

June 25, 2019 Santa  
Rosa, California

# ROSELAND VILLAGE

*City Council Appeal Hearing Presentation*



# Roseland Village

- Envisioned by neighborhood as a Community Commons through the 2007 Sebastopol Road Urban Vision Plan
- Sonoma County CDC purchased site 2011
- CDC selected MidPen Housing as Master Developer and approved by BOS January 2016
- Community Engagement – 2016 - 2018
- City Design Review December 2017 and County Design Review May 2017
- City Planning Commission Approval February 2019

## MidPen Mission

*To provide safe, affordable housing of high quality to those in need; to establish stability and opportunity in the lives of residents; and to foster diverse communities that allow people from all ethnic, social, and economic backgrounds to live in dignity, harmony, and mutual respect.*



# The MidPen Difference

- Proven development **track record** having developed over 8,000 homes
- **MidPen's Comprehensive Team:** Development, Property Management, and Resident Services
- **Financial Strength**
- **Exceptional Property Management** experienced in supportive housing
- **Services** is core to our mission, extensive experience with Housing First and Supportive Housing, including chronically homeless
- **Leadership** and experience working collaboratively with partners





[www.urbanmixdevelopment.com](http://www.urbanmixdevelopment.com)

# Roseland Village – Vision & Planning

- 4 Community Meetings
- 3 Design Workshops
- 260+ Community Members



# Roseland Village – What We Heard

- Mix of Homes: Affordability and Size
- Food Market Hall
  - Economic Development Opportunity
  - Outdoor Seating to Engage with the Plaza
- Vibrant Public Plaza for Community Gathering
  - Mix of Hardscape and Greenspace
- Multi-use Civic Building
- Opportunities for Public Art
- Sense of Community
- Safety and Accessibility

# Roseland Village – Our Vision

- 175 New Rental Homes

- Public Plaza
  - Plaza Temporal
  - Mercado

- Civic Uses

- Access to Joe Rodota Trail

- Access to Adjacent Properties





# Project Schedule

- Master Plan Entitlements – February 2019
- Final Map and Improvement Plans Approved by Santa Rosa – Spring 2020
- Begin Infrastructure Improvements – Summer 2020
- Begin Housing Construction- Winter 2020/Spring 2021
- Activate Roseland Village now!



# Housing to Serve the Whole Community

## Workforce Housing by UrbanMix Development



# Affordable Housing by MidPen



# Affordable Housing by MidPen Continued...

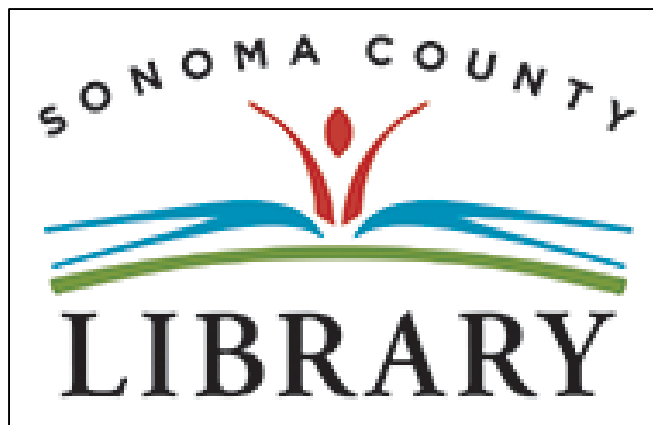
- Need has never been greater
  - Average rent for a 2BR in Santa Rosa is \$1,972, a 7% increase compared to the previous year, when the average rent was \$1,849
- 5,130 Sonoma County homes lost in 2017 fires
- Financially Feasible
  - Time is now
  - State sources available
  - Affordable housing is not dependent on workforce housing
  - CDC is committed to infrastructure
- MidPen Can Deliver
  - Raised over \$1B in debt/equity over last 5 years
  - Successful track record of applying for and securing competitive funding for affordable housing

# Vibrant Civic Uses

## Boys and Girls Club



## Sonoma County Library



## Roseland Village: A Vibrant Mixed -Income Community

A vision the Sonoma County CDC is committed to delivering



**THANK YOU**



# Incomes and Rent Schedule for Roseland Affordable

## 2019 TCAC Maximum Income Limits – Sonoma County

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
<b>30% AMI</b>	\$22,680	\$25,920	\$29,160	\$32,400	\$35,010	\$37,590	\$40,200	\$42,780
<b>60% AMI</b>	\$45,360	\$51,840	\$58,320	\$64,800	\$70,020	\$75,180	\$80,400	\$85,560

## Projected Rent Schedule

Bedrooms	AMI	Rent
1 BR	30%	\$460
1 BR	60%	\$1,012
2 BR	30%	\$541
2 BR	60%	\$1,204
3 BR	30%	\$614
3 BR	60%	\$1,379

