



1275 Fourth St., #179  
Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

15 December 2021

Zoning Administrator  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

**RE: Support for Aviara**

Dear Ms. Murray:

After a thorough analysis driven by our project endorsement criteria, Generation Housing **strongly endorses** the Aviara development proposed at 1385 W College Ave.

Aviara is a proposed 3-story apartment project with 136 units, 100% affordable to low-income renters. Its immediate proximity to the adjacent Safeway, nearby Finley and Jennings parks, as well as immediate access to a main thoroughfare across Santa Rosa via the West College/College artery, makes this location ideal for residential multi-family development. Furthermore, as a designated Priority Development Area (PDA), outlined in the City of Santa Rosa General Plan, this development ensures we align with City Council priorities to promote denser infill projects on vacant or underutilized lots. This in turn encourages a more walkable, bicycle-friendly community that generates co-benefits of climate mitigation.

While we understand the surrounding community has registered concerns related to overflow parking, it is our understanding that the developer has committed to coordinating with the City of Santa Rosa to ensure strict enforcement of parking on their property. Moreover, climate change is here and requires us to take immediate action. Climate action includes that we reevaluate and change our 1:1 relationships with and reliance on cars. Governmental regulations are beginning to incentivize an evolution away from our current level of car use, local planning decisions should do the same. We need to be planning for and building for the future, and Aviara is an opportunity to help begin realizing that sustainable vision.

We **strongly encourage the Zoning Administrator to immediately approve this project** and continue engaging with the developer on opportunities to maximize safety and explore additional approaches for minimizing impacts to the surrounding community.

Respectfully,

Jen Klose

A handwritten signature in blue ink, appearing to read "Jen Klose", written over a light blue circular stamp.

Executive Director, Generation Housing



December 15, 2021

SENT VIA ELECTRONIC MAIL

Zoning Administrator  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

Re: Zoning Administrator Special Meeting Agenda Item 2.1 (DR21-051 / FILE #21-388ZA)  
1385 W. College Avenue  
Santa Rosa, CA

Dear Zoning Administrator:

I write on behalf of Safeway Inc. ("Safeway"), which leases and operates a union-represented grocery store at 1211 W. College Avenue ("Store #2457") in the West College Shopping Center ("Center") in the City of Santa Rosa ("City"). We are also an Essential Business during an unprecedented time in history. This letter is in connection with the Zoning Administrator's ("ZA") review this afternoon of the proposed Aviana Apartments project ("Project"), which is immediately adjacent to the Center. Safeway supports the development of affordable housing and would like to see the Project designed to complement the existing neighborhood. To that end, in addition to our public comments raised at the Design Review Board ("DRB"), Safeway provides the following questions and concerns.

1. Widening Kowell, On-Street Parking, Safeway Delivery Trucks

**Concern:** The Project's offsite improvements to Kowell Road, including the addition of 17 new on-street parking stalls, conflict with Safeway 18-wheeler delivery trucks accessing the Center.

Store #2457 is a 73,000 square foot, full-service supermarket that receives two to three 18-wheeler delivery trucks each day, seven days per week. Their path of travel is from West College to Kowell as shown on truck template drawing by Safeway Albertsons professional Design Department ([Exhibit A](#)). As demonstrated on Exhibit A, the proposed changes to Kowell, specifically the new on-street parking stalls, result in at least two areas of conflict with Safeway delivery trucks.

As part of City Staff's presentation posted online for this evening's hearing, it has erroneously focused on *the Center's* driveway on the east side of Kowell and indicated there is no conflict with Safeway delivery trucks. However that is not the area of concern – City Staff needs to review and address the offsite improvements proposed to the *west* side of Kowell which is where the conflict occurs. The issue is further exacerbated by the assumed increase in bicycle traffic on Kowell given the claimed TOD nature of the Project. As no bike lanes would be added on Kowell, bicyclists would be required to share the lanes increasing the possibility of vehicle/bicycle conflict.

