

**From:** [Jesús Guzmán](#)  
**To:** [City Council Public Comments](#)  
**Cc:** [Jen Klose](#); [Angie Dillon Shore](#); [Cynthia Murray](#); [hermanjh@aol.com](mailto:hermanjh@aol.com); [Peter Rumble](#); [Ananda Sweet](#); [Stephanie Manieri](#)  
**Subject:** [EXTERNAL] Aug 3, 2021, Agenda Item 15.1 Public Hearing - Casa Roseland  
**Date:** Friday, July 30, 2021 1:57:34 PM  
**Attachments:** [image001.png](#)  
[2021\\_0730\\_Letter\\_of\\_Support\\_Casa\\_Roseland.pdf](#)

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Good afternoon,

Please receive this letter on behalf of several community organizations commenting on agenda item 15.1 – Public Hearing of Casa Roseland – before the City Council this August 3.

Thank you.

**Jesús Guzmán, MPP (he/él)**

Policy and Advocacy Director

**[Generation Housing](#)**

1275 Fourth St #179 | Santa Rosa, CA 95404

*Southern Pomo, Wappo, and Coast Miwok lands*

tel 707-900-GENH [4364] | fax 707-570-8768





1275 4th Street #179  
Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

July 30, 2021

City of Santa Rosa  
Santa Rosa City Council  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

**Re: Letter of Support for Casa Roseland**

Dear Mayor Rogers and Honorable Members of the Council,

We, the undersigned, respectfully request your support and approval of the design for the Casa Roseland development.

Casa Roseland is a 75-unit affordable housing project that will be located within the Tierra de Rosas master plan development in Santa Rosa. In January 2016, MidPen was selected by the Sonoma County Community Development Commission to act as developer of the Tierra de Rosas master plan. In 2019, the Master Plan Temporary Map received approval from the City of Santa Rosa Design Review Board. We ask you to, once again, reaffirm your support for the project.

Tierra De Rosas Master Plan Development seeks to create a vibrant neighborhood center at the site of the former Roseland Village shopping center. The development will also include a new one-acre public plaza, a multi-use community center, and a new Mercado Food Hall for local vendors. The Casa Roseland affordable housing project and the people who live there will be the beating heart of this revitalized area.

This new affordable housing community will provide housing for lower-income families and residents who are experiencing the biggest economic challenges and housing cost burden in our community. These homes are designed for families; over two-thirds of the units are 2-to-3-bedroom homes. The project will include a community room, learning center, and teen center, and will provide on-site educational services to residents.

Casa Roseland is located within 1-mile of the Downtown SMART station, connects directly to the Joe Rodota Bike Trail and is located along a major commercial corridor with frequent bus service. The project includes several important transit improvements. The master plan supports the revitalization of Sebastopol Road through Joe Rodota Trail linkages to regional transit, employment, and recreational centers. New safe and accessible sidewalks and bike paths will be installed, and Sebastopol Road will be widened to create safer routes to school and transit in the Roseland Neighborhood near the affordable housing development. The

SMART rail network will be extended 3.1 miles to the town of Windsor and a new station at Windsor will be constructed. Headways on the CityBus local bus route 15 will be reduced from 60 minutes to 30 minutes on weekdays. A new electric bus will be purchased to service the route.

Casa Roseland is a critical and catalytic project of significant importance to the City's effort to accomplish equity by increasing access to quality affordable housing. We ask for your support by approving the design proposal for Casa Roseland and allow it to move forward towards breaking ground.

Respectfully,

**Jen Klose**



Executive Director,  
Generation Housing



**Cynthia Murray**



President and CEO,  
North Bay Leadership Council



**Herman J. Hernández**



Board of Directors,  
Los Cien



**Angie Dillon Shore**



Executive Director,  
First 5 Sonoma County



**Stephanie Manieri**



Director of Programs,  
Latino Service Providers



**Peter Rumble**



Chief Executive Officer,  
Santa Rosa Metro Chamber



**From:** [Jesús Guzmán](#)  
**To:** [City Council Public Comments](#)  
**Cc:** [Jen Klose](#)  
**Subject:** [EXTERNAL] Aug 3, 2021, Agenda Item 15.1 Public Hearing - Casa Roseland  
**Date:** Friday, July 30, 2021 2:40:29 PM  
**Attachments:** [image001.png](#)  
[comments\\_casa\\_roseland\\_web.pdf](#)

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Good afternoon,

Attached is a list of public comments regarding agenda item 15.1 Casa Roseland public hearing for the August 3<sup>rd</sup> city council meeting.

Thank you.

**Jesús Guzmán, MPP (he/él)**

Policy and Advocacy Director

**[Generation Housing](#)**

1275 Fourth St #179 | Santa Rosa, CA 95404

*Southern Pomo, Wappo, and Coast Miwok lands*

tel 707-900-GENH [4364] | fax 707-570-8768



# Support New Affordable Homes at Casa Roseland

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Zachary Bressick

Postal Code: 95401

Email Address: [zbressick@ft.nyl.com](mailto:zbressick@ft.nyl.com)

Date of Submission: Thu, 07/29/2021 - 18:52

Submission Letter:

Support New Affordable Homes at Casa Roseland. The more housing we can get in town the better!

# Support New Affordable Homes at Casa Roseland

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Sue Jackson

Postal Code: 95407

Email Address: suejackson60@gmail.com

Date of Submission: Thu, 07/29/2021 - 11:15

Submission Letter:

Support New Affordable Homes at Casa Roseland. It's critical to the future health of our district and city.

# Support New Affordable Homes at Casa Roseland

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Peter Rumble

Postal Code: 95404

Email Address: petererumble@gmail.com

Date of Submission: Thu, 07/29/2021 - 11:14

## Submission Letter:

Please support new affordable homes at Casa Roseland. This is such an important project. We need to continue to make progress on one of our greatest challenges to our community - the ability for families of all income to live here.

