

CASA ROSELAND
CITY COUNCIL MEETING
08/03/2021



MidPen Housing

Building Communities. Changing Lives.

Our mission is to provide safe, affordable housing of high quality to those in need and to establish stability and opportunity in the lives of residents.

We build create great communities by:

Developing Beautiful Homes - Quality of the environment matters for quality of life.

Being Good Neighbors - We self manage to create great living environments.

Empowering Residents - Advance lives by investing in people through strategic services.



Casa Roseland is part of the larger master development **Tierra de Rosas** and will provide 75 affordable apartment homes constructed on a 1.53-acre parcel in the Roseland neighborhood of Santa Rosa. MidPen Housing is proud to act as the affordable housing developer. This development will address the acute shortage of high-quality affordable housing in Sonoma County. **Casa Roseland** is comprised of 24 one-bedroom, 31 two-bedroom, and 20 three-bedroom units to serve individuals and families with income levels no greater than 60% Area Median Income.

Casa Roseland es parte del desarrollo principal más grande, **Tierra de Rosas** y proporcionará 75 apartamentos asequibles construidos en una parcela de 1.53 acres en el vecindario Roseland de Santa Rosa. MidPen Housing se enorgullece de actuar como desarrollador de viviendas asequibles. Este desarrollo abordará la grave escasez de viviendas asequibles de alta calidad en el condado de Sonoma. **Casa Roseland** se compone de 24 unidades de una habitación, 31 de dos habitaciones y 20 de tres habitaciones para servir a individuos y familias con niveles de ingresos que no superen el 60% del ingreso medio del área.





Master Site Plan / Plan Maestro



Casa Roseland





Casa Roseland



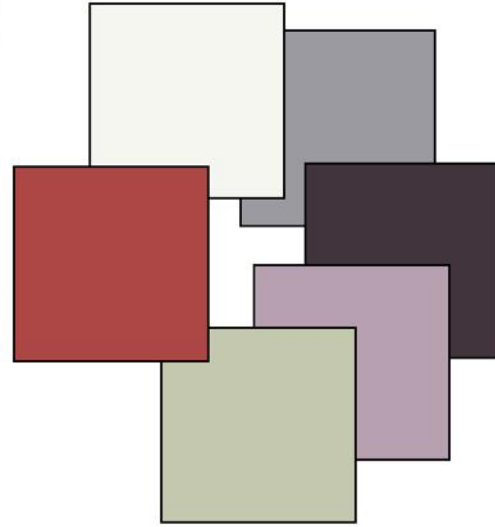


Building Colors and Patterns / Colores y Motivos para el Edificio

MAIN BUILDING CORNER



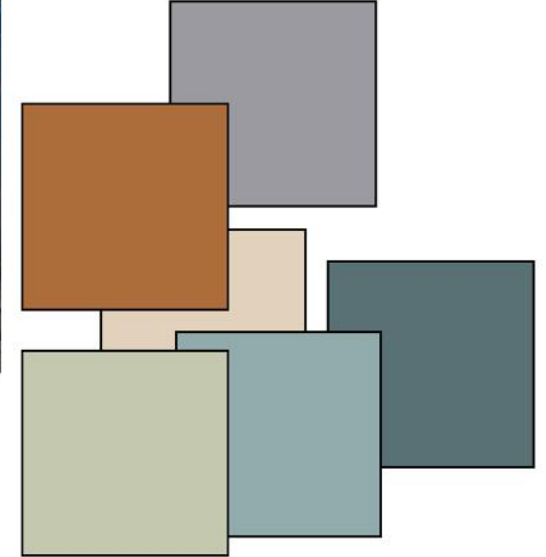
EXTERIOR COLORS: OPTION #1



MAIN BUILDING CORNER



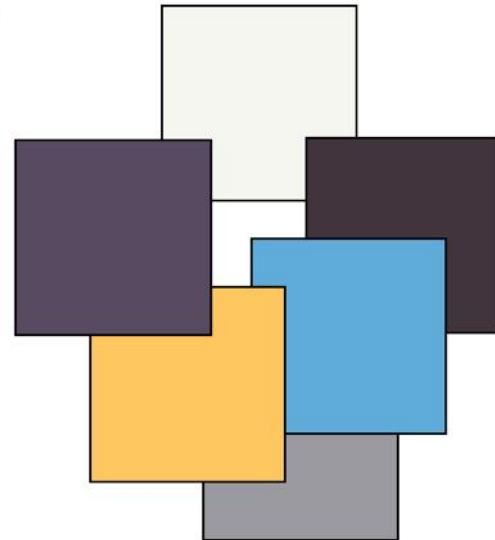
EXTERIOR COLORS: OPTION #2



MAIN BUILDING CORNER



EXTERIOR COLORS: OPTION #3



PERFORATED METAL PANELS: PATTERN OPTIONS FOR BALCONY RAILINGS & SUNSHADES

GEOMETRIC SHAPES:

