

38 Degrees North Phase 2 – Project Narrative
172 unit proposed apartment home community
June 11, 2019

Project Overview

The Proposed Project, 38 Degrees North Phase 2 (“Phase 2”) is the construction of a class A 172-unit multi-family residential community on 10.87 gross acres. The project site is located at 2660 Petaluma Hills Road in the City of Santa Rosa. It is bounded by Petaluma Hills Road to the west, Farmers Lane to the south, Franz Kafka Avenue to the east and 38 Degrees North Phase I (described below) to the north. The project site is currently undeveloped land with single family residential to the east and west and undeveloped land to the south.

Current Entitlements

The project site is designated Medium Density Residential and Retail and Business Services by the Santa Rosa General Plan. The Medium Density Residential designation permits housing densities from 8.0 to 18.0 units per gross acre or up to 195 units based on the gross acreage of the project site of 10.87 acres. Excluding the 1.04-acre shopping center site, the density of the Proposed Project is 17.95 units/acre (172 units/9.58 acres). The project site is zoned Commercial Shopping Center (CSC) allowing for both for multi-family development and commercial uses.

Building and Unit Description

The Proposed Project includes the construction of 172 units to be contained within eight buildings. Two distinct residential building types are proposed. Five of the eight residential buildings will contain 20 units in a three-story walkup structure with tuck under garage parking and surface parking. Three residential buildings will contain 24 units in a three-story walkup building with surface parking. Overall, the Proposed Project will contain 80 one-bedroom/one-bath units, 82 two-bedroom/two-bath units and 10 three-bedroom/three-bath units (for a one- to two- to three-bedroom unit ratio of 47% / 48% / 5%).

Project Applicant

Kennedy Wilson “KW”, a Los Angeles based Real Estate investment firm, is the developer of 38* North Phase 2. The development team has over 25 years of multifamily real estate development and management experience. The team financed and built over 15,000 residential units of market rate and affordable multifamily housing units including Vista Sonoma, an age-restricted apartment community in Santa Rosa. The project applicant (KW Petaluma Hills Road, LLC) is also the owner of the adjacent multi-family property to the north. This 120-unit community, currently under construction, is known as 38 Degrees North Phase 1 (“Phase 1”). Phase 1 will provide on-site indoor and outdoor amenities and recreational facilities for residents, including a clubhouse, pool, pet zone and kid’s play area. Construction of Phase 1 is anticipated to be completed in early 2020. Once constructed, both Phase 1 and Phase 2 will be merged and managed as one community.

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Project Benefits to Santa Rosa

The proposed project will help meet the large demand for rental housing of Santa Rosa by providing high-quality apartment rentals within close proximity to retail and the city center.

The on-site amenities provided will allow residents ample recreation opportunities onsite, reducing travel and use of city facilities.

We strive to utilize local suppliers and subcontractors during construction and ongoing operations.

Capital Facilities Fee will be paid by the development and the funds are used by the city to pay for public infrastructure facilities to serve new developments.

Water and Wastewater Demand Fees will be paid by the development to connect to those services.

Park Development Fees are paid by the development and used by the city to help fund the costs of acquiring and constructing neighborhood and community parks.

School Impact Fees are paid by the development and designed to cover the costs of adding school rooms for the increased enrollment caused by new development.

Housing Impact Fees are paid by the development and used to assist in the development of affordable housing in Santa Rosa.

Project Amenities

Amenities to be provided as part of the Proposed Project include a resort style pool and deck area and a fitness building which will be located adjacent to the Open Space Preserve. Bike parking will be provided at a ratio of 1 space per 4 units for a total of 43 spaces. Residents will have access to the amenities at Phase 1 which include a pool area, clubhouse building, pet zone, kids play area and resident garden.

Green Building/Energy Efficiency

The units are designed to minimize the use of energy in both the construction and utility costs for our residents. The project will meet or exceed California Title 24. Some of the primary energy saving features include: Dual pane windows, energy efficient heating and cooling, the use of LED lighting, low flow shower heads, faucets and toilets. Insulation will be comprised of R-38 ceilings and R-19 walls.

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Recycling bins will be conveniently located for residents use.

Onsite storm water storage and treatment will minimize storm water runoff impacts to the neighboring properties.

Electric car charging stations will be provided.

Bike racks will be provided.

Parking

Parking is proposed at a ratio of one space per one-bedroom and two spaces per two- and three-bedroom units for a total of 277 parking spaces or 1.61 spaces per unit. Covered parking is provided at a ratio of one space per unit, for a total of 172 covered spaces (consisting of a combination of carports and enclosed garages). KW is requesting a 21% parking reduction from the required 350 spaces, within the 25% threshold allowable by code. The proposed project is within 1/8th of a mile of 2 separate bus stops and within a ½ mile of Santa Rosa Marketplace, reducing the need for residents to own cars. A bike route also runs North-South adjacent to the proposed project along Petaluma Hill Road, providing an additional alternative for transportation and car ownership and hence on-site parking.

Bicycle parking is required at a ratio of 1 space per 4 units that don't have a private garage or private storage space. The project proposes 68 private garages, resulting in 26 required bicycle parking spaces. 3 of those will be designated short term and 23 will be designated long term spaces.

Other Features

The Proposed Project contains a drainage feature that bisects the project site. This drainage is located within a 2.54-acre area that will be designated Open Space Preserve as part of the Proposed Project.

As part of the Proposed Project, roadway improvements along the frontage of the project site would be constructed. Included as part of the Proposed Project are frontage improvements, including street paving, sidewalk, curb and gutter along Petaluma Hills Road, Kawana Springs Road and Franz Kafka Avenue.

A portion of the legal parcel that contains Phase 2 includes a 1.04-acre site at the southwest corner of Farmers Lane and Petaluma Hills Road. This portion of the overall legal parcel is designated for a Community Shopping Center (in accordance with the General Plan and zoning designations for the overall legal project). It is not included as part of the proposed project.

Architect

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KW has retained KTG Y Architects, an international architecture firm with office in Irvine and Los Angeles. The selection of our architect for this project was a critical decision to bring the best design possible to Santa Rosa. For more information on KTG Y please visit www.ktgy.com.

Property Management

38* North Phase 2 will be managed by FPI Property Management. This Folsom-based company was founded in 1968 and is one of the largest full-service property management companies in the United States. FPI manages over 90,000 units in its portfolio. FPI staff manages the property onsite with its own personnel. All employees go through a rigorous FPI training program and typically have years of experience in managing apartment communities. More about FPI can be found on their website: www.fpimgt.com