**Request:** Safeway would like its delivery trucks to be properly considered vis-a-vis the proposed offsite improvements on the west side of Kowell. The Right of Way should be widened to allow for the existing truck turning movements which are essential to Safeway's operations. Additionally,

Working together to be the *favorite local supermarket*™

Safeway requests that a public crosswalk be installed on Kowell immediately north of the Project driveway, thereby creating safe, proximate crossing for Project pedestrians to the Center. By having a crosswalk immediately north of the Project driveway, it enhances pedestrian safety by reducing jaywalking and the interface between pedestrians, bikes, cars and trucks south of the driveway.

## 2. Deficiencies in Traffic Impact Study dated August 11, 2021

### Concerns:

- The intersection of West College and Manhattan was not studied. As previously noted by several neighbors on Manhattan, this is a key intersection in the discussion of the Project. If the City did not study a key intersection, it would not be able to make a General Plan consistency finding as to that intersection.
- Turning movements into and out of the Project driveway on West College were not studied. The section entitled "Access" on page 22 simply states: "*There is an existing two-way left turn lane along West College Avenue which would accommodate access both at Kowell Lane and the project's driveway. The two-way left-turn lane is anticipated to function as intended, with no major intersections or driveways in proximity to the project access that could create conflicts.*" This statement does not provide the reader any evidence of existing conditions, why it would be "anticipated to function as intended", and importantly, omits the driveway's close proximity to both the intersection of West College and Manhattan and West College and Kowell.
- Traffic counts were not taken while school was in session at any of the intersections except West College and Kowell. This omission precludes a full understanding of traffic conditions at the studied intersections.
- Dates of traffic counts were omitted; only the month and year was listed. As school is generally in session Monday through Friday, and the Center experiences peak hour traffic additionally on Saturdays and Sundays, it is important to define the dates of the counts. If Saturdays and Sundays were not included, two peak hour days would be erroneously excluded.

**Request:** Revise Traffic Impact Study to address the above concerns prior to action on the Project.

## 3. CONSTRUCTION PHASING

**Concern:** Construction of Project utilities in Kowell may interfere with utility service to Store #2457 and the Center, Safeway truck deliveries, customer access to the Center, and neighbor access to their homes on the north end of Kowell. Water and stormwater service to the Center is via Kowell.

**Request:** Include as a Condition of Approval that construction of Kowell will be phased to avoid disruption of utility service to the Center and not preclude access to Kowell by Safeway delivery trucks and customer vehicles.

4. **CEQA**

For residential projects consistent with a specific plan, the question of whether a project qualifies for a statutory exemption is a matter of law. Safeway has highlighted several key facts and areas of study which have been omitted from review, as well as provided substantial evidence of significant public safety and transportation impacts from the Project. Safeway requests that, at minimum, an initial study be prepared to thoroughly evaluate and address all potentially significant impacts of the Project, as required by CEQA.

5. **City Review and Approval Process**

**Concern:** Design review for projects greater than 10,000 square feet must be approved by the DRB, whose action is appealable to the City Council. (SRZC § 20-52.030, Table 5-2; SRZC § 20-62.030.) As noted in the draft Resolution, on August 19, 2021, the DRB reviewed the Project as a *Concept Item* only. As such, the ZA lacks jurisdiction to act on this application and any such action would be void and of no effect.

**Request:** Explain the process for review, approval, and appeal of the Project as it is unclear and correct any inaccuracies.

We respectfully ask the ZA to direct City Staff and the applicant to work with Safeway to address our feedback so that the neighborhood and Store #2457's operation are not irreparably impacted. Thank you for your consideration and please contact me at (925) 413-4455 or [natalie.mattei@albertsons.com](mailto:natalie.mattei@albertsons.com) with any questions.