OPTION #1



OPTION #3



OPTION #2



OPTION #4

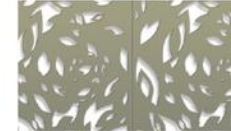


ORGANIC SHAPES:

OPTION #5



OPTION #7



OPTION #6



OPTION #8



BALCONY RAILING EXAMPLE IMAGE

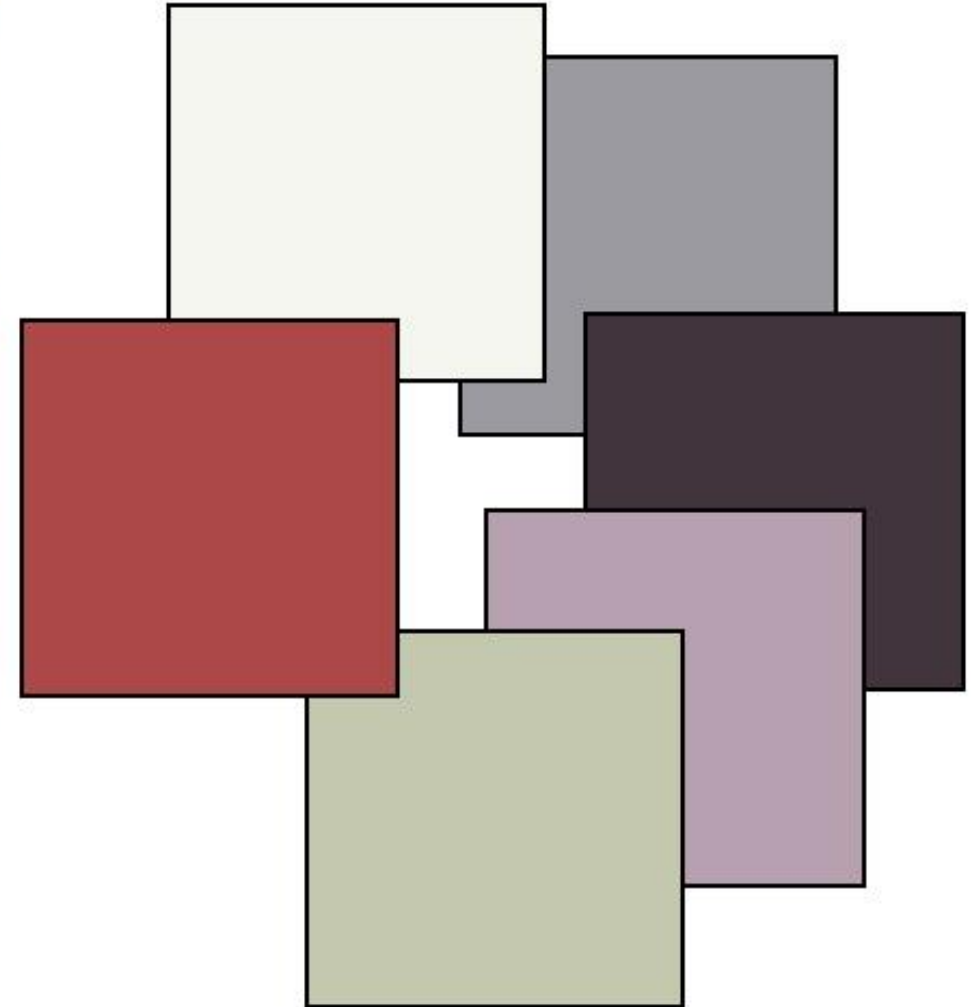


