Santa Rosa Housing Action Plan
Local Residential Developer Interview Questionnaire

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1. Please provide a brief overview of your company, including recent development projects in Santa Rosa and any other portions of the North Bay.

2. What residential product types do you specialize in?

3. Do you have any entitled projects pending (no building permits pulled) in Santa Rosa? If so, please list and briefly describe:

4. Regarding this/these entitled projects, why have building permits not been applied for?

   • Market limitations (pricing not at needed levels)
   • Costs of development too high (which costs?)
   • Availability of equity or construction lending
   • Costs of development impact fees and other mitigation measures

5. Do you have any development projects pending approval by the City? If so, please list:

6. When do you expect to be under construction with either the pending entitled or the projects needing approval by the City?

7. How do you see the North Bay in terms of its place in the overall residential real estate market in the Bay Area? And Santa Rosa specifically?

8. During the past year the City has been endeavoring to improve its development review capacity and processing procedures; have you experienced or benefited from these improvements?

9. What are the major constraints facing re-emergence of substantial housing construction in Santa Rosa and what measures should be taken to address these constraints?

10. As a part of the **Housing Action Plan** being developed by the City a series of programs and funding sources have been identified to stimulate and incentivize local housing production, both market rate and affordable. The incentives are intended to do three things:

   • Increase production of affordable housing units (low and very low income) <u>within market rate rental projects</u>.

   • Increase production of units that are "affordable by design" (smaller units, etc.) to moderate income families.

   • Increase production of market rate units of all types, but particularly higher density multifamily development in the City's transit served Specific Plan areas.

   • Increase City funding sources available to subsidize affordable housing projects and incentivize housing development generally

	Incentive Program	Agree/ Disagree?	Comment
1.	Increased entitlement certainty through limits on discretionary review and use of standard form development agreements.		
2.	Relaxing certain regulatory standards (such as parking requirements, unit sizes, etc.).		
3.	Local Density Bonus Ordinance (say an additional 10 percent of market rate units) if affordable units created onsite in targeted areas).		
4.	Development impact fee waivers for on-site affordable housing units (offset with City funding).		
5.	Expand inclusionary affordable housing units to include some "moderate" income families making price-controlled ownership units feasible.		
6.	Modify the City's Growth Management Ordinance to make the smaller "A" units more feasible and attractive.		
7.	Offer to finance City's development impact fees through the State SCIP program (funded with subsequent special taxes or assessments).		
8.	Direct financial subsidies to deepen or extend inclusionary affordability contracts		
9.	Public land assembly, pre-entitlement, and disposition for housing development (paid for with City funds).		
10.	Targeted housing site land acquisition, banking, improvement, and disposition (paid for with City housing funds)		
11.	City CIP priority funding for key infrastructure improvements in transit-served Specific Plan areas and commercial corridors (reducing need for development- based funding).		
12.	Other suggestions?		

	Funding Sources	Agree/ Disagree?	Comment
1.	Sustain 2015/16 levels of General Fund support for homeless and housing programs.		
2.	Increased General Fund support for Planning Department to increase processing capacity and responsiveness		
3.	Increase Housing Allocation Plan impact fees to increase incentive to build affordable rental units on site		
4.	Provide one-time increase in General Fund support for housing programs to "jump-start" housing programs		
5.	Adopt Commercial Linkage Fee (Nexus Study will be completed as part of the City's Development Impact Fee Update Program		
6.	Seek Voter-approved tax measure (e.g. General Obligation Bond) to support affordable housing production		
7.	Create a "tax increment" funding source that captures future increases in property taxes (or other development-related taxes) to fund affordable housing production incentives		
8.	Pursue affordable housing partnerships with Sonoma County or other public agencies		
9.	Other suggestions?		