



Renewal Enterprise District (RED)

County of Sonoma | City of Santa Rosa



RED & RED Housing Fund

Affordable housing

Urban Greening

Pedestrian Path

Bike Lanes

Walkable Communities

Economic Drivers

Workforce Supporting

Transit Oriented

Climate Smart

High Density





Goals and Purpose

As articulated in the joint powers agreement creating the Renewal Enterprise District, the goals and purpose of the RED include the following:

- Achieving the Founding Members' fire recovery rebuild goals and meeting current and previously unmet regional housing needs, within five years;
- Honoring community separators and urban growth boundaries, and implementing existing and future general plans and specific plans;
- Incentivizing higher density, infill, and transit-oriented housing in Priority Development Areas, Transit Priority Areas, Designated Opportunity Zones, Rural Investment Areas, and Employment Investment Areas;
- Promoting zero net energy development and advancing climate resiliency at the regional, neighborhood, and homeowner scale;
- Ensuring affordability and equity in housing development;
- Improving opportunities for local employers to recruit and retain a skilled workforce; and
- Ensuring transparency and accountability regarding achievement of housing goals.



Project Criteria

Projects require **ALL** of the following Threshold Criteria:

Infill Site

**Mid to
High
Density**

**Residential /
Mixed Use**

**Transit- Rich
/ Planned
Area**

+ **One or More of the Following Evaluation Criteria:**

- Project Readiness
- On or offsite Affordable, Workforce, and/or Mixed-Door Housing
- Pipeline Development
- Serves a Disadvantaged Community
- Energy or Water Efficiency and/or Innovative Design
- Prevailing Wage, Labor Certification and/or Apprenticeship Programs with Local Labor Unions
- Public Outdoor Space
- Proximity to Transit, bike or pedestrian connectivity
- Onsite Child Care



Collaborative Grants

IIG Round 6	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$11,876,050	A, PSH, MR	400	\$183,000,000
Tierra de Rosas, MidPen	\$3,065,982	Affordable	75	
Tierra de Rosas, CDC	\$5,074,330	Market Rate	99	
420 Mendocino	\$1,573,988	Market Rate	168	
Sage Commons	\$2,153,300	PSH + Affordable	58	

AHSC Round 5	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$25,780,623		75	\$134,380,242
Casa Roseland	\$15,685,007	Affordable	75	
+ Sustainable Transit Infrastructure	\$8,435,616			\$8,435,616
+ Transit Related Amenities	\$1,525,000			\$1,525,000
+ Programs	\$135,000			\$135,000

IIG Round 7	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$9,540,147	A, PSH, MR	402	\$220,000,000
Caritas Phase I	\$1,933,392	PSH + Affordable	64	
Cannery at Railroad Square	\$3,911,000	Affordable	129	
425 Humboldt Street	\$1,693,308	Market Rate	89	
One Santa Rosa Avenue	\$930,397	Market Rate	120	
Public Improvement Project - 3rd and B	\$1,072,050			\$1,072,050

IIG Round 8	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$20,651,354	A, PSH, MR	520	\$250,000,000
Ponderosa Village	\$2,611,400	Affordable	50	
Caritas Phase II	\$3,000,000	Affordable	63	
South Park Commons	\$3,515,232	PSH + Affordable	61	
Pullman Lofts Phase III	\$1,000,000	MR, 6 A	114	
Downtown Station	\$3,300,000	105 MR, 9 A	114	
556 Ross Street	\$2,000,000	Market Rate	118	
+ Public Improvement Project - MLK, Jr. Park	\$5,224,722			\$5,224,722

IIG Catalyst	Award	Project Type	Unit Count	Total Project Costs
City of Santa Rosa	\$6,500,000	A, PSH, MR	tbd	tbd



Measuring Outcomes



DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT Local Housing Trust Fund (LHTF) Program - NOFA March 7, 2023 Final Point Score and Awardee List

