DESIGN REVIEW COMMITTEE MEMORANDUM

DATE: January 6, 2021
ITEM: No. 1 - 1:35 pm
FROM: Derik Michaelson, Planner III

SUBJECT: File No.: PLP19-0042; Concept Self-Storage Proposal
Applicant: Amerco Real Estate Co.
Address: 3601 Santa Rosa Ave
APN(s): 134-123-034

Request
Joint concept review with the City of Santa Rosa on the initial plans for a 90,000+ square-foot self-storage facility located on Santa Rosa Avenue. The submittal includes the site plan and architectural elevations currently proposed for the project. Landscaping details are not proposed at this time. Further information on the project scope, including existing site development, is described in the attached proposal statement and design plans.

Background Analysis
The project is zoned M1 (Limited Urban Industrial), SR (Scenic Resources), VOH (Valley Oak Habitat), and is subject to comply with the Urban Design standards specified by the South Santa Rosa Area Plan. The standards provide that new buildings be oriented to the street frontage with parking to the side or rear of structure. The current proposal locates the building 200 feet back from the street frontage while utilizing this front portion of the site to accommodate the parking and circulation demands of the proposed vehicle rental use. Consistency with the Santa Rosa Plan requires the building façade be reoriented to the 20-foot front setback boundary, 180 feet closer than currently proposed, with parking hidden behind the building. Additionally, the County code does not specify parking requirements for self-storage or vehicle rental uses. The applicant must provide a traffic study confirming the demand and the adequacy of the parking and circulation design proposed for the project.

Recommendation
Provide general feedback on the current plans with emphasis addressing the following items:
- Overall scale, mass and height of building (Note: no height exception required)
- Orienting building facade to the street frontage, with parking behind building
- Location of parking configuration and design, plus incorporation of appropriate planting features (Note: Parking space demand to be supported by traffic study)
- Requirements for continuous vegetative tree screening program along Highway 101 (Note: Santa Rosa Plan requires 20-foot setback for highway landscaping)
- Signage program compliance per County standards.
Additional Information
The proposed self-storage and vehicle and equipment rental service and related retail use require County approval of a use permit per the M1 zoning requirements. A Utility Certificate from City of Santa Rosa to provide urban services to the project is also anticipated. Staff will evaluate the project in accordance with State environmental review guidelines pursuant to the California Environmental Quality Act (CEQA) after receipt of a formal complete application submittal and following completion of preliminary DRC review.

Attachments
1. Proposal statement
2. Specific Plan references
3. Concept plans