Building Colors and Patterns / Colores y Motivos para el Edificio

MAIN BUILDING CORNER

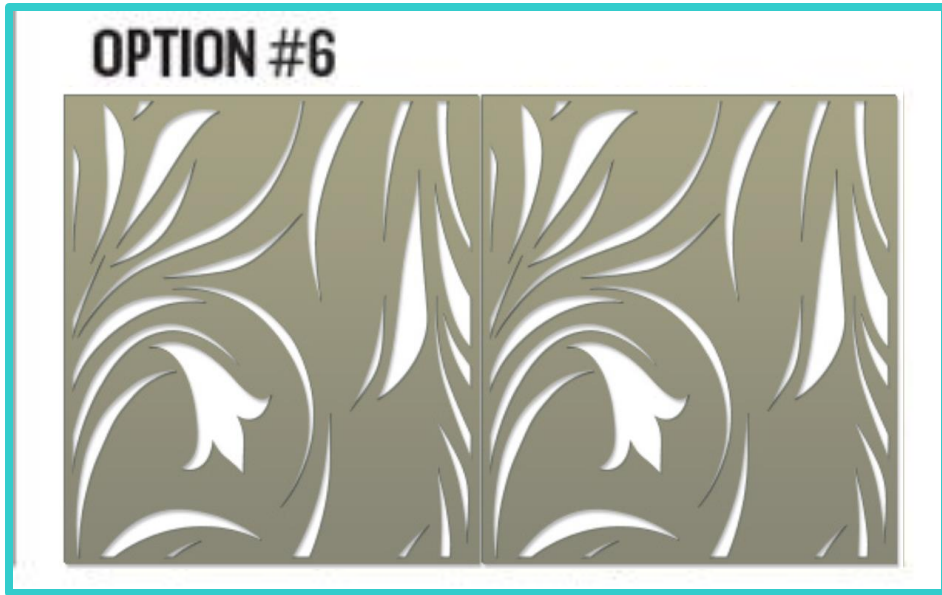


EXTERIOR COLORS: OPTION #1



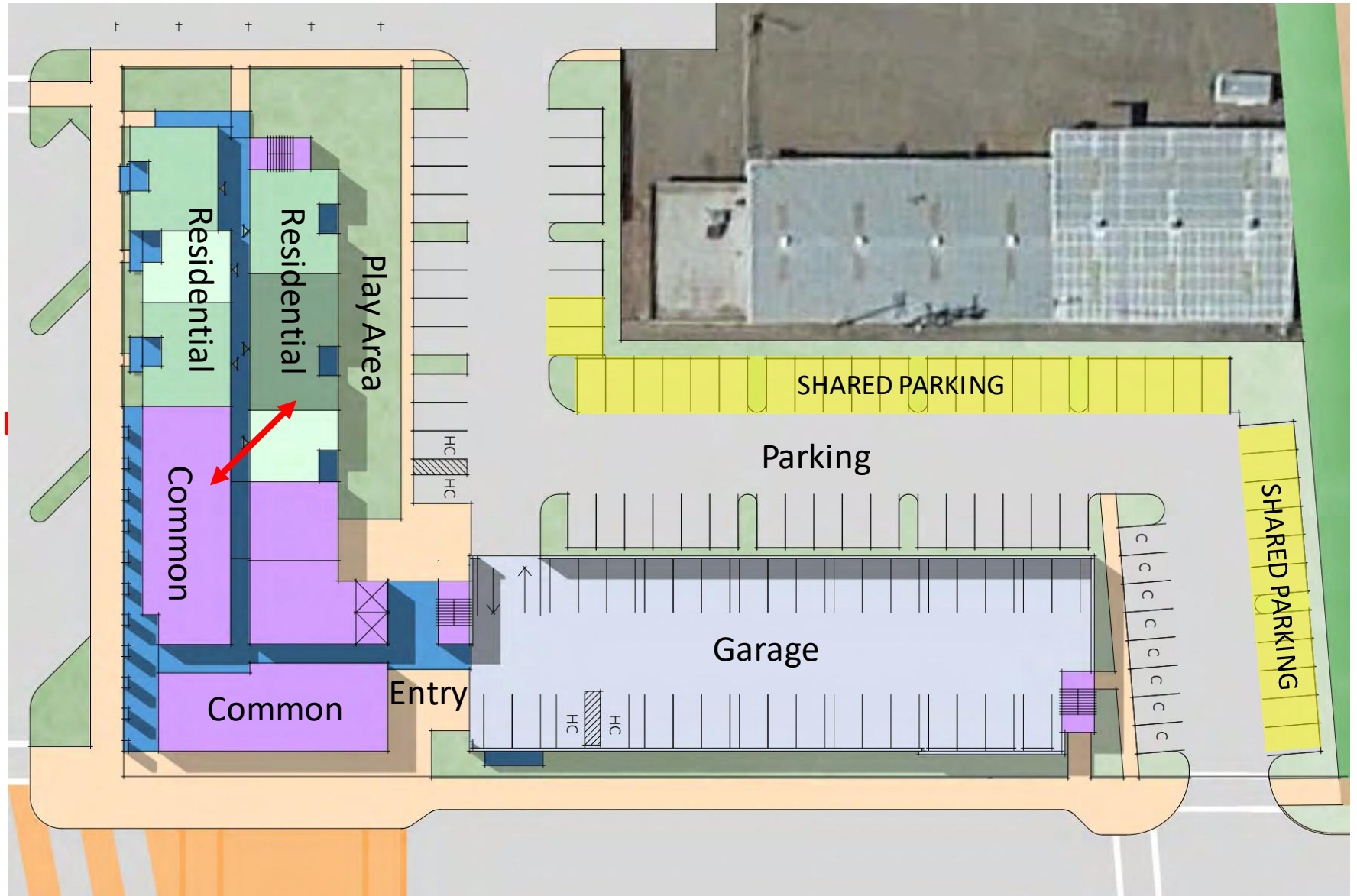
Preferred Building Colors/Preferido Colores para el Edificio

