals and Policies

Goal LU-D: A thriving, pedestrian-oriented downtown that is the commercial and cultural center of Healdsburg.
The proposed hotel and commercial space help to strengthen the pedestrian-oriented downtown by redeveloping a prominent corner that currently contains a parking lot and aging commercial building with an active use that is within walking distance of the Healdsburg Plaza and surrounding businesses.

Policy CD-A-1: The City will encourage building design of high quality that is in scale with adjacent development and that harmonizes with surrounding development.
The proposed hotel and commercial spaces will utilize quality materials and enhance a prominent corner within the downtown area and will complement the high quality of design found downtown. The proposed project will utilize quality materials and high quality design, and by use of modulation in building walls, roof pitch, and setbacks be in scale with adjacent development and harmonize with surrounding development.

Policy ED-A-4: Encourage businesses that generate revenues such as transient occupancy tax and sales tax, in addition to property taxes in order to support city services.
The hotel use will generate transient occupancy tax, the restaurant and retail space will generate sales tax, and the improved project will generate additional property tax in order to support city services.

Staff Finding: *Consistent with the General Plan.*

Land Use Code

The zoning designation for the site is Downtown Commercial (CD). Hotels are a permitted use in the CD land use code tables prior to January 17, 2019. The proposed project was submitted prior to the effective date of the ordinance limiting the number of hotel rooms within the downtown area and requiring a conditional use permit, as such, the project is being evaluated under the previous ordinance. The proposed project is consistent with the CD designation regarding site coverage, access, and parking. Discussion of these elements is provided below.

Parking: The required parking pursuant to the Land Use Code is calculated and shown in Table 1 below.

Table 1

Land Use	Parking Required by Land Use Code	Proposed Number of Parking Spaces
Hotel	1 space for each guest room plus 1 space for each 2 employees	37 guest room beds = 19 spaces 2 employees = 1 space
Retail	1 space per 300 square feet	2,734 sq/ft retail = 10 parking spaces
Total:	29	34

Lighting: Lights for the proposed building consist of the fixtures identified on Sheet LP.06. A condition of approval has been added requiring the Applicant to submit proposed light specifications prior to building permit issuance for staff review and approval with the City’s lighting standards. Nighttime lighting simulations have been provided on Sheets LP.00-LP.05.

Access: Vehicle access to the project will be via a 12’ one-way drive aisle accessed off Healdsburg Avenue. While this differs from the City standard of 20’ for two-way drive aisles, the Applicant proposes valet only for all hotel guests as well as customers of the commercial spaces. Staff has evaluated and is supportive of this deviation because valet-only will eliminate potential for two-way traffic in the drive aisle. Appropriate signage will be required as a condition of approval. Pedestrian access to the project will be provided via sidewalks that currently exist along the project frontages.

Trash Disposal/Collection: A trash room is proposed within the parking garage with three receptacles. Trash will be picked up as needed, and a minimum of 2-3 times per week between the hours of 7 am and 8 am.

Development Standards: Table 2 below illustrates the minimum building setbacks, site coverage, and height maximums for primary structures required by the LUC for the Downtown Commercial zoning district.

Table 2

	Zoning District	Minimum Lot Area	Min. Lot Dimensions		Minimum Yards			Max. Floor Area Ratio	Max. Site Coverage	Max. Height
			Width	Depth	Front	Side	Rear			
Land Use Code	CD	none	none	none	none	none	none	200%	100%	50 ft.
Project Proposal	CD	N/A	N/A	N/A	0-5 ft.	0 ft.	0 ft.	197%	100%	50 ft.

With respect to lot area, dimensions, setbacks, and site coverage there are no limitations and as such the project complies with these standards.

Height: Pursuant to Section 20.08.170(A)(3) of the Land Use Code, the maximum height allowed in the CD Zoning District is 50’ when not abutting or across the street from a parcel zoned RM, ORM, RMP or DR and that allows multi-family as a primary use. Since this property does not meet any of these requirements, the 50’ height limit is allowable. The proposed roof height varies by location, the highest point being 50’ at the top of the parapet, and 45’ at the top of the roof.

Maximum Floor Area Ratio/Site Coverage: The site allows for a maximum floor area ratio (FAR) of 200% which based on its 13,960 square foot parcel size translates to 27,511 square feet of allowable floor area. The project totals 39,223 square feet of floor area. For the purposes of floor area ratio calculations, mechanical space/shaft, storage and uncovered balconies, patios, terraces are not calculated into the FAR calculation. The unconditioned garage space has also been excluded from the FAR calculation. The total FAR on the project is 197% and within the 200% allowable FAR.