Sincerely,

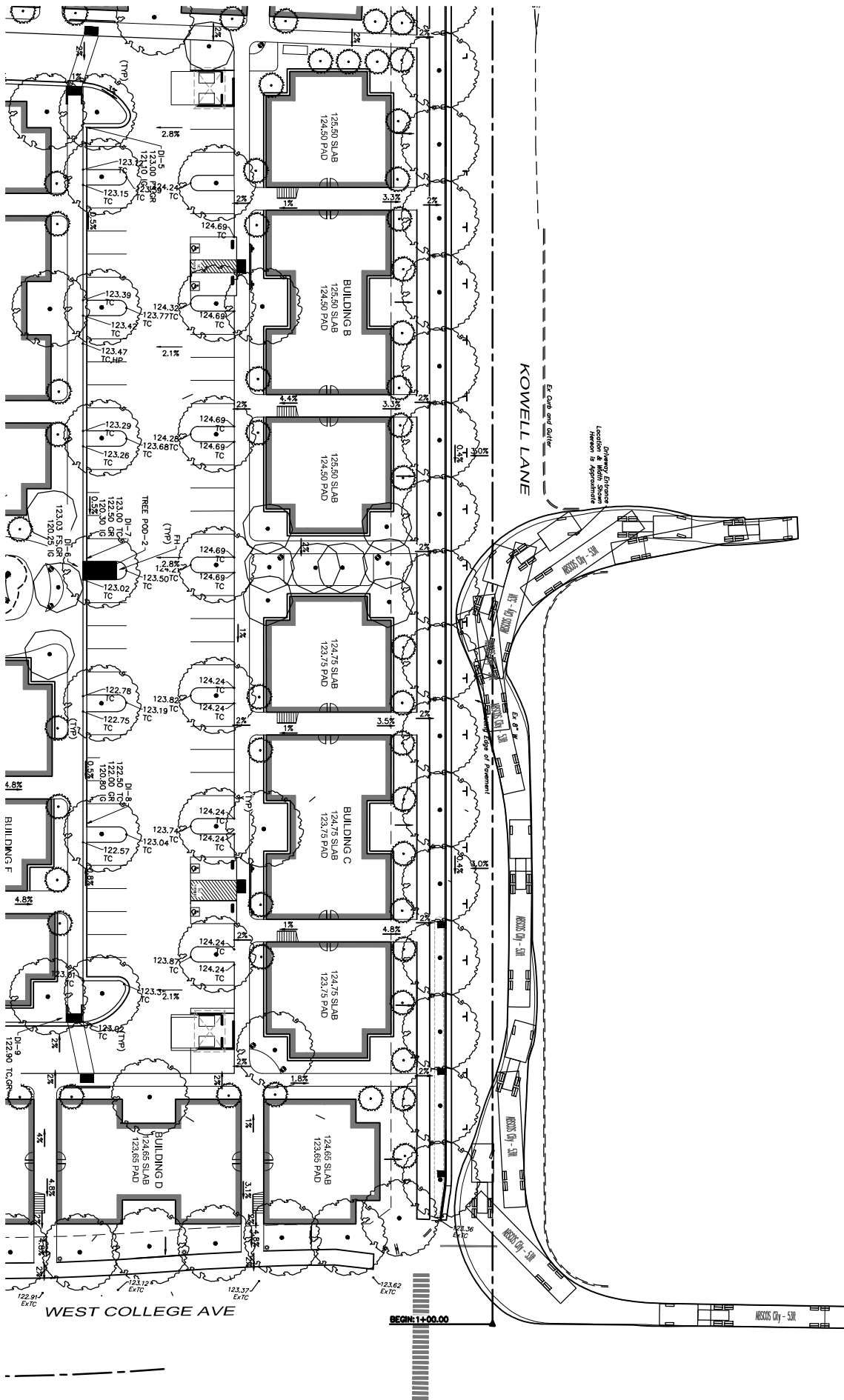


Natalie Mattei  
Director of Real Estate

Cc: Teejay Lowe, West College Management (via email [teejay.lowe@westcollegemgmt.com](mailto:teejay.lowe@westcollegemgmt.com))  
Stephanie Williams, City of Santa Rosa (via email [cityclerk@srcity.org](mailto:cityclerk@srcity.org))  
Susie Murray, City of Santa Rosa (via email [smurray@srcity.org](mailto:smurray@srcity.org))  
Jeff Johnson, McKellar McGowan (via email [jeff@mckellarmcgowan.com](mailto:jeff@mckellarmcgowan.com))

Attachments: Exhibit A – Safeway Delivery Truck Template

# EXHIBIT A



Driveway, Entrance  
 Location & Width, Slab  
 Pavement is Approximate

KOWELL LANE

WEST COLLEGE AVE

BEGRN: 11400.00

MSOS City - 531