PATTERN FOR BALCONY RAILINGS AND SUNSHADES

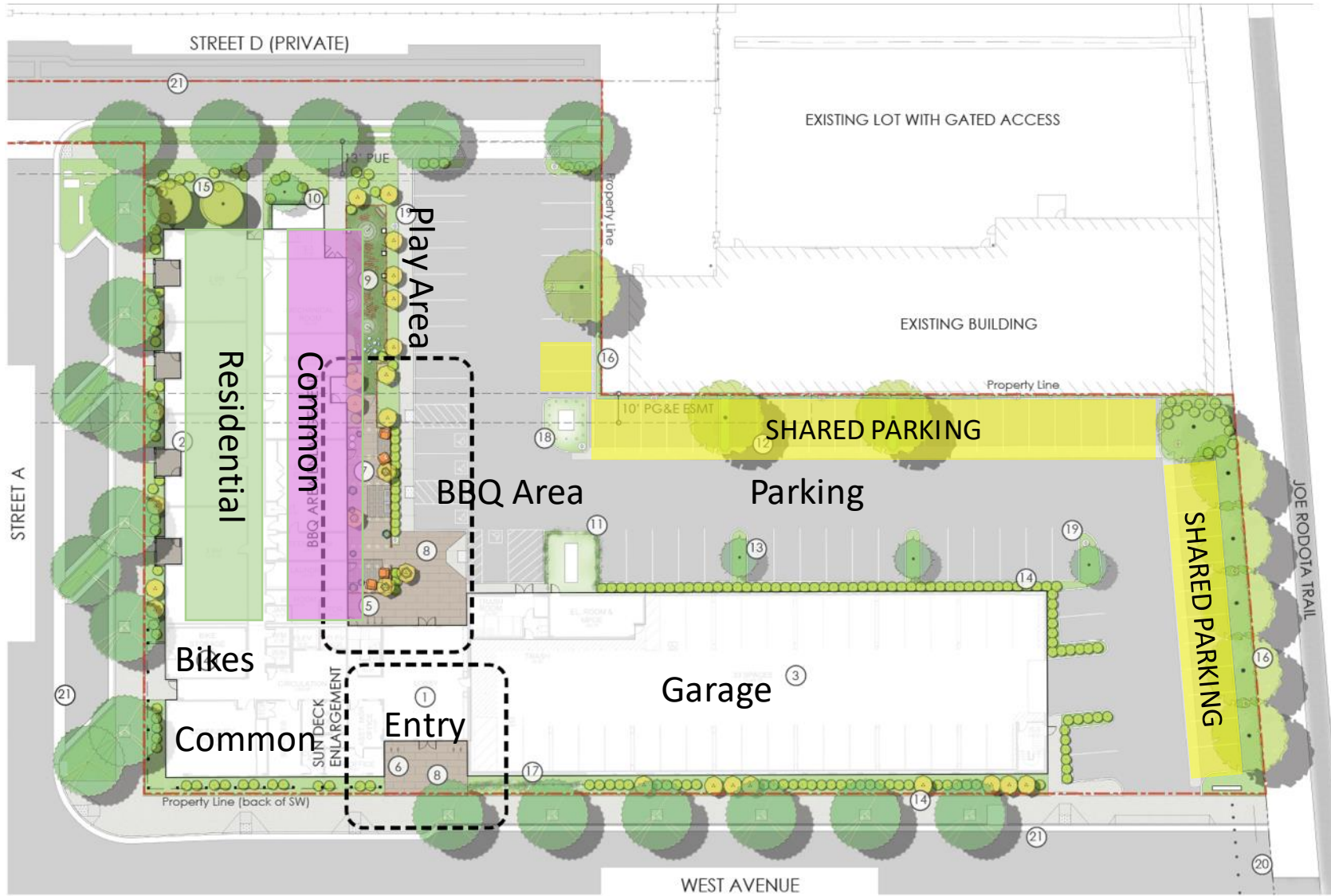


Preferred pattern for balcony / Patrón