Staff Finding: Consistent with the Land Use Code.

Consistency with Citywide Design Guidelines

The Citywide Design Guidelines identify specific areas of the City which have distinctive character-defining elements that make them unique. Each Character Area described in the guidelines includes a description of the geographic location of the Area, a description of its current development character, images of current development and corresponding maps that illustrate the Area in context and in detail. Narrative text provides a detailed description of design variables that should be considered for the Area.

The project site is located in Character Area 5: Downtown Core.

This review will analyze the site plan with regard to access, parking, landscaping, setbacks, and other site development standards. The analysis will also focus on the design of the project with regard to architecture, colors and materials, neighborhood compatibility, and compliance with the Citywide Design Guidelines. Staff analysis is provided in *italics* below each criterion.

Character Area 5, Healdsburg's Downtown Core is defined by Mill Street to the south, Vine Street to the west, Piper Street to the north and East Street to the east. As the historic center and current central business district, this Character Area is home to restaurants, stores, hotels, galleries, tasting rooms and many other functions.

Key Site Design Elements in Character Area 5: Downtown Core

Building Placement: Place a building at the back of the sidewalk to create a strong "street wall" presence Downtown.

The ground floor of the proposed building façade is located at the back of sidewalk with small variations in setbacks to provide for added sidewalk width, and space for outdoor amenities that will support the retail, restaurant and lobby of the hotel while maintaining a strong "street wall" presence at the pedestrian level. The upper stories vary in setback but overall the building is oriented towards the street and creates an active street presence.

Side Setbacks: Side setbacks should be minimized to provide for a strong and consistent built edge or "street wall" along the street.

The project does not have side setbacks and creates a "street wall" presence along the street, consistent with other structures found in Character Area 5.

Orientation: Ensure that all buildings are oriented to face the street and public open spaces/plazas.

The proposed building will be oriented to face both Healdsburg Avenue and North Street and all entries will open directly onto the sidewalk or the public entry plaza that is connected to the sidewalk.

Entry Connection: Entries for the Downtown should be designed to open directly onto the sidewalk or onto a plaza or other outdoor place that is directly connected to a sidewalk.

The building entries are all designed to open directly onto the sidewalk, both along Healdsburg Avenue and North Street.

Façade Composition: Design a building front to have a similar solid-to-void ratio as traditional commercial buildings on the block. Transparency should be highest at the ground level to create a connection between the public realm and the interior of the building.

The ground floor retail, restaurant and lobby/lounge have been designed with floor to ceiling glazed storefront windows to provide transparency at the street level and creates a connection between the public realm and the interior of the building. Buildings in the general vicinity have a similar floor to ceiling glazed window appearance.

Roof Form: Utilize a flat roof form to maintain the commercial character presented downtown. Architecturally creative roof forms may also be considered provided they are compatible with the flat roof forms typically seen downtown.

The proposed building includes both flat roof forms and shallow gable roof forms to illicit architectural interest giving the building a more contemporary appearance. The roof form at the corner of Healdsburg Avenue and North Street will continue the flat roof forms found on the existing buildings at that intersection. The shallow, asymmetric, gable roof forms will be found towards the rear of the building along Healdsburg Avenue. These roof forms will provide interest and differentiate themselves from other buildings in the immediate vicinity.

Materials: Use a primary material that is compatible with the authentic stucco and brick typically found in Downtown. If a substitute material is desired, choose one that is similar in finish, texture, depth of detail and durability to authentic stucco and brick. Wood, architectural metals and other various materials are often used for detailing and accents on Downtown buildings. This is appropriate and should be encouraged.

The project includes a variety of high-quality materials including concrete, wood, glass storefronts, steel windows and wood siding. All of the materials are natural earthtone colors and will bring a human scale while providing pattern and texture to the façade.

Scale: Design a building to respond to the typical scale of traditional development in Downtown, which is usually between one and three stories. Consider stepping back or using other articulation methods to modulate a floor above two stories.

The proposed project is located on the corner of Healdsburg Avenue and North Street and is proposed at 4 stories. The first floor will offer slight variations in setbacks along the sidewalk, and the building mass will be broken into two sections connected by a two-story portion of the building. The building will have articulation via materials, setbacks, recessed windows and varying heights to offer modulation on all floors. The fourth story at the corner of Healdsburg Avenue and North Street is setback approximately 10 feet from both street frontages to reduce the sense of massing at this prominent street corner.

