

CASA ROSELAND
CITY COUNCIL MEETING
08/03/2021



MidPen Housing

Building Communities. Changing Lives.

Our mission is to provide safe, affordable housing of high quality to those in need and to establish stability and opportunity in the lives of residents.

We build create great communities by:

Developing Beautiful Homes - Quality of the environment matters for quality of life.

Being Good Neighbors - We self manage to create great living environments.

Empowering Residents - Advance lives by investing in people through strategic services.



Casa Roseland is part of the larger master development **Tierra de Rosas** and will provide 75 affordable apartment homes constructed on a 1.53-acre parcel in the Roseland neighborhood of Santa Rosa. MidPen Housing is proud to act as the affordable housing developer. This development will address the acute shortage of high-quality affordable housing in Sonoma County. **Casa Roseland** is comprised of 24 one-bedroom, 31 two-bedroom, and 20 three-bedroom units to serve individuals and families with income levels no greater than 60% Area Median Income.

Casa Roseland es parte del desarrollo principal más grande, **Tierra de Rosas** y proporcionará 75 apartamentos asequibles construidos en una parcela de 1.53 acres en el vecindario Roseland de Santa Rosa. MidPen Housing se enorgullece de actuar como desarrollador de viviendas asequibles. Este desarrollo abordará la grave escasez de viviendas asequibles de alta calidad en el condado de Sonoma. **Casa Roseland** se compone de 24 unidades de una habitación, 31 de dos habitaciones y 20 de tres habitaciones para servir a individuos y familias con niveles de ingresos que no superen el 60% del ingreso medio del área.





UDA

Master Site Plan / Plan Maestro



Casa Roseland





Casa Roseland



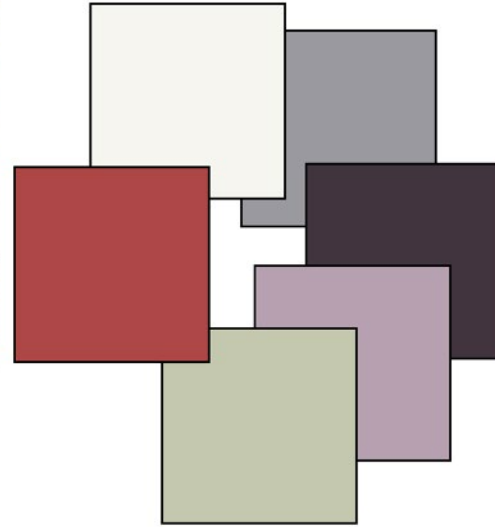


Building Colors and Patterns / Colores y Motivos para el Edificio

MAIN BUILDING CORNER



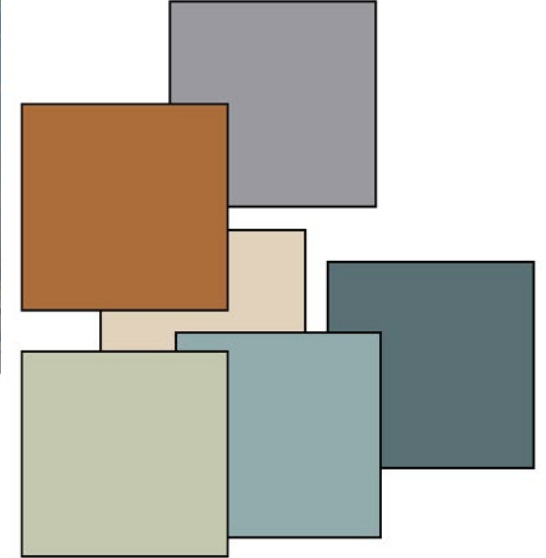
EXTERIOR COLORS: OPTION #1



MAIN BUILDING CORNER



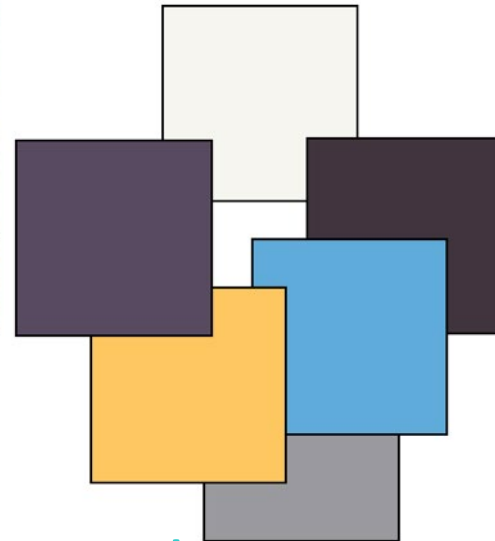
EXTERIOR COLORS: OPTION #2



MAIN BUILDING CORNER



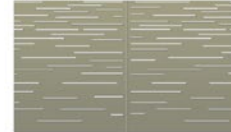
EXTERIOR COLORS: OPTION #3



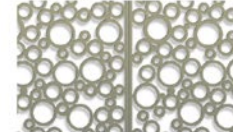
PERFORATED METAL PANELS: PATTERN OPTIONS FOR BALCONY RAILINGS & SUNSHADES

GEOMETRIC SHAPES:

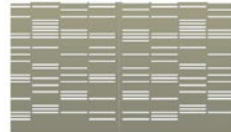
OPTION #1



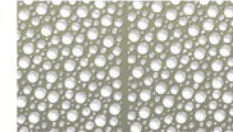
OPTION #3



OPTION #2



OPTION #4

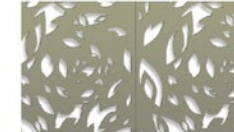


ORGANIC SHAPES:

OPTION #5



OPTION #7



OPTION #6



OPTION #8



BALCONY RAILING EXAMPLE IMAGE