# Support New Affordable Homes at Casa Roseland

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Naomi Fuchs

Postal Code: 95403

Email Address: naomif@srhealth.org

Date of Submission: Thu, 07/29/2021 - 11:03

Submission Letter:

I strongly support New Affordable Homes at Casa Roseland. I hope you will give this important project serious consideration and approve moving forward.



# Support New Affordable Homes at Casa Roseland

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Kathy Goodacre

Postal Code: 95405

Email Address: kathygoodacre@sbcglobal.net

Date of Submission: Wed, 07/28/2021 - 07:56

Submission Letter:

I urge you to Support New Affordable Homes at Casa Roseland. There is no greater crisis in our community impacting our long term prospects for strengthening economic development and workforce.

# Support New Affordable Homes at Casa Roseland

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Sydney Pitts

Postal Code: 95472

Email Address: sydneyfpitts@gmail.com

Date of Submission: Tue, 07/27/2021 - 22:23

Submission Letter:

Support New Affordable Homes at Casa Roseland

I'm a 40-year-old single mother and I spend 60% of my income on rent in a building that hasn't been updated in 30 years. With the housing gap getting wider in Sonoma County, I will never be able to afford a mortgage in a market where buyers pay above asking price in cash. I hope Council can see the importance of developments like Casa Roseland for our community.

# Support New Affordable Homes at Casa Roseland

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Shelli Morrison

Postal Code: 95425

Email Address: shellmorrison2@aol.com

Date of Submission: Tue, 07/27/2021 - 20:52

## Submission Letter:

I am in total support for New Affordable Homes at Casa Roseland! Since I moved to a Cloverdale senior housing site, I have been afforded a way of living that gives my financial stability. This has changed my quality of life so that I may help my aging parents and others at this difficult time in our world. I believe we have opportunities at this time in history to right some of the issues for a vast majority. May we work together to help each other with this property and its location that can be put to benefit so many. Thank you all for the good work you are doing for the wonderful people of our community.

# Support New Affordable Homes at Casa Roseland

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Debbie Mc Kay

Postal Code: 95401

Email Address: mckay930@sonic.net

Date of Submission: Tue, 07/27/2021 - 19:09

## Submission Letter:

I urge you to approve Casa Roseland, which is a 75-unit affordable housing project that will be located within the Tierra de Rosas master plan development in Santa Rosa. As you know Santa Rosa desperately needs more affordable housing. This will be a small step forward towards meeting that need.

# Support New Affordable Homes at Casa Roseland

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Evan Wiig

Postal Code: 95405

Email Address: emwiig@gmail.com

Date of Submission: Tue, 07/27/2021 - 17:47

## Submission Letter:

Support New Affordable Homes at Casa Roseland! Wow, what an incredible opportunity we Santa Rosans have to not only build much-needed homes for working families, but to also give Roseland the urban centerpiece it deserves. Can't wait to see this development help reshape our city for the better!

# Support New Affordable Homes at Casa Roseland

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Neva Turer

Postal Code: 95409

Email Address: nejo@aol.com

Date of Submission: Tue, 07/27/2021 - 17:18

Submission Letter:

Support New Affordable Homes at Casa Roseland

This is to urge you to approve the design for Casa Roseland and move forward with the project. Affordable housing is greatly needed for families - this is an excellent location, near transit and will improve the area while meeting the needs of people. A win-win.

# Support New Affordable Homes at Casa Roseland

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Paul Fritz

Postal Code: 95473

Email Address: paul@fritzarchitecture.com

Date of Submission: Tue, 07/27/2021 - 16:04

Submission Letter:

Support New Affordable Homes at Casa Roseland

I am writing to urge your support of the Casa Roseland project. This is an important project that will bring much needed affordable housing to the Roseland neighborhood in an area that has good proximity to transit and the Prince Greenway to allow for walking and biking access to downtown and west Santa Rosa neighborhoods. We all know affordable housing is very difficult to come by and this project deserves to move forward and start construction as soon as possible. This will put housing in an area with existing utilities and reduce pressure to develop housing at the edge of Santa Rosa.

This is a good project and deserves your support.

# Support New Affordable Homes at Casa Roseland

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Chealhome@gmail.com Shirley Cheal

Postal Code: 95404

Email Address: chealhome@gmail.com

Date of Submission: Tue, 07/27/2021 - 15:14

## Submission Letter:

Support New Affordable Homes at Casa Roseland. Affordable housing is such a need but this project offers more. Having a community room, leaning center and teen center is just what the community in Roseland needs. Think about the after school and school vacation opportunities. With so many working parents having spaces for children and teens is essential. Thanks for your support.



# Support New Affordable Homes at Casa Roseland

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Sandy Toleson

Postal Code: 95403

Email Address: sat18000@att.net

Date of Submission: Tue, 07/27/2021 - 13:56

Submission Letter:

Support New Affordable Homes at Casa Roseland. We desperately need affordable housing!!!

# Support New Affordable Homes at Casa Roseland

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JEDD PARKER

Postal Code: 95405

Email Address: jeddparker@yahoo.com

Date of Submission: Tue, 07/27/2021 - 13:34

Submission Letter:

Please support New Affordable Homes at Casa Roseland - this is one step among many that need to be taken to help address the affordability of housing in Santa Rosa.

Thank you so much.

# Support New Affordable Homes at Casa Roseland

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Caitlin Childs

Postal Code: 95404

Email Address: caitlin.childs@gmail.com

Date of Submission: Tue, 07/27/2021 - 13:32

## Submission Letter:

I'm really excited to see the Casa Roseland project coming along. I strongly support creating affordable housing throughout Santa Rosa, and am hopeful that this project will be one that helps inspire more developers to join MidPen in investing in our community.

I hope you will support their project when it comes to you for approval, too. Thank you!

