



DEVELOPMENT TEAM



PHOENIX
DEVELOPMENT

- Developer of affordable and market-rate multi-family housing with over 40 years of experience
- Expertise in layering multi-source financing and resources to help achieve the redevelopment goals of the community
- Developed over 2,500 rental units from the Mississippi to the West Coast
- We currently own and manage 750 units with 74 under construction
- Our approach to redevelopment focuses on the creation of affordable housing and reinvigoration of aging neighborhoods

DESIGN TEAM



PROJECT DETAILS



701 Wilson Street



One 5-story building / 40 dwelling units
20-1b/1ba & 20-1b/1ba+Office



Building amenities will be shared with Buildings A & B including a pool, BBQ area, fire pit, lounge, coffee bar, and package area, offices, conference room, dog wash station, dog run, bike storage, and repair area.



Target completion: Spring 2023



SITE CONTEXT



1. SOUTH VIEW



2. EAST VIEW



3. NORTH VIEW



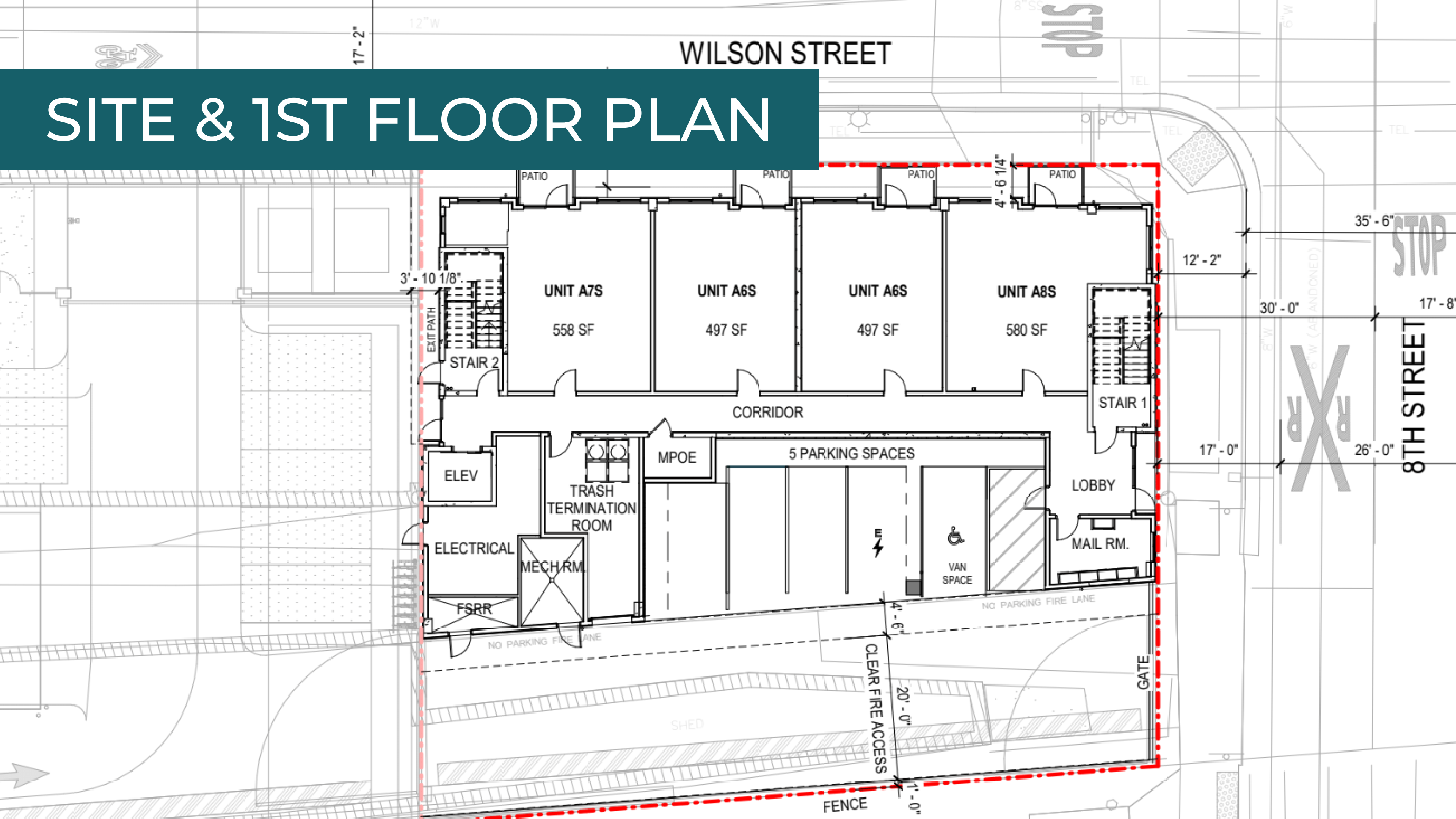
4. WEST VIEW



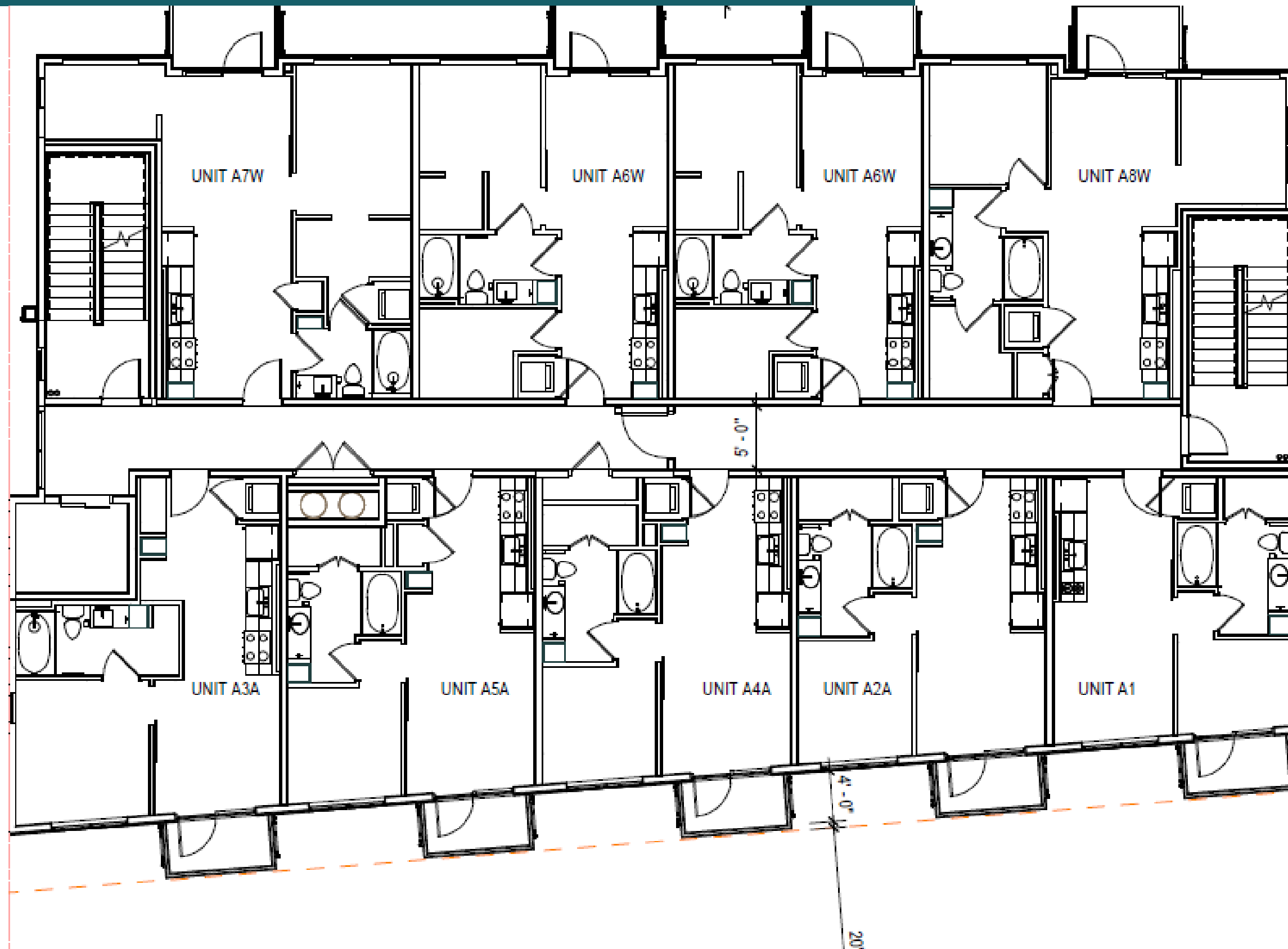
INCORPORATED CHANGES BASED ON COMMUNITY & CITY FEEDBACK

- ① The Electric Vehicle charging station has been relocated to a more central location and adjacent to the accessible parking stall
- ② Extended the stucco material down to ground level at the corner of 8th and Wilson St. to create more continuity on the eastern facade
- ③ Added additional stucco color to the building to provide more color vibrancy
- ④ Modified the window design, introduced a new color, and provided more continuous vertical articulation to break up the southern building façade
- ⑤ Several rooftop condensing units have been relocated to minimize visibility
- ⑥ Additional vertical landscape trellises have been incorporated on the eastern building façade

