



Updated 6/18/2019

**Request for Qualifications/Request for Proposals for the  
Development of Adjacent Parcels at  
702 and 716 Bennett Valley Road, and  
927 and 921 Rutledge Avenue, Santa Rosa CA, 95404**

(Parcel Numbers 009-333-014, 009-333-009, 038-151-011, and 038-151-004)

The City of Santa Rosa's Housing and Community Services Department (City) is soliciting proposals from qualified developers for the construction of a permanent supportive housing and/or affordable housing development on City-owned adjacent properties at 702 and 716 Bennett Valley Road, and 927 and 921 Rutledge Avenue, formerly the Bennett Valley Senior Center and ArtStart locations in Santa Rosa (Site). Qualified developers will demonstrate experience with successful, high-quality affordable housing developments, and property management. For permanent supportive housing applicants, qualified developers will also demonstrate experience administering successful, high-quality support services for permanent supportive housing sites or experience partnering with service providers meeting these qualifications

This document contains background information about the property and the general parameters of the envisioned housing development. Potential respondents are encouraged to ask for additional information, and to suggest alternative and innovative project elements or configurations in their responses.

## **Background**

### **Property Description**

The Site is comprised of four adjacent City-owned parcels totaling approximately 1.93 acres located in incorporated Santa Rosa, at the southwest corner of Rutledge Avenue and Bennett Valley Road. The Site is in a neighborhood of mixed commercial and residential uses. Three local bus routes have stops within 0.3 miles of the property, with one bus stop directly in front of 702 Bennett Valley Road and two neighborhood parks are located roughly 0.5 miles from the property.

Situated on the Site are a collection of vacant buildings, all or some of which may be demolished as part of the development project, with the appropriate Section 106 consultation approvals<sup>1</sup>. The structures at 716 Bennett Valley Road were most recently used as art classrooms. Both 927 and 921 Rutledge Avenue are paved land without structures and had been utilized as a parking lot for the senior center. The main structure on the Site (702 Bennett Valley Road) was originally built as an elementary school, with later utilization as a senior center, and includes a commercial kitchen, classrooms, an auditorium, office space and a section of parking lot (see Attachment 1 for 702 Bennett Valley Road Site Plans).

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<sup>1</sup> Additional Section 106 consultation information can be found at <https://www.achp.gov/>

After the consolidation of senior services to another City-owned facility and the subsequent closure of the Bennett Valley Senior Center, the Santa Rosa City Council provided their support in February 2019 for long-term use of the Site as permanent supportive housing and/or affordable housing.

The full City Council meeting of February 12, 2019 is available here: <https://santa-rosa.legistar.com/Calendar.aspx>

## **Developer Qualifications**

### **Capacity**

The City is seeking a developer with financial capacity, access to credit, and real estate development experience. Interested parties should submit two years of their organization's audited financial statements and other evidence of bank relationships sufficient to demonstrate general financial capacity. These documents may be considered confidential and proprietary and may not be subject to disclosure as part of public records, if marked as "Confidential."

### **Experience with Quality Development Projects**

Developers should provide information and descriptions of three past development projects with affordable rental units including photographs, sample project data, examples of financial modeling, and how such past projects or buildings have performed since initial construction. Information that clearly demonstrates the ability to execute this development opportunity should be provided.

### **Successful Property Management Experience**

The City is seeking a developer with experience effectively managing its completed properties, whether in-house or by partnering with a qualified third-party property management company. This includes designing lease requirements to ensure that a peaceful and safe environment is maintained for tenants and neighbors of the property. Applicants should provide information about the extent of their experience managing completed properties or partnering with qualified third-party property management companies. A successful developer should also have experience managing properties that are subject to regulatory compliance for income and affordability.

### **Additional Qualification for Permanent Supportive Housing Proposals**

Qualified developers should have experience with effectively managing or partnering with qualified third-party providers serving formerly homeless adults (including youth age 18-24), families with minor children, older adults and/or veterans at new and continuing Permanent Supportive Housing sites in Sonoma County or throughout the Bay Area. The goals of these services are to support those who have a history of homelessness and other challenges to maintain their housing, and to develop a stable and healthy living environment. Developers submitting a Permanent Supportive Housing proposal should provide information regarding their experience providing or contracting with third-party providers serving the formerly homeless.

## **Project Objectives**

### **Consistency with General Plan and Development Code**

The project must be consistent with the applicable policies in the City of Santa Rosa's [General Plan](#)<sup>2</sup> and the Zoning Code. If the proposal includes changes to the General Plan designation and/or Zoning code, such planned changes must be reflected in the proposal.

### **Affordability**

The City of Santa Rosa's [Housing Action Plan](#)<sup>3</sup> establishes a minimum term of affordability of 55 years for affordable housing projects that rely upon attracting Low Income Housing Tax Credits or receive financial assistance through the City of Santa Rosa Housing Authority's funding sources. To achieve a greater term and depth of affordability, the City will consider a long-term, low dollar land lease, reducing cost of the land to the developer, or investing the land in the project. Proposals should explain how affordability will be achieved, including the methods by which the development will balance the goal of expeditiously bringing units on line with the goal of driving affordability for families and individuals.

### **Timeliness**

Because of the urgent need for housing in Santa Rosa, extra consideration will be given to proposals which prioritize efficiency and use innovative methods to construct their project in as timely a manner as possible. The City is open to any and all innovative construction approaches that would yield an attractive and high-quality development in an accelerated timeline.

### **Community Process**

The City expects the selected developer to perform any necessary outreach to the neighborhood surrounding the property, to promote an open communication process, to develop an understanding of neighborhood issues, and to develop a final project that responds to any pertinent neighborhood concerns. The developer should provide a narrative that describes the planned outreach and the developer's experience with this type of process.

## **Development Standards and Entitlement**

The property is zoned as Planned Development (PD) 73-001, and a General Plan designation of Medium Residential Density. The PD zoning code is specifically envisioned as a mechanism to preserve and/or create distinctive, high quality, single or mixed-use developments that meet or exceed the goals of the General Plan. Based on the City's Zoning Code and General Plan designation, and density bonus ordinance, up to forty-six (46) affordable units are allowable at the Site.

The development of a multi-family project on the Site may involve the following discretionary approvals from the Department of Planning and Economic Development:

- Use permit approval;
- Planned Development approval, if changes from the quantified standards of the Zoning Code are proposed, or a request to rezone the Site; and
- Design review.

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<sup>2</sup> <https://srcity.org/392/General-Plan>

<sup>3</sup> <https://srcity.org/535/Housing-Action-Plan>

Proposers should evaluate and describe the type of environmental review (and other discretionary approvals) that they believe would be required for their proposed project.

## **Proposal Submission Requirements**

### **Form**

Proposals must be submitted in the form of one electronic copy (via memory stick) and one hard copy to the City of Santa Rosa Housing and Community Services Department at 90 Santa Rosa Avenue, Santa Rosa, CA 95404. To prioritize efficiency and an accelerated timeframe, submissions are limited to three proposals per developer. If submitting multiple proposals, each proposal must be submitted separately.

For questions or issues regarding the submission of this proposal, please contact Nicole Rathbun at [NRathbun@SRCity.org](mailto:NRathbun@SRCity.org).

### **Due Date**

Proposals must be received by the City in its office at 90 Santa Rosa Avenue, Santa Rosa, **no later than 5:00 p.m., Friday, June 28th**. The due date is subject to change. If the due date is changed, all known recipients of the original RFQ/RFP will be notified of the new date, and any such changes will also be posted on the City's website.

### **Format and Contents**

For ease of review and to facilitate evaluation, the Proposal for this project should be organized and presented in the following order:

#### **1. Signed Cover Sheet (Sample Form Attached)**

#### **2. Proposal Overview**

The proposal should include a narrative description of the conceptual plan of the development being proposed which should include the following:

- Descriptive narrative, including the proposed resident population being targeted for an affordable housing and/or permanent supportive housing development
- Appropriate services for any residents with special needs, if proposed
- Unit/building heights
- Development size and density and massing diagrams
- Configuration (type of units)
- A breakout of the number of units in the proposal at each affordability level, and number of bedrooms in each home proposed at each affordability level in the project
- Parking (e.g., number, garages, carports, locations, visitor parking)
- Development budget
- A thirty (30) year Operational budget (cash flow projection) with detail of supportive services offered to residents.
- Identify any anticipated City entitlements (or exceptions) needed for proposal.
- For Permanent Supportive Housing proposals, include the support services that will be provided at the site

The proposal should also include an anticipated timeline for development, an estimation of total development project cost, and a preliminary description of proposed funding sources and financing structure. If a density bonus is being requested, please clearly explain how this would affect your financial proposal.

### **3. Financing Plan**

The proposal should include all funding sources and amounts of funding anticipated to be used to develop the project, including any local funding which is anticipated to be required from the Housing Authority of the City of Santa Rosa, Sonoma County Community Development Commission, other public sources including funds from the State of California Department of Housing and Community Development, Tax Credit Allocation Committee and Debt Limit Allocation Committee. Proposal should contain information and substantiation of the level of commitment for each funding source including the timing and viability of the funds.

### **4. Organizational Information**

- Provide specific information concerning the applicant organization, including the legal name, address and telephone number, and the type of entity (sole proprietorship, partnership, or corporation and whether public, non-profit or private). Include the name and telephone number of the person(s) in the company authorized to execute any proposed agreement and designate a person to be the point of contact for the City for this process.
- Debarment or Other Disqualification: Disclose any debarment or other disqualification as a vendor for any federal, state or local entities. Describe the nature of the debarment/disqualification, including where and how to find complete information on any such debarment or disqualification.

### **5. Qualifications**

- Resume(s) of key personnel showing relevant professional qualifications. Include references or letter of recommendations that address these qualifications if applicable.
- Specific information concerning the organization's experience in the development of similar properties. If available, provide examples of projects developed in partnership with public agencies.
- Pipeline of all other development projects the developer has currently underway, and an organizational chart demonstrating how this project will be staffed and managed.
- Any additional information necessary to demonstrate developer qualifications as expressed above.