# Support New Affordable Homes at Casa Roseland

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Stephanie Manieri

Postal Code: 95407

Email Address: stephaniemanieri@gmail.com

Date of Submission: Tue, 07/27/2021 - 13:05

## Submission Letter:

My name is Stephanie Manieri and I am the Trustee for Area 6 (Southwest Santa Rosa) on the Santa Rosa City Schools Board of Education. Today, I am writing to you as a fellow elected official in support of the Casa Roseland housing project. I know that in 2019 the Master Plan Temporary Map received approval from the City of Santa Rosa Design Review Board, and I am hopeful that this City Council will approve the project to move it forward toward completion. Since being annexed, Roseland has been awaiting investments like the Tierra de Rosas project and the community is ready to see this vision come to fruition. As housing becomes increasingly difficult to access in Santa Rosa, it is imperative that those of us in positions of power understand the importance of housing in health, educational, and economic outcomes. We know that children that who do not have stable home, face houselessness, have poor quality housing, and/or live in dense housing have poorer educational outcomes than their counterparts. I believe that the approval of this project will improve the lives of our children in Roseland, and I ask that you hold MidPen accountable for ensuring that our community members are prioritized in the housing application process. This is an opportunity for you all to demonstrate your commitment to equity in Santa Rosa, and I am confident that you will make the right decision.

Thank you for your time.

Best,

Stephanie Manieri

# Support New Affordable Homes at Casa Roseland

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Talmadge Wright

Postal Code: 95405

Email Address: [twright@luc.edu](mailto:twright@luc.edu)

Date of Submission: Tue, 07/27/2021 - 11:03

## Submission Letter:

Support New Affordable Homes at Casa Roseland - It is more than obvious that we need greater amounts, not just of "affordable housing" but of low-income housing. The median wage in Sonoma County does not take into account the vast differences between our service workers and our professional well paid class in either income or wealth. This disparity is a main driver of our inability to pay both rents and mortgages, not just the lack of housing. The question I have is how many of these units will be available to our lowest paid service workers? When we have 40% of our workers paying more than 50% of their income for rent/mortgages we must consider the actual number of units available to these folks. Yes, I support this project - but, please - we must make at least half or a third affordable to our low income service workers.

# Support New Affordable Homes at Casa Roseland

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lorraine collins

Postal Code: 95409

Email Address: lorraine@sonic.net

Date of Submission: Tue, 07/27/2021 - 11:00

Submission Letter:

Support New Affordable Homes at Casa Roseland

I am in favor of affordable income housing but needs to include very low income also, as you don't indicate income for "affordable" We need to get people off the street that have NO housing and make some of these units really "affordable" Thanks for your efforts

# Support New Affordable Homes at Casa Roseland

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Robin Petersen

Postal Code: 95401

Email Address: robinacademiapetersen@gmail.com

Date of Submission: Tue, 07/27/2021 - 10:59

## Submission Letter:

Please Support New Affordable Homes at Casa Roseland! The lack of housing priced for people making 25.00 an hour and less is desperately needed in Sonoma county. For a county that promotes so much development for those making 100k per year plus, it is time to wake up and take care of the people that live here. The current housing crisis causes many to spend up to 75% of their income on rent. This is not living. This is usury!

Please start acting on the solutions to this problem! Lip service doesn't solve this problem. Time to serve the real people who live here. Remember that we vote.

Thank you for your action on this matter.

# Support New Affordable Homes at Casa Roseland

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Suzanne Maxson

Postal Code: 95472

Email Address: zannemax@gmail.com

Date of Submission: Tue, 07/27/2021 - 10:47

## Submission Letter:

Please act to support the Casa Roseland project. Affordable housing is desperately lacking and so obviously necessary, the project is ready and well located, and it will benefit families, community, and the economy. Time to act! Thank you.



# Support New Affordable Homes at Casa Roseland

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Sarah Underwood

Postal Code: 95401

Email Address: skunderwood@gmail.com

Date of Submission: Tue, 07/27/2021 - 10:30

## Submission Letter:

Please support New Affordable Homes at Casa Roseland. We desperately need affordable housing in Sonoma County, where so many people are being squeezed financially (due to the high cost of living and the consequences of the pandemic).

Please don't support NIMBY (not in my back yard) attitudes that discourage affordable high density housing solutions -- and instead be a part of the tide of voices that want good housing for ALL people, regardless of income level. When our community is properly housed (including those most vulnerable), we all do better and thrive as human beings. Support Casa Roseland!

# Support New Affordable Homes at Casa Roseland

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Isai Garcia

Postal Code: 94952

Email Address: isai.x.garcia@gmail.com

Date of Submission: Tue, 07/27/2021 - 10:20

## Submission Letter:

I firmly support the New Affordable Homes at Casa Roseland project. While I do not live at Roseland, I am the son of Latino immigrants and vividly am aware of how vital having a home is to creating a thriving life. Supporting this project will enrich the Roseland community.

# Support New Affordable Homes at Casa Roseland

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Oranda Ruark

Postal Code: 95409

Email Address: randyruark@comcast.net

Date of Submission: Tue, 07/27/2021 - 09:31

Submission Letter:

Support New Affordable Homes at Casa Roseland. Move this project forward as quickly as possible. We need housing in this city, now, not in the next decade.

Oranda Ruark

# Support New Affordable Homes at Casa Roseland

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Diane Hernandez

Postal Code: 95403

Email Address: Diane.Hernandez@kp.org

Date of Submission: Tue, 07/27/2021 - 09:27

Submission Letter:

I Support New Affordable Homes at Casa Roseland. Santa Rosa needs any and all housing it can get.