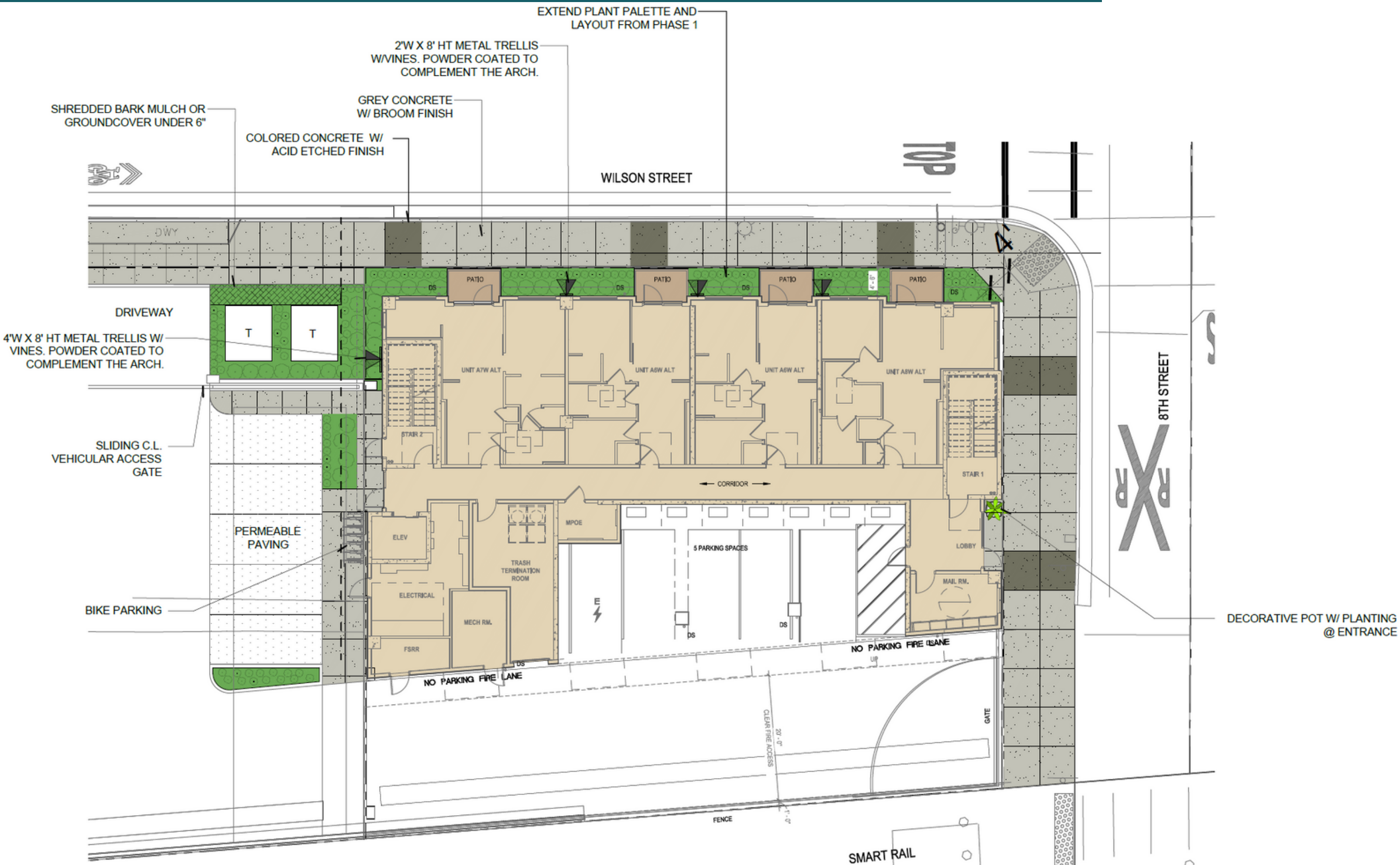
SITE & 1ST FLOOR PLAN



2ND - 5TH FLOOR PLAN



LANDSCAPE SITE PLAN



SHRUBS:

NAME	SIZE	QTY	WUCOLS
ACHILLEA M. 'TERRA COTTA' TERRA COTTA YARROW	1 GAL		LOW
AGAVE ATTENUATA AGAVE	15 GAL		LOW
ALOE STRIATA CORAL ALOE	5 GAL		LOW
CEANOTHUS HEARSTORIUM HEARST CEANOTHUS	1 GAL		LOW
CHONDROPELATUM TECTORUM GIANT CAPE RUSH	5 GAL		LOW
CALAMAGROSTIS ACUTIFOLIA KARL FOERSTER REED GRASS	1 GAL		MOD.
CAREX DIVULSA BERKELEY SEDGE	1 GAL		LOW
DIETES GRANDIFLORA BUTTERFLY IRIS	5 GAL		LOW
DIANELLA CAERULEA CASSA BLUE BLUE FLAX LILY	1 GAL		MOD.
FESTUCA MAIREI ATLAS GRASS	1 GAL		LOW
HEUCHERA MAXIMA ISLAND ALUM ROOT	1 GAL		LOW
IRIS DOUGLASIANA IRIS	1 GAL		LOW
JUNCUS PATENS 'ELKS BLUE' ELKS BLUE RUSH	1 GAL		LOW
LOMANDRA LONGIFOLIA 'BREEZE' DWARF MAT RUSH	1 GAL		LOW
MUHLENBERGIA LINDHEIMERI LINDHEIMER MUHLY	1 GAL		LOW
MYRTUS COMMUNIS 'COMPACTA' DWARF MYRTLE	5 GAL		LOW
RHAMNUS C. 'MOUND SAN BRUNO' DWARF COFFEEBERRY	5 GAL		LOW
SARCOCCA RUSCIFOLIA FRAGRANT SARCOCCA	5 GAL		LOW

VINES:

SYMBOL	NAME	SIZE	QTY	WUCOLS
▼	SOLANUM JASMINOIDES WHITE POTATO VINE	5 GAL	4	Low

POT SCHEDULE:

SYMBOL	NAME	SIZE	QTY	WUCOLS
★	DRACAENA DRACO DRAGON TREE	20 GAL	1	Low
★	VINCA MINOR' DWARF PERIWINKLE	4" POTS	3	Low
★	ASSORTED SUCULENTS'	4" POTS	5	Low