## **Respondent Questions and Pre-Submission Meeting**

Respondents are invited to attend an optional pre-submission conference that is scheduled to be held **on Wednesday, June 12<sup>th</sup> at 4:00 p.m., at the City's offices located at 637 First Street, Santa Rosa, CA.** To attend this meeting by Lifesize video app, join at <https://call.lifesizecloud.com/4776543>. Other ways to connect over video are listed here <https://call.lifesizecloud.com/otherways/4776543>. To call in by phone, dial (844)572-5683; meeting ID 4776543#. Any changes regarding the date and time of the conference will be made available to all known recipients of the RFQ/RFP and will be posted on Planetbids. Although the conference is optional, attendance is highly encouraged and may factor into the proposal evaluation process.

If respondents have any additional questions following the conference, they must be submitted in writing before June 14<sup>th</sup> by 5:00 PM in order for staff to prepare written responses. Written questions and answers will be shared with all potential responders on Planetbids and an email notification from the City will be sent to all known responders. Questions will not be accepted by phone.

## **Reservation of Rights**

The issuance of this RFQ/RFP does not constitute an agreement by the City that any contract will actually be entered into by the City. The City expressly reserves the right at any time to:

- a. Waive or correct any defect or informality in any response, submittal, or submittal procedure.
- b. Reject any or all submittals.
- c. Re-issue an RFQ/RFP or change deadline dates.
- d. Modify all or any portion of the selection procedures, prior to the submission deadline, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the submittals.

All submittals shall be deemed public records. In the event that a respondent desires to claim portions of its submittal exempt from disclosure, it is incumbent upon the respondent to clearly identify those portions with the word "Confidential" printed on the lower right-hand corner of the page. The City will consider a respondent's request for exemption from disclosure; however, the City will make a decision based upon applicable laws. Assertions by a respondent that the entire submittal or large portions are exempt from disclosure may not be honored. All responses to this RFQ/RFP shall become the property of the City and will be retained or disposed of accordingly.

The City shall not be liable for any pre-contractual expenses incurred by any respondent. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFQ/RFP.

All data and information furnished by City or referred to in this RFQ/RFP are furnished for the respondent's convenience. The City does not guarantee that such data and information are accurate and assumes no responsibility whatsoever as to its accuracy or interpretation. Respondents shall satisfy themselves as to the accuracy or interpretation of all such information and data.

By submitting a proposal in response to this RFQ/RFP, the respondent waives all rights to seek any legal remedies regarding any aspect of this RFQ/RFP, the City's selection of a consultant/developer, and the City's rejection of any and all submittals.

The City also reserves the right to negotiate any price or provisions and accept any part, or all parts of any or all submittals, whichever is in the best interest of the City.

The City may, during the evaluation process, request from any respondent additional information which the City deems necessary to determine the respondent's ability to perform the required services. If such information is requested, the respondent shall be permitted three (3) working days to submit this information.

All respondents submit their statements to the City with the understanding that the final approval of any agreement is contingent upon and subject to review and final approval by the City Council.

For additional information on this RFQ/RFP, please contact Nicole Rathbun at [NRathbun@SRCity.org](mailto:NRathbun@SRCity.org).

## **Criteria**

All proposals received by the specified deadline will be reviewed by the City by means of an evaluation committee (which may include reviewers from outside the City), for content and completeness using the below scoring criteria. Depending on the number of proposals received and developer qualifications, the City may select the top candidates for an interview or move directly to negotiate with a single proposer.

<b>Criteria</b>	<b>Maximum Points</b>
Demonstrated Financial Capacity – company financial capacity, access to credit, financial proposal	20
Quality Development Project Experience – demonstrated ability to produce high quality product quickly and efficiently, organizational approach	20
Property Management Experience – proven ability to manage or partner with a third party provider for management of multi-family housing (for permanent supportive housing proposals, support service delivery experience and property management experience will be scored together for a maximum of 10 points in this category)	10
Consistency with General Plan and Development Code – alignment with the City of Santa Rosa General Plan and with design Guidelines in the Development Code	10
Efficiency of Project Timeline – Use of innovative methods and increased efficiency to complete project as soon as possible	10
Affordability – creation of the most Affordable Units at the deepest level of affordability; level of affordability must exceed the 15% inclusionary minimum	20
Other	10
<b>TOTAL</b>	<b>100</b>

“Other” can include the completeness and quality of proposal, quality of references, alignment with Council Goals and neighborhood input, likability, and any other factors the evaluation committee deems relevant.

## **Proposed Schedule - Updated 6/18/2019<sup>4</sup>**

Release of Request for Proposals (RFP) – May 29, 2019

Pre-Submission Conference – June 12, 2019

Written Questions to Staff – June 14, 2019

Responses to Written Questions – June 20, 2019

**Deadline for Submittal – July 15, 2019 by 5:00 p.m.**

<sup>4</sup> Dates are subject to change. Check the [City of Santa Rosa Housing and Community Services website](#) for the latest schedule.

Screening and Analysis – July 16 to August 9, 2019

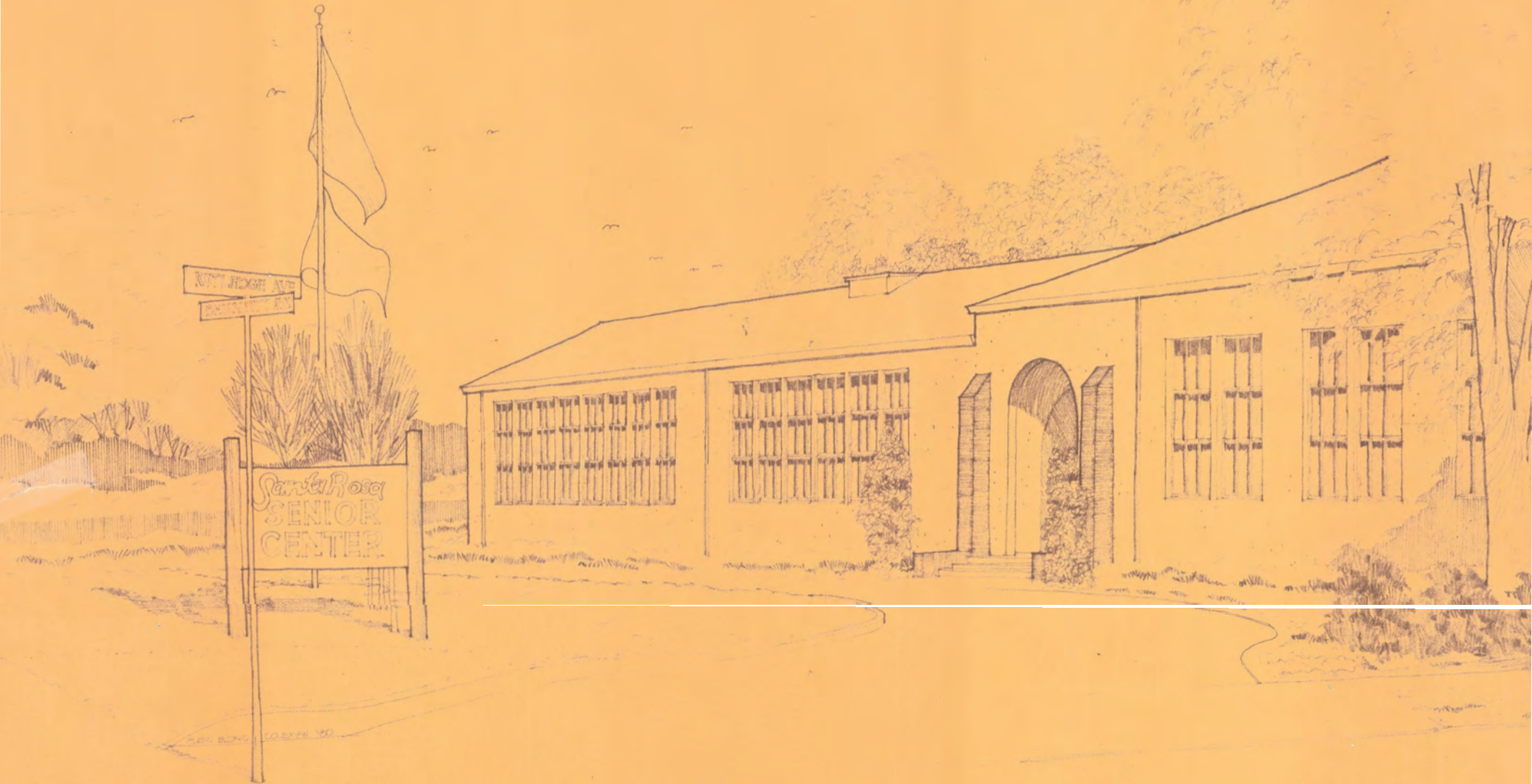
Potential Interview for Finalists – August 12 to 23, 2019