# Support New Affordable Homes at Casa Roseland

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Jorge Alcazar

Postal Code: 95407

Email Address: frozenarticecream@gmail.com

Date of Submission: Tue, 07/27/2021 - 09:25

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Alison Dykstra

Postal Code: 95404

Email Address: adykstra@sonic.net

Date of Submission: Tue, 07/27/2021 - 09:09

Submission Letter:

Support New Affordable Homes at Casa Roseland

You have been an advocate for increasing the number of affordable/workforce housing. Given the almost insurmountable problems with constructing anything except detached single family homes on the fringe, this is an opportunity to vote yes on sensible, denser housing in the urban core. I urge you and the other Council members to vote yes.

# Support New Affordable Homes at Casa Roseland

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Gale Brownell

Postal Code: 95472

Email Address: galebrownell@gmail.com

Date of Submission: Tue, 07/27/2021 - 08:43

Submission Letter:

Support New Affordable Homes at Casa Roseland

We have needed THOUSANDS of affordable homes in Santa Rosa for decades. It is much more effective to provide affordable homes than it is to provide shelters for homeless people. Crimes go down, and there are fewer emergency room visits when there is enough affordable housing.

Please approve well managed affordable housing for all our benefit!

# Support New Affordable Homes at Casa Roseland

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Betsy Timm

Postal Code: 95401

Email Address: betsy101@sonic.net

Date of Submission: Tue, 07/27/2021 - 08:42

Submission Letter:

Support New Affordable Homes at Casa Roseland

I cannot imagine an argument against this affordable housing project and the community improvements that go with it.

Please support it as it is sorely needed.

Thank you,



# Support New Affordable Homes at Casa Roseland

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Michael Cook

Postal Code: 95409

Email Address: [mike@integrapla.com](mailto:mike@integrapla.com)

Date of Submission: Tue, 07/27/2021 - 08:33

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Mary Wyman

Postal Code: 95472

Email Address: marywyman@hotmail.com

Date of Submission: Mon, 07/26/2021 - 21:32

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Marjorie Helm

Postal Code: 94952

Email Address: [helmatkin@earthlink.net](mailto:helmatkin@earthlink.net)

Date of Submission: Mon, 07/26/2021 - 18:50

Submission Letter:

Please support new affordable homes at Casa Roseland.

Affordable family housing is an acute need in all parts of Sonoma County.

The City of Santa Rosa has the opportunity to meet a need in Santa Rosa and set an example for other Sonoma County cities for transportation adjacent housing for families!

Thank you for moving this development forward.

# Support New Affordable Homes at Casa Roseland

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Patricia Bongiovanni

Postal Code: 95476

Email Address: patty.moore@smmofca.com

Date of Submission: Mon, 07/26/2021 - 16:36

Submission Letter:

Sonoma County desperately needs affordable housing. If we do not have housing for young people, elderly on fixed incomes, and low wage workers, we will not have a viable economy. That is why I support the new affordable homes at Casa Roseland.

# Support New Affordable Homes at Casa Roseland

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Nichole Bankson

Postal Code: 95401

Email Address: banksonnichole2@gmail.com

Date of Submission: Sun, 07/25/2021 - 20:20

Submission Letter:

Support New Affordable Homes at Casa Roseland

Housing is so badly needed in every neighborhood in Santa Rosa. Please support this project and give those of us that love living her some hope for our future.

# Support New Affordable Homes at Casa Roseland

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william goodwin

Postal Code: 94565

Email Address: goodwin.will@hotmail.com

Date of Submission: Thu, 07/22/2021 - 16:34

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Toni Anthony

Postal Code: 95405

Email Address: tholland@sonic.net

Date of Submission: Thu, 07/22/2021 - 16:22

## Submission Letter:

Please support New Affordable Homes at Casa Roseland. This is much needed project that will provide much needed affordable housing in our community. The design as submitted is excellent and should be approved.

# Support New Affordable Homes at Casa Roseland

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Kevin Anderson

Postal Code: 95401

Email Address: [kevand8@gmail.com](mailto:kevand8@gmail.com)

Date of Submission: Thu, 07/22/2021 - 09:42

Submission Letter:

Support New Affordable Homes at Casa Roseland. We need affordable homes all over Sonoma County. We need a comprehensive vision moving forward that connects land-use to transportation networks and includes housing options for all.



# Support New Affordable Homes at Casa Roseland

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Jesse Shantor

Postal Code: 95401

Email Address: jesseshantor@gmail.com

Date of Submission: Thu, 07/22/2021 - 08:33

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Sally Gearhart

Postal Code: 95409

Email Address: [sgearhar@pacbell.net](mailto:sgearhar@pacbell.net)

Date of Submission: Wed, 07/21/2021 - 21:57

Submission Letter:

Support New Affordable Homes at Casa Roseland

As an instructor of adult English language learners in our community, I am impressed with the many whom I see pursuing further education in order to join the local workforce in vitally needed areas such as health care, computer technology, teaching, business, housing, and childcare, as well as many other important fields. As these individuals need and deserve affordable housing, a project like Tierra de Rosas may provide them not only affordable homes, but it can also provide Sonoma County an opportunity to acquire valuable, established leaders for the future of the Roseland community.

I trust our local government officials appreciate the chance to make such a vision come to fruition.

# Support New Affordable Homes at Casa Roseland

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Monica Moura

Postal Code: 95407

Email Address: monicamobilenotary@gmail.com

Date of Submission: Wed, 07/21/2021 - 20:09

## Submission Letter:

Support New Affordable Homes at Casa Roseland. As a single working woman I have had a dream of buying a house in this county for 15 years. I get beat out by all cash offers and double incomes all day long. Please consider the cost of housing since the 2017 fires. Our county needs more housing for families and single working people with or without kids.