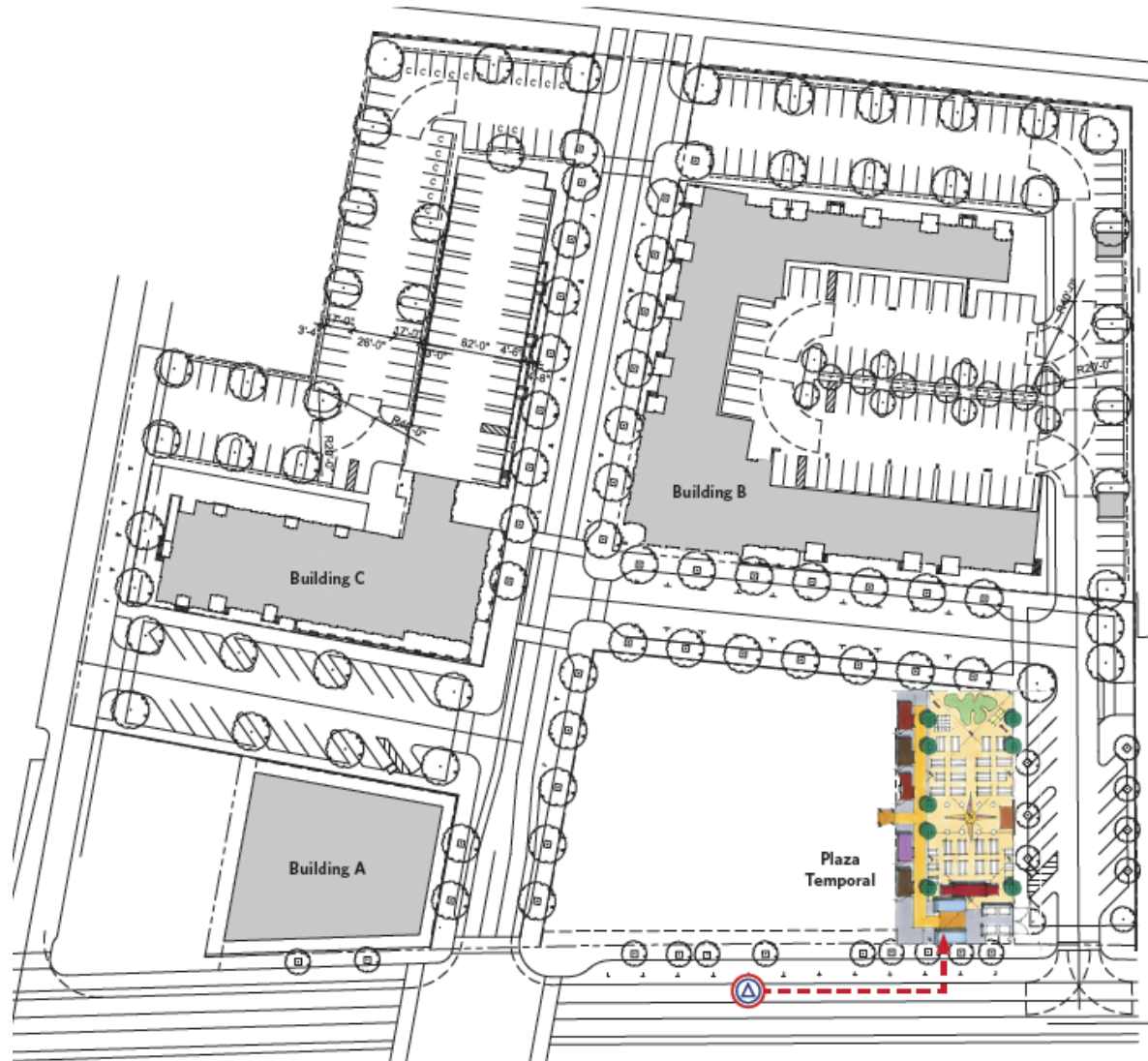
# Plaza Temporal

- Locate a temporary plaza “Plaza Temporal” on the Roseland Village site in Summer 2019 that can operate before site work begins until the site is fully built out
- Creates a community gathering space that allows residents of the neighborhood access to an amenity space while planning and improvements are in process

