

4.6 City Entries and Highway Corridors

I. GOALS

- A. To encourage projects that provide a positive image of Santa Rosa to residents, visitors and those passing through Santa Rosa.
- B. To encourage development at specified entry locations that are identifiable as city entries.
- C. To provide visually inviting entrances to Santa Rosa.
- D. To encourage design treatments that respect the character of the particular roadway.



Fig. 4.6.1 A large setback and screened building at the Northern entry (westside of Highway 101).



Fig. 4.6.2 The western entry on Highway 12 at Fulton/Wright Roads.



Fig. 4.6.3 Northern entry.



Fig. 4.6.4 Eastern Entry.



Fig. 4.6.5 Southern Entry.



Fig. 4.6.6 Western Entry.

II. BACKGROUND

The City of Santa Rosa has adopted policies regarding City Entries (Council Policy 200-18). The Policy identifies entries, discusses implementation strategies, and design guidelines. The policy is summarized below as it relates to design guidelines.

A. MAJOR ENTRIES

1. North- Highway 101 at the northern Urban Boundary.
2. East- Highway 12 at the intersection of North Melita Rd.
3. South- Highway 101 at the intersection of Santa Rosa Ave.
4. West- Highway 12 at Fulton Rd.

B. MINOR or SECONDARY ENTRIES

At the Urban Boundary

1. Urban Entries

- a. Old Redwood Highway
- b. Guerneville Road
- c. Santa Rosa Avenue

2. Rural Entries

- a. Petaluma Hill Road
- b. Calistoga Road
- c. Bennett Valley Road
- d. Piner Road
- e. Fulton Road
- f. Stony Point Road
- g. Hall Road

C. HIGHWAY CORRIDORS

1. Highway 101 (North/South)
2. Highway 12 (East/West)

III. DESIGN GUIDELINES

A. Major Entries

1. Provide setbacks to new buildings along Highway 101 at both the north and south entries to the City of 100 feet minimum from the freeway right-of-way.
2. Provide setbacks to new buildings along Highway 12 at the east and west entries to the City of 50 feet minimum from the freeway right-of-way.
3. Provide entry treatment for a length equivalent to one parcel or approximately 200 feet at all Major Entries.



Fig. 4.6.7 Setback along Highway 101 at north entry.

B. Minor Entries

1. Provide a minimum of 20 feet of landscaping adjacent to the road right-of-way at Minor “Urban” Entries. (See section II.C(1) above.)
2. Provide a minimum separation of 50 feet between edge of road and proposed structures of Minor “Rural” Entries. (See section II.B(2) above.) Landscaping widths should vary and should reflect the rural character of the area rather than a more formal urban element.
3. Screen rear service yards, product storage areas, and parking lots adjacent to road at Minor Entries. Screening may be by landscaping such as berms, planting, and fencing.

C. Highway 101 and Highway 12 Corridors

1. Provide a minimum of 20 feet of on-site planting (dense landscaping) in addition to any existing or proposed freeway landscaping for all properties abutting Highway 101 and Highway 12.
2. For buildings and other structures along Highway 101 south of Highway 12, provide a minimum setback of 20 feet from the CalTrans property line (edge of right-of-way) with the setback to be increased based upon a constant ratio defined by a 24 degree line from the property line to a maximum building height of 35 feet at 78 feet from the property line.
3. Parking (if adequately screened) may occur within the building setback areas.
4. Screen rear service yards, product storage areas, and parking lots adjacent to highways. Screening may be by landscaping such as berms, planting, and fencing.
5. Design structures along highway corridors with the understanding that they will be viewed from traffic along the corridor.
Architectural detailing and use of materials should be consistent on all four sides of the building. Although buildings should be oriented to the local roads, they should not be ignored on the highway side.