# Support New Affordable Homes at Casa Roseland

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Frederick Allebach

Postal Code: 95476

Email Address: fallebach@gmail.com

Date of Submission: Wed, 07/21/2021 - 15:46

Submission Letter:

Support New Affordable Homes at Casa Roseland

MidPen Housing is a great affordable housing developer. This development will address the acute shortage of high-quality affordable housing in Sonoma County. Income levels deed-restricted at no greater than 60% Area Median Income can hardly be beat. This is a very good project and deserves unanimous support

# Support New Affordable Homes at Casa Roseland

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Anne Seeley

Postal Code: 95404

Email Address: aseeleysr@gmail.com

Date of Submission: Wed, 07/21/2021 - 15:37

## Submission Letter:

This project sounds like just what we need in Santa Rosa: Affordable units built in an area with transit available and providing units sized for families. Please support this project.

# Support New Affordable Homes at Casa Roseland

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Jacquelynne Ocana

Postal Code: 95404-3052

Email Address: jacquiocana@gmail.com

Date of Submission: Wed, 07/21/2021 - 15:20

## Submission Letter:

I strongly support New Affordable Homes at Casa Roseland! But it MUST be designed with collaboration from community members. We can afford to have wealthy "outta towners" decide how poor and low income families live. They need plazas and open space and little tiendas (liquor stores and food marts) nearby. Public Transportation is a must within walking distance as is plenty of open space for kids to safely play, families to BBQ and pets to roam.

# Support New Affordable Homes at Casa Roseland

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Lawrence Lehr

Postal Code: 95404

Email Address: llehr@allstate.com

Date of Submission: Wed, 07/21/2021 - 15:02

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Rick Theis

Postal Code: 95472-8957

Email Address: ricktheis@igc.org

Date of Submission: Wed, 07/21/2021 - 14:58

## Submission Letter:

The Casa Roseland development is badly needed. MidPen is an outstanding developer and also cognizant of the need for green building and reducing VMT for residents of their housing developments. It will also be an excellent example of what future development should look like that supports the economic vitality of the Tierra da Rosa community, Roseland, and SMART . Please approve this project.



# Support New Affordable Homes at Casa Roseland

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jean farmer

Postal Code: 95472

Email Address: jeanwfarmer@gmail.com

Date of Submission: Wed, 07/21/2021 - 14:42

Submission Letter:

Please Support New Affordable Homes at Casa Roseland. It is essential to our community that we have affordable housing.

# Support New Affordable Homes at Casa Roseland

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Stephanie Bedolla

Postal Code: 95492

Email Address: stephanie.bedolla@gmail.com

Date of Submission: Wed, 07/21/2021 - 13:42

## Submission Letter:

I am writing in support of design approval from the City Council for Casa Roseland to move forward with the proposed project.

Casa Roseland is a 75-unit affordable housing project that will provide housing for lower-income families and residents who are experiencing the biggest economic challenges and housing cost burden in our community. These homes are designed for families. Over two-thirds of the units are 2-to-3-bedroom homes that are best suited for families.

The project will include a community room, learning center and teen center, and will provide on-site educational services to residents. Casa Roseland is located within 1-mile of the Downtown SMART station, connects directly to the Joe Rodota Bike Trail and is located along a major commercial corridor with frequent bus service.

The master plan supports the revitalization of Sebastopol Rd through Joe Rodota Trail linkages to regional transit, employment, and recreational centers. New safe and accessible sidewalks and bike paths will be installed, and Sebastopol Rd will be widened to create safer routes to school and transit in the Roseland Neighborhood near the affordable housing development.

The SMART rail network will be extended 3.1 miles to the town of Windsor and a new station at Windsor will be constructed.

Headways on the CityBus local bus route 15 will be reduced from 60 minutes to 30 minutes on weekdays. A new electric bus will be purchased to service the route.

Casa Roseland is part of the larger Tierra De Rosas Master Plan Development that seeks to create a vibrant neighborhood center at the site of the former Roseland Village shopping center. The development will also include a new one-acre public plaza, a multi-use community center, and a new Mercado Food Hall for local vendors.

The site is a former shopping center turned into a largely underutilized and vacant greyfield that can be transformed into 75 affordable homes.

# Support New Affordable Homes at Casa Roseland

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Danielle Baker

Postal Code: 95407

Email Address: [dlbaker117@gmail.com](mailto:dlbaker117@gmail.com)

Date of Submission: Wed, 07/21/2021 - 12:04

Submission Letter: Support New Affordable Homes at Casa Roseland

# Support New Affordable Homes at Casa Roseland

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Kristin Mills

Postal Code: 95404

Email Address: kristinmills25@gmail.com

Date of Submission: Wed, 07/21/2021 - 11:57

Submission Letter:

Support New Affordable Homes at Casa Roseland!

Affordable housing may be the most pressing need in our community.

# Support New Affordable Homes at Casa Roseland

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Shan Magnuson

Postal Code: 95404

Email Address: shanny@sonic.net

Date of Submission: Wed, 07/21/2021 - 11:54

Submission Letter:

Please Support New Affordable Homes at Casa Roseland!

All that I have read about Casa Roseland sounds like it will meet many of the requirements for affordable housing and sustainability that we have all been hoping for in our community.

I hope that you will do all in your power to support this housing project.

Thanks so much for all that you are doing.

# Support New Affordable Homes at Casa Roseland

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Angie Dillon-Shore

Postal Code: 95403

Email Address: [adillonshore@first5sonomacounty.org](mailto:adillonshore@first5sonomacounty.org)

Date of Submission: Wed, 07/21/2021 - 11:43

## Submission Letter:

On behalf of the First 5 Sonoma County Commission, I strongly urge you to support the development of Casa Roseland, a 75-unit affordable housing project that will provide housing for lower-income families who face the biggest economic challenges and bear the heaviest housing cost burden in our community. Over two-thirds of the 75 units are 2-to-3-bedroom homes that are best suited for families. The project will include a community room and a learning center - opportunities to provide on-site supports like child care, tutoring, mentoring, resource navigation or other critical needs - right where families live!