preferido para el balcón

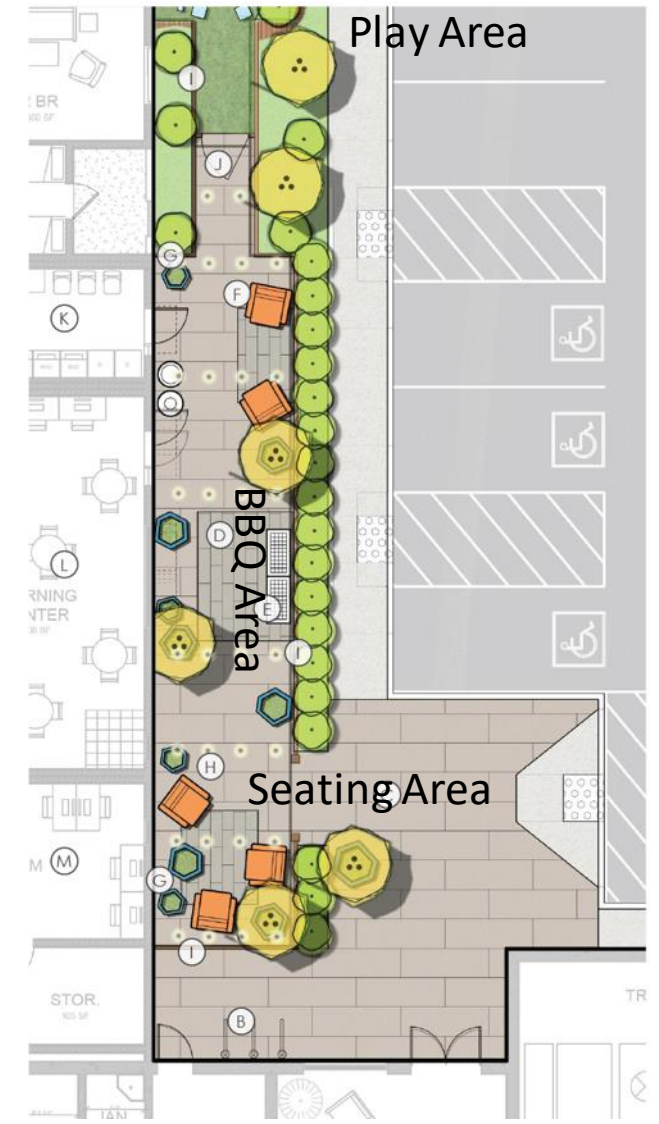
Move Common Space to I
And Residential to Front