Reflecting Traditional Building Widths: Traditional building widths in the Downtown Core range from as little as 25 feet up to about 100 feet. The traditional rhythm of building widths is a key character defining feature in Downtown. A new building that would be wider than tradition should be designed in a series of modules that reflect traditional building widths.

The façade along North Street is approximately 66 feet wide. The Healdsburg Avenue façade is approximately 205 feet but is broken into three distinct components of the building separated by the garage entry and stairway leading to the open pool area on the second floor with widths of 34 feet 8 inches, 34 feet 8 inches, and 38 feet 2 inches. The materials and design of both components of the building vary, along with the retail space, and create the perception of a series of buildings typical of the traditional downtown rhythm of building widths.

Chapter 6: Design Guidelines for Commercial, Industrial, Mixed Use and Large-Scale Multi-Family Development

Chapter 6 of the Design Guidelines provides design guidelines for all commercial, industrial, mixed use

and large-scale multi-family development. The project has been assessed for and meets the following guidelines:

SITE DESIGN: Site design refers to the arrangement, placement and orientation of buildings and site features on a parcel.

Building Placement and Setback Character: Buildings should be placed to establish a street wall in the contexts and Character Areas where a street wall is an important feature. In other Character Areas, building placement may be more varied. Front setback areas should be designed as visual and sometimes functional amenities. Preferred placement and setback character may differ based on the Character Area or the context established on a particular street.

The ground floor of the proposed building façade is located at the back of sidewalk with small variations in setbacks to provide for added sidewalk width, and space for outdoor amenities that will support the retail, restaurant and lobby of the hotel while maintaining a strong “street wall” presence at the pedestrian level. The upper stories vary in setback but overall the building is oriented towards the street and creates an active street presence.

Building Orientation: Building orientation refers to how building walls relate to their surroundings. A building should be sited to establish a strong visual connection to the public realm. A building’s primary entrance should face the street in order to create an engaging and pedestrian-friendly streetscape.

The proposed building will be oriented to face both Healdsburg Avenue and North Street and all entries will open directly onto the sidewalk or the public entry plaza that is connected to the sidewalk.

External Pedestrian Connectivity: Clearly marked pedestrian access should be provided between the public realm, a site and a building. A strong physical and visual relationship between these elements enhances walkability.

The project includes clearly defined pedestrian access pathways from the sidewalk to the building entrances along Healdsburg Avenue and North Street.

Vehicular Connectivity: Vehicular connections should provide safe and comfortable balance between vehicles, bicycles and pedestrians and to reduce conflicts. Design considerations vary by Character Area, as described in Chapter 4.

The hotel and retail spaces will be accessed via a single drive aisle from Healdsburg Avenue and will be valet only. The project will include two passenger loading zone spaces for vehicle queueing. This approach will limit the potential for vehicular and pedestrian conflicts. Bicycle parking for approximately 26 bikes will be provided on site.

Outdoor Places: Outdoor places include plazas, courtyards, patios, small park spaces and landscaped features. Outdoor places should be designed to create a vibrant image and invite pedestrian activity by incorporating durable furnishings and amenities such as public art. Where possible, development should celebrate Healdsburg’s natural features (such as the Russian River and Foss Creek) by integrating them with new development and create new outdoor places where appropriate.

The project site is developed and designed on an existing parking lot and proposes to demolish the remaining structures on site. The project is built out to all setbacks, however careful attention was made to the front corner on Healdsburg Avenue and North Street to activate the corner with a pedestrian friendly aesthetic and active use of a lobby area with small restaurant and lounge. The project will enhance the pedestrian experience with the use of floor to ceiling glazed windows along the first floor in the retail and restaurant spaces, along with movable

windows and doors to open the space at the corner. Recessed entry areas with landscaping will further enhance the pedestrian experience.

Parking Design: Site design considerations for parking include the location of surface lots and parking structures, the access points to parking facilities and the relationship of parking to pedestrian and vehicular circulation systems. A parking facility should be visually unobtrusive to the public realm and should be designed to minimize vehicular-pedestrian conflicts. A surface parking lot should include landscaping and pedestrian pathways. Minimize the visual impact of surface parking. Located a surface parking lot the interior of site, away from the public realm and behind a primary structure. In multi-family development, minimize the visibility of common parking areas from the public realm. Screen surface parking from public view using one or more of the following: landscaping, site walls, fencing, public art, or a combination of these features.