AERIAL VIEW



STREET VIEW 1

SOUTH WEST CORNER



STREET VIEW 2

NORTH EAST CORNER



BUILDING ELEVATIONS



EAST ELEVATION



NORTH ELEVATION

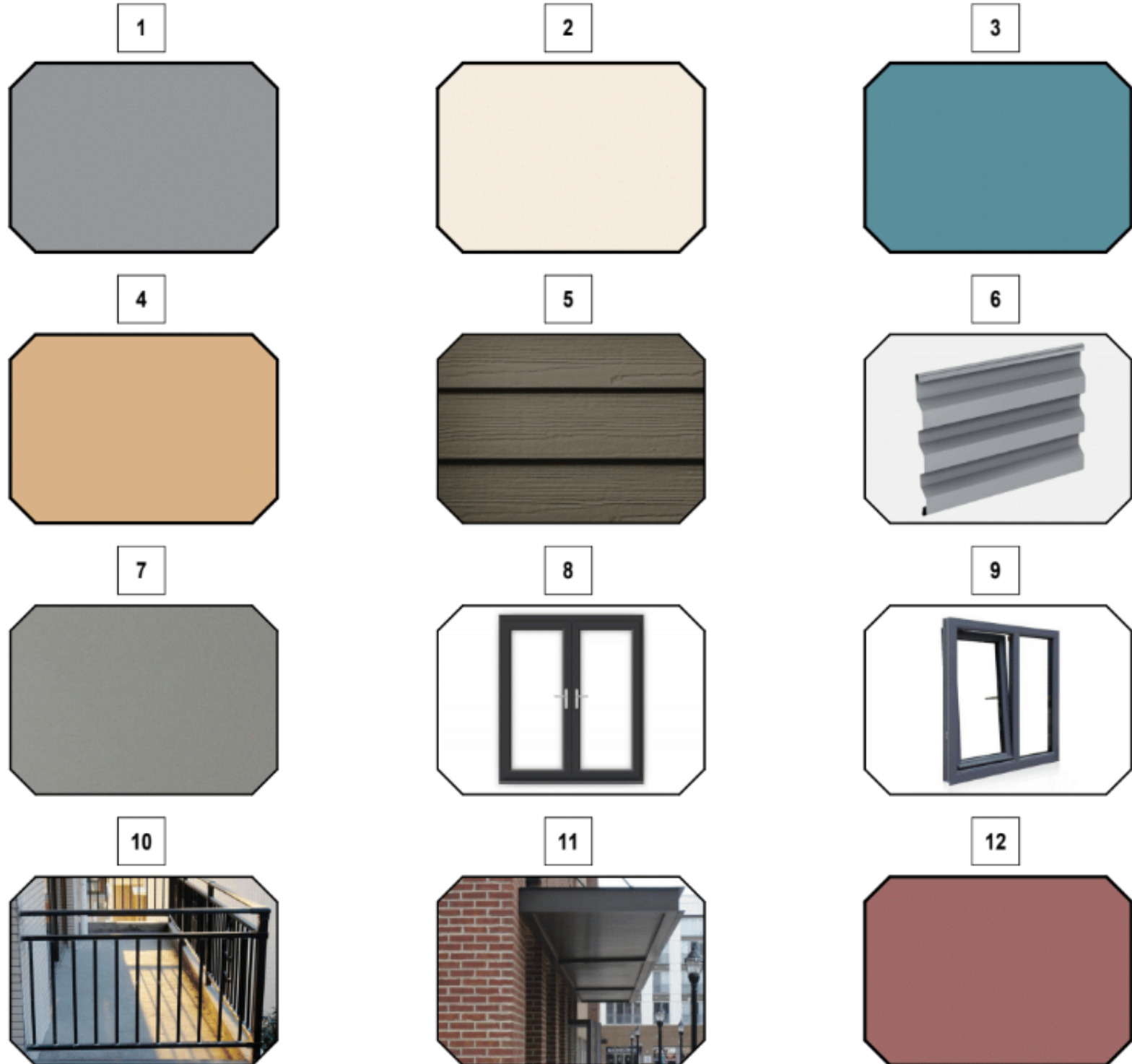
BUILDING ELEVATIONS



SOUTH ELEVATION

WEST ELEVATION

BUILDING MATERIALS



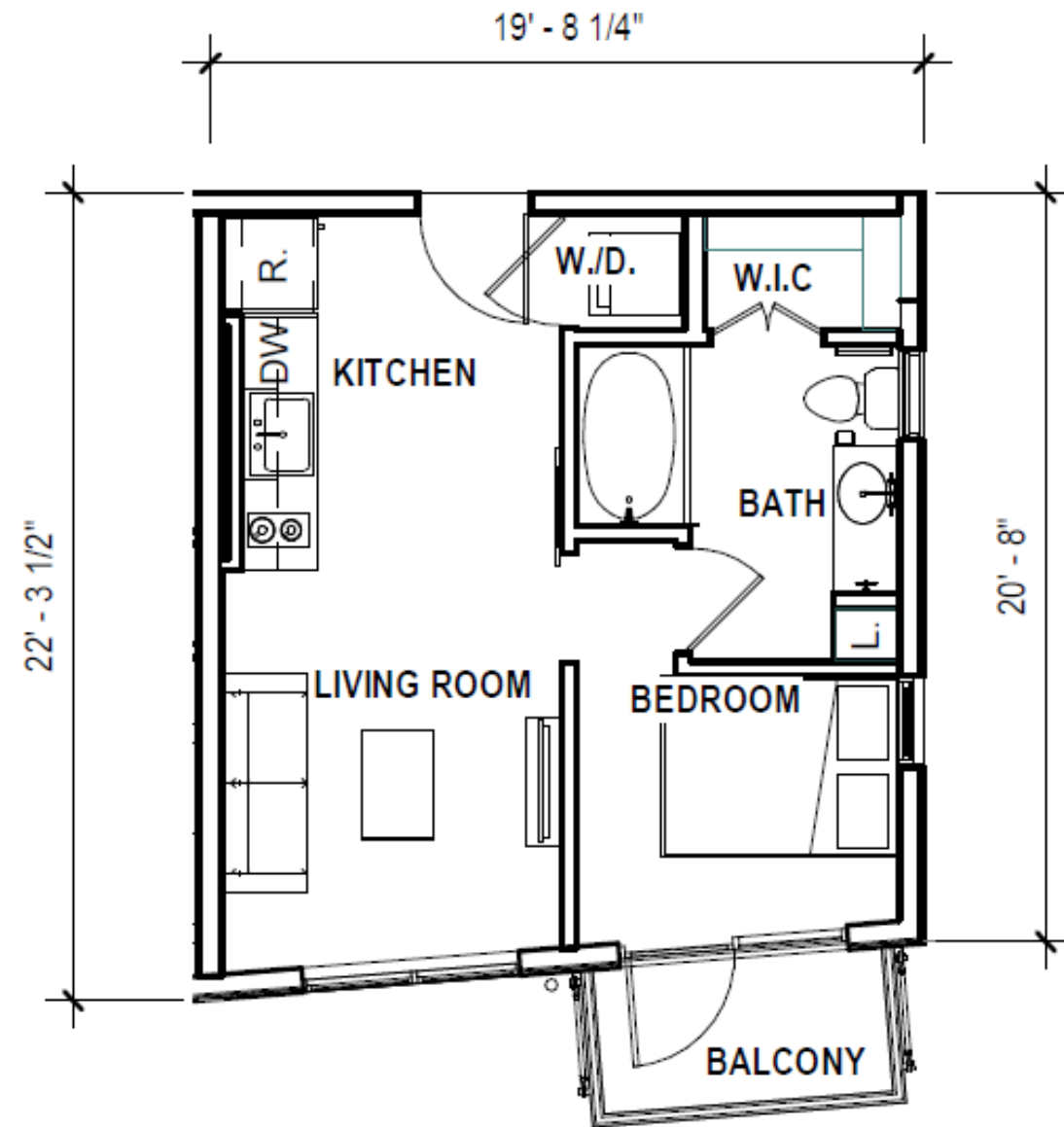
1	STUCCO 16/20 POINT FINISH GRAY COLOR
2	STUCCO 16/20 POINT FINISH LIGHT BEIGE COLOR
3	STUCCO 16/20 POINT FINISH TEAL COLOR
4	STUCCO 16/20 POINT FINISH LARKSPUR COLOR
5	LAP FIBER BOARD SAGE BROWN COLOR
6	RIBBED METAL PANEL SAGE BROWN COLOR
7	FLAT METAL PANEL GREY COLOR
8	VINYL DOOR BLACK COLOR
9	VINYL WINDOW BLACK COLOR
10	METAL BALCONY BLACK COLOR
11	METAL CANOPY DARK GRAY
12	STUCCO 16/20 POINT FINISH RED ROCK



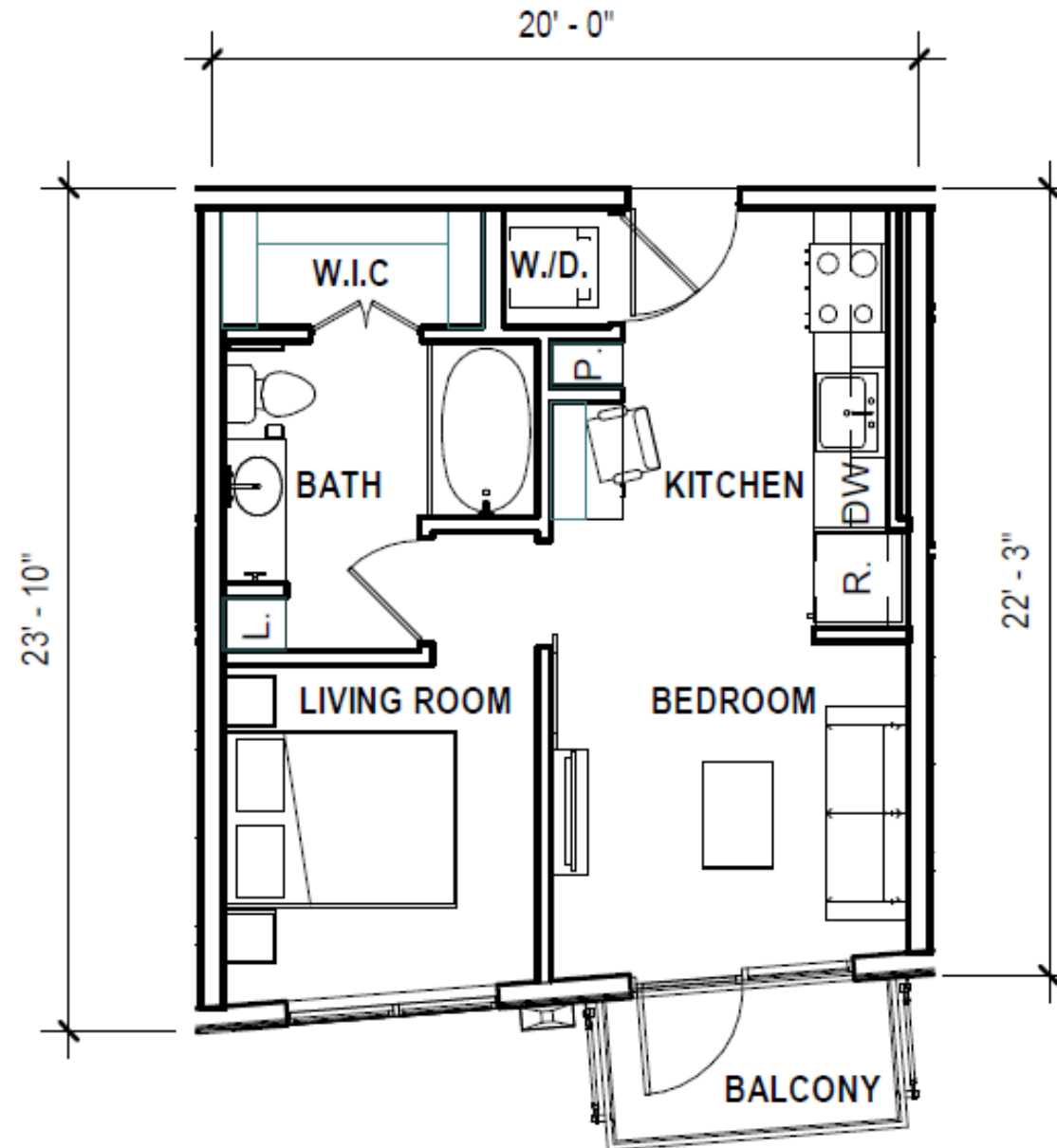
UNIT MIX

UNIT ID	Bedrooms	Bathrooms	UNIT SIZE	LEVEL					Total
				1st	2nd	3rd	4th	5th	
A1W	1	1	413	-	1	1	1	1	4
A2W	1	1	459	-	1	1	1	1	4
A3W	1	1	501	-	1	1	1	1	4
A4W	1	1	471	-	1	1	1	1	4
A5W	1	1	490	-	1	1	1	1	4
A6W	1 bed & Office	1	544	-	2	2	2	2	8
A6S	1 bed & Office	1	543	2	-	-	-	-	2
A7W	1 bed & Office	1	605	-	1	1	1	1	4
A7S	1 bed & Office	1	604	1	-	-	-	-	1
A8W	1 bed & Office	1	630	-	1	1	1	1	4
A8S	1 bed & Office	1	631	1	-	-	-	-	1
				4	9	9	9	9	40