Recommendation to the Santa Rosa City Council – Anticipated September 24, 2019

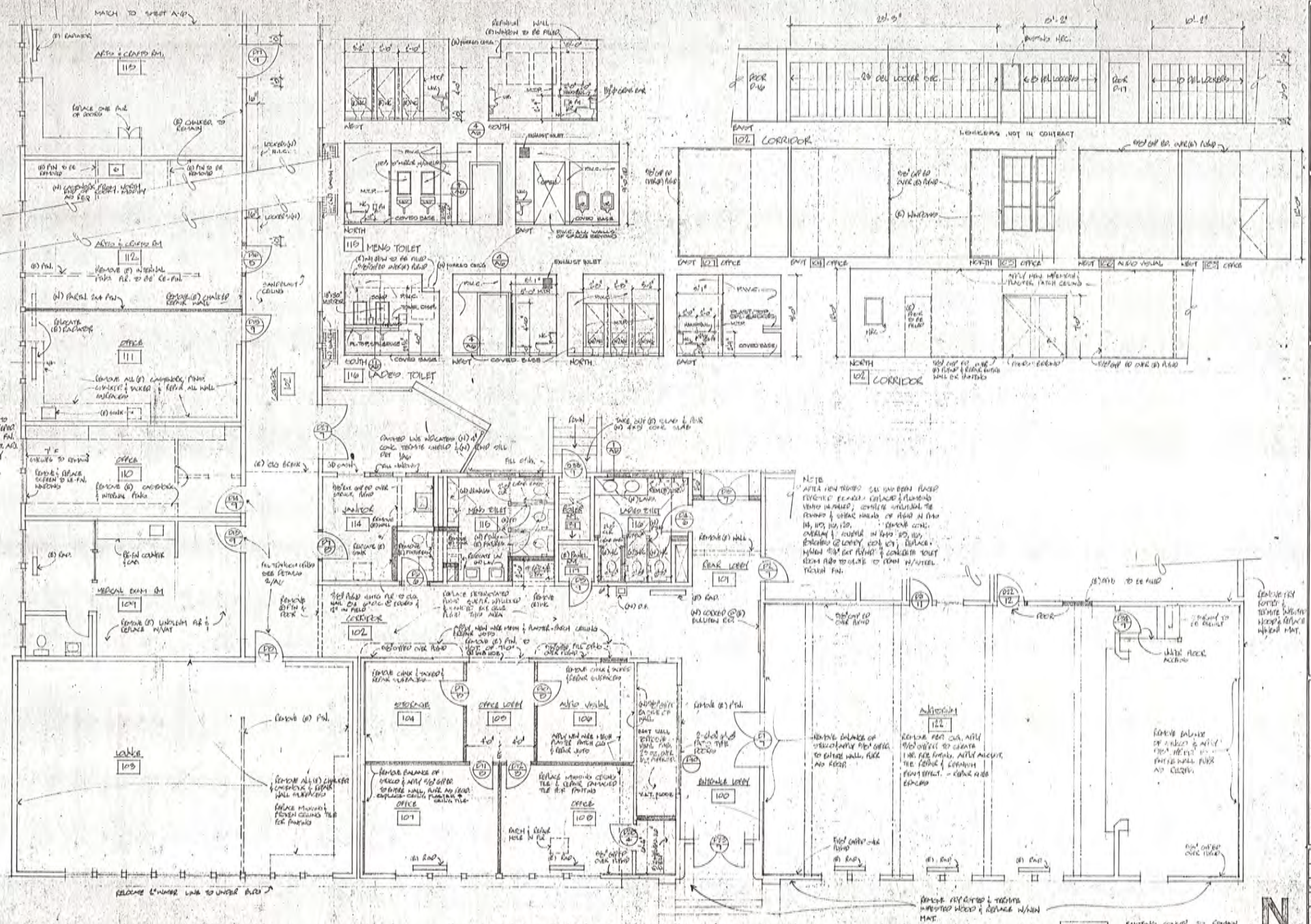
## **Attachments**

1. Site Plans for 712 Bennett Valley Road
2. Parcel Detail Reports – All Parcels
3. South Park NDP Area Development Plan Map and Policy Statements
4. Cover Sheet





NOTE: ALL WINDOWS TO BE REMOVED & REFRAMED FOR NEW PAINT AND WHITE AND OUT AS TO MAKE READY.



NOTE: AFTER NEW TRIMMS SET AND BEEN PLACED FINISHES TO BE PAINTED & FINISHED. VENEER TO BE REMOVED & STRIP HARDLY OR REFRAM AT THAT TIME. ALSO, IN 102, REMOVE CORNER OVERLAY & CORNER IN 102, 103, 104, REMOVE @ LOBBY, 101, 102, 103, 104. REMOVE STAIR RAMPING & CONCRETE TROTTER. CLEAN ALSO TO BE DONE IN VESTIBULE REFRAM PAINT.

LEGEND: [Symbol] PARTIALS TO REMAIN, [Symbol] NEW CONSTRUCTION, [Symbol] PARTIALS TO BE REMOVED

DATE: 01-28-83

# City of Santa Rosa Parcel Report

Attachment 2.

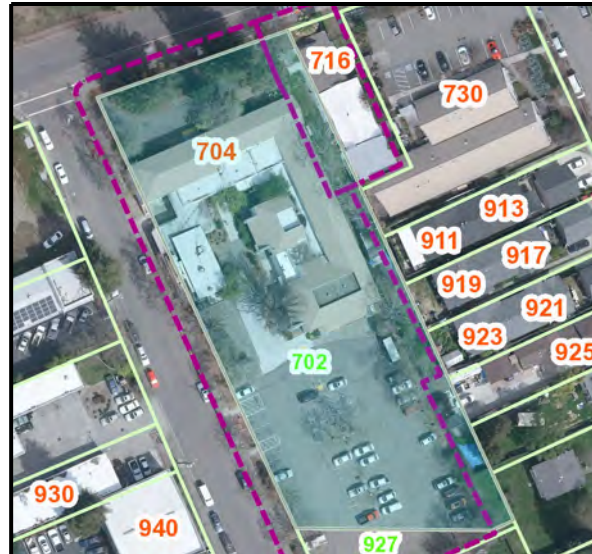
Parcel #: 009-333-014

## County Assessor Information

Report generated: 4/11/2019 10:30:29 AM

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Parcel #: 009333014  
Land Use: 0940 - SCHOOL DISTRICT PROPERTY  
Owner: CITY OF SANTA ROSA  
PO BOX 1678  
SANTA ROSA CA 95402-1678  
Situs Address: 702 BENNETT VALLEY RD  
95404  
Tax Area: 004297  
Jurisdiction: SANTA ROSA  
Recording#: 1976R3146518  
Rec Date: 11/1/1976  
Lot Acres: 1.42  
Land Value: \$0  
Bldg Value: \$0  
Bldg Sqft: 0  
Built:  
Res Units:  
Bedrooms: 0  
Bathrooms: 0  
Com Units:



## Santa Rosa Only Information

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General Plan: Med Residential  
Area Plan:  
Zoning Code: PD 73-001  
Identifier:  
Planned Dev: PD 73-001  
Historic Dist:  
Fault km: 2  
Wind Zone: Exposure C  
Fire Zone:  
Park Fee: Service Area No. 4 - Southeast  
Fire District: 1

## GIS Calculated Information

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Latitude: 38.430180  
Longitude: -122.709941  
Census Tract: 151401  
Census Block: 2016  
Lot/Land Acres: 1.40 / 1.40

\* Lot Acres is based on GIS Parcel polygons, Land Acres assumes accurate Bldg SqFt and single story building.

# City of Santa Rosa Parcel Report

Parcel #: 009-333-009

## County Assessor Information

Report generated: 4/11/2019 10:31:06 AM

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Parcel #: 009333009  
Land Use: 0014 - SFD SECONDARY USE  
Owner: CITY OF SANTA ROSA  
100 SANTA ROSA AVE  
SANTA ROSA CA 95404-4959  
Situs Address: 716 BENNETT VALLEY RD  
95404  
Tax Area: 004297  
Jurisdiction: SANTA ROSA  
Recording#: 2006R135705  
Rec Date: 11/2/2006  
Lot Acres: 0.12  
Land Value: \$0  
Bldg Value: \$0  
Bldg Sqft: 888  
Built: 1925  
Res Units:  
Bedrooms: 2  
Bathrooms: 1  
Com Units:



## Santa Rosa Only Information

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General Plan: Med Residential  
Area Plan:  
Zoning Code: PD 73-001  
Identifier:  
Planned Dev: PD 73-001  
Historic Dist:  
Fault km: 2  
Wind Zone: Exposure C  
Fire Zone:  
Park Fee: Service Area No. 4 - Southeast  
Fire District: 1

## GIS Calculated Information

---

Latitude: 38.430596  
Longitude: -122.709817  
Census Tract: 151401  
Census Block: 2016  
Lot/Land Acres: 0.13 / 0.11

\* Lot Acres is based on GIS Parcel polygons, Land Acres assumes accurate Bldg SqFt and single story building.

# City of Santa Rosa Parcel Report

Parcel #: 038-151-004

## County Assessor Information

Report generated: 4/11/2019 10:28:33 AM

Parcel #: 038151004  
Land Use: 0937 - MISCELLANEOUS CITY PROPERTY  
Owner: CITY OF SANTA ROSA  
PO BOX 1678  
SANTA ROSA CA 95402-1678  
Situs Address: 921 RUTLEDGE AVE  
95404  
Tax Area: 004298  
Jurisdiction: SANTA ROSA  
Recording#: 1978R3349104  
Rec Date: 2/1/1978  
Lot Acres: 0.24  
Land Value: \$0  
Bldg Value: \$0  
Bldg Sqft: 0  
Built:  
Res Units:  
Bedrooms: 0  
Bathrooms: 0  
Com Units:



## Santa Rosa Only Information

General Plan: Med Residential  
Area Plan:  
Zoning Code: PD 73-001  
Identifier:  
Planned Dev: PD 73-001  
Historic Dist:  
Fault km: 2  
Wind Zone: Exposure C  
Fire Zone:  
Park Fee: Service Area No. 4 - Southeast  
Fire District: 1

## GIS Calculated Information

Latitude: 38.429364  
Longitude: -122.709643  
Census Tract: 151401  
Census Block: 2016  
Lot/Land Acres: 0.21 / 0.21

\* Lot Acres is based on GIS Parcel polygons, Land Acres assumes accurate Bldg SqFt and single story building.