Casa Roseland is part of the larger Tierra De Rosas Master Plan Development, which will create a vibrant, culturally rich neighborhood center that will also include a new one-acre public plaza, a multi-use community center, and a new Mercado Food Hall for local vendors. This type of development promotes neighborhood resiliency and family strengthening through increasing social connections a sense of community belonging. Research proves that strengthening families prevents adverse childhood experiences, promotes healthy child development and school readiness, and results in better long term outcomes for kids and adults.

Casa Roseland is a smart use of this land that sits been largely underutilized and vacant - please support the transformation of this land into affordable homes for Santa Rosa families!

# Support New Affordable Homes at Casa Roseland

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Oranda Ruark

Postal Code: 95409

Email Address: randyruark@comcast.net

Date of Submission: Wed, 07/21/2021 - 11:25

## Submission Letter:

Support New Affordable Homes at Casa Roseland, Move immediately on this as prices of construction materials are rapidly increasing. We must have more housing!!!! Now, not in three, five or more years. This slow growth of Santa Rosa, mentality has cost our community in so many ways. If we need to hire more city planners, then do it. If we need to change city policies then do it. Taking years/DECADES/ to approve a building project is outrageous. This process has existed for decades and just goes on and on and our housing shortage goes on and on. The city can act when it chooses to, look at Coffee Park, the rebuilds. HOWEVER the rebuilds in the vast majority are not replacing what was there. The small modest homes have been replaced with upper end two story homes. Hardly Affordable Housing. The owners had that option. So be it, but it did prove the city can act when it CHOOSES to. Randy Ruark

# Support New Affordable Homes at Casa Roseland

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Lisbeth Dambrowski

Postal Code: 94931

Email Address: bethdambrow@yahoo.com

Date of Submission: Wed, 07/21/2021 - 11:05

Submission Letter:

Support New Affordable Homes at Casa Roseland

Affordable housing is needed in Sonoma County as housing costs go up. In the last year the price of a small single family home in the community where I live has gone from about \$400,00 to \$550,000. Many people working service jobs or government jobs do not make salaries that would enable them to buy a house like this. Communities need to be able to have their workers live in their communities.



# Support New Affordable Homes at Casa Roseland

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Elizabeth Evans

Postal Code: 95405

Email Address: evanswright@gmail.com

Date of Submission: Wed, 07/21/2021 - 11:03

Submission Letter:

Please support New Affordable Homes at Casa Roseland. We need more affordable housing in our community and you can be the heroes who help make it happen.

# Support New Affordable Homes at Casa Roseland

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Lauren Morimoto

Postal Code: 94928

Email Address: lsmorimoto@gmail.com

Date of Submission: Wed, 07/21/2021 - 10:50

Submission Letter:

Support New Affordable Homes at Casa Roseland

Sonoma County communities are stronger when the people who work here can afford to live here. During the pandemic we learned how much we rely on essential workers in healthcare, food service, education, sanitation, etc. When the people who make up a critical part of our community cannot afford to purchase a home, build equity, and support themselves working only one full-time job, we become a county of "haves" and "have-nots," making community building challenging. Recent events have shown us that community does matter for the health and wellness and quality of life for all Sonoma County residents.

# Support New Affordable Homes at Casa Roseland

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Michael Dambrowski

Postal Code: 94931

Email Address: mdambrowski@gmail.com

Date of Submission: Wed, 07/21/2021 - 10:43

Submission Letter: I think New Affordable Homes at Casa Roseland is a good idea.

# Support New Affordable Homes at Casa Roseland

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Gail Outlaw

Postal Code: 95404

Email Address: gtoutlaw@live.com

Date of Submission: Wed, 07/21/2021 - 10:05

## Submission Letter:

The problem is here and now. The people are here on the streets, in their tents, with their lives in grocery basket. We need affordable housing and we need it now. We need help and care for those whose lives have descended into a quagmire of hopeless. We need housing for those who do so much of the hard work for us, but who don't make enough money to be able to afford to live here or who live here with many families in an apartment. This looks like a much more attractive alternative than the tent cities that we just chase around, from street to street, endlessly. Please, approve this project and get it moving as soon as possible.

# Support New Affordable Homes at Casa Roseland

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David Delasantos

Postal Code: 95401

Email Address: david.delasantos@tlcd.com

Date of Submission: Wed, 07/21/2021 - 09:58

## Submission Letter:

The City of Santa Rosa has demonstrated leadership by removing many of the obstacles that have prevented dense, urban infill development from occurring in the past. Quality projects like Casa Roseland are the result. The benefits are self-evident but worth stating:

1. Helps meet our regional housing needs, which, in turn, keeps state/federal funds flowing to help facilitate other City programs/projects.
2. Allows Roseland residents the opportunity to live where they work, resulting in fewer vehicle miles traveled and reduced carbon emissions.
3. Dense, infill housing reduces urban sprawl and frees up land for other public uses.

For these reasons, I offer my wholehearted support for this project and strongly encourage you to do the same.

# Support New Affordable Homes at Casa Roseland

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Lauren Casey

Postal Code: 95407

Email Address: laurenacasey@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:51

## Submission Letter:

I own a duplex in Roseland and I am extremely excited to see this proposal take shape. Santa Rosa desperately needs more affordable housing, and housing in general. We should especially encourage higher density options close to jobs, schools, services, and transit, so this proposal seems like a wonderful opportunity.

# Support New Affordable Homes at Casa Roseland

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Judith Tucker

Postal Code: 95472

Email Address: Bhavanima108@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:35

## Submission Letter:

There is a critical shortage of affordable housing ... I know this from the situation many of my older friends find themselves in...having lived here for 20 years or more, and now in their 70s, they can no longer afford to live here! And younger families (including my own son and his family) have had to move...my son to WA. These are folks who are or were teachers, business owners, therapists and more and yet they are now moving to other states. How well we take care of our families, elders and lower income folks (and I'm 74 but own my home outright...yet struggle to pay the property tax each year) is an important sign of a healthy society and clearly, the Santa Rosa/Sebastopol area is not doing a very good job!