UNIT FLOOR PLANS

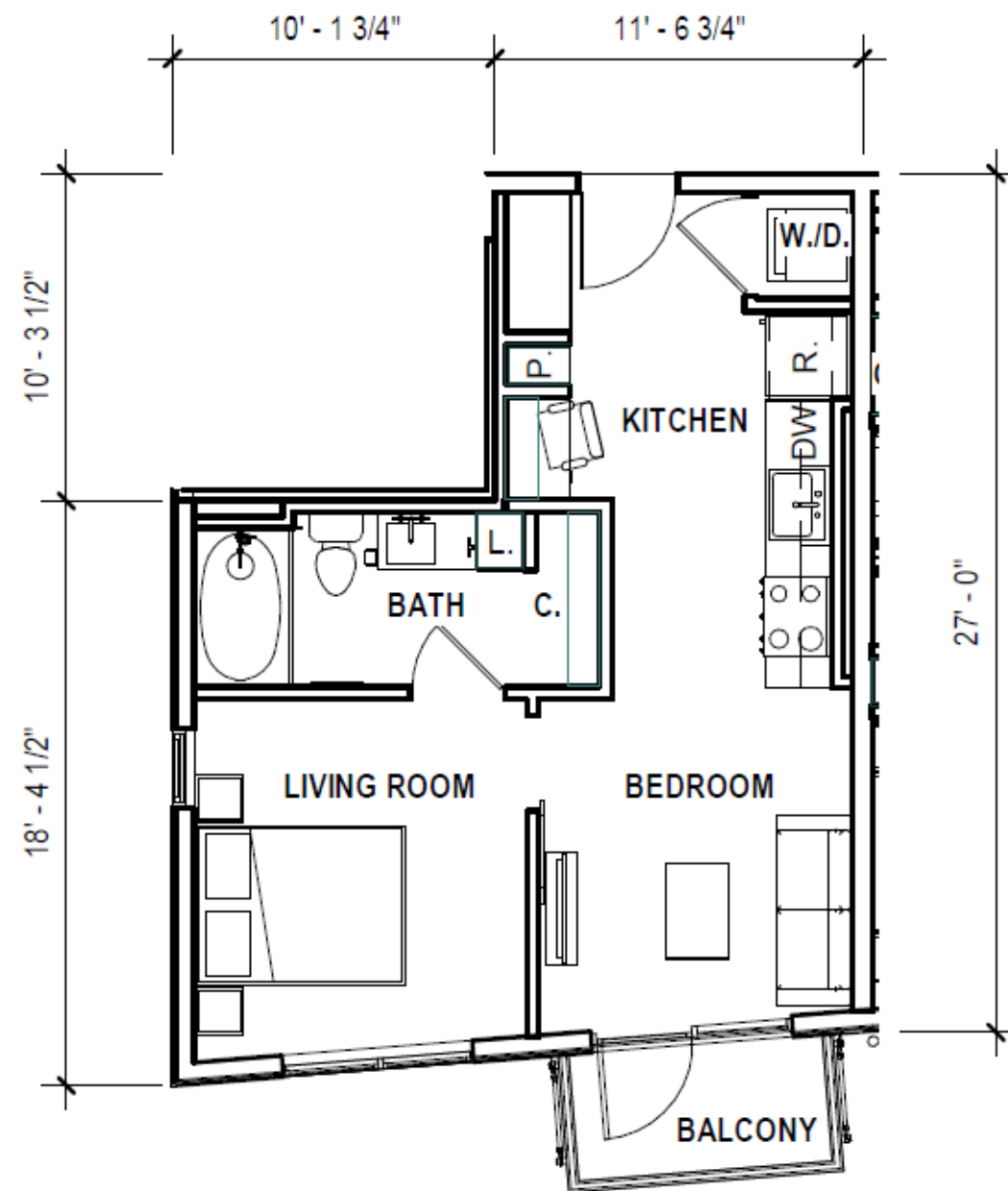


UNIT A1W

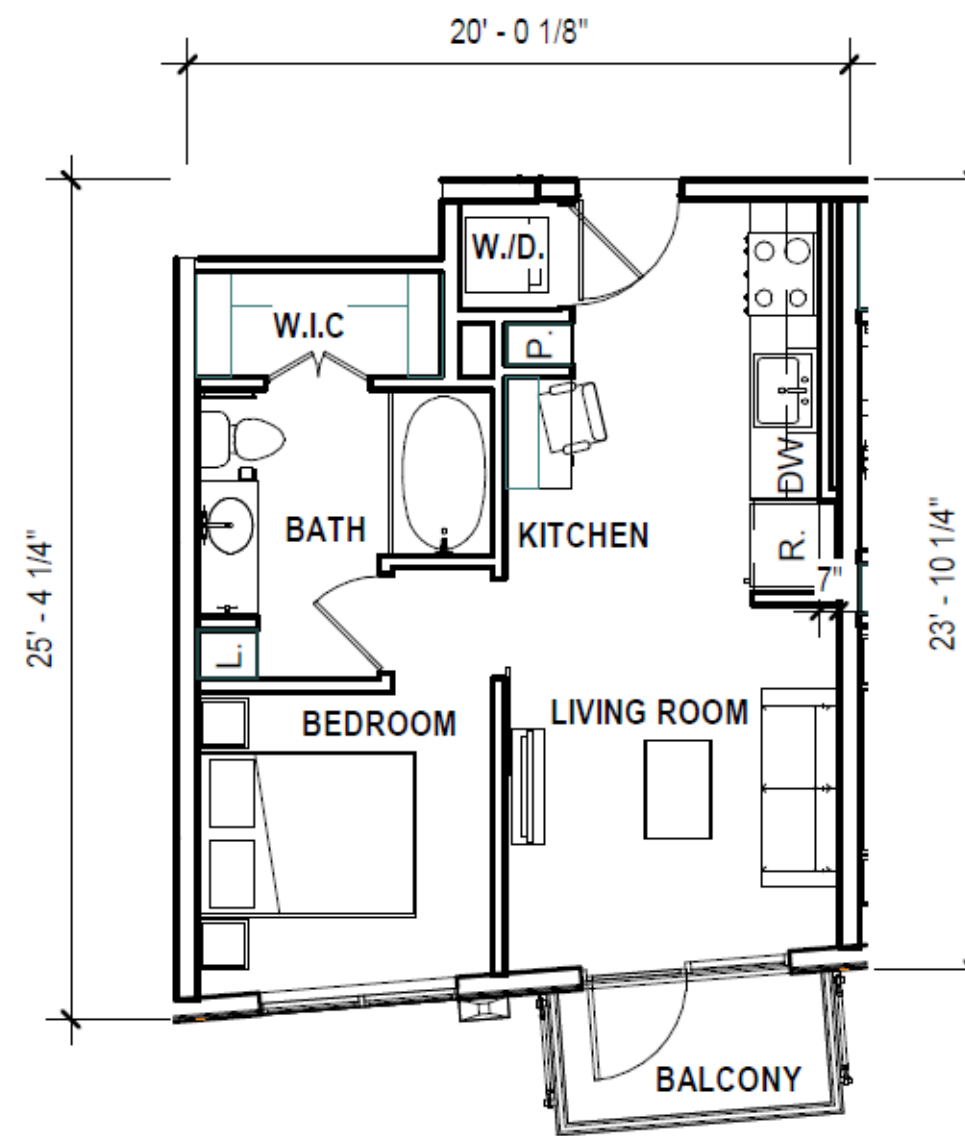


UNIT A2W

UNIT FLOOR PLANS

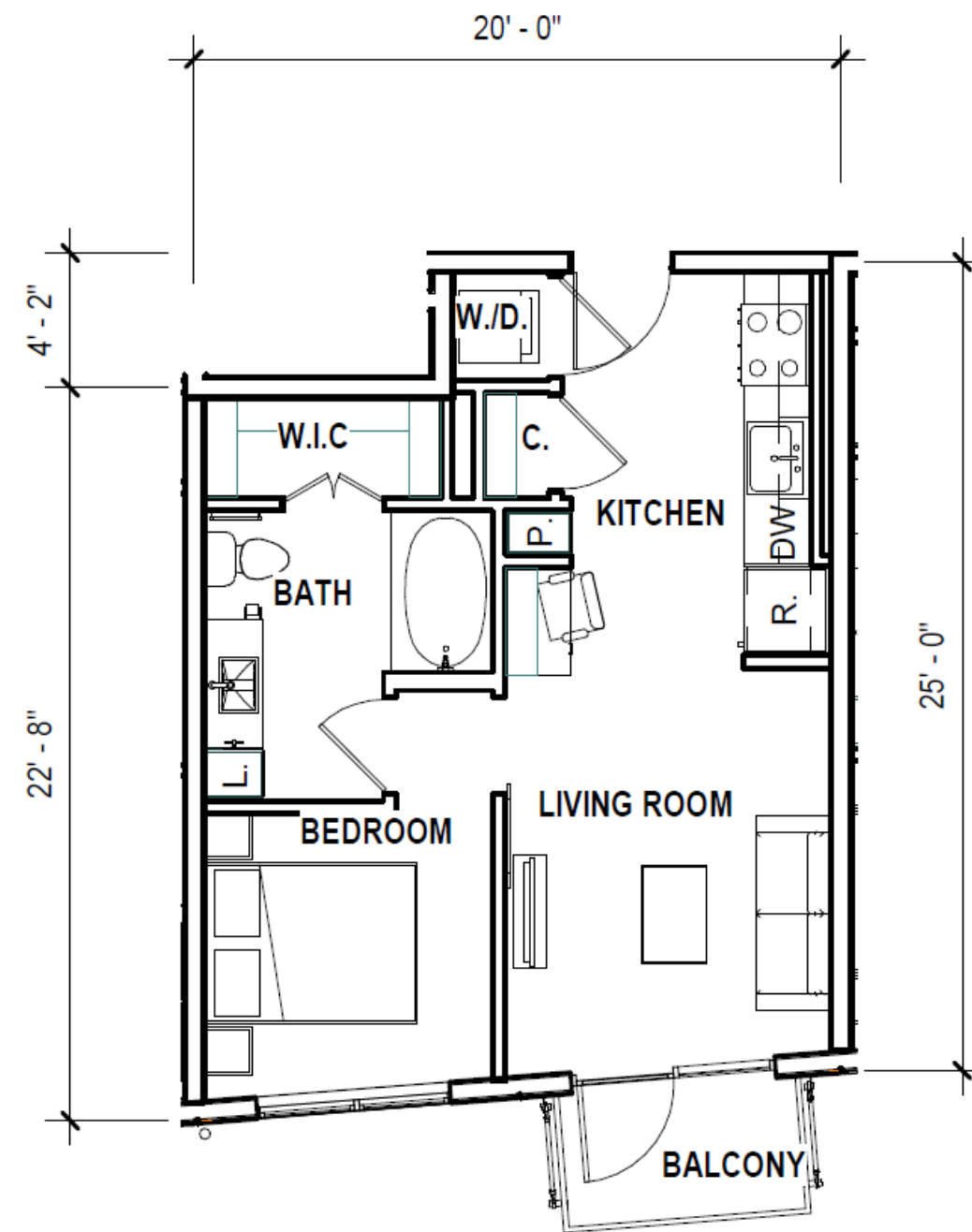


UNIT A3W

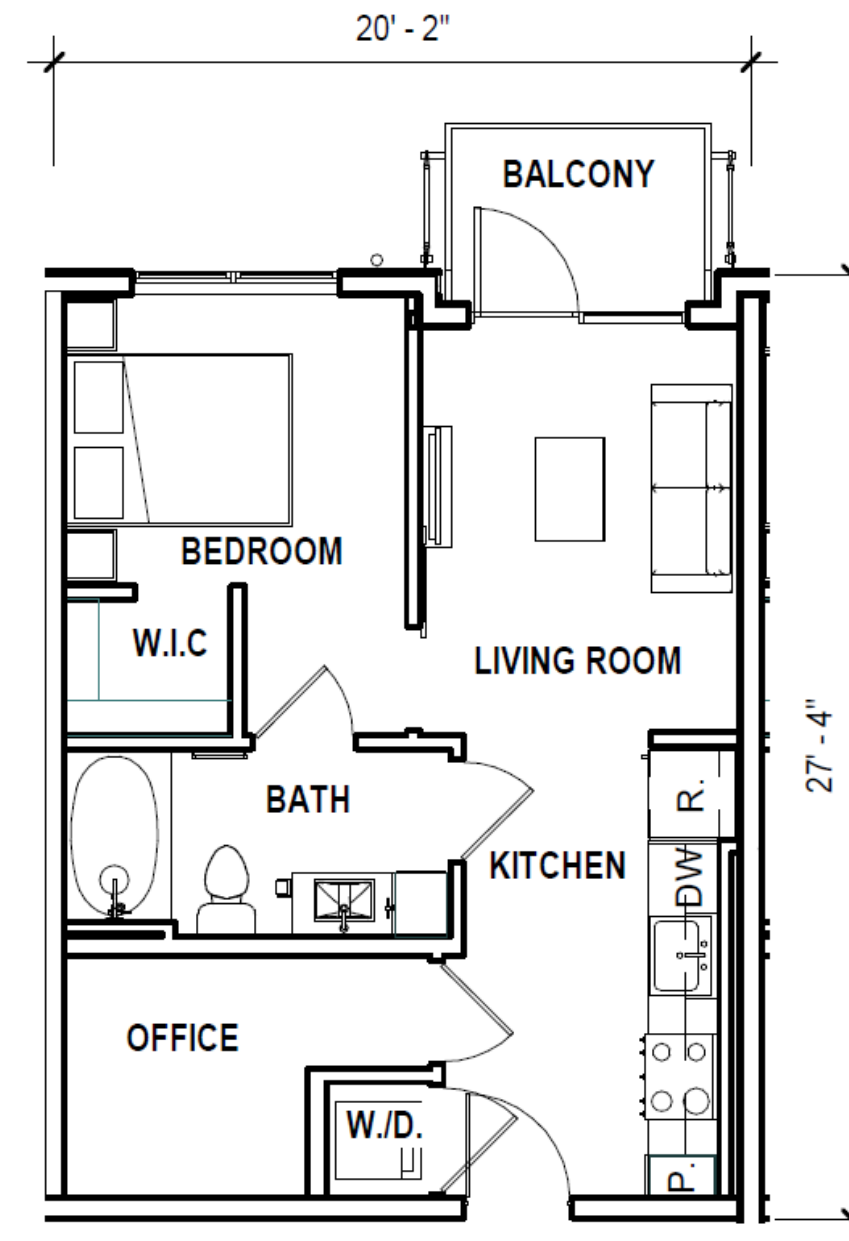


UNIT A4W

UNIT FLOOR PLANS

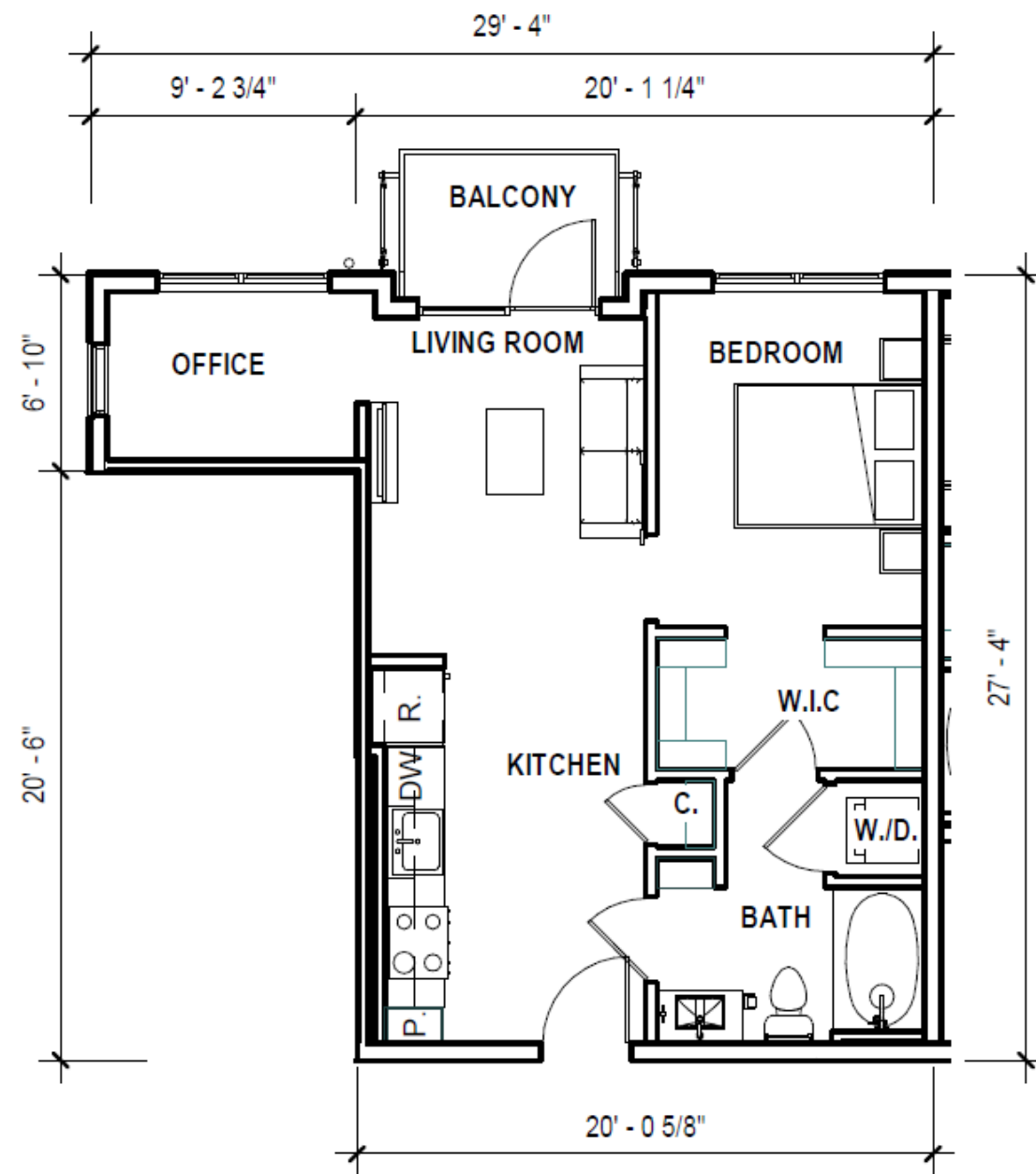


UNIT A5W

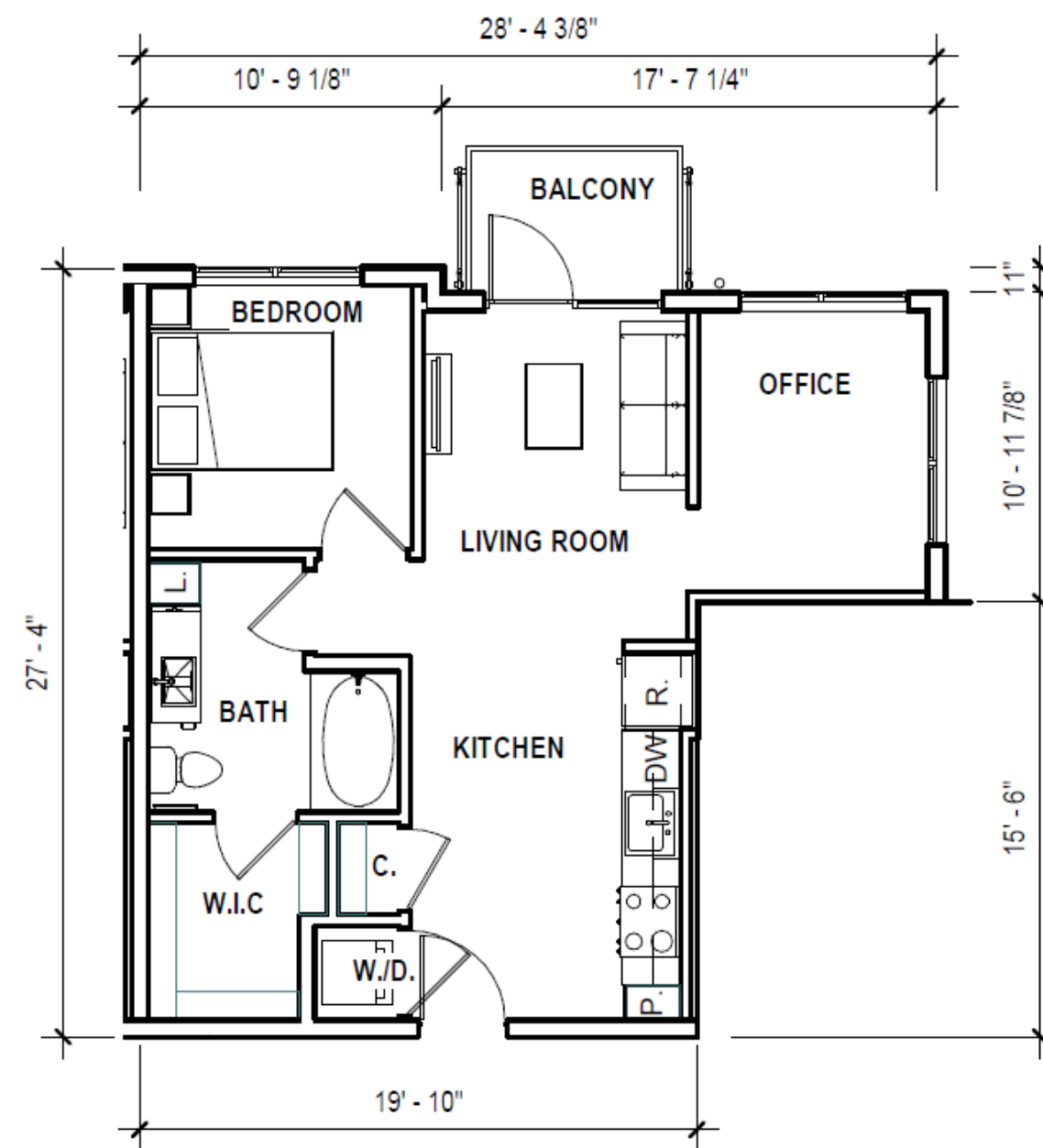


UNIT A6W