# Plaza Temporal- Precedent Images



# Plaza Temporal- Summer 2019!







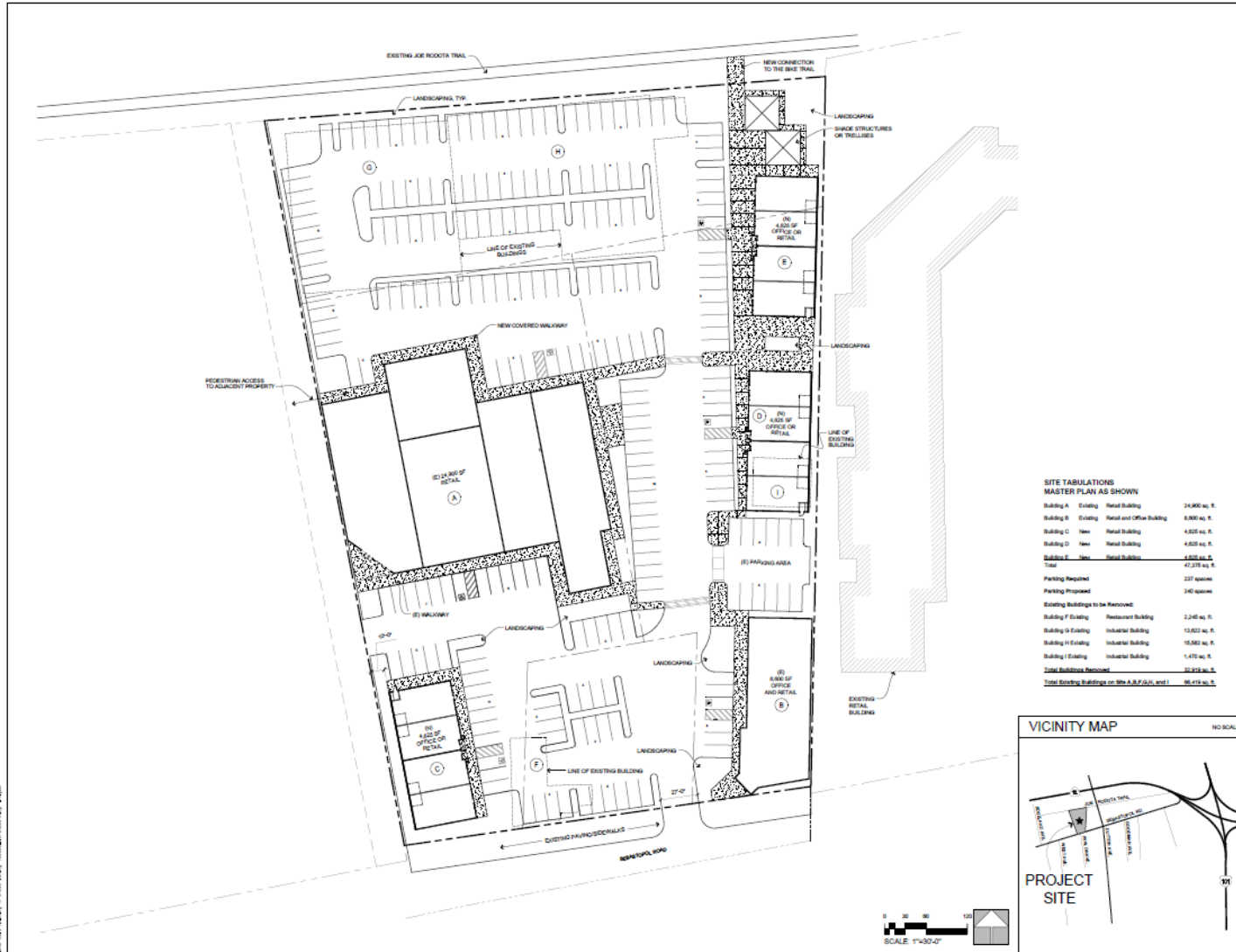
## Plaza and Mercado

Plaza Temporal will eventually be replaced with the permanent Plaza and Mercado

# Circulation and Access



# Proposed Redevelopment Plan by Mr. Paulsen



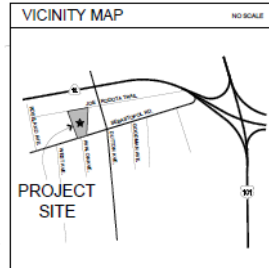
3603 NORTH LAUCHLIN ROAD, SUITE 207  
SANTA ROSA, CALIFORNIA 95403  
PHONE: (707) 526-9645



**Sebastopol Road  
Proposed Site  
Master Plan**  
Sebastopol Road  
SANTA ROSA, CA

For:

**VICINITY MAP** 1/8" = 100'



**PROJECT SITE**

SCALE: 1" = 30'-0"

REV.	DATE	DESCRIPTION
1		18x6
2		18x6
3		18x6
4		18x6
5		18x6
6		18x6
7		18x6
8		18x6
9		18x6
10		18x6

**SHEET TITLE**  
SITE PLAN

**SHEET NUMBER**  
A1.0