Change to Original Building Plan / Cambio al plan de construcción original

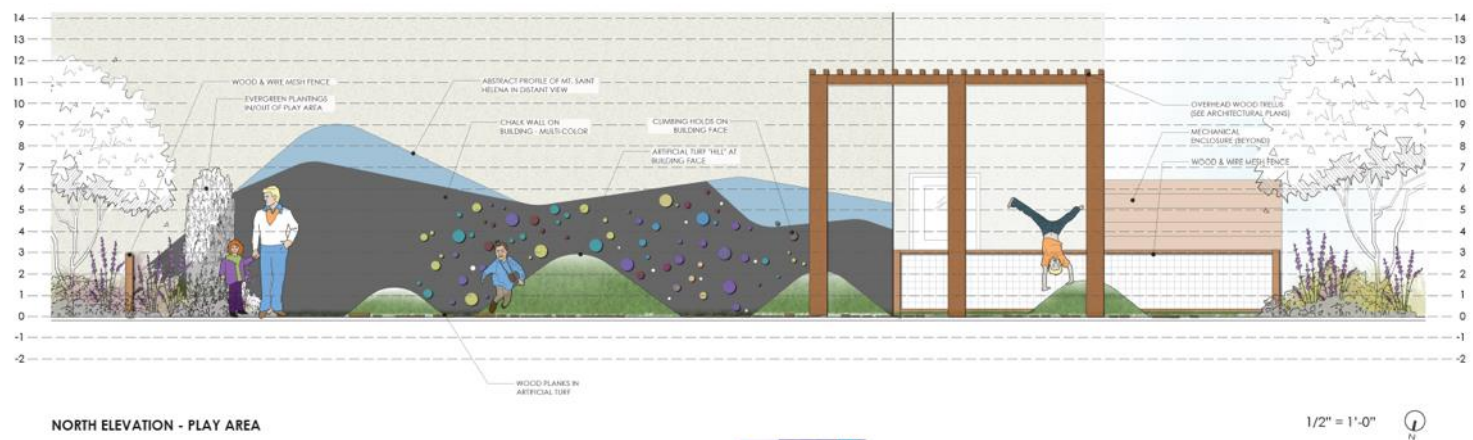
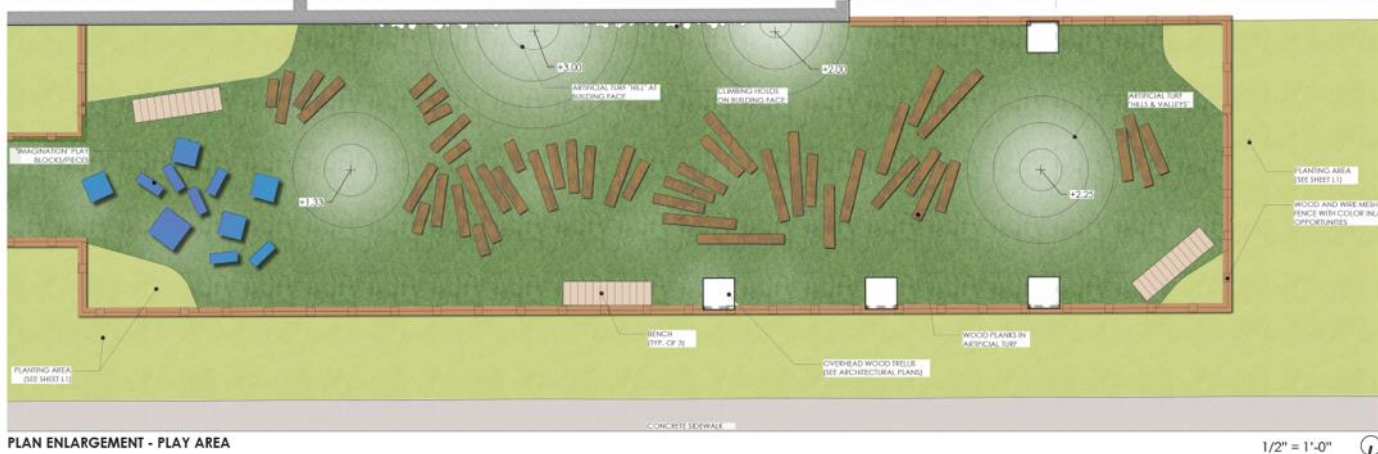