UNIT FLOOR PLANS

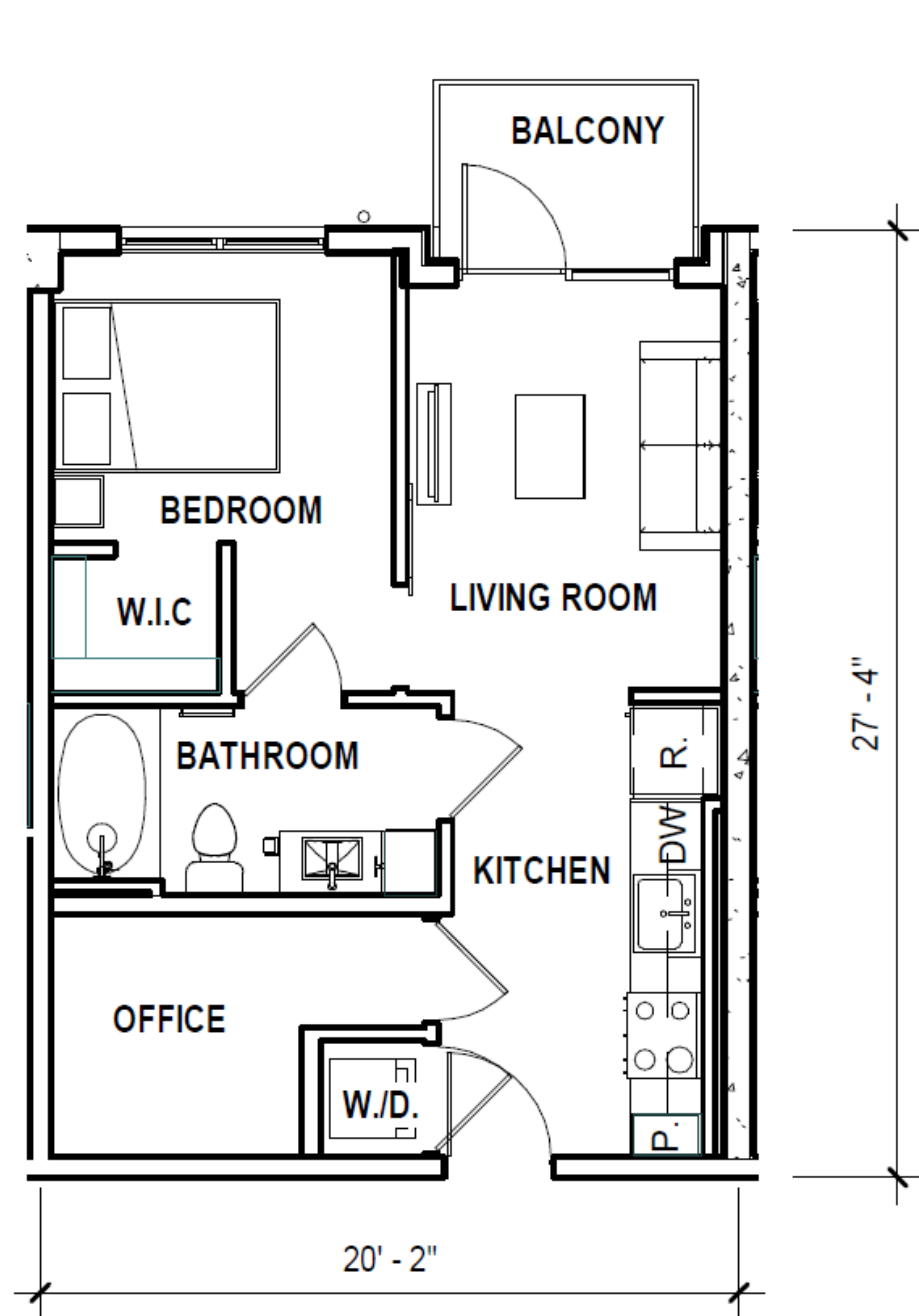


UNIT A7W

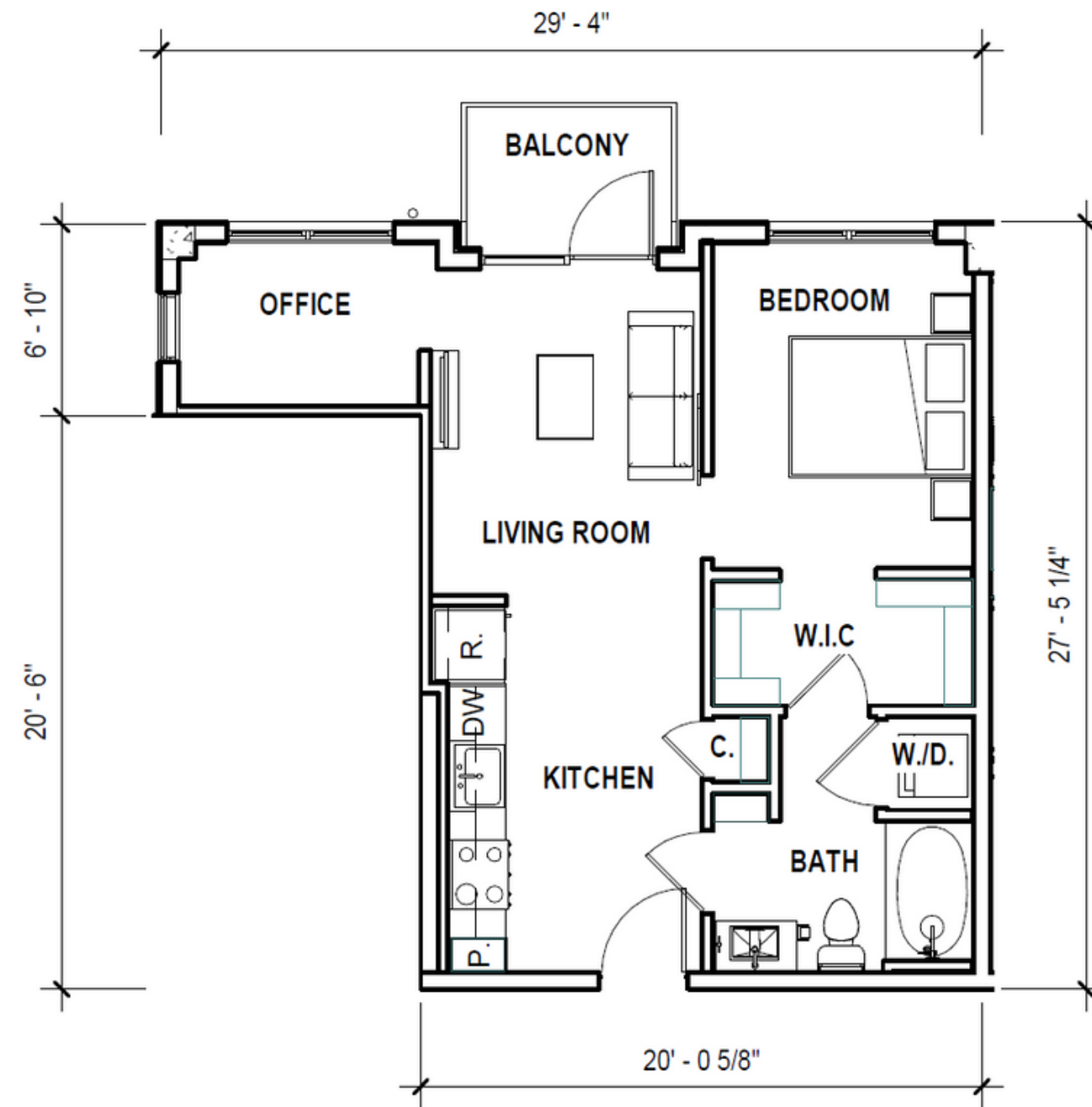


UNIT A8W

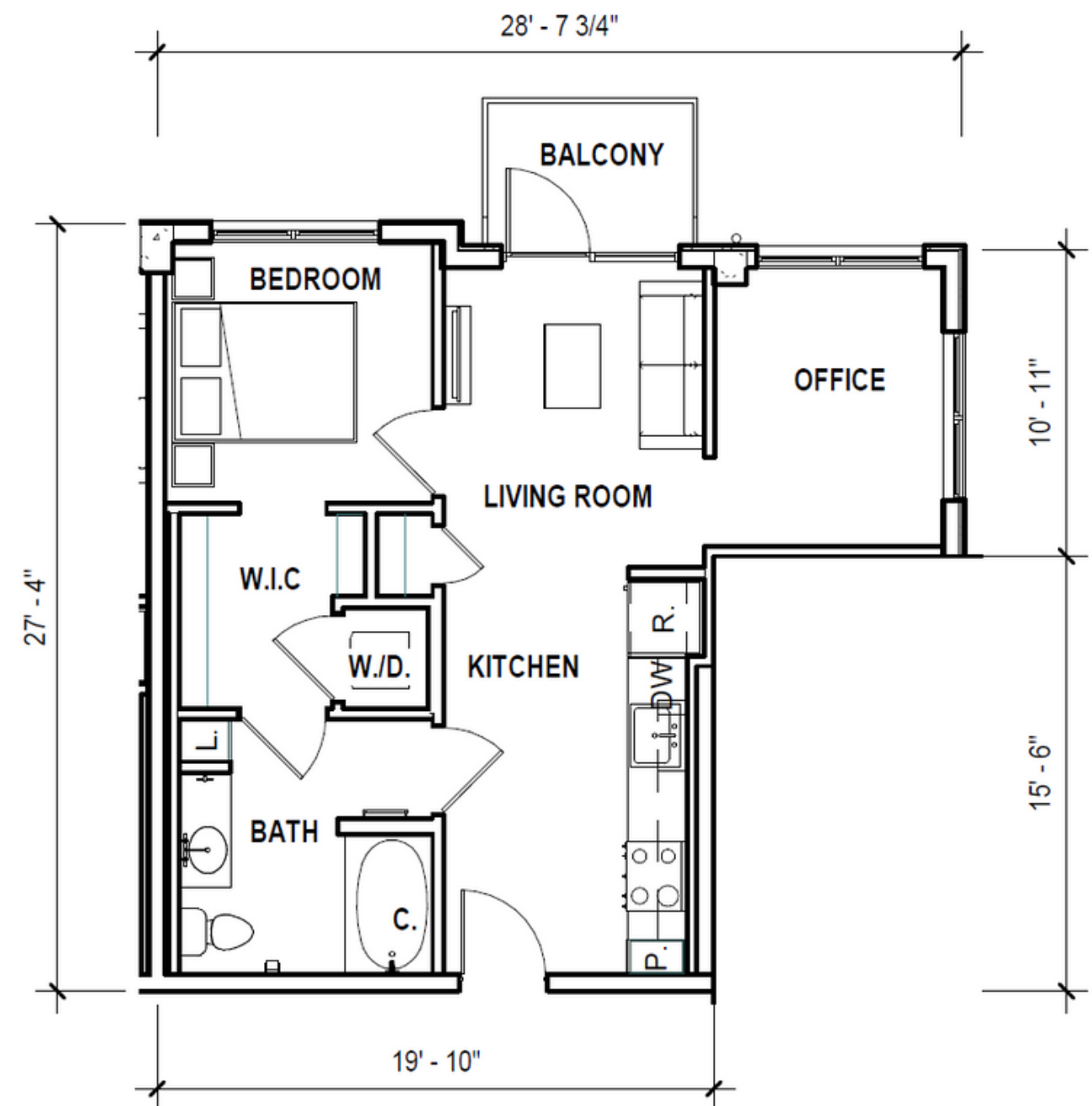
UNIT FLOOR PLANS



UNIT A6S



UNIT A7S



UNIT A8S

MARKET



Pullman Building C will be serving residents who make 80% and above of the Areas Median Income (AMI)

WORKFORCE HOUSING *Pullman Building C*



AFFORDABLE *Dutton Flats Apartments*

Income Limits for 2022 (Based on 2022 AMI Income Limits)

	Charts
1 Person	
2 Person	
3 Person	
4 Person	

30.00%	50.00%	60.00%	80.00%	110.00%	120.00%
23,700	39,500	47,400	63,200	86,900	94,800
27,060	45,100	54,120	72,160	99,220	108,240
30,450	50,750	60,900	81,200	111,650	121,800
33,840	56,400	67,680	90,240	124,080	135,360