The project parking area will be located in a garage accessed via a 12' drive aisle from Healdsburg Avenue and as such will be visually unobtrusive from the public realm and minimize the potential for vehicular-pedestrian conflicts. Two white curb, parallel passenger loading zone parking spaces on Healdsburg Avenue are proposed for vehicle queueing and additional public on-street parking will remain available along both the Healdsburg Avenue and North Street frontages. The project proposes to utilize Silman Automated Parking System stackers to accommodate 32 vehicles. In addition, there will be two ADA spaces.

Landscape Design: Landscaping addresses the basic aesthetics of a site including trees, shrubs and other plantings as well as ornamental features and topography. Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, softening harder building elements, screening unattractive site features from public view and providing buffers between properties. Landscape designs should preserve mature trees and highlight distinctive topographic or other site features and create a sense of visual continuity within a site and between properties. Landscaping should be provided for a site, even when there is limited space.

Formal landscaping is proposed within the front setback area along Healdsburg Avenue, North Street and throughout the project (See sheet L1.0-L3.1 in Attachment 3). The planting pallet includes tree and shrub species designed to enhance the appearance of the project as viewed from Healdsburg Avenue and North Street, as well as other outdoor areas on various floors throughout the project. The project will comply with the City's Water Efficient Landscape Ordinance (WELo) in that it will install very low-medium water use landscaping and meet the City's irrigation design standards. The project also proposes five new street trees along Healdsburg Avenue to match the existing street trees in the area.

Lighting: Site lighting includes streetlights, light fixtures in parking lots, pedestrian lighting and lighting to accent landscaping or building façades. Site lighting should help establish a sense of identity and sense of continuity for the property. Site lighting should create a sense of place and highlight distinctive architectural details. Lighting should be designed to coordinate with and enhance a project's design.

The project incorporates building lighting including building sconce lights to illuminate the doorways, and sidewalk and outside areas on upper floors. All lighting will be downward cast and shielded in order to protect the night sky. Submittal of light specifications have been added as a condition of approval prior to issuance of a building permit.

Service Areas and Utilities: Service areas and utilities include loading docks, trash areas, electrical stations, and other necessary functions. These should be designed to be visually unobtrusive and to be integrated with the site and building. The visual impact of a service area on the public right-of-way should be minimized. More information regarding the location and design of public utilities, such as transformers, can be found in Chapter 9.

The site includes a trash room, mechanical room and electrical room that are located on the ground floor and accessed via the interior parking area. These areas are fully contained within the building and are not visible to the public realm. Furthermore, this area of town does not have any overhead utility lines.

BUILDING DESIGN: The overall size, height and form of a building determine how large it appears, and whether it is compatible with existing development within a given context.

Building Mass and Scale: The overall size, height and form of a building determine how large it appears, and whether it is compatible with existing development within a given context. A larger building can incorporate design features to ensure it is not monolithic in scale and that its perceived mass is reduced. Where compatibility is important, a building should be designed to reflect patterns of building mass and scale and articulate a façade to create a pedestrian-friendly environment.

The building will consist of a single building ranging in height from two to four stories. Variations have been added in setback at all levels to reduce the overall massing, including a deeper setback of the 4th story on the prominent corner of Healdsburg Avenue and North Street. Variations in the building walls and setbacks along with recessed windows and entries reduce the perceived mass of the building. The proposed building will be in keeping with other 3-4 story structures in the downtown area. The street front façades seek to minimize its mass and scale by incorporating building modulations, multiple colors and materials, and varying roof pitches.

Façade Design: Visible building façades that incorporate high-quality design features enhance Healdsburg's image and character, and convey an active and vibrant appearance to pedestrians, bicyclists and vehicles passing through the City. The design guidelines presented below apply to visible façades that face public streets, sidewalks, pedestrian areas and parking lots. These design guidelines are particularly important for new development in Character Area 5: Downtown Core and 6: Healdsburg Corridor. A façade should be designed into separate components that convey a human scale and create a consistent rhythm within the façade.

The proposed building will be similar to other massing and scale in the downtown area. While the proposed height is at the allowable 50' the project has incorporated various measures to break up the massing and volume of the 4th story by use of setbacks. There proposed building incorporates variations in materials, building insets, and variation in roof types and heights to reduce the overall massing of the project and create a human scale. The building includes four-sided architecture consisting of concrete, wood, glass storefronts, steel windows and wood siding, and a combination of gabled and flat roof forms with standing seam metal roofing.