OVERALL PLAN

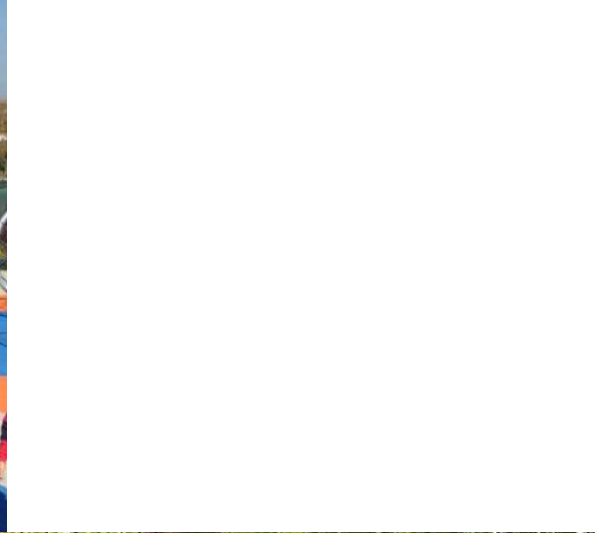


OUTDOOR FAMILY AND CHILDREN'S AREA

Building Plan and Outdoor Area / Plan de construcción y área al aire libre



Children's Play Area / Área de Juegos



Landscape Elements/ Elementos Paisajísticos



Corner Ribbon Windows /
Ventanas de Esquina en Cinta



Strong Contemporary Roof Form & Corner Element /
Un Volumen, Techo y Elemento de Esquina Contemporaneos



East Elevation

- Change to corner element form
- Cambiar a la forma del elemento de esquina
- Continue trellis around corner replacing the arcade
- Continuar con el enrejado alrededor de la esquina reemplazando la galería
- Add color to highlight the Corner
- Agregue color para resaltar la esquina

Building Entry / Entrada Principal



Building Entry / Entrada Principal



South Elevation

- Change to corner element form
- Cambiar a la forma del elemento de esquina
- Continue trellis around corner replacing the arcade
- Continuar con el enrejado alrededor de la esquina reemplazando la galería
- Add color to highlight the Corner
- Agregue color para resaltar la esquina
- Add more residences to street level
- Agregar más residencias al nivel de la calle

Residential Entries / Entradas Residenciales



Residential Entries / Entradas Residenciales



Residential Entries / Entradas Residenciales



View from Plaza / Vista desde Plaza



- MidPen hosted two drive-in movie nights at the site in May and June of this year
- MidPen organizó dos noches de auto cine (drive-in movie night) en el sitio del proyecto en Mayo y Junio de este año.
- An intro video included updates on the project's progress and surveys were distributed.
- Un video de introducción incluyó actualizaciones sobre el progreso del proyecto y se distribuyeron encuestas.
- Over 230 people attended the screenings and we received 44 survey responses.
- Más de 230 personas asistieron a las proyecciones y recibimos 44 respuestas a la encuesta.

Community Engagement / Participación de la comunidad

The **Tierra de Rosas** master plan will include the following equitable and inclusive community benefits:

Civic Parcel – community center for Roseland, providing ample space for gatherings and activities for all ages.

One Acre Plaza – public space for events and recreation. Picnic/seating areas and play equipment for children of all ages.

Small Business Development – local small businesses are working with the City and County on opportunities within the site.

Transit Improvements – \$35 million in State funding through AHSC and IIG programs coming directly to Santa Rosa to fund:

- Joe Rodota trail linkages
- New sidewalks and bike paths, widening Sebastopol Rd to create safe routes for pedestrians.
- Reduced headways on CityBus route 15 and a new electric bus to service the route.

El plan maestro de **Tierra de Rosas** incluirá los siguientes beneficios comunitarios equitativos e inclusivos:

Civic Parcel – centro comunitario de Roseland, que ofrece un amplio espacio para reuniones y actividades para todas las edades.

