

Roseland Village Neighborhood Center

Proposal Statement – City of Santa Rosa: Use Permit, Tentative Map

Date:	February 20, 2019
Project:	Roseland Village Neighborhood Center
Location:	665 and 883 Sebastopol Road, Santa Rosa
Land Owner:	SC Community Development Commission and MidPen Housing
Applicant:	MidPen Housing

BACKGROUND: Beginning in 2005 through a series of community meetings, a vision was created for the future of the Sebastopol Road Corridor. Part of this vision was for the development of a neighborhood center, or “community commons” with neighborhood serving and residential uses at the former Roseland Village shopping center site at the intersection of Sebastopol Road and West Avenue, Santa Rosa. In 2007, the Sebastopol Road Urban Vision Plan (“Vision Plan”), which reflected the community vision developed during these meetings, was adopted by both the City of Santa Rosa (“City”) and the County of Sonoma (“County”). The City and County then adopted revisions to their General Plans and zoning code to enable implementation of the Vision Plan.

During the spring of 2011, the Sonoma County Community Development Commission (“CDC”) purchased the western portion of the Roseland Village shopping center (665 Sebastopol Road, Santa Rosa, APN 125-111-037) to implement the vision for redevelopment of that site (“CDC Parcel”). The CDC Parcel is recognized as an opportunity site that can catalyze the attainment of neighborhood and area-wide goals in economic diversification and opportunity, sustainable and affordable housing, job creation and educational achievement, mobility and Greenhouse Gas (GHG) reduction, and cultural and artistic expression.

Site Aerial Photo



Subsequent to purchase, the CDC has been actively engaged in remediation and cleanup of the CDC Parcel. Beginning in 2014, the CDC initiated demolition of the vacant warehouse, bowling alley, grocery store, and gas station previously located on the CDC Parcel. In fall 2014, the CDC convened a project task group to help conduct the community engagement process for the planning and redevelopment of the property. With the assistance of the task group, the CDC continued its series of community forums to allow community members to contribute to the plans for the interim and permanent redevelopment of the CDC Parcel.

In the spring of 2015, the CDC issued a request for proposals for a master developer to complete the development of the CDC Parcel. MidPen Housing (“MidPen”) was selected by the CDC and approved by the County Board of Supervisors in January 2016. The community goals underlying MidPen’s development proposal at RFP selection were:

- Provide a mix of homes designed for a diverse cross-section of the Roseland community
- Create a vibrant market-hall and business incubator for local restaurant and food enterprise
- Deliver a public plaza that serves as Roseland’s community hub
- Develop a multi-use building which accommodates a neighborhood library and other community serving programs
- Support the revitalization of Sebastopol Road and Joe Rodota Trail linkages to regional transit, employment, and recreational centers

Since then, MidPen and the CDC have undertaken planning for development of the Property, with the intention of implementing the Roseland community’s vision reflected in the Vision Plan. In April 2016, MidPen moved forward with a joint Pre-Application Meeting with the County and the City to obtain guidance about the policy issues and development standards which are expected to be sought by each jurisdiction for the development of the CDC Parcel. Subsequently in August 2017, MidPen purchased a privately held parcel immediately adjacent to the CDC Parcel (“Gee Parcel” located at 883 Sebastopol Rd, Santa Rosa, APN 125-101-031, and together with the CDC Parcel, the “Property”), as a means to augment the CDC Parcel’s overall development potential and to more feasibly deliver the goals summarized above consistent with the County’s and City’s expected development standards.

Beginning in August 2016, MidPen launched a series of three community engagement workshops designed to help inform and define the public aspects to be developed within the Property, and to create a plan for a durable and functional public realm which responds to community priority and honors Roseland’s unique attributes and culture. In particular, these workshops have focused on the physical and programmatic features of the Plaza, the future street and pedestrian circulation layout, and the Joe Rodota trail enhancements, all of which establish the basis for the eventual subdivision and development of the Property.