Street Level Interest: A building's ground floor strongly impacts the pedestrian experience on an adjacent public space, such as a sidewalk or public plaza. Blank or featureless walls at the ground floor level can diminish interest and reduce the quality of the pedestrian experience. A building should be designed to promote pedestrian interest at the street-level. Avoid long, blank walls on the ground floor level. Transparent ground floors that support a visual connection between the public realm and interior commercial building space is the most effective way to generate street level interest. This treatment is strongly encouraged and particularly for areas where a commercial use is located directly adjacent to a sidewalk, street, plaza or other public realm element. However, active storefronts and fully transparent windows may not be feasible on all street-facing building walls. Where this occurs, consider the use of one or more of the street level interest methods.

The proposed project provides street-level interest with the use of retail and restaurant spaces along the first floor with floor to ceiling glazed windows that will create a pedestrian friendly environment along with visual interest. Landscape areas within the building insets include vegetation that add further visual interest at the street level.

Building Entry: Building entrances provide a key visual and physical connection between the public and private realm. A door should be easily recognizable and distinguishable from the rest of the building. Where compatibility with context is important, building entries should be spaced to provide visual continuity and compatibility within traditional buildings in a Character Area.

The building has points of entry on both Healdsburg Avenue and North Street. The entries will be distinguishable from the rest of the building and will lead the public to the retail, restaurant and hotel uses. All entries provide access onto the public sidewalk.

Windows: Windows are a key design element. New development should incorporate windows of a design and arrangement that expresses a human scale, create visual interest and in some cases creates visual continuity with context.

The proposed building include primarily vertically punched windows that create depth and shadow on each façade. Some deviations in the orientation and size of the windows serve to add additional visual interest. The windows are consistently spaced, appropriately sized, and correspond to the interior spaces. The windows are compatible with the contemporary design elements of the building.

Roof Form: Roof form addresses the visible characteristics of a building's roof, which contribute to the character of a building. Where compatibility with context is important, roof forms that convey compatible mass and scale.

The proposed building includes both flat roof forms and shallow gable roof forms to illicit architectural interest giving the building a more contemporary appearance. The roof form at the corner of Healdsburg Avenue and North Street will continue the flat roof forms found on the existing buildings at that intersection. The shallow, asymmetric, gable roof forms will be found towards the rear of the building along Healdsburg Avenue. These roof forms will provide interest and differentiate themselves from other buildings in the immediate vicinity.

Building Materials and Color: Exterior building materials provide a sense of scale and texture that convey design quality and visual interest. Building façades, especially at the street-level, should use high-quality, durable materials that convey high quality in design and detail. Typical materials vary throughout Healdsburg's Character Areas.

The building will incorporate a range of materials which include concrete, wood, glass storefronts, steel windows and wood siding which will provide distinct components to the buildings' façades. The roof is proposed as standing seam metal roofing, in addition to the flat roof portion containing solar panels. The proposed materials and color palette are compatible with building materials and colors typically seen in Healdsburg.

Renovation of Existing Structures: The renovation and reuse of an existing structure is encouraged. Renovating existing structures also reduces waste from demolition and reduces the number of new materials used in a project, compared to a new construction.

The project proposes demolition of all existing structures on site. The current structures are in poor structural condition and would not lend itself to renovation or reuse. The existing mansard roof building does not have any historical integrity and does not contribute to the downtown character. Staff feels that the demolition of the existing structures is reasonable and necessary to achieve the project's anticipated outcome. The project strives to use recycled and reused materials from elsewhere.

Chapter 7: Design Guidelines for all Development Types

Sustainability: Development in Healdsburg should incorporate sustainable design features whenever possible to reduce environmental impacts and conserve energy.

The proposed project is designed to take a sustainably and environmentally responsible approach to both its construction and operations. The project includes solar PV panels, stormwater management, and will focus on recycled and reused materials. The project also seeks to include rainwater and/or grey water systems and has a project goal to achieve a LEED certification.

Staff Finding: Consistent with the Citywide Design Guidelines.

ALTERNATIVES:

After public comment and deliberation, the Planning Commission may consider alternatives to address concerns provided from the public. This may include approving the project as conditioned or as modified by the Planning Commission, continuing the project to a later date to address design-related concerns, or denying the project as proposed.

ENVIRONMENTAL ANALYSIS:

The Project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332 (exemption for infill development projects) because the project is (a) consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations; (b) occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses; (c) has no value as habitat for endangered, rare or threatened species; (d) would not result in any significant effects related to traffic, noise, air quality, or water quality; and (e) can be adequately served by all required utilities and public services.

FISCAL IMPACT:

The project is a privately funded development and does not impact the City's General Fund.

ATTACHMENTS:

1. Resolution No. 2023-XX
Exhibit A - Conditions of Approval
2. Project Narrative
3. Plan Set