This project is critically important...there should be many more like it! Thank you!

# Support New Affordable Homes at Casa Roseland

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Belinda Fernandez

Postal Code: 95404

Email Address: b@studiob-creative.com

Date of Submission: Wed, 07/21/2021 - 09:32

Submission Letter:

People who work here, need a place to live here! This will create much needed housing in the Roseland area. Thank you.



# Support New Affordable Homes at Casa Roseland

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Xitlali Mejia

Postal Code: 94952

Email Address: xitlalijanetmejia@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:30

## Submission Letter:

It is important the our county continues to provide opportunities and expansions of affordable housing projects. Our city continues to grow at a rapid rate and I have seen and met multiple families have been forced out of their housing units due to increased housing rates.

The community rooms and teen centers will help to keep children safe and help build community ties.

# Support New Affordable Homes at Casa Roseland

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Kathy Ficco

Postal Code: 94952

Email Address: kathyficco@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:17

Submission Letter:

I am a supporter of affordable housing everywhere for everyone. Thank you!

# Support New Affordable Homes at Casa Roseland

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Scott Kincaid

Postal Code: 95405

Email Address: [scott@fdc-comp.com](mailto:scott@fdc-comp.com)

Date of Submission: Wed, 07/21/2021 - 09:14

## Submission Letter:

Please support this extremely important affordable housing project in the Roseland area of Santa Rosa! The Roseland community is a very vibrant people place, but many of the buildings, particularly along Sebastopol Road, are old and tired. This project will stimulate the area for further development and will provide for critical housing! This project clicks all of the boxes for an infill development! Thank you for your consideration.

# Support New Affordable Homes at Casa Roseland

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Dennis Rosatti

Postal Code: 95472

Email Address: drosatti@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:13

Submission Letter:

Please support and approve affordable housing. Santa Rosa needs to lead the way as the largest city in our county.

Time to turn talk into walk and get it built!!

# Support New Affordable Homes at Casa Roseland

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Jim Leddy

Postal Code: 95407

Email Address: jimleddy@yahoo.com

Date of Submission: Wed, 07/21/2021 - 09:10

Submission Letter:

Dear Members of the Santa Rosa City Council:

As a resident of Southwest Santa Rosa, I ask for your support for the Casa Roseland affordable housing project. This project will be a positive transformative development needed for both the local community and all of Santa Rosa.

The entire Tierra De Rosas project will energize needed, long overdue private and public investment in the community. Thank you for your consideration and all of the work the entire Council does for our community.

# Support New Affordable Homes at Casa Roseland

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Woody Hastings

Postal Code: 95472

Email Address: woodyhastings@gmail.com

Date of Submission: Wed, 07/21/2021 - 09:10

## Submission Letter:

Affordable housing is desperately needed in the Sonoma County community. I can't think of a better use for this woefully under-utilized location. Please include the highest standards of energy efficiency and use of environmentally sound materials and practices in construction. Thank you.

# Support New Affordable Homes at Casa Roseland

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David Brown

Postal Code: 95401

Email Address: [dbrown@adobeinc.com](mailto:dbrown@adobeinc.com)

Date of Submission: Wed, 07/21/2021 - 09:08

## Submission Letter:

As everyone of the Council members realizes affordable housing is badly needed in Santa Rosa, Sonoma County and the entire state of California. No project is perfect just as there is nothing in Santa Rosa that has ever been built is perfect. The Casa Roseland affordable housing project is needed, wanted and is not perfect but you must approve this project and others like it. You are obligated to vote yes on this project. It is a no-brainer.

# Support New Affordable Homes at Casa Roseland

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Stephanie Picard Bowen

Postal Code: 95405

Email Address: [stephanie@generationhousing.org](mailto:stephanie@generationhousing.org)

Date of Submission: Tue, 07/20/2021 - 10:46

## Submission Letter:

I am writing today in support of the Casa Roseland community project. As a lifelong resident of Sonoma County, I know that our community thrives when any person who wants can find an affordable place to live. Our neighborhoods are whole and flourishing when we can make space for anyone who wants to be here.

Saying "YES" to projects that prioritize affordable housing units gets us there. Please vote in favor of the project.





August 2, 2021

**VIA EMAIL**

City Council  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, California 95404  
Email: [citycouncil@srcity.org](mailto:citycouncil@srcity.org); [cc-comment@srcity.org](mailto:cc-comment@srcity.org)

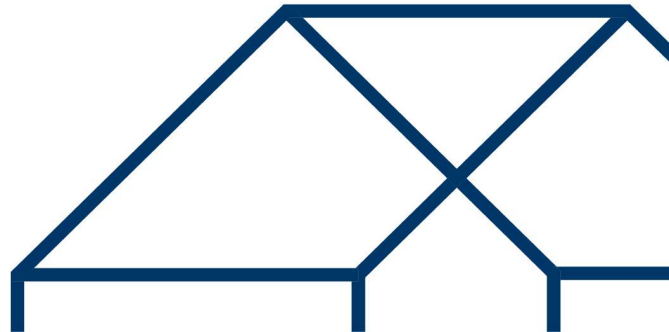
RE: Agenda Item 15.1: 665 & 883 Sebastopol Road, File No. DR21-001

To the City Council:

Californians for Homeownership is a 501(c)(3) organization devoted to using legal tools to address California's housing crisis. We are writing regarding the 665 & 883 Sebastopol Road project.

The City's approval of this project is governed by the Housing Accountability Act, Government Code Section 65589.5. Based on the information presented in the staff report before you, the project meets all of the City's objective development standards and the City is required to approve the project. The private agreement referenced in the appeal before you cannot justify denying the project under the Housing Accountability Act, and the City is not entitled to enforce private agreements through its land use authority. The City's environmental review of the project is well-supported by the evidence before you. For the purposes of Government Code Section 65589.5(k)(2), this letter constitutes our written comments submitted in connection with the project. The remainder of this letter explains the City's obligations under the Housing Accountability Act in detail.