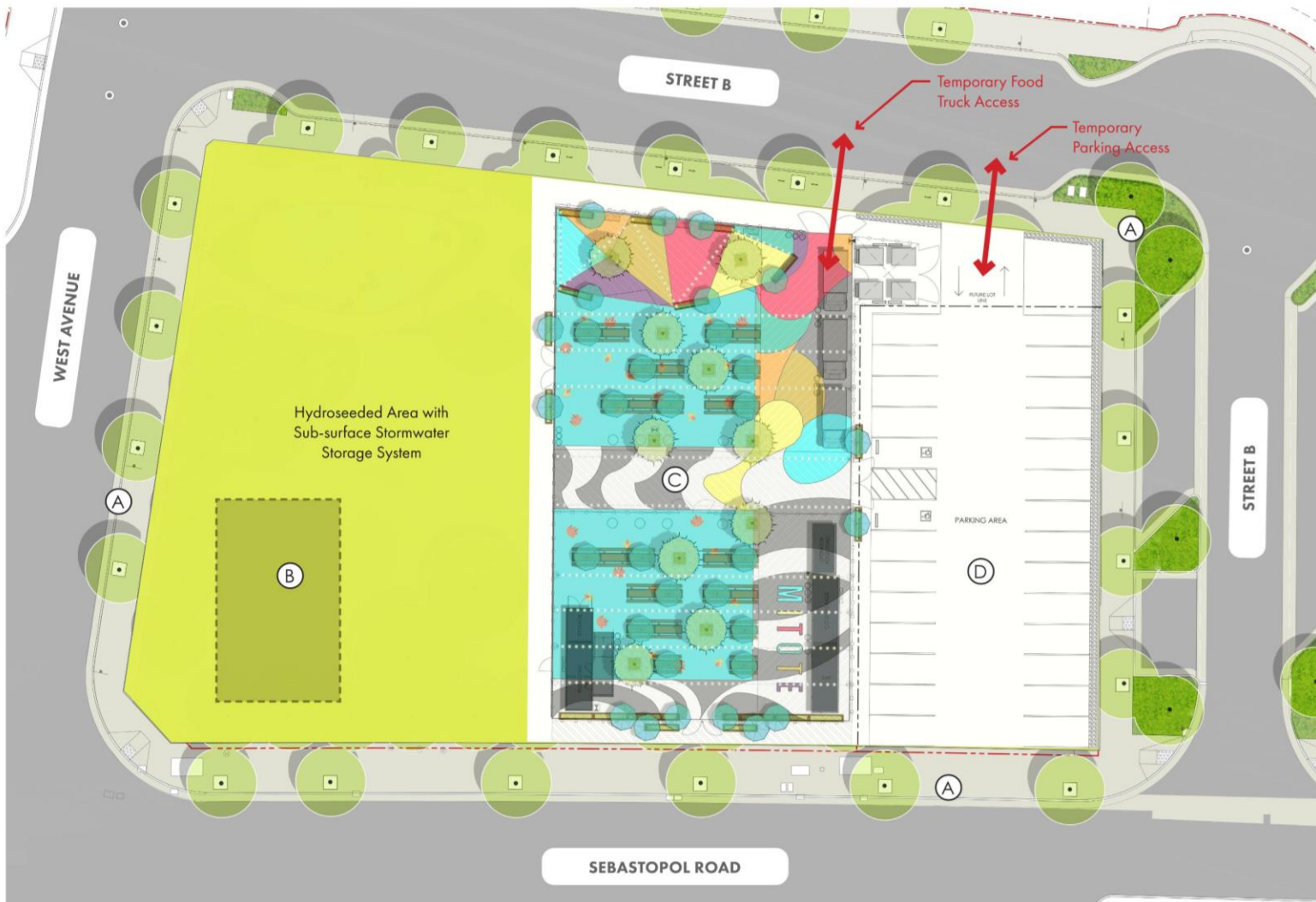
One Acre Plaza – espacio público para eventos y recreación. Áreas de picnic / asientos y equipo de juego para niños de todas las edades.

Desarrollo de pequeñas empresas – las pequeñas empresas locales están trabajando con la ciudad y el condado en oportunidades dentro del sitio.

Mejoras de tránsito – \$ 35 millones en fondos estatales a través de los programas AHSC e IIG que llegan directamente a Santa Rosa para financiar:

- Enlaces de senderos Joe Rodota
- Nuevas aceras y carriles para bicicletas, ampliando Sebastopol Rd para crear rutas seguras para los peatones.
- Reducción de los intervalos entre buses en la ruta 15 de CityBus y un nuevo autobús eléctrico para servir esta ruta.

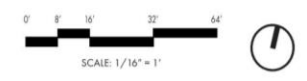




- LEGEND**
- (A) Streetscape/Public Improvements
 - (B) Underground Stormwater Storage
 - (C) Mitote 1.0
 - (D) Temporary Parking to Remain

PHASE 01

- Construct Public Improvements around Park/Plaza and Mercado parcels (Sebastopol Road, West Avenue, and Street B)
- Construct Mitote 1.0
- Allow for temporary access for food trucks and parking at Future Mercado parcel through parking stalls on Street B





PHASE 02

- ① Build Mitote 2.0 by shifting catenary lighting, ABC fences, gates, and planters
- ② Construct green space, play areas, and initial pathways





PHASE 03

- ① Mitote 2.0 is removed and operator moves into Future Mercado
- ② Complete Market area/Plaza Permanente with addition of flexible seating and finalizing DG, planting, and placemaking opportunities