# City of Santa Rosa Parcel Report

Parcel #: 038-151-011

## County Assessor Information

Report generated: 4/11/2019 10:29:56 AM

Parcel #: 038151011  
Land Use: 0940 - SCHOOL DISTRICT PROPERTY  
Owner: CITY OF SANTA ROSA  
PO BOX 1678  
SANTA ROSA CA 95402-1678  
Situs Address: 927 RUTLEDGE AVE  
95404  
Tax Area: 004298  
Jurisdiction: SANTA ROSA  
Recording#: 1976R3146518  
Rec Date: 11/1/1976  
Lot Acres: 0.15  
Land Value: \$0  
Bldg Value: \$0  
Bldg Sqft: 0  
Built:  
Res Units:  
Bedrooms: 0  
Bathrooms: 0  
Com Units:



## Santa Rosa Only Information

General Plan: Med Residential  
Area Plan:  
Zoning Code: PD 73-001  
Identifier:  
Planned Dev: PD 73-001  
Historic Dist:  
Fault km: 2  
Wind Zone: Exposure C  
Fire Zone:  
Park Fee: Service Area No. 4 - Southeast  
Fire District: 1

## GIS Calculated Information

Latitude: 38.429632  
Longitude: -122.709724  
Census Tract: 151401  
Census Block: 2016  
Lot/Land Acres: 0.12 / 0.12

\* Lot Acres is based on GIS Parcel polygons, Land Acres assumes accurate Bldg SqFt and single story building.

**PC DISTRICT NO.** PD73-001

**Location:** \_\_\_\_\_

**Project Name:** South Park

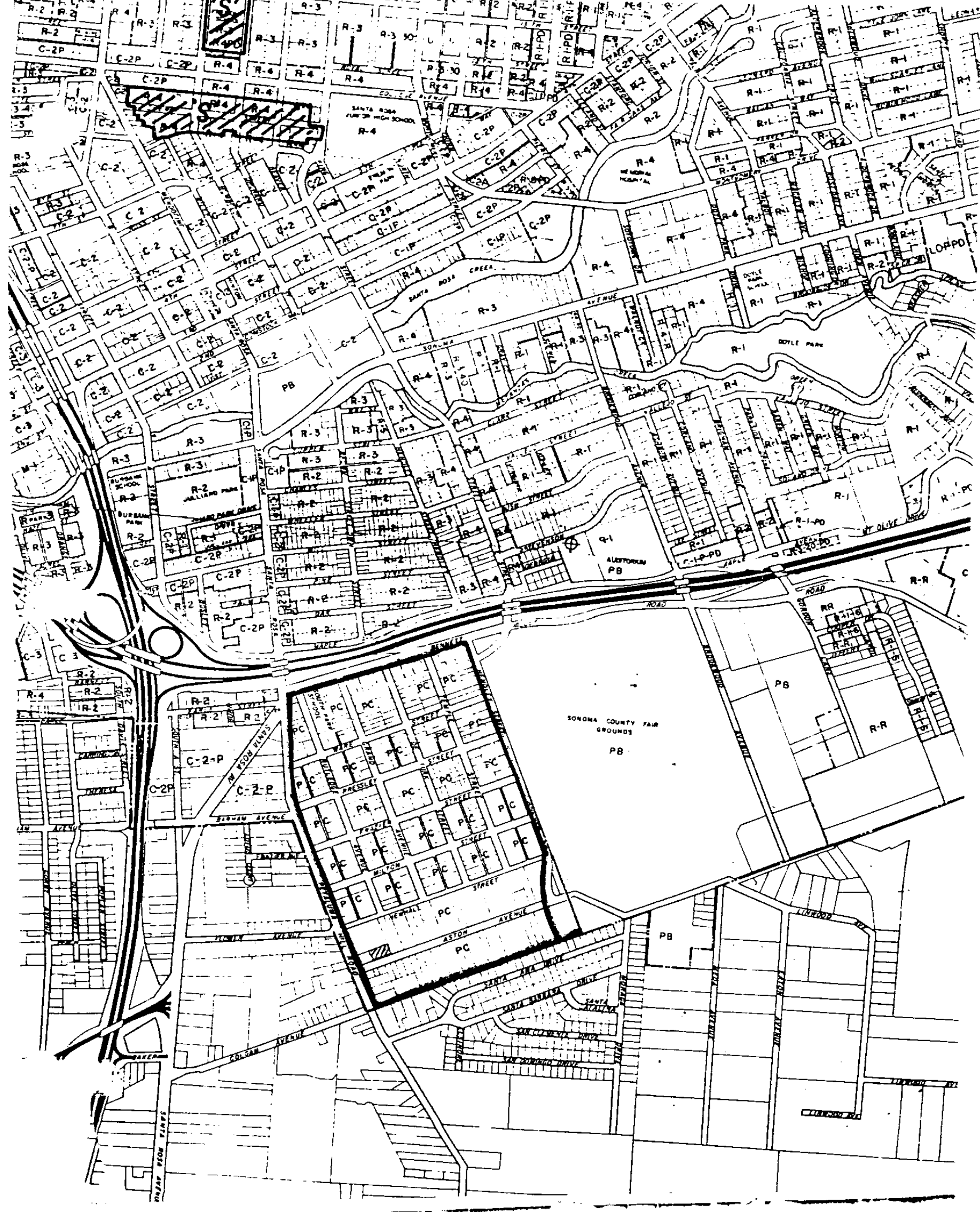
**Policy Statement Dated:** \_\_\_\_\_ **Attached** **None**

**Conditional Use Permit Date:** \_\_\_\_\_ **Attached** **None**

**Development Plan Dated:** \_\_\_\_\_ **Attached** **None**

**Project Description:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





# COUNTER COPY

SOUTH PARK NDP AREA  
PC (PLANNED COMMUNITY)

Development Plan Map

and

Policy Statements

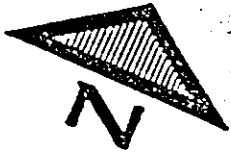
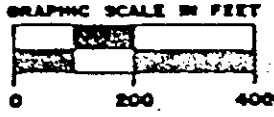
Updated



PROPOSED PHR DEVELOPMENT PLAN - NEW DEVELOPMENT TO HAVE MINIMUM 10' SETBACK

NDP BOUNDARY

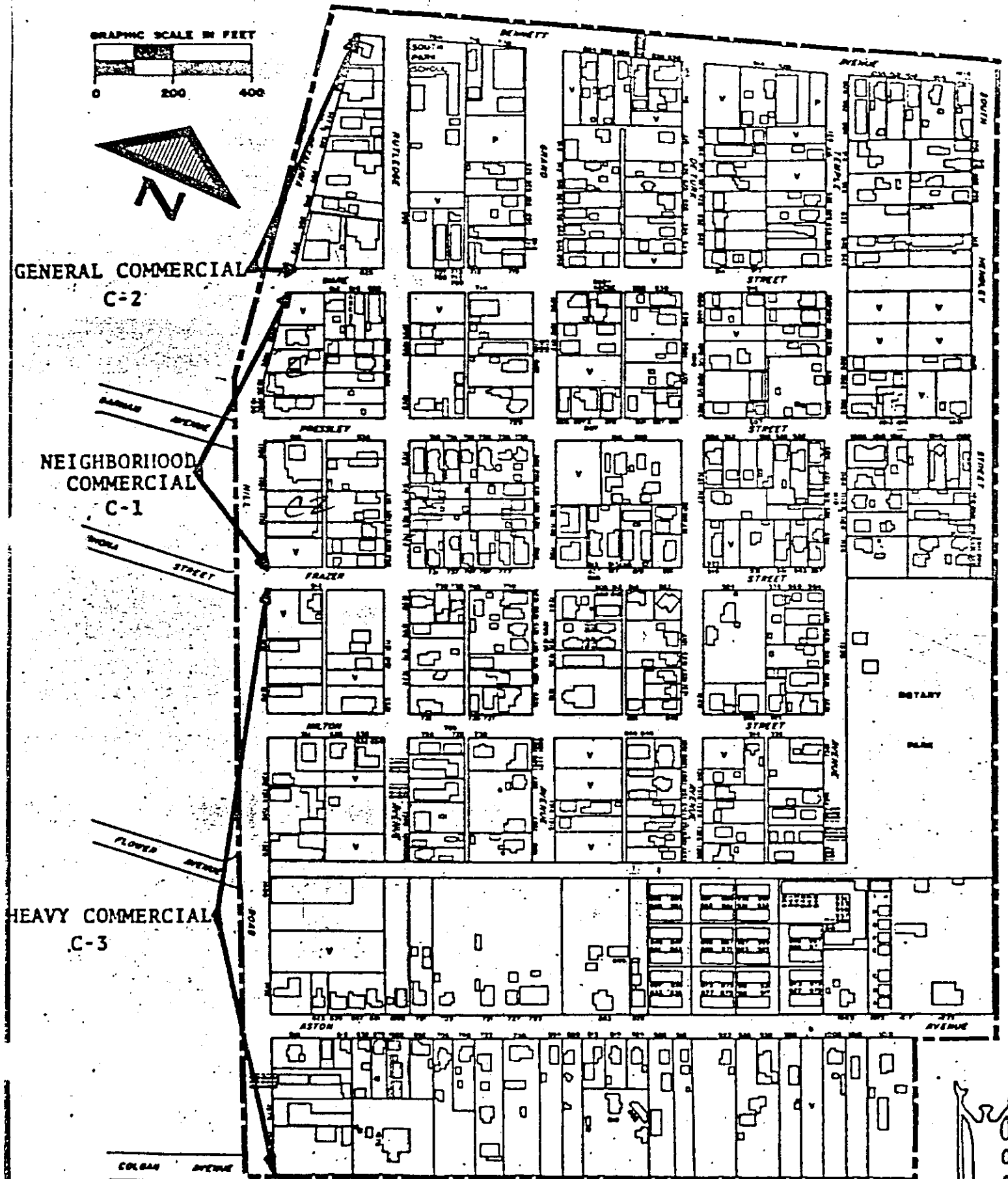
SOUTH PARK NDP  
SANTA ROSA, SONOMA COUNTY, CALIFORNIA



GENERAL COMMERCIAL  
C-2

NEIGHBORHOOD  
COMMERCIAL  
C-1

HEAVY COMMERCIAL  
C-3



Colgate Avenue

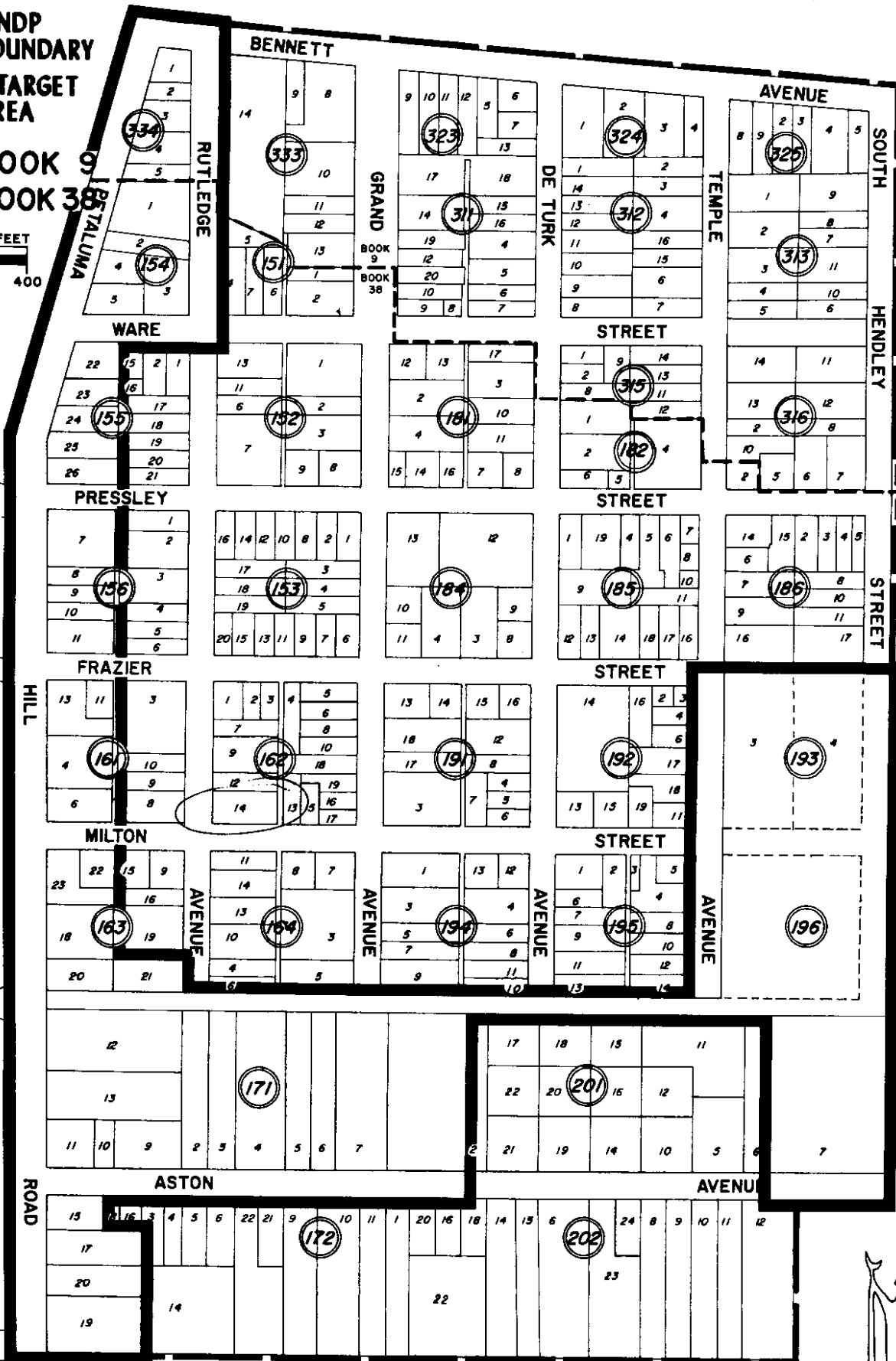
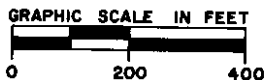


# BLOCK & PARCEL MAP

BOOK — PAGE  
&  
BLOCK — PARCEL NUMBER

**SOUTH PARK NDP**  
SANTA ROSA, SONOMA COUNTY, CALIFORNIA

--- NDP BOUNDARY  
**— TARGET AREA**  
 BOOK 3  
 BOOK 38

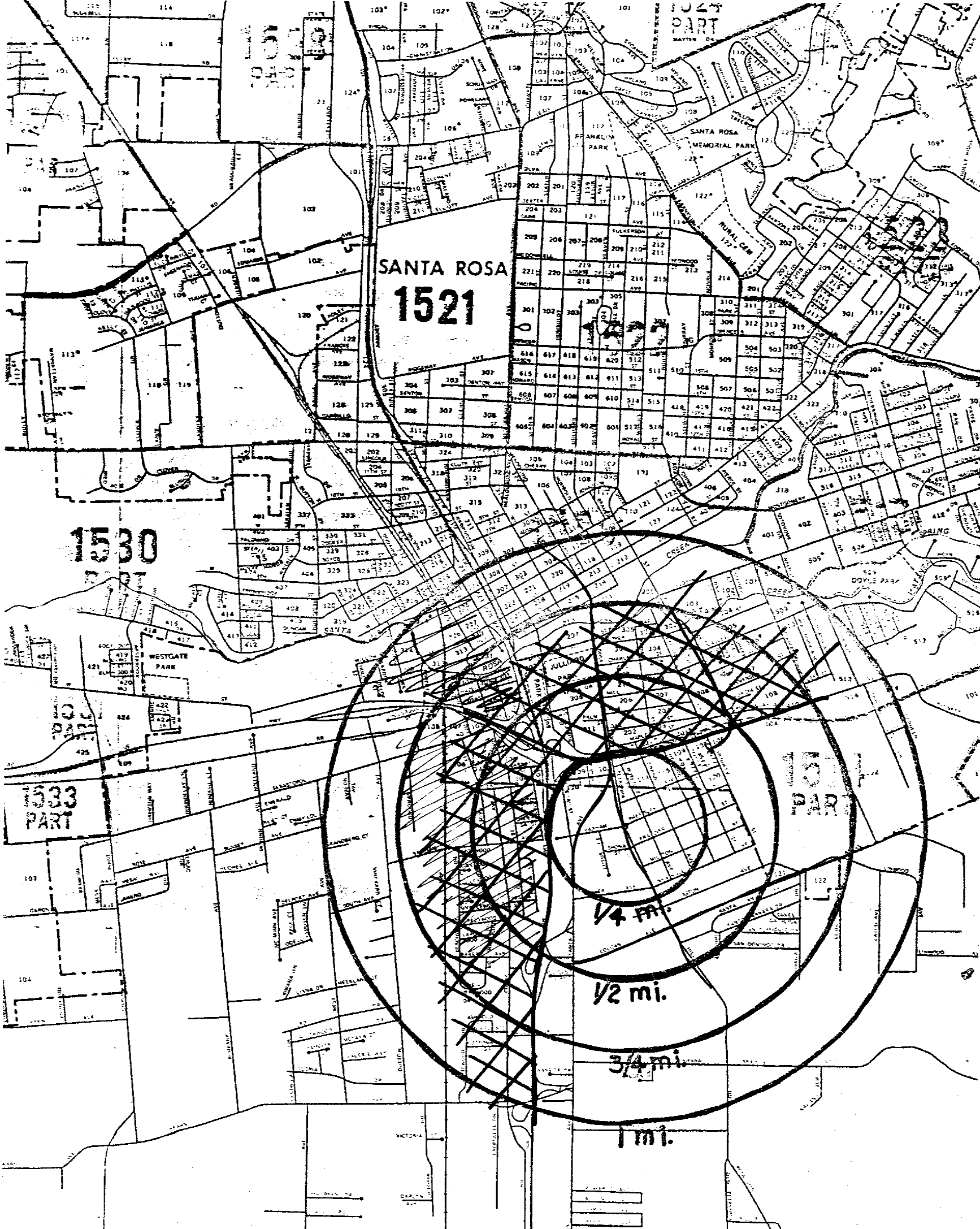
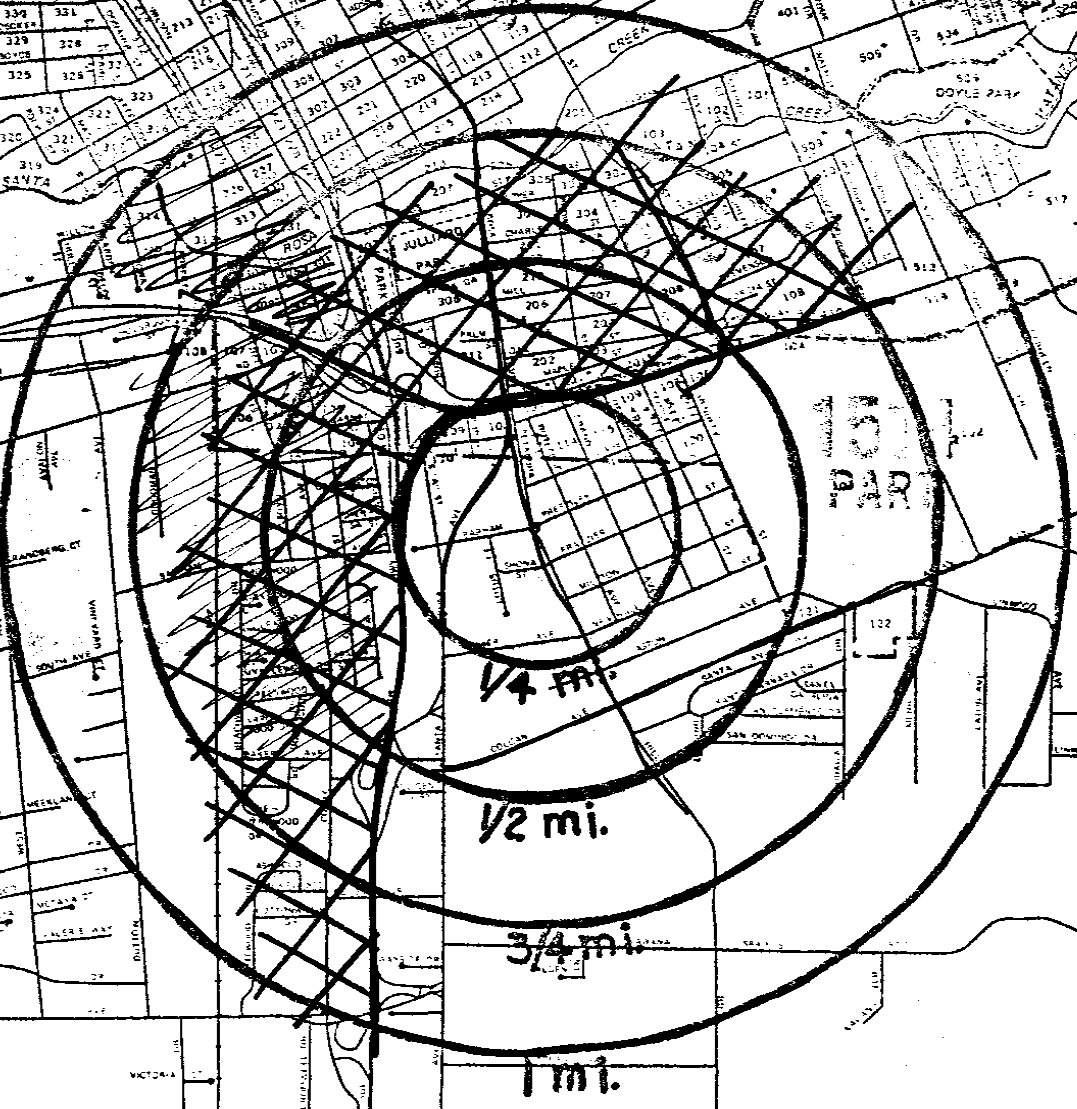


BOOK 9  
BOOK 38

SANTA ROSA  
1521

1530

1533  
PART



PLANNED COMMUNITY POLICY STATEMENT FOR  
THE SOUTH PARK NDP AREA

OBJECTIVES:

1. Community-wide facilities

- a. To retain and develop the existing South Park school and site as a community center.
- b. To develop a full complement of active and passive recreation and park facilities and programs at and adjacent to the existing Rotary Park site.
- c. To develop mini-parks related to residential areas and designed for walk-in use to serve the recreation needs of young children and senior citizens.
- d. To encourage convenience shopping and neighborhood service establishments in the commercial area for the convenience of the residents of the neighborhood.
- e. To provide for safe, standard housing affordable to a broad range of incomes and for community facilities commensurate with the purposes of the Neighborhood Development Program.

2. Circulation

- a. To discourage through traffic from using interior local streets.
- b. To develop safe and convenient pedestrian and bicycle routes as an integral part of the circulation pattern.

3. Natural Amenities

- a. To preserve existing trees wherever possible.
- b. To encourage street tree plantings including large trees on all peripheral streets and smaller residential scale trees on all interior streets.

4. Design

- a. To encourage residential development patterns such as zero lot line and cluster development that provide a maximum of usable open space through better utilization of available building sites.
- b. To encourage residential development that provides adequate private outdoor living space associated with each dwelling unit.
- c. To reduce conflicts between yards, playgrounds and other private outdoor activity areas and heavily traveled peripheral streets, commercial areas and public recreation by adequately separating these uses through landscaping and fencing, or by orienting private outdoor spaces away from the peripheral streets and public activity areas.

- d. To ensure the preservation of the amenities of lower intensity residential uses by encouraging landscaping, setbacks, building materials, building scale, height and general design to be similar or compatible with lower intensity uses when a higher intensity use is adjacent to, or on a street facing, a lower intensity use.
- e. To encourage variable setbacks on interior residential streets.
- f. To encourage variable housing designs on interior residential streets.
- g. To reduce conflicts between residential and commercial development areas by requiring a minimum 20 foot landscaped setback, which includes fencing, with commercial orientation and access oriented away from the residential area.
- h. To encourage the combining of substandard lots in the commercial area, to create lots of appropriate size for commercial development.

#### STANDARDS

- 1. All Residential Areas as Designated on Development Plan Map.
  - a. Overall residential density shall not exceed five dwelling units per gross acre.
  - b. Residential Height Limit: 35 feet (two stories).
  - c. Lot size. Minimum frontage: 60 feet or by use permit and site design review approval.  
 Minimum lot size: 6000 sq. ft. on interior lots and 7000 sq. ft. on corner lots or by use permit and site design review approval

Exceptions: Rehabilitation, reconstruction and new construction of single family residential uses may be allowed on substandard lots by use permit ~~provided the lot has a minimum frontage of 40 feet.~~

- d. Maximum coverage of lot by structures: 40 percent for low density areas, 50 percent for medium density areas.
- e. Minimum yards: front yard - 20 feet for carports and garages, 15 feet for main buildings.

Side yards - one-half the height of the building, or five feet if the building is one story and less than 15 feet in height. Maximum of 15 feet. Rear yard - 5 feet for single story buildings. 15 feet for two story buildings.

Exceptions to yard requirements may be made by use permit to allow zero lot line and cluster development and the orientation of living areas away from heavily traveled peripheral streets and public activity areas.

- f. Parking: one carport or garage per single family dwelling. One and one-half parking spaces per dwelling unit for multiple unit residential buildings with a minimum of one covered space for each unit. Parking for all other uses as provided by Chapter 4, Article 16 (Parking

Requirements) of the City of Santa Rosa Zoning Ordinance.

g. Repairs and Rehabilitation

Existing residential structures on substandard lots or which are a non-conforming use may be repaired to 50 percent of current assessed value in any one year. Repairs of more than 50 percent of the assessed value in one year will require use permit approval.

Any repair, rehabilitation or expansion of commercial buildings (i.e., 50% of the assessed value in any one year) will require a use permit.

h. City standards and ordinances shall apply unless specifically excepted in this policy statement or if it is found that an exception will allow the objectives of this policy statement to be accomplished. Exceptions shall be reviewed and approved through the use permit process.

2. Low Density Residential Area as Designated on Development Plan Map.

a. Uses: single family dwellings, duplexes on corner standard lots, churches, child nurseries, public or parochial schools, public buildings and community centers, public utility structures, parking lots as related to allowed use, home occupations, temporary subdivision sales offices, public parks, private recreational facilities, health care facilities as provided in Chapter 4, Article 18 of the Zoning Ordinance. Accessory buildings provided they are not on a lot separate from the main buildings, and do not include the accommodation of more than two roomers or boarders.

All uses other than single family dwellings on standard lots require use permit and design review approval.

New medium density development may be allowed by use permit in low density areas on lots where such development occurs as a result of the demolition of substandard structures where there is an existing medium density use.

3. Medium Density Residential Areas as Designated on the Development Plan Map.

a. Uses: all uses allowed in low density residential areas, apartments, condominiums, group dwellings, boarding and lodging houses. Not more than one dwelling unit for each 4,300 square feet of land area (10 units per net acre) except that a duplex may be allowed on a standard lot. Accessory buildings provided they are not constructed prior to completion of main buildings and are not located on a lot separate from the main building. Uses associated with the County Fairgrounds, specifically horse barns, may be located adjacent to the existing County Fairgrounds along Aston Avenue.

All uses other than single family dwellings on standard lots require use permit and design review approval.

b. Parcels located between Ware and approximately 350 feet south of Milton Street on the west side of Rutledge may develop in the commercial uses outlined to correspond with the allowed uses as designated in 4a of this policy statement if land can be assembled and the appropriate landscaping, buffering, and setbacks can be accomplished through



land assemblage, all conditions outlined in 4a through 4g shall be used to evaluate the proposed commercial development.

4. Commercial Areas Designated on Development Plan Map.

a. Allowed Uses:

- (1) General Commercial Area Designated on Development Plan Map Between Bennett Avenue and Ware Street

Retail stores, shops or businesses conducted entirely within the building, including food stores, furniture stores, restaurants, bars, cafes, retail bakeries, auto sales, newsstands, personal service establishments, offices and clinics. Other uses include theaters, hotels, service stations, auto repair establishments, used car sales, wholesale businesses, storage buildings, warehouses, parking lots, public buildings, public utility structures. Accessory buildings, provided that no accessory building shall be constructed prior to the construction of the main building. Other business uses which are of the same general character as those enumerated above and not obnoxious or detrimental to the neighborhood in which they are located.

- (2) Neighborhood Commercial Area Designated on Development Plan Map Between Ware Street and Pressley Street

Professional and other offices, retail stores and shops conducted wholly within a building, but not including second-hand stores. Other uses include banks, personal service shops, restaurants, music or dance studios, dressmaking, millinery, show & tailor shops, public buildings, parking lots, and other business uses which are of the same general character as those enumerated above and not obnoxious or detrimental to the neighborhood in which they are to be located.

- (3) General Commercial Area Designated on Development Plan Map Between Pressley Street and Frazier Street

Retail stores, shops or businesses conducted entirely within the building, including food stores, furniture stores, restaurants, bars, cafes, retail bakeries, personal service establishments, offices & clinics. Other uses include theaters, hotels, wholesale businesses, light manufacturing, parking lots, public buildings, and public utility structures. Accessory buildings, provided that no accessory building shall be constructed prior to the construction of the main building. Other business uses which are of the same general character as those enumerated above and not obnoxious or detrimental to the neighborhood in which they are located.

- (4) Heavy Commercial Area Designated on Development Plan Map Between Frazier Street and Approximately 350 Feet South of Aston Avenue

The following uses, when conducted entirely within a building: retail stores, shops, and businesses, personal service establishments, offices, and clinics, wholesale businesses, storage buildings and warehouses. Other uses allowed include restaurants, auto repair establishments, service stations, and sale of used or second-hand goods, light

manufacturing or processing of food products, pharmaceuticals, dairy products, candy, cosmetics, ceramics, light metal fabrication and assembly of electrical appliances, electronic instruments, radio and photograph shops, toy shops, novelty shops, heating, ventilating, and draining duct repair stores, sign companies. Accessory buildings, provided that no accessory building shall be constructed prior to the construction of the main building. Other business uses which are of the same general character as those enumerated above and not obnoxious or detrimental to the neighborhood in which they are located.

All uses require use permit approval.

- b. Height limit: 45 feet (three stores) except that the height limit shall be 35 feet (two stories) when adjacent to or facing residential areas.
- c. Minimum lot size: Minimum lot size will be set individually as a condition of use permit and design review approval.
- d. Maximum lot coverage: Maximum lot coverage will be set individually as a condition of use permit and design review approval.
- e. Yards: Yards and setbacks will be set individually as a condition of use permit and design review approval except that a 15 20 foot buffer setback area with appropriate screening (landscaping and decorative fencing) not to be used for parking, trash receptacles or circulation will be required adjacent to residential uses.
- f. Parking: Requirements as provided in Chapter 4, Article 16 (Parking Requirements) of the Zoning Ordinance.
- g. Lighting and signing of commercial uses shall not generally be visible from residential areas.

#### PROCEDURES

1. All uses requiring use permit approval shall be reviewed by the Project Area Committee for recommendation as to its consistency with the objectives and standards set forth in the policy statement and relationship to the goals of the Neighborhood Development Program.

ORDINANCE NO. 1671

AN ORDINANCE AMENDING APPENDIX B OF THE SANTA ROSA CITY CODE  
(Zoning- South Park NDP)

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. All conditions required by law having been satisfied and all necessary findings with relation thereto having been made, Appendix B of the Santa Rosa City Code is hereby amended by amending the "Zoning Map of the City of Santa Rosa" as described in Section 203, so as to change the zoning of the hereinafter described property as follows:

Property bounded by Petaluma Hill Road on the west, Bennett Avenue on the north, the County Fairgrounds on the east and Colgan Avenue extended on the south to PC (Planned Community) District and adopting a development plan map and policy statement, copies of which are on file in the office of the City Clerk.

Section 2. This ordinance shall be in full force and effect from and after its adoption and publication or as soon thereafter as all precedents of law have been satisfied.

IN COUNCIL DULY PASSED this 18th day of September, 1973

AYES: (4) Mayor Jones, Councilmen Guggiana, Poznanovich & Zatman

NOES: (0)

ABSENT: (1) Councilman Downey

APPROVED: /s/ GREGORY JONES, JR.

Mayor

ATTEST /s/ MARION MC COMAS  
Assistant City Clerk

ORDINANCE NO. 2646

AN ORDINANCE AMENDING CHAPTER 20 OF THE SANTA ROSA CITY CODE - RECLASSIFICATION OF PROPERTY LOCATED AT 623 ASTON AVENUE - ASSESSOR'S PARCEL NUMBER 038-171-19 - FILE NUMBER 87-0396

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. The Council of the City of Santa Rosa finds, based on the evidence and records presented, that the reclassification to the PC - Medium Density Residential District is appropriate for the property identified in Section 2, due to subject property's physical configuration and its location adjacent to established development.

The Council further finds and determines that the reclassification of the subject property from the PC - Commercial to the PC - Medium Density Residential (Medium Density Residential 1D units/acre) District is consistent with the Santa Rosa General Plan in that:

- a. The proposed rezoning is consistent with the General Plan in that the properties designated Housing Opportunity Area and this rezoning would help in maintaining the identifiable character of the neighborhood.
- b. Such proposed rezoning would allow Medium Density use on a parcel adjacent to existing Medium Density Residential land use and would discourage intrusion of commercial uses into the South Park neighborhood.

The Council has read, reviewed and considered the approved and adopted Negative Declaration for this project and determines that this reclassification will not have a significant effect on the environment as shown by said Negative Declaration.

Section 2. All conditions required by law having been satisfied and all findings with relation thereto having been made, Chapter 20 of the Santa Rosa City Code is hereby amended by amending the "Zoning Map of the City of Santa Rosa," as described in Section 20-01.010, so as to change the classification of the hereinafter described property as follows:

Assessor's Parcel Number 038-171-19 is changed to the PC - Medium Density Residential District.

Section 3. This ordinance shall take effect on the 31st day following its adoption.

IN COUNCIL DULY PASSED this 27th day of October, 1987.

AYES: (5) Mayor Burton, Councilmen Berto, Healy, Hulsman and Jeffries

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

APPROVED: \_\_\_\_\_

Mayor

ATTEST: \_\_\_\_\_

Assistant City Clerk

ORDINANCE NO. 1954

AN ORDINANCE AMENDING APPENDIX B OF THE SANTA ROSA CITY CODE  
AMENDING THE SOUTH PARK POLICY STATEMENT - FILE NO. 3-1702

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. All conditions required by law having been satisfied and all necessary findings with relation thereto having been made, Appendix B of the Santa Rosa City Code is hereby amended by amending the "Zoning Map of the City of Santa Rosa" as described in Section 203, so as to amend the South Park Policy Statement (Exhibit "A") as follows:

Modification # 1 - Standards, Section 1c, to read:

c. Lot size. Minimum frontage: 60 feet or by use permit and site design review approval.

Minimum lot size: 6,000 square feet on interior lots and 7,000 square feet on corner lots or by use permit and site design review approval.

Exceptions: Renovation, reconstruction and new construction of single family residential uses may be allowed on substandard lots by use permit.

Modification # 2 - Standards, Section 2a addition to read:

New medium density development may be allowed by use permit in low density areas on lots where such development occurs as a result of the demolition of substandard structures where there is an existing medium density use.



*Kenn*

ORDINANCE NO. 1828

PLANNED COMMUNITY POLICY STATEMENT FOR THE  
SOUTH PARK NDP AREA

AN ORDINANCE AMENDING APPENDIX B OF THE SANTA ROSA CITY CODE  
(Zoning - South Park NDP)

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. All conditions required by law having been satisfied and all necessary findings with relation thereto having been made, Appendix B of the Santa Rosa City Code is hereby amended by amending the "Zoning Map of the City of Santa Rosa" as described in Section 203, so as to change the zoning of the hereinafter described property as follows:

That property known as 1314 and 1316 Petaluma Hill Road and more specifically known as Assessor's Parcel Numbers 38-163-19 and 38-163-26 from medium density to commercial and to require a 20-foot setback from Rutledge Avenue, with commercial development to be oriented away from said street as an amendment to the South Park Project Area Planned Community District development plan map and policy statement attached hereto as Exhibit "A".

Section 2. This ordinance shall be in full force and effect from and after its adoption and publication or as soon thereafter as all precedents of law have been satisfied.

IN COUNCIL DULY PASSED this 14th day of September, 1976

AYES: (5) Mayor Poznanovich, Councilmen Born, Guggiana, Jones and Zatman

NOES: (0)

ABSENT: (0)

APPROVED: *Paul M. Poznanovich*  
Mayor

ATTEST: *Merion Wilcox*  
Assistant City Clerk

APPROVED AS TO FORM  
CITY CLERK  
MTB BY *[Signature]*

OBJECTIVES:

1. Community-wide facilities
  - a. To retain and develop the existing South Park school and site as a community center.
  - b. To develop a full complement of active and passive recreation and park facilities and programs at and adjacent to the existing Rotary Park site.
  - c. To develop mini parks related to residential areas and designed for walk-in use to serve the recreation needs of young children and senior citizens.
  - d. To encourage convenience shopping and neighborhood service establishments in the commercial area for the convenience of the residents of the neighborhood.
  - e. To provide for safe, standard housing affordable to a broad range of incomes and for community facilities commensurate with the purposes of the Neighborhood Development Program.
2. Circulation
  - a. To discourage through traffic from using interior local streets.
  - b. To develop safe and convenient pedestrian and bicycle routes as an integral part of the circulation pattern.
3. Natural Amenities
  - a. To preserve existing trees wherever possible.
  - b. To encourage street tree plantings including large trees on all peripheral streets and smaller residential scale trees on all interior streets.
4. Design
  - a. To encourage residential development patterns, such as zero lot line and cluster development, that provide a maximum of usable open space through better utilization of available building sites.

EXHIBIT "A"

RESOLUTION NO. 3413

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA ROSA RECOMMENDING TO CITY COUNCIL REZONING OF PROPERTY SITUATED IN THE SOUTH PARK NDP

WHEREAS, after public hearing the Planning Commission of the City of Santa Rosa believes that the present classification of property bounded by Petaluma Hill Road on the west, Bennett Avenue on the north, the County Fairgrounds on the east and Colgan Avenue extended on the south in the "S" (Study) District, is no longer appropriate and that rezoning is required for the public convenience, necessity and general welfare; and

WHEREAS, the Planning Commission has considered the Negative Declaration of environmental impact and all comments received thereon.

NOW, THEREFORE, BE IT RESOLVED that the Santa Rosa City Planning Commission adopts the Negative Declaration.

BE IT FURTHER RESOLVED that the Santa Rosa City Planning Commission recommends to City Council rezoning of property bounded by Petaluma Hill Road on the west, Bennett Avenue on the north, the County Fairgrounds on the east and Colgan Avenue extended on the south from "S" (Study) District to PC (Planned Community) District adopting the development plan map and policy statements attached hereto as Exhibit "A".

REGULARLY PASSED AND ADOPTED by the Planning Commission of the City of Santa Rosa on the 23rd day of August, 1973 by the following vote:

AYES: Commissioners Born, Foster, Dias, Coons, Godsey and  
Chairman Rocca

NOES: None

ABSENT: Commissioner Weil

ABSTAIN:

APPROVED CARLO ROCCA  
Chairman

ATTEST LOREN P. MATTHIAS  
Secretary Pro Tempore

I hereby certify that the foregoing resolution is a true and correct copy of a resolution duly and regularly adopted by the Planning Commission of the City of Santa Rosa at a regular meeting thereof, held August 23, 1973.

Cecilia M. Casper



RESOLUTION NO. 13060

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA ROSA NEGATING FOR ONE YEAR PUBLIC IMPROVEMENT REQUIREMENTS AS A CONDITION OF CITY ENTITLEMENTS IN THE SOUTH PARK NEIGHBORHOOD WHICH ARE NOT IMMEDIATELY NECESSARY FOR THE PUBLIC HEALTH, SAFETY AND WELFARE

WHEREAS, the City of Santa Rosa is committed to the rehabilitation of the South Park Neighborhood through the adoption and implementation of various federal, state, and City programs; and

WHEREAS, it is in the public interest to encourage private investment and development in the rehabilitation of the South Park Neighborhood; and

WHEREAS, it is in the public interest to encourage and require the dedication and installation of public improvements in the South Park Neighborhood; and

WHEREAS, implementation of policies supporting both these different public interests can compete and thereby impede the achievement of such public interest; and

WHEREAS, the requirement for the immediate installation and dedication of public improvements at the time of private development in the South Park Neighborhood can raise the cost of such development beyond the market interest in and ability to support such investment; and

WHEREAS, the City Council has received evidence, staff reports and the recommendation of the Housing Authority and the Redevelopment Agency and their staffs concerning these competing needs.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby determines that for the next one year the City of Santa Rosa will implement its commitment to the rehabilitation of the South Park Neighborhood through programs and actions encouraging the investment of private capital in the construction and reconstruction in this area by negating as provided in Chapter 6 of Santa Rosa City Code all public improvements required by said chapter except those determined by the City Engineer to be immediately necessary for the public health, safety, and welfare.

BE IT FURTHER RESOLVED that it shall be the policy of the City of Santa Rosa to seek alternate means of providing for such deferred public improvements, which means shall include, but not be limited to, federal or state grants, City participation, assessment districts or such other lawful

means as may be determined by the City Council to be in the interest of the City of Santa Rosa, including the South Park Neighborhood.

BE IT FURTHER RESOLVED that each building permit issued in the South Park Neighborhood shall be conditioned on the minimum public works required for each development as determined by the City Engineer.

IT IS FURTHER RESOLVED that this one-year moratorium on said public improvement requirements is effective as of March 1, 1978 for housing rehabilitation projects and effective as of June 1, 1978 for new housing developments.

IN COUNCIL DULY PASSED this 21st day of February, 1978.

AYES: (4) Mayor Guggiana, Councilmen Born, Poznanovich and Zatman

NOES: (0)

ABSENT: (1) Councilman Jones

APPROVED: \_\_\_\_\_

*Clayton Guggiana*  
Mayor

ATTEST: *Wendell M. ...*  
Assistant City Clerk

APPROVED AS TO FORM  
CITY ATTORNEY

BY: \_\_\_\_\_  
*[Signature]*

RESOLUTION NO.4239

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA ROSA RECOMMENDING TO CITY COUNCIL AMENDMENT OF THE SOUTH PARK POLICY STATEMENT - FILE NUMBER 3-1702

WHEREAS, after public hearing, the Planning Commission of the City of Santa Rosa believes that the present classification of property situated in the South Park Neighborhood bounded by Bennett Valley Road, Colgan Avenue, Petaluma Hill Road, and Hendley Avenue is appropriate but that amendments are deemed necessary.

NOW, THEREFORE, BE IT RESOLVED that the Santa Rosa City Planning Commission recommends to City Council amendment of the South Park Policy Statement to read:

MODIFICATION #1 - Standards, Section 1c, to read:

- c. Lot size. Minimum frontage: 60 feet or by use permit and site design review approval.  
Minimum lot size: 6000 square feet on interior lots and 7000 square feet on corner lots or by use permit and site design review approval.

Exceptions: Rehabilitation, reconstruction and new construction of single family residential uses may be allowed on substandard lots by use permit ~~provided the lot has a minimum frontage of 40 feet.~~

MODIFICATION #2 - Standards, Section 2a, addition to read:

New medium density development may be allowed by use permit in low density areas on lots where such development occurs as a result of the demolition of substandard structures where there is an existing medium density use.

MODIFICATION #3 - Standards, Section 3b, addition to read:

- b. Parcels located along Petaluma Hill Road between Ware and approximately 350 feet south of Milton Street on the west side of Rutledge may develop in the commercial uses outlined to correspond with the allowed uses as designated in 4a of this policy statement if land can be assembled and the appropriate landscaping, buffering, and setbacks can be accomplished through land assemblage. All conditions outlined in 4a through 4g shall be used to evaluate the proposed commercial development.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission recommends to City Council amendments to the South Park Policy Statement as outlined above and incorporated into the policy statement (Exhibit A).

REGULARLY PASSED AND ADOPTED by the Planning Commission of the City of Santa Rosa on the 10th day of August, 1978, by the following vote:

AYES: Chairman Andrews, Commissioners Zeni, Crownover, and LaCornu.

NOES: None

ABSENT: Commissioners Godsey and Holmes

ABSTAIN: Commissioner Cooper

APPROVED: CHET ANDREWS  
Chairman

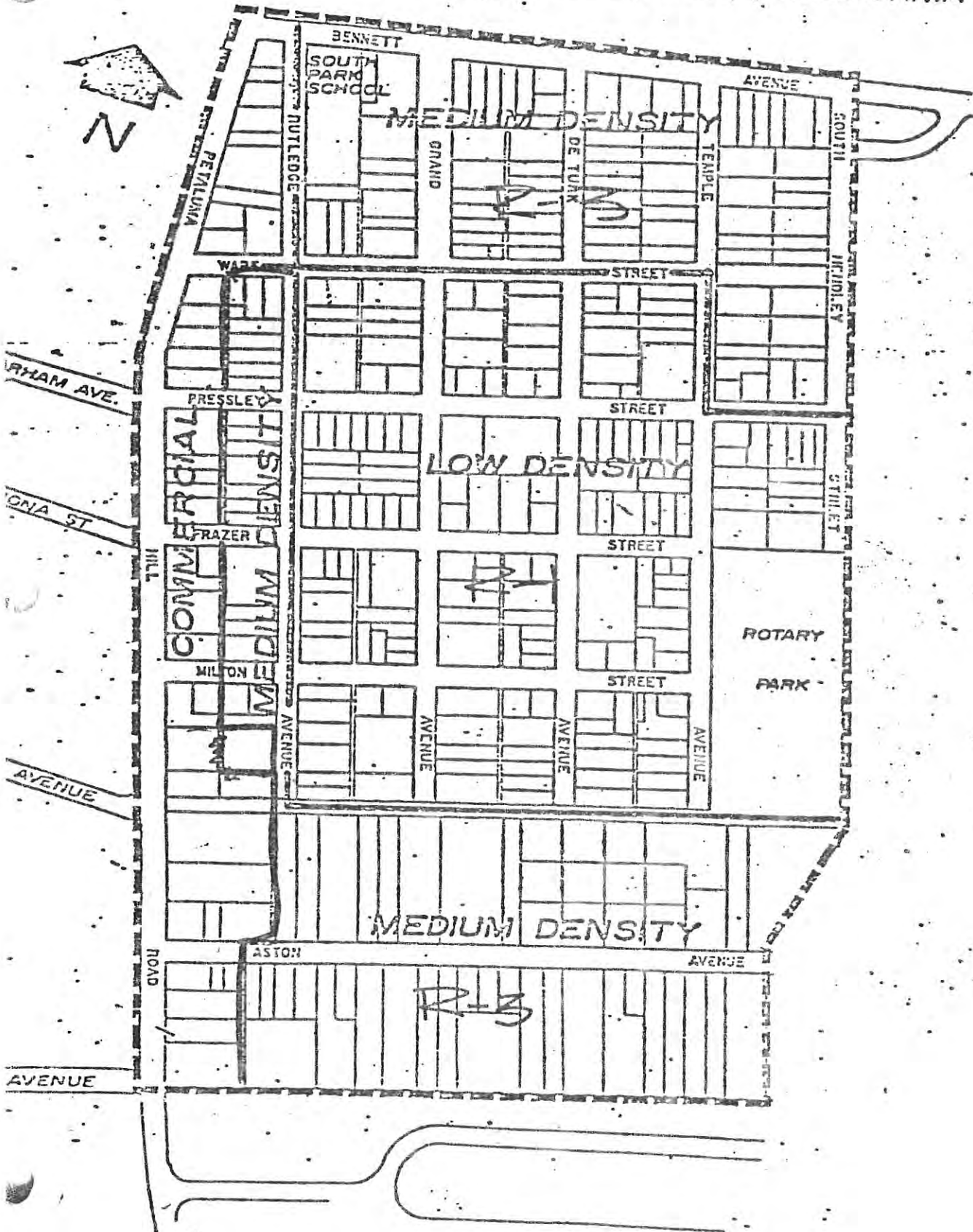
ATTEST: JAMES K. BURNS  
Secretary

I hereby certify that the foregoing resolution is a true and correct copy of a resolution duly and regularly adopted by the Planning Commission of the City of Santa Rosa at a regular meeting thereof held August 10, 1978.

Linda Grisso

# DEVELOPMENT PLAN MAP

SOUTH PARK NDP  
SANTA ROSA, SONOMA COUNTY, CALIFORNIA





Request for Proposals and Qualifications (RFP/RFQ)

Cover Sheet

Individual/Agency name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

The Proposer certifies that all documents listed below are valid as of the date of this proposal and that current, dated copies have been submitted with this proposal. All items must be included in the response to the Request for Preliminary Proposals in order to meet minimum qualifications. Please organize proposal materials in the order listed below.

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Check items included in the proposal (one electronic copy, one signed original hard copy):

- 1. Proposal Coversheet (this page)
- 2. Section I: Proposal Overview and Conceptual Plan
- 3. Section II: Financing Plan
- 4. Section III: Organizational Information
- 5. Section IV: Developer Qualifications