The Housing Accountability Act generally requires the City to approve a housing development project unless the project fails to comply with "applicable, objective general plan, zoning, and subdivision standards and criteria, including design review standards, in effect at the time that the application was deemed complete." Gov. Code § 65589.5(j)(1). To count as "objective," a standard must "involve[e] no personal or subjective judgment by a public official and be[] uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant or proponent and the public official." Gov. Code § 65589.5(h)(8). In making this determination, the City must approve the project if the evidence "would allow a reasonable person to conclude" that the project met the relevant standard. Gov. Code § 65589.5(f)(4). Projects subject to modified standards pursuant to a density bonus are judged against the City's standards as modified. Gov. Code § 65589.5(j)(3).



The City is subject to strict timing requirements under the Act. If the City desires to find that a project is inconsistent with any of its land use standards, it must issue written findings to that effect within 30 to 60 days after the application to develop the project is determined to be complete. Gov. Code § 65589.5(j)(2)(A). If the City fails to do so, the project is deemed consistent with those standards. Gov. Code § 65589.5(j)(2)(B).

If the City determines that a project is consistent with its objective standards, or a project is deemed consistent with such standards, but the City nevertheless proposes to reject it, it must make written findings, supported by a preponderance of the evidence, that the project would have a “specific, adverse impact upon the public health or safety,” meaning that the project would have “a significant, quantifiable, direct, and unavoidable impact, based on objective, identified written public health or safety standards, policies, or conditions as they existed on the date the application was deemed complete.” Gov. Code § 65589.5(j)(1)(A); *see* Gov. Code § 65589.5(k)(1)(A)(i)(II). Once again, “objective” means “involving no personal or subjective judgment by a public official and being uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant or proponent and the public official.” Gov. Code § 65589.5(h)(8).

Even if the City identifies legally sufficient health and safety concerns about a project, it may only reject the project if “[t]here is no feasible method to satisfactorily mitigate or avoid the adverse impact . . . other than the disapproval of the housing development project . . . .” Gov. Code § 65589.5(j)(1)(B). Thus, before rejecting a project, the City must consider all reasonable measures that could be used to mitigate the impact at issue.

For projects that provide housing for lower-income families, the Act is even more restrictive. In many cases, the City must approve such a project even if it fails to meet the City’s objective land use standards. *See* Gov. Code § 65589.5(d).

These provisions apply to the full range of housing types, including single-family homes, market-rate multifamily projects, and mixed-use developments. Gov. Code § 65589.5(h)(2); *see Honchariw v. Cty. of Stanislaus*, 200 Cal. App. 4th 1066, 1074-76 (2011). And the Legislature has directed that the Act be “interpreted and implemented in a manner to afford the fullest possible weight to the interest of, and the approval and provision of, housing.” Gov. Code § 65589.5(a)(2)(L).

When a locality rejects or downsizes a housing development project without complying with the rules described above, the action may be challenged in court in a writ under Code of Civil Procedure Section 1094.5. Gov. Code § 65589.5(m). The legislature has significantly reformed this process over the last few years in an effort to increase compliance. Today, the law provides a private right of action to non-profit organizations like Californians for Homeownership. Gov. Code § 65589.5(k). A non-profit organization can sue without the involvement or approval of the project applicant, to protect the public’s interest in the development of new housing. A locality that is sued to enforce Section 65589.5 must prepare the administrative record itself, at its own expense, within 30 days after service of the petition. Gov. Code § 65589.5(m). And if an enforcement lawsuit brought by a non-profit organization is successful, the locality must pay the

organization's attorneys' fees. Gov. Code § 65589.5(k)(2). In certain cases, the court will also impose fines that start at \$10,000 per proposed housing unit. Gov. Code § 65589.5(k)(1)(B)(i).

In recent years, there have been a number of successful lawsuits to enforce these rules:

- In *Honchariw*, 200 Cal. App. 4th 1066, the Court of Appeal vacated the County of Stanislaus's denial of an application to subdivide a parcel into eight lots for the development of market-rate housing. The court held that the county did not identify any objective standards that the proposed subdivision would not meet, and therefore violated the Housing Accountability Act in denying the application.
- In *Eden Housing, Inc. v. Town of Los Gatos*, Santa Clara County Superior Court Case No. 16CV300733, the court determined that Los Gatos had improperly denied a subdivision application based on subjective factors. The court found that the factors cited by the town, such as the quality of the site design, the unit mix, and the anticipated cost of the units, were not objective because they did not refer to specific, mandatory criteria to which the applicant could conform.
- *San Francisco Bay Area Renters Federation v. Berkeley City Council*, Alameda County Superior Court Case No. RG16834448, was the final in a series of cases relating to Berkeley's denial of an application to build three single family homes and its pretextual denial of a demolition permit to enable the project. The Court ordered the city to approve the project and to pay \$44,000 in attorneys' fees.
- In *40 Main Street Offices v. City of Los Altos*, Santa Clara County Superior Court Consolidated Case Nos. 19CV349845 & 19CV350422, the court determined that the City violated the Housing Accountability Act, among other state housing laws, by failing to identify objective land use criteria to justify denying a mixed-use residential and commercial project. The City was ultimately forced to pay approximately \$1 million in delay compensation and attorneys' fees in the case.

In other cases, localities have settled lawsuits by agreeing to approve the subject projects and pay tens or hundreds of thousands of dollars in legal expenses.

Sincerely,



Matthew Gelfand

cc: Kristinae Toomians, Project Planner (by email to [ktoomians@srcity.org](mailto:ktoomians@srcity.org))  
Sue Gallagher, Esq., City Attorney (by email to [sgallagher@srcity.org](mailto:sgallagher@srcity.org))