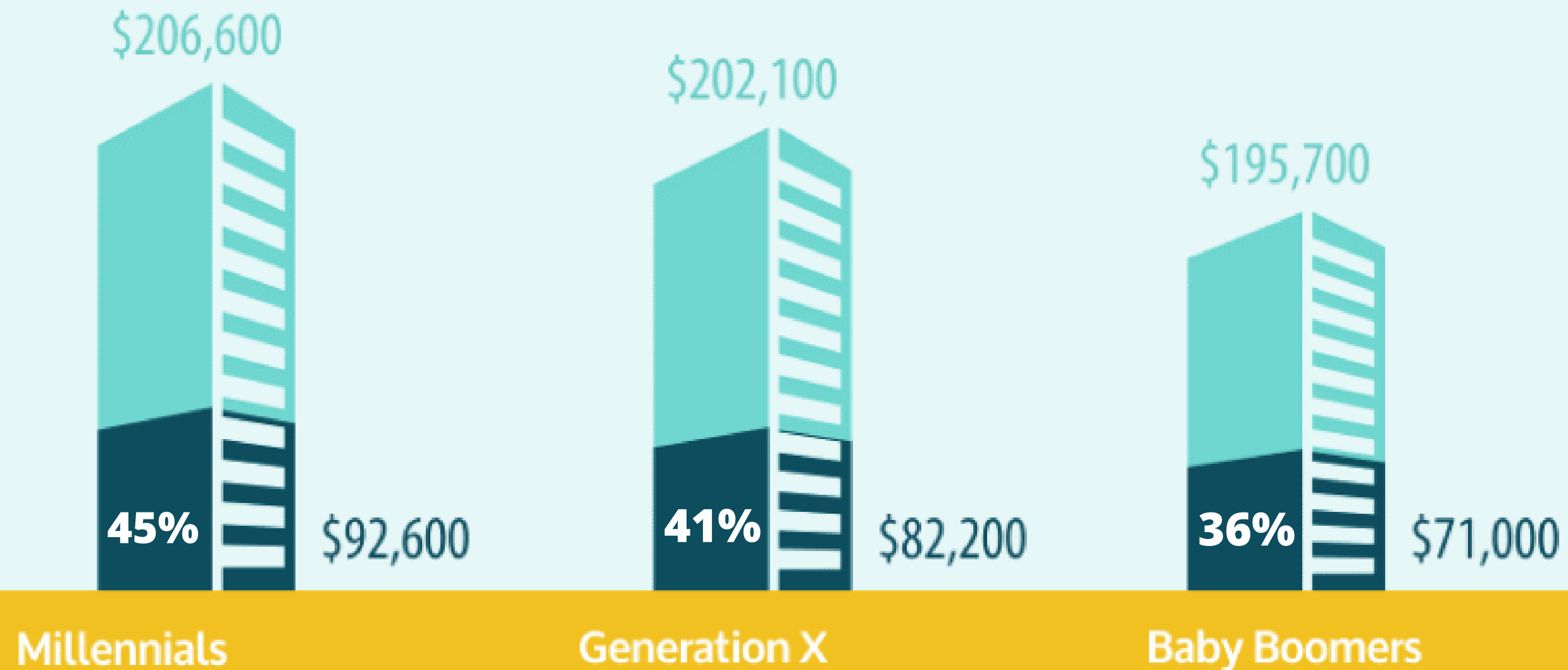
<https://ric.novoco.com/tenant/rentincome/calculator/z4.jsp>

MARKET

Sonoma County Service Workers		ANNUAL (1560 hours)	COMPARE
Sonoma County AMI (family of 4)	\$ 103,300.00		
60% AMI (family of 1) MAX	\$ 48,900.00		\$ 48,900.00
60% AMI (family of 2) MAX	\$ 55,860.00		\$ 55,860.00
Average Service Worker Income/hr	\$16.86	\$26,301.60	
Average TIPS PER DAY	\$ 110.00	\$ 28,600.00	
TOTAL ANNUAL SERVER		\$54,901.60	\$54,901.60
TOTAL ANNUAL SERVER (2)			\$109,803.20
TOTAL ANNUAL SERVER (1.5)			\$82,352.40
RENTS AT PULLMAN. C	RENT PER MONTH	RENT ANNUAL	% OF INCOME
EFFICIENCY	\$ 1,750.00	\$ 21,000.00	38%
1 Bed (1 resident)	\$ 2,150.00	\$ 25,800.00	47%
1 Bed (2 resident)	\$ 2,150.00	\$ 25,800.00	23%
2 Bed (2 resident)	\$ 2,260.00	\$ 27,120.00	25%
2 Bed (2 resident) 1 1/2 TIME	\$ 2,260.00	\$ 27,120.00	33%

MARKET

Total median income vs. total rent paid for an 8-year period (ages 22 to 30)



Based on U.S. Census Bureau data

Brought to you by **RENTCafé**

https://www.multifamilyexecutive.com/property-management/demographics/rentcafe-millennials-spend-45-of-their-income-on-rent_o

LOCATION, LOCATION, LOCATION

Pullman is located in the West End Neighborhood and is only blocks away from downtown and Railroad Square.

There are numerous other shopping options accessible within minutes along Highway 101. Here are some notable local amenities:

- 1) Deturk Round Barn Park
- 2) Light Rail Station
- 3) Historic Railroad Square
- 4) Santa Rosa Plaza
- 5) Prince Memorial Greenway
- 6) Coddington Mall

WALK SCORE
90

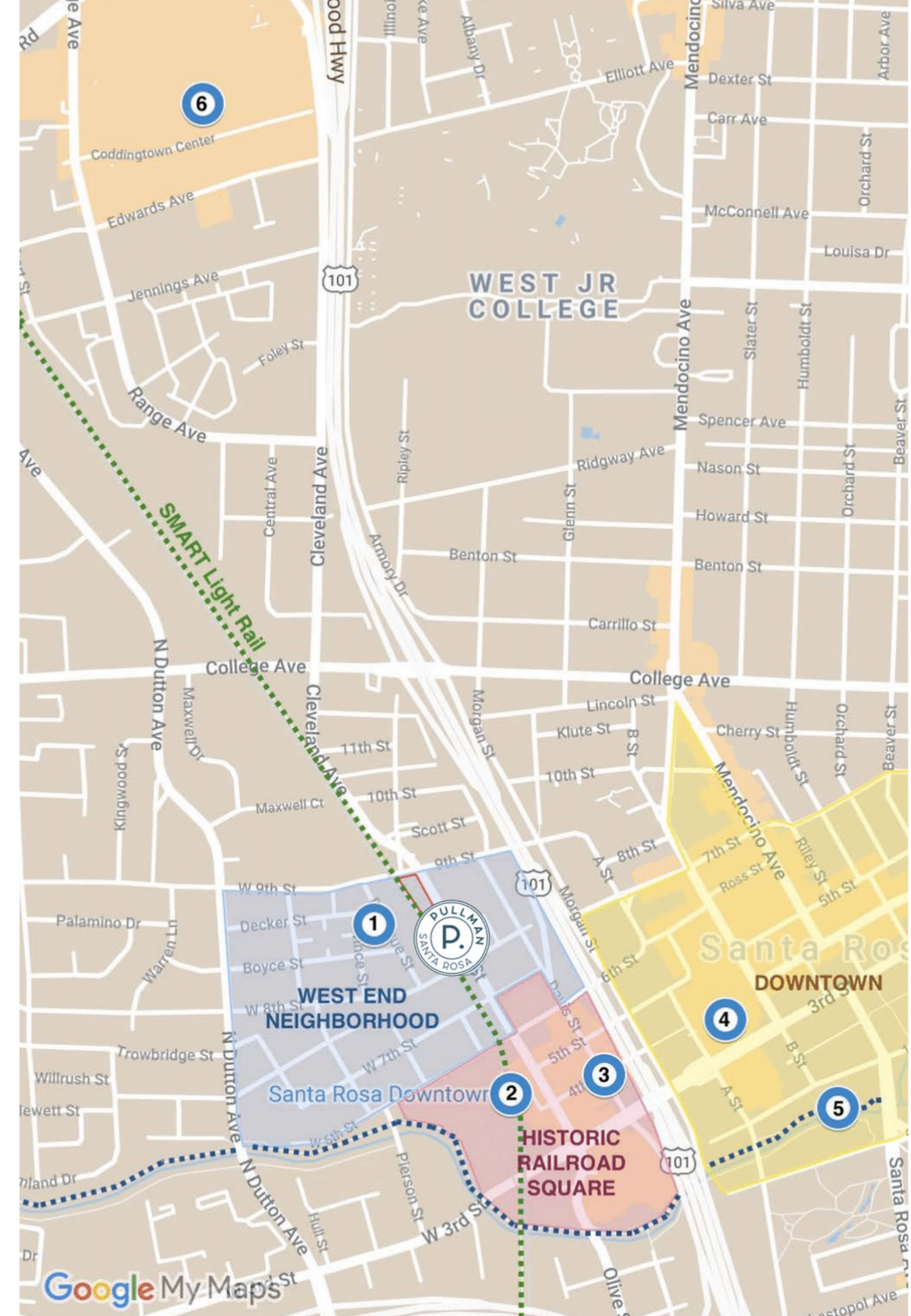
Walker's Paradise
Daily errands do not require a car

TRANSIT SCORE
47

Some Transit
Nearby public transportation options

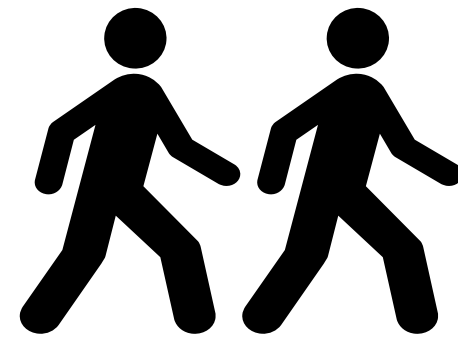
BIKE SCORE
81

Very Bikeable
Biking is convenient for most trips



TRANSPORTATION

Transit-Oriented Development (TOD) is defined as walkable higher-density development within walking distance of a transit facility. It is designed to make public transit successful, enhance the convenience and safety of walking or bicycling and provide for a vibrant livable community.



<https://www.completecommunitiesde.org/planning/complete-streets/tod/>



PARKING

1

Millennials who are the largest of our current workforce are rejecting car ownership as walkable neighborhoods and ride-hailing apps have made car ownership optional.