Applicant Name	Trust Fund Name	Existing or New	County	Geographic Location	Program Activity	Final Point Score	Tie Breaker*	Amount Requested	Amount Awarded
Housing Trust Silicon Valley	Housing Trust Silicon Valley	Existing	Santa Clara	Central	Rental New Construction	95		\$5,000,000	\$5,000,000
County of San Mateo	Affordable Housing Trust	Existing	San Mateo	Central	Rental New Construction	95		\$5,000,000	\$5,000,000
RED Housing Fund	RED Housing Fund	Existing	Sonoma	North	Rental New Construction	95		\$1,000,000	\$1,000,000
City of Berkeley	City of Berkeley Housing Trust Fund	Existing	Alameda	North	Rental New Construction	95		\$4,083,000	\$4,083,000
Housing Trust Fund Ventura County	Housing Trust Fund Ventura County	Existing	Ventura	South	Rental New Construction	90		\$5,000,000	\$5,000,000
Sacramento Housing and Redevelopment Agency (on behalf of City of Sacramento)	City Housing Trust Fund	Existing	Sacramento	North	Rental New Construction	90		\$5,000,000	\$5,000,000
City of Santa Monica	Citywide Housing Trust Fund (CHTF)	Existing	Los Angeles	South	Rental New Construction	90		\$5,000,000	\$5,000,000
City of Pasadena-Housing Department	City of Pasadena Inclusionary Housing Trust Fund	Existing	Los Angeles	South	Rental New Construction	90		\$5,000,000	\$5,000,000
Alameda Affordable Housing Corporation	Alameda Affordable Housing Trust Fund	Existing	Alameda	North	Rental New Construction	90		\$1,000,000	\$1,000,000
Orange County Housing Finance Trust	Orange County Housing Finance Trust	Existing	Orange	South	Permanent Supportive Housing: Rehab, Acquisition, & New Construction	90		\$5,000,000	\$5,000,000
Sacramento Housing and Redevelopment Agency (on behalf of County of Sacramento)	County Housing Trust Fund	Existing	Sacramento	North	Rental New Construction	85	2	\$5,000,000	\$2,318,582
San Gabriel Valley Regional Housing Trust	San Gabriel Valley Regional Housing Trust	Existing	Los Angeles	South	Rental New Construction	85	6	\$4,321,000	\$2,003,718
City of Salinas Local Housing Trust	City of Salinas Local Housing Trust	New	Monterey	Central	Rental New Construction	85		\$4,526,562	\$3,807,248
City of Mountain View	The City of Mountain View Local Housing Trust Fund	New	Santa Clara	Central	Rental New Construction	85		\$5,000,000	\$4,205,452



Progress Update

Leasing

Aviara:
\$2,400,000
• 136 2-3BR @ 30-70% AMI

Acme Family Apartments:
\$800,000
• 77 1-3BR @ 30-60% AMI

Pullman Lofts:
\$1,300,000
• 114 1-2BR workforce-attainable units

South Park Commons:
\$4,000,000
• 62 studio-3BR
• Units affordable to households at 15-50% AMI

In Construction

420 Mendocino:
\$7,000,000
• 168 studio-2BR units
• Located in the heart of downtown Santa Rosa

Casa Roseland:
\$4,200,000
• 75 1-3BR
• Units affordable to households at 30-60% AMI

2025/26

New NOFA

389 new homes built + 243 in construction

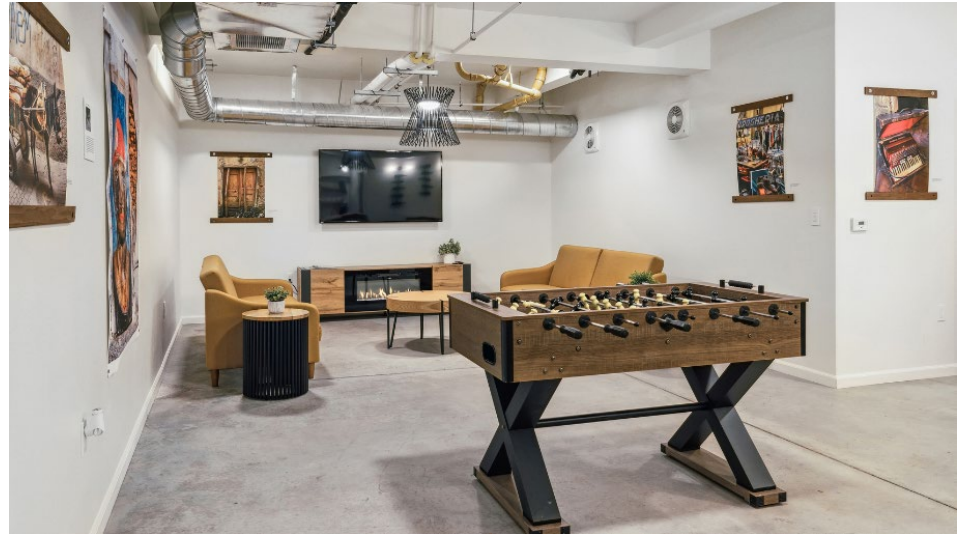


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Pullman Lofts





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Del Corazon





Aviara





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South Park Commons





420 Mendocino





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Casa Roseland