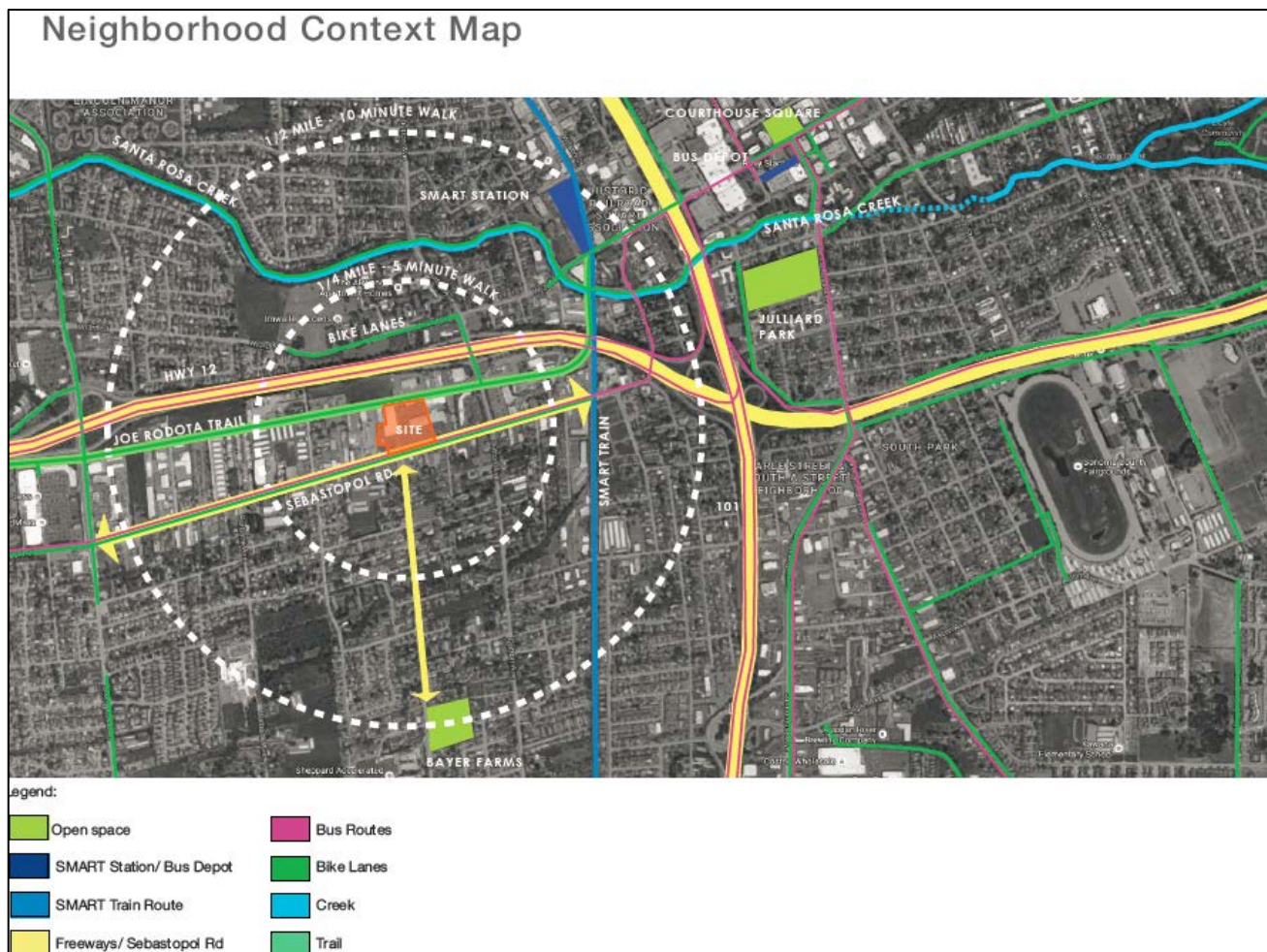


Building on this body of work and input, in November 2016, MidPen submitted and Sonoma County PRMD formally accepted a planning application (PLP16-0058) for the subdivision and

phased development of the Property (“Project”). In December 2016, a joint County and City Conceptual Design Review meeting was held to review the Project’s development program, site plan and conceptual architecture. In April 2017, a Precise Development Plan, Tentative Map, environmental studies, and other associated reports were submitted to PRMD to allow for Project referral, public hearings, and final entitlement and land use approval. In June 2017, a second joint County and City Conceptual Design Review Meeting was held and comments received. The joint DRC recommended the Roseland Village proceed to Planning Commission for consideration. In November 2017 LAFCO approved the Roseland Area Annexation to the City of Santa Rosa. In December 2017 the County of Sonoma/PRMD determined that the entitlements for Roseland Village should be processed within the City of Santa Rosa. On December 21st, 2017 Roseland Village was presented to the City of Santa Rosa Design Review Board (DRB) and received unanimous recommendation to move forward to the Planning Commission for consideration with the understanding that the Final Design Review for each of the buildings will go back for DRB review. On February 12, 2018 a PDP and Tentative Map Application were submitted to the City of Santa Rosa.

The narrative below provides a description of the Project.

PROPERTY CHARACTERISTICS: The Property is comprised of the 6.81 acre CDC Parcel (APN 125-111-037) and the adjacent 0.6 acre Gee Parcel (APN 125-101-031). The Property is flat and



generally slopes gently in a southerly direction towards Sebastopol Road. Vehicular and pedestrian ingress/egress access to the site is available from Sebastopol Road and through the adjoining Paulsen Parcel parking lot. Pedestrian and bicycle ingress/egress access to the Property is also available via the Joe Rodota trail which runs along the Property’s northerly frontage.

Situated in the heart of the Roseland community, the Property is located on the south side of Highway 12 running parallel between the Joe Rodota Trail to the North and Sebastopol Road to the South, and is proximate or walkable/bikeable to public bus stops, the Santa Rosa downtown transit station, the SMART railway station, local schools, full service grocery, community health center, Roseland Library, Bayer Farms, and other neighborhood amenities.

Beginning with the purchase of the CDC Parcel in 2011, the CDC has managed and undertaken cleanup and remediation of recognized soil and groundwater environmental conditions under the regulatory jurisdiction of the Regional Water Quality Control Board, and the Property is actively being remediated to permit the use and development of the Project as proposed.

In 2015, the CDC demolished and removed all buildings and structures on the Property except for a single building containing a Dollar Store and temporary community uses. In 2016, the CDC constructed a temporary play structure and tot lot at the NE corner of the Property along its Joe Rodota frontage.

EXISTING PARCEL DIMENSION		
APN	ACRE	DESCRIPTION
125-111-037	6.81	CDC
125-101-031	0.60	GEE
TOTAL	7.41	

DEVELOPMENT PROGRAM: The Project is a public/private partnership between MidPen, UrbanMix Development and the CDC. Consistent with the Vision Plan and the County’s and City’s growth policies which encourage new development to occur in a compact, community-centered, and sustainable manner, the Project’s physical and programmatic design directly helps to advance measurable outcomes in relation to economic resiliency, housing choice, and community health. The Project will repurpose the Property with a 7.4+ acre mixed-use program spread over 5 parcels, designed to provide for the separate conveyance, ownership, financing, and development of distinct Project components subsequent to the recordation of a subdivision map. The Project will request a 32% density bonus consistent with State and City programs, and will provide deeply and permanently affordable housing at a level which far exceeds City requirements. Built to GreenPoint rated and CalGreen sustainable standards, the Project integrates the following elements within a cohesive neighborhood improvement plan:

- Affordable Housing: A total of 75 multifamily rental units (1, 2, and 3 bedroom apartments ranging from approximately 516 sq. ft. to 1,025 sq. ft.) in a single building of stacked flats, and including approximately 3,500 sq. ft. of resident commons facilities (management and services offices, resident educational/lifestyle amenities spaces, storage and bike room).

- **Market Rate Housing:** A total of 100 units of multifamily rental units (1 and 2 bedroom apartments ranging from approximately 577 sq. ft. to 1,077 sq. ft.) in one 3-story and one 4-story building of stacked flats, and up to 3,950 sq. ft. of resident commons facilities (leasing office, community gathering spaces, fitness and lifestyle amenities, storage and bike room) and up to 1,080 gross sq. ft. (rentable 1,000 sq. ft.) of retail ground floor use.
- **Civic Building:** Approximately 24,800 gross sq. ft. of shared space in a single 2-story building, combining approximately 11,000 net sq. ft. for a ground floor public library, and approximately 11,000 net sq. ft. 2nd story space for Office and Community uses.
- **Mercado Food Hall:** Up to 7,400 gross sq. ft. (7,000 rentable sq. ft.) 1-story market hall that utilizes food as a catalyst for neighborhood economic development opportunities featuring local restaurant and food-based business incubation and enterprise, and developed as a commercial anchor of the Plaza reflective of Roseland’s Latino roots and acting as a destination marketplace with food, beverage, supportive retail, and recreational amenities.
- **Plaza:** A one-acre public plaza that serves as Roseland’s community gathering hub and provides a public venue for community events, arts and culture, the farmers market, neighborhood commerce, and recreation.



We note that the above described development program and master site plan contain a number of modifications to the original Project planning application submitted to PRMD in December 2016, pursuant to and reflective of the comments and input subsequently received through the MidPen sponsored community workshops, the Joint City/County Conceptual Design Review hearings, comments responding to PRMD’s referral of the December 2016 planning application, and joint and individual review meetings with PRMD and City staff as well as other project and community

stakeholders (including the Sonoma County Library, the Boys & Girls Club of Central Sonoma County, and the Project's Mercado consultant). A summary of the key modifications we have now incorporated into the Project and which respond to County, City, stakeholder, and community input is as follows:

Site

- Increased building setback along the Joe Rodota Trail frontage by placing circulation and parking between the trail and buildings
- Eliminated the interim cul de sac
- Revised public street layout and dimensions to be consistent with City of Santa Rosa Street standards (combination "Main Street", "Diagonal Main Street", and "Minor Street")
- Widened West Ave. to accommodate a left turn pocket at its intersection with Sebastopol Road and a Class B bike lane from the Joe Rodota Trail to Sebastopol Road
- Modified intersection geometries consistent with industry best practice for pedestrian safety, reduced vehicle speeds, and maximized on-street parking
- Provided direct pedestrian and vehicle access to the adjacent Paulsen commercial center through updated site layout and circulation design

Structures

- Consolidated apartments into three buildings
- Activated West Ave. with ground floor stoops and patios
- Oriented the Building A parking podium to allow for more active uses facing the plaza and Street A
- Reoriented the Market Rate retail space to face the Plaza, creating improved commercial activation along Street C

Reciprocal Parking and Driveway Easement:

On July 25, 1956 Roseland Village, a California Corporation, and Coddling Enterprises executed a Reciprocal Parking and Driveway Easement ("Easement") Recorded in Book 1467 Page 415 of the Official Records. The Easement benefits and encumbers Sonoma County Assessor Parcel Number 125-111-37 ("Commission Property") and a portion of Sonoma County Assessor Parcel Number 125-111-45, 46, 47 and 48 ("Paulsen Property"). Page 3 of the Easement clarifies that the Easement was created so that each property would Grant each other "reciprocal easements over that portion of said real property which has been, and will be in the future, set aside for vehicular parking lots and drive-ways"

The Easement does not describe a specific location for vehicular parking and/or driveway uses on either the Commission or Paulsen Properties. Rather, Roseland Village and Coddling Enterprises granted each other a "non-exclusive easement to use and to allow the use of vehicular parking lots and drive-ways which presently exist or will be developed hereafter" (Easement Page 3). Nowhere in the Grant of the Easement does it restrict the development of either property bound by the Easement. In fact, as evidenced by the above language, the Easement contemplates further development by both parties. Any questions regarding the Easement is a private party matter that is currently being addressed by the owners of the properties bound by the Easement.

In addition, MidPen and the CDC have worked with the owner of the commercial center immediately adjacent easterly to the CDC Parcel (“Paulsen Parcel”), to ensure that Easement, infrastructure, circulation, parking and land uses are accommodated in a way that allows for an integrated and comprehensive plan as called for in the Sebastopol Road Urban Vision Plan. While not a component of the Project entitlement/mapping application, a conceptual development plan for the Paulsen Parcel (indicating vehicular/bicycle/pedestrian circulation, building and parking layout, and land uses and square footages) has been prepared by the Paulsen Parcel’s design team to illustrate how the Property/Project and the Paulsen Parcel can reasonably fit together and be developed as a cohesive and well integrated plan

DESIGN PROGRAM

Roseland Village is designed as a walkable, equitable, and integral addition to the thriving Sebastopol Road commercial district. The design is based on the Sebastopol Road Urban Vision Plan, and reflects a community-driven design informed by extensive community outreach. Roseland Village will serve neighborhood residents and act as a magnet for the broader community.



The streets, open spaces and buildings are designed as a holistic environment –connected in ways that create a vibrant urban neighborhood as well as a town center with cultural, educational and recreational amenities. A 1-acre public square opens to Sebastopol Road and forms the beating heart on the new neighborhood. The program calls for this space to be activated on a daily basis. It is framed by the Civic building (library and office uses) and Building A (multifamily) to the west, the Mercado (market) to the east, and Building B1 (mixed-use) to the north. The Joe Rodota Trail, along the north site boundary, provides neighborhood access for pedestrians and cyclists coming from the SMART station, Railroad Square and downtown Santa Rosa.

The following elements are highlighted as key features guiding the Roseland Village design program:

Urban Design

- A grid of streets and blocks, woven into the existing neighborhood fabric, creating strong connections to community anchors: Sebastopol Road commercial district, schools, and Bayer Farm to the south; Railroad Square, the SMART station, Santa Rosa Creek and Downtown Santa Rosa to the east; and the regional trail network to the west.

- The extension of West Ave., from Sebastopol Road to the Joe Rodota Trail, establishes a primary north/south axis, inviting trail users into the Project and allowing for West Ave’s future extension to neighborhoods to the North, when those properties are developed.
- Access and circulation through the site from east to west.
- State of the art street geometry and design for pedestrian safety and walkability, balancing the needs of pedestrians and bikes with drivers and emergency vehicles. Crosswalks are located at all corners with bulb-outs to provide minimum crossing distances and compact corner radii to slow traffic and increase pedestrian visibility.
- Diverse streetscapes, each designed to complement the needs of the adjacent Project elements and functions:
 - Street A is the address for the Library on the south and Building B’s the ground floor common-area to the north
 - Street B acts as a commercial gateway to the new neighborhood with the Mercado to the west
 - Street C is fronted by the Building B common-area, retail, and residential front doors to the north and the Plaza to the south
 - West Ave., north of Street C, is a residential street lined with stoops and patios.
 - Although not a street, the Joe Rodota Trail also functions as a key address and will be lined with trees and lighting

Plaza

- Guided and informed by three community workshops, the narrative for the Plaza is based on the idea of “urban vitality in nature”, and reflects the following:



- A public square with lots of trees and greenspace, but at the same time, which provides a place for gathering and celebrating.
- Open areas which balance paved and green space areas, and which accommodates a variety of elements, including interactive art, universal play, a tree grove, a dining area tree alley, planter seat walls, and a farmers market staging area.
- A Mercado which opens onto the Plaza, with its own paved area for outdoor seating.
- An adjacent staging area for food trucks along Sebastopol Road.

Commercial

- The Mercado and Civic buildings support the existing mix of retail, service, dining, and institutional uses found within the Roseland commercial district. The building placement is traditional, with each building hugging the Sebastopol Road setback line.



Mercado

- The Mercado building is conceived of as a multi-vendor market/food-hall, anticipated to be anchored by a restaurant or other retail food or beverage establishment with secondary spaces leased to a mix of other vendors. The main entrance will face angled parking along Street B. Uses will engage Sebastopol Road and the Plaza during business hours through the use of fold-away doors or roll-up garage doors. The building will require full-wrap architecture to address the unique public spaces that line all four sides. Notable elements include:
 - An open loft-like interior space
 - High degree of transparency to allow for an abundance of natural light
 - Awnings to mark, shade and protect openings
 - An outdoor seating area facing the plaza
 - A public restroom serving both the Mercado and Plaza

Civic Building

- The Civic building is a dual-tenant building sited at the key intersection of Sebastopol Road and West Avenue. The building is envisioned as an iconic monument as a reflection of the civic uses. Notable elements include:
 - Main entrance in proximity to the key intersection of Street A and West Avenue, adjacent to convenience parking.
 - High degree of transparency to allow for an abundance of natural light
 - Full-wrap architecture to address special conditions on all four sides.
 - Tall ceilings to increase the building presence.

Housing

- The Project's three residential buildings will each be unique, but designed to work together as neighbors. All will be designed with the City DRB comments in mind. Materials and colors will be selected to fit within the greater Roseland community. All



building masses will be subdivided to avoid a “monolithic box-like design.” Buildings adjacent to the plaza will mark key corners with special façade articulation.

- Building A, an affordable family-oriented building, has 1-, 2- and 3-bedroom units above common-area amenities such as a community room/kitchen, learning center, computer lab, management offices, and bike storage. The main public entrance will be at the corner of Street A and West Avenue. A separate resident entrance will be located in a connector between the two building legs. The two primary facades respond to the urban conditions along Street A and West Avenue, embracing the street. Parking is screened from view in a podium and parking court.
- Buildings B1, B2, broadly defined as mixed-use, house a blend of 1- and 2-bedroom market rate apartments and shared amenities such as a lounge area, fitness room, coffee bar, package room, management office, bike storage, and roof deck. A separate retail space, including room for outdoor dining, faces Street B. The main public entrance will be adjacent to the retail use. Resident may enter both buildings from either the parking courtyard or the north parking lot. In general, buildings are sited to accommodate stoops and patios on the front and tuck-under parking on the back. Non-residential uses pop out to engage the street.

Joe Rodota Trail

- The Joe Rodota Trail (“Trail”) is considered the north pedestrian and cycling gateway to the Roseland commercial district, and provides a critical non-vehicle connection between the Project and the SMART Station and Downtown Santa Rosa.
 - The Trail frontage along the boundary of Roseland Village will be improved as part of the Project.
 - The Project’s landscaping and buildings are designed to create a sense of arrival and to provide a gateway that invites visitors into the new mixed-use district.
 - The location and placement of the residential buildings along the Trail is intentionally designed to create “eyes on the trail”, thereby enhancing security for Trail users.
 - Consistent with the Vision Plan, the extension of West Ave thru the Project is designed to allow for its future extension across the Trail and to properties to the north, if and when land-use development applications are brought forward for those properties.



LAND USE AND ENTITLEMENTS:

Area Planning Context: The Project is within a ½ mile pedestrian/bike link connection to the new Santa Rosa (SMART) train station, and is recognized as a key urban development initiative supporting public health, public transit, and GHG-reducing goals. In fact, the Project is located within and aligns to the goals and recommendations of a number of regional comprehensive plans, including the:

- Sebastopol Road Priority Development Area (ABAG-MTC One Bay Area Plan)
- Sebastopol Road Urban Vision Plan (joint County of Sonoma and City Santa Rosa)
- Roseland Area/Sebastopol Road Specific Plan and the Downtown Station Area Specific Plan (City of Santa Rosa)
- Roseland Community-Based Transportation Plan (Sonoma County Transportation Authority)
- Sonoma County Health Action Plan and the Portrait of Sonoma County Human Development Report (Sonoma County Dept. Health Services)
- Climate Action 2020 Plan (Sonoma County Regional Climate Protection Authority)
- 2014 Countywide Bicycle and Pedestrian Master Plan (Sonoma County Transportation Authority)

- 2016 Reimagining CityBus (City of Santa Rosa)

The Project directly responds to the key findings and implements the strategic recommendations of the recently adopted Roseland Area / Sebastopol Road Specific Plan (City of Santa Rosa), which creates the framework for LAFCO’s Roseland Area Annexation approval to the City of Santa Rosa, adopted in November 2017..



Project Entitling and Mapping Status: The Property’s current general plan designation is as noted in the chart below.

Site Land Use and Zoning- Existing		
Address	City GP Land Use Designation	City Zoning Designation
665 & 883 Sebastopol Rd, Santa Rosa, CA 95407	Retail/Medium Residential Mixed Use Medium Density Residential (8.0 to 18.0 units per acre)	General Commercial (CG) R-3-18 (Multi-Family Residential)

As proposed, the Project conforms to the Property’s underlying City’s zoning/general plan designations and the area plans referenced above, subject to the receipt of development standard concessions that the Project is eligible to receive through State/Local Density Bonus programs, as more fully outlined in the Affordable Housing Proposal section below.

Entitlement/mapping approvals and CEQA certification will be processed and are anticipated to be completed through the City

The Final Map review/approval and grading/building permit review/approvals for each phase of the Project will be processed and completed through the.

The land-use approvals required for the development of the Project are:



CITY

- Use Permit (for the mixed use development and mobile food vendors)
- Tentative Map (7.41 acres into 4 lots, 1 open space parcel, and public street and infrastructure dedications)
- Density Bonus
- CEQA Exemption (consistent with CEQA Section 15183)
- Final Map
- Final Design Review individually and separately for each of the 5 respective project components (Plaza/Infrastructure; Market Rate Residential; Affordable Residential; Civic; and Mercado)
- Grading/Building Permits

As proposed, the Project would obtain Tentative Map approval to subdivide the Property into 4 lots and 1 open space parcel, mapped as necessary to allow for phased and individual ownership, financing, development, and management of each parcel. The project's backbone infrastructure plan is designed to serve and support the complete Project and allows for the individual phase-in of Project components consistent with their respective financing and construction schedules.

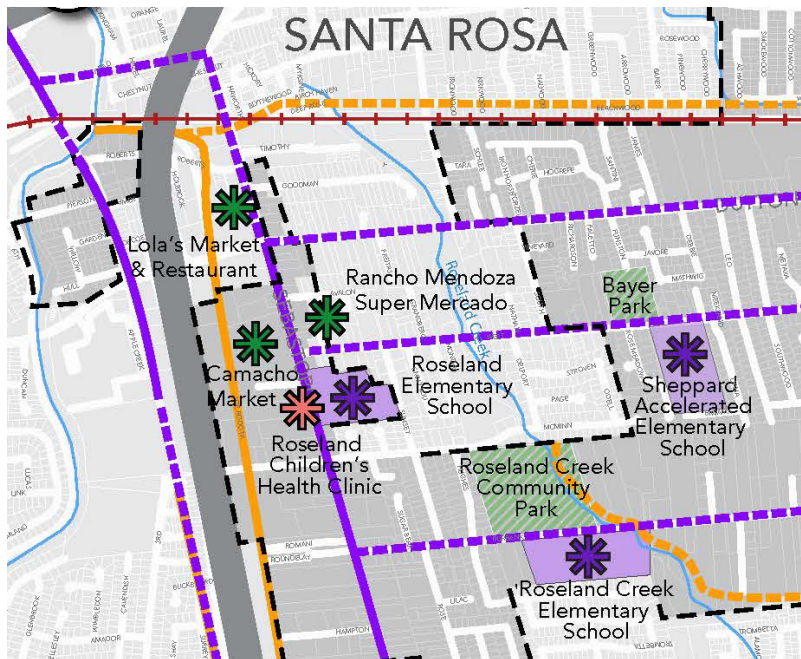
City of Santa Rosa General Plan

Consistency: It should be noted that the City of Santa Rosa’s General Plan map identifies the combined CDC Parcel and the Paulsen Parcel, comingled with other adjoining properties, as a proposed “Neighborhood Shopping Center” area, and calls for a 20,000 sq. ft. grocery store “anchor” on or near the co-located parcels. We note that there are a considerable amount of “anchor” grocery stores and other food related businesses that currently exist and operate within or immediately adjacent to the City’s General Plan mapped area. As noted in the neighborhood map exhibit below, these numerous existing grocery stores within the City GP mapped area and within immediate proximity to the Property include:



- the 18,500 sq. ft. Rancho Mendoza Super Mercado immediately across Sebastopol Road from the Property
- the 8,800 sq. ft. Camacho Market grocery store on the Paulson Parcel immediately adjacent to the Property.
- the 10,000 sq. ft. Lola’s Market grocery store less than a 1/10th of a mile from the Property on the corner of Sebastopol Road and Dutton Ave.
- the 55,000 sq. ft. FoodMax large format grocery store less than 1 mile from the Property on Stony Pt and Sebastopol Road.

As noted, a total of 27,300 sq. ft. of existing grocery store space currently exists and operates within the City’s GP map area and immediately adjacent to the Property, well in excess of the 20K sq. ft. reference within the City’s GP map, and an additional 55K sq. ft. of existing grocery store space exists within shopping proximity to the Property.



Moreover, we note that the Project itself will expand and improve upon the food-based footprint within this area with the development of the 7,000 sq. ft. Mercado Food Hall and the new 1 acre public Plaza, which is designed and programmed to contain a regular farmer's market.

The addition of the Mercado Food Hall and the open air farmer's market will provide area residents and visitors with a new source of fresh produce as well as prepared foods. In addition, the Plaza and its adjacent Sebastopol Road frontage will be programmed to permit Food Trucks and food vendors on a regular basis, with

the overall goal of promoting the Project as a popular year-round cultural, food and events destination venue for the Roseland neighborhood and beyond.

Finally, we highlight that the Project has been designed to integrate with the adjacent Paulson Parcel, which contains an existing shopping center that has the potential to be expanded or be reconfigured in the future to allow for larger or additional grocery store space.

The Project, therefore, is consistent with the City of Santa Rosa General Plan map designation. The existing on-the-ground supply of neighborhood grocery and food shopping options (within the immediate vicinity of the Property and in the City's mapped General Plan area), in combination with the Project's future Mercado Food Hall and a new Plaza providing the opportunity for a regular open air farmers market, far exceeds the intent of the City's General Plan land map designation for this area of the Sebastopol Road corridor.

CEQA Certification: The Property is within the boundary of the Sebastopol Road Urban Vision Plan as well as the Roseland Area/Sebastopol Road Specific Plan. Consistent with CEQA Guidelines Section 15183, a CEQA exemption has been recommended and is being processed for the Project by the City, as lead agency. We note that CEQA Guidelines Section 15183 mandates that projects which are consistent with the development density established by existing zoning, community plan, or general plan policies for which an EIR was certified shall not require additional environmental review, except as might be necessary to examine whether there are project-specific significant effects which are peculiar to the project or its site. Section 15183 allows potential project-specific significant effects to be examined through an initial study or other analysis. The Roseland Area/Sebastopol Road Specific Plan and Final Environmental Impact Report (State Clearinghouse No. 2016012030) were adopted by the Santa Rosa City Council on October 18, 2016 (Resolution No. 28874). This action by the Council also included an amendment to the City of Santa Rosa General Plan, thus incorporating the policies of the Specific Plan into the General Plan. The implementing zoning for said specific plan and Roseland area annexation areas was adopted by the City Council on October 25, 2016 per Ordinance Nos. 4074 and 4075.

Notwithstanding the CEQA exemption, MidPen has or will provide Property and Project specific environmental assessments and reports (Traffic, Soils, Biotics, GHG/Air Quality, Acoustic, Toxic, and Cultural) to substantiate and inform Project mitigations and conditions of approval.

PHASING AND TIMELINE:

The Project will be constructed on a phased basis. Phase 1 will involve two components.

The first component of Phase 1 will be the “Plaza Temporal”. The original phasing plan had the Plaza fully completed in the first phase, however due to funding constraints, the full build out of the Plaza must be postponed until additional



financing can be acquired. In the interim, the plan is to develop the Plaza temporal, which will provide a temporary space for gathering, entertainment and food and beverages. The Plaza Temporal is planned to remain active for roughly 2-3 years, at which point it will be removed in order for the completion of the Plaza and Mercado components in Phase 3.

Plaza temporal will include (but not limited to): Seating, umbrellas for shade, temporary stage area, spaces for food and beverage vendors, landscaping, portable restrooms, trash, and fencing around the perimeter of the space. The design proposal for the Plaza Temporal is attached.

The second component of Phase 1 is installation of backbone infrastructure within the public right-of-way. As previously stated, the backbone infrastructure will include new utility systems (sewer / storm / gas / electric), streets and sidewalks.

Phase 2 will be launched with construction of the Market Rate Housing upon completion of the Phase 1 infrastructure improvements.

Phase 3 will be launched into construction with a to-be-determined sequencing of the Civic, Mercado Food Hall, and Affordable Housing elements, as well as the final build out of the Plaza.

To achieve the Project’s performance milestones, the following entitlement, permitting, and construction timeline and phasing is sought:

PHASING & TIMELINE		
Entitlement/Permit Processing	Processed Through	Start/Finish
Entitlement/mapping (thru entitlement approval/CEQA certification)	City of Santa Rosa	Nov. 2016 – February 2019
Plan Check/Permitting (thru Final Map and 1 st Phase permit approval)	City of Santa Rosa	Nov. 2017 – May 2019

Construction Phasing	Phase	Start/Finish
Public Right of Way, Infrastructure, Plaza Temporal	1 st Phase	2018/2019
Market Rate Parcel	2 nd Phase	2019/2020
Plaza Completion / Civic Parcel / Mercado Parcel / Affordable Housing Parcel	3 rd Phase	2019/2021

AFFORDABLE HOUSING PROPOSAL

Method to Comply with Provisions of City Affordable Housing Requirements: The Project far exceeds the City’s requirements for the on-site development of permanently affordable rental housing. The Affordable Housing comprises 43% of the residential homes proposed through the Project. The Project includes a combined total of 175 homes, of which 75 will be made available at rent levels affordable to low income households subject to the requirements under the California Tax Credit Allocation Committee regulations, and pursuant to a regulatory agreement executed in favor of the Sonoma County Community Development Commission. The Affordable Housing will also be subject to a density bonus covenant in favor of the Housing Authority of the City of Santa Rosa restricting five percent (10%) of the total units (prior to the bonus) in the Affordable Housing for very low-income households and ten percent (10%) of the total units for low-income households. Subsequent to Project’s land use approvals, a Statement of Intent and an Affordable Housing Agreement will be prepared and executed which more fully sets forth the conditions for the use and operation of the Affordable and Market Rate Housing components, and which will specify, among other things, the density increase, the number, location, and rent levels for the affordable units, the construction phasing of each residential element of the Project, and the long term occupancy, affordability, and use requirements of the Affordable Housing. We note that, consistent with the Pre-Annexation Agreement Between the County and City (authorized for approval by the County Board of Supervisors on 11/1/16 and the City of Santa Rosa City Council on 11/29/16), all RHNA credits attributable to the Project will be transferred from the County to the City subsequent to annexation.

Tenure Type: To the extent consistent with the regulatory requirements of the specific City funding programs committed by each to the Affordable Housing, Affordable Housing is expected to be reserved for and affordable to households at the following minimum income levels: at least 30% for households at or below 30% of area median income, and all remaining units for households not exceeding 60% of area median income.



Density Bonus: The Project far exceeds the City's minimum affordability requirements. Please note that we are proposing that 20% of Affordable units will be restricted pursuant to the customary City of Santa Rosa density bonus covenant and that the balance of the units be restricted pursuant to the terms and conditions of separate covenants and regulatory agreements, consistent with the regulatory requirements of the California Tax Credit Allocation Committee/County/City/ and public agency funding programs committed by each to the Affordable Housing.

CITY DENSITY BONUS CALCULATION	
base density @ City 18 dua	133
total maximum # units (35%)	180
total # units - proposed (32%)	175
Minimum required VLI, 3 concessions (15% of total units)	19.95
Minimum required LI, 3 concessions (30% of total units)	39.90
DENSITY BONUS AFFORDABILITY RESTRICTION- CITY OF SANTA ROSA	
Density Bonus Affordability Restriction units (20% of base density)	27.00
10% at Low Income (80% AMI)	13.0
10% at Very Low Income (50% AMI)	14.0

With respect to the low income units, they are restricted at 80% AMI but rents are currently capped at 60% AMI.

Regulatory Term and Use Restrictions: Rental rates and regulatory use restrictions will be consistent with terms and conditions typical of affordable housing that is supported through the CA Low Income Housing Tax Credit program. Accordingly, regulatory agreements will be recorded against the property to ensure continued affordability and restricted use over a 55 year term. An Affordable Housing Agreement will be recorded against the Affordable Housing parcel. In addition, the Affordable Housing parcel will be subject to County and City funding covenants and agreements, consistent with the regulatory requirements of the specific County/City funding programs committed by each to the Affordable Housing.

Concessions & Incentives: To ensure Project feasibility, and consistent with the Density Bonus program, the sponsors will request that specific development incentives and concessions be granted to the Project.

MidPen requests the following Density Bonus concessions for the project:

1. 18% Parking reduction (69 spaces)
 - a. REASON: The traffic impact study found 324 parking spaces would adequately serve the project including residential and non-residential uses on the site during peak demand. If the reduction is not granted, the project may require structured parking on the site, which will increase overall project construction costs and impact the financial feasibility of the project.
2. Allow the Affordable and Market Rate units to be in separate standalone buildings
 - a. REASON: Mixing the Affordable and Market Rate units creates a complex financing structure that would make the project very difficult to get financed and constructed in a timely matter, which will increase the developer’s carrying cost and thus threaten the financial feasibility of the project.
3. Allow the phasing of the residential components so that the Market Rate development can precede the Affordable development.
 - a. REASON: Enforcing the concurrent construction requirement may delay the start of construction, which will increase the developer’s carrying cost and thus threaten the financial feasibility of the project. Additionally, the sale proceeds from the Market Rate development will in turn be reinvested in the public infrastructure component and Affordable Development component which helps reduce total costs.

PROJECT CONTACTS:



Applicant/Affordable Housing Developer
MidPen Housing

Alicia Gaylord – Director
707-398-2369
agaylord@midpen-housing.org

Riley Weissenborn – Project Manager
707-398-2382
rweissenborn@midpen-housing.org

Public Partner/Land Owner
SC Community Development Commission
Benjamin Wickham
707.565.7509
Benjamin.wickham@sonoma-county.org

Market Rate Developer
UrbanMix Development
Keith McCoy
510-541-7800
keith@urbanmixdevelopment.com



Design Consultants

Architect/Urban Design

Barry Long
Urban Design Associates
Barry.Long@urbandesignassociates.com

Civil Engineering

BKF Engineers
Geoff Coleman
707 583-8520
gcoleman@bkf.com

CEQA Environmental

J Kapolchok & Associates
Whitlock & Weinberger Transportation
Illingsworth & Rodkin
Jane Valerius Environmental Consulting
Wildlife Research Associates
Tom Origer & Associates
Geosyntech Consultants