Used car prices are up nearly 40% during the pandemic

Change in prices since March 1, 2020

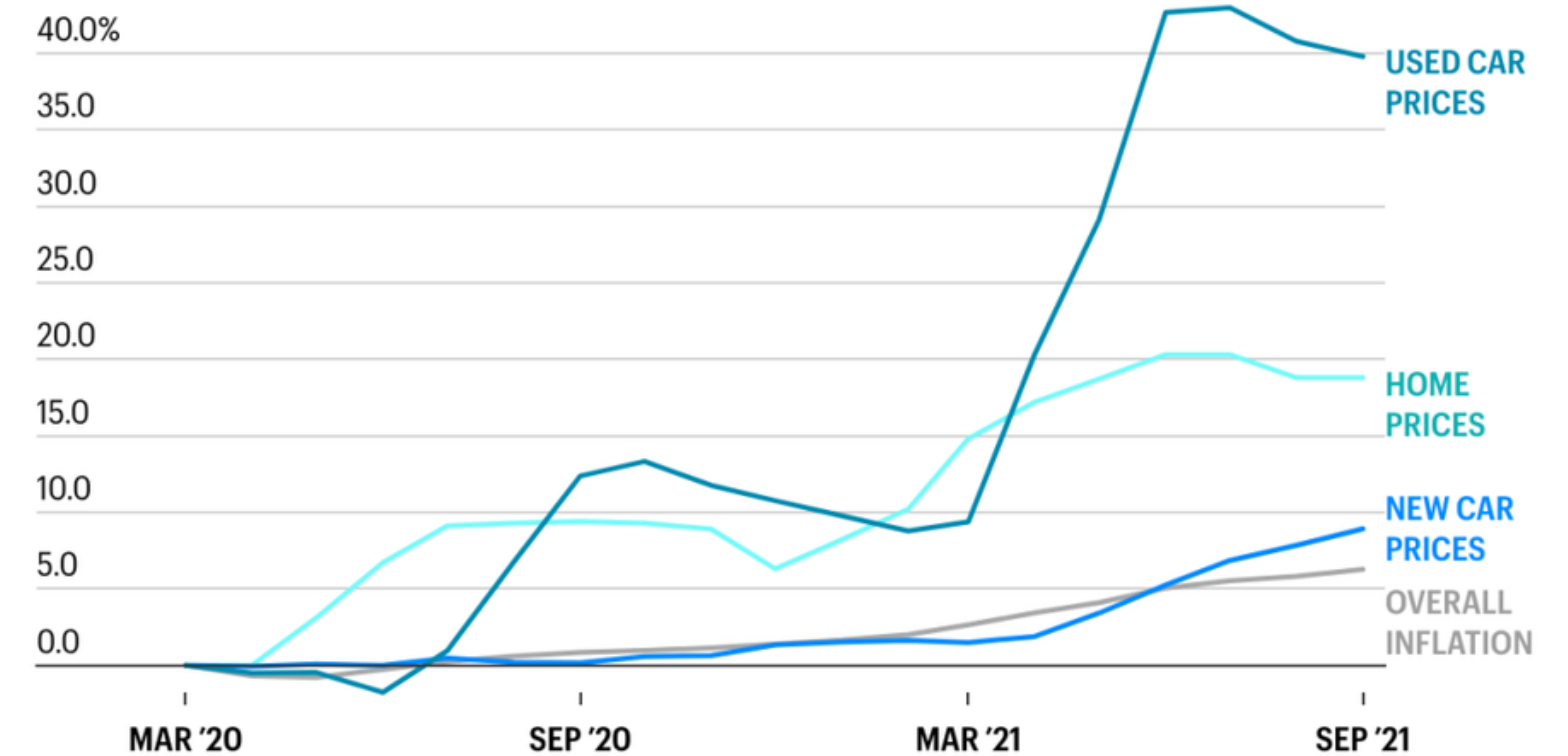


CHART: LANCE LAMBERT • SOURCE: U.S. BUREAU OF LABOR STATISTICS, REALTOR.COM

FORTUNE

PARKING

Cost of Owning a Vehicle			1/12/2022
	Avg Cost of New Car	Avg Cost of Used Car	Server Worker Income
Per NPR 12/19/21	\$ 44,000.00	\$ 30,000.00	\$ 54,605.00
Cost per Month at 4%, 60 Month AMI	\$ 808.00	\$ 550.00	
Annual Cost of Loan	\$ 9,696.00	\$ 6,600.00	
Cost of Gas per vehicle (4/21) (\$2.00/ gal)	\$ 3,000.00	\$ 3,000.00	
Gas inflation (\$4.00)	\$ 3,000.00	\$ 3,000.00	
Avg Cost per Vehicle Ins	\$ 3,000.00	\$ 3,000.00	
Annual Vehicle Expense	\$ 18,696.00	\$ 15,600.00	\$ 54,605.00
Percentage of Gross Inc	34%	29%	

PARKING

2

Parking is a major cause of urban sprawl and often oversupplied at Transit-Oriented Developments

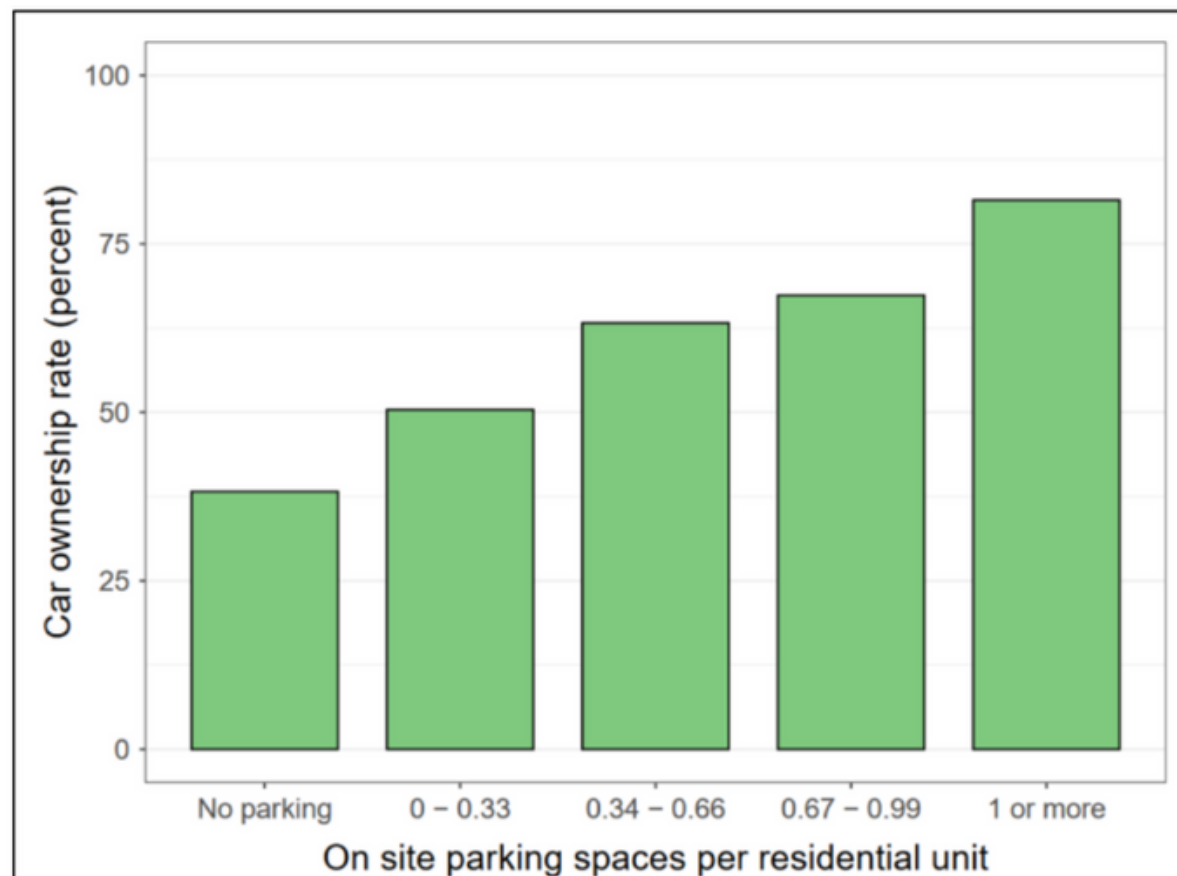


Image: Millard-Ball, West, Rezaei and Desai. Used with permission.

- Excessive parking incentivizes driving and works against the purpose of TOD
- Land in proximity of a transit station is the most valuable and holds most potential for housing and retail and much of this prime real estate is wasted on parking.
- 36% of the City of Phoenix's metro area is reserved for parking

PARKING



The average space per unit within an urban setting is 0.74 spaces per unit

- Pullman Phase II (Bld C) includes 5 on-site parking spaces
- Pullman Phase I (Bld A & B) includes 60 on-site parking spaces, including 5 motorcycle spaces
- Wilson Street will be widened to include 19 more public parking spaces
- The Pullman project will have a ratio of **0.74 spaces per unit**

RESOURCES

WalkScore - <https://www.walkscore.com/score/701-wilson-st-santa-rosa-ca-95401>

Income Limits - <https://ric.novoco.com/tenant/rentincome/calculator/z4.jsp>

Location Insights - Google Maps

Market Information - https://www.indeed.com/career/server/salaries/Sonoma-County--CA?from=top_sb

Market Information -

https://datausa.io/profile/geo/santa-rosa-ca#category_occupations

<https://finty.com/sg/millennial-spending-saving-habits/>

<https://www.forbes.com/sites/blakemorgan/2019/01/02/nownership-no-problem-an-updated-look-at-why-millennials-value-experiences-over-owning-things/?sh=26b2c758522f>

<https://teamstage.io/millennials-in-the-workplace-statistics/>

Railroad Square - <https://www.railroadsquare.net/>

Downtown Santa Rosa - <https://www.downtownsantarosa.org/>

CityBus - <https://srcity.org/1661/Maps-and-Timetables>

SMART Train - <https://www.sonomamarintrain.org/schedules-fares>

Parking & Transportation -

https://ppms.trec.pdx.edu/media/project_files/Trip_and_parking_generation_at_TODs_ewing_et_al_2016_Landscape_and_Urban_Planning.pdf

<https://pdxshoupistas.com/parking-is-often-over-supplied-at-transit-oriented-development/>

<https://usa.streetsblog.org/2021/02/10/study-yes-more-parking-does-put-more-cars-on-the-road/>

<https://www.bizjournals.com/sanfrancisco/news/2017/07/27/parking-crashes-against-reality-cre-q3-2017.html>

https://www.cnt.org/sites/default/files/publications/DR1_TRB_DC%20Multifamily%20Parking%20Utilization.pdf

https://www.cnt.org/sites/default/files/publications/DR1_TRB_DC%20Multifamily%20Parking%20Utilization.pdf

https://arlingtonva.s3.dualstack.us-east-1.amazonaws.com/wp-content/uploads/sites/31/2017/03/NAIOP_presentation_handout_0322.pdf

<https://fortune.com/2021/11/01/used-car-prices-high-carmax-2021/>

<https://www.pbs.org/newshour/show/prices-for-new-and-used-cars-skyrocket-leading-up-to-the-holidays>

https://www.multifamilyexecutive.com/property-management/demographics/rentcafe-millennials-spend-45-of-their-income-on-rent_o



*Thank
you!*