

DESIGN REVIEW COMMITTEE MEMORANDUM

DATE: November 20, 2019
ITEM: No. 1 - 1:30 pm
FROM: Derik Michaelson, Project Planner

SUBJECT: File No.: **PLP19-0018**; River Road Mixed Use
Applicant: Martin Breuer. Ruff & Associates Architects
Address: 15180 River Road, Guerneville
APN(s): 070-130-033

Request

Request for concept review and feedback on the initial site plan, landscaping, and architecture proposed for mixed-use development of a 0.32 acre gas station and retail property located along the Russian River scenic corridor on River Road near Guerneville.

Zoning of the site is: LC, F2 LG/116 LG/RRC SR VOH

Background

Design guidelines for the Russian River scenic corridor apply to this project. Staff will prepare a focused analysis of project design consistency with these Guidelines when the applicant returns with more refined plans for Preliminary Review. For the purpose of the current concept-level review, the Guidelines offer the following design objectives to help guide appropriate feedback:

- *“Preserve and enhance the many unique qualities of the Russian River area including its’ rustic and eclectic character, the diversity of its built environment, its historical context, and its’ small town scale and charm.*
- *Protect and respect the area’s scenic beauty and the ecological value of the Russian River environs.*
- *Encourage innovative building and site design that respects the context of the surrounding area*

Recommendation

Staff recommends the DRC review the concept plans in consideration of the above objectives and provide feedback addressing scenic corridor compatibility as it relates to the following:

- Architectural design and facade articulation;
- Building height, scale and massing;
- Vehicular and pedestrian site plan circulation;

- Landscape design and volume;
- Use of exterior colors and materials.

Description

The project proposes reuse of four existing gas pump dispensers and demolition of the existing retail market and antique store to make way for new mixed-use development of eleven (11) residential units and a 1,500 square foot retail market. The development includes four attached buildings varying between 27 and 32 feet in height, and a detached canopy structure covering the existing pump dispensers at a height of 16 feet.

The site plan and building layout follow the narrow and tightly constrained configuration of the site along River Road. Old River Road runs along the rear of the property providing a secondary access frontage. The forested terrain climbs steeply upward beyond Old River Road and serves as a prominent backdrop for the project site and surroundings. The site plan proposes Old River Road) for providing ingress access to the site. Egress access is proposed via River Road.

The proposal locates the living units on two upper levels of the attached buildings, including eight (8) single room occupancy (SRO) units and three (3) two-bedroom apartment suites. The retail service market and covered parking for the residential units are located on the ground floor. The covered parking design provides a total of eleven spaces for residential use.

The market space fronts the existing gas pump dispensers and new canopy structure located at the south end of the site. The site plan identifies seven uncovered spaces supporting the gas station use and retail market.

Attachments

1. Proposal Statement
2. Prior DRC Action
3. Expanded Analysis
4. Code References
5. Public Comments
6. Project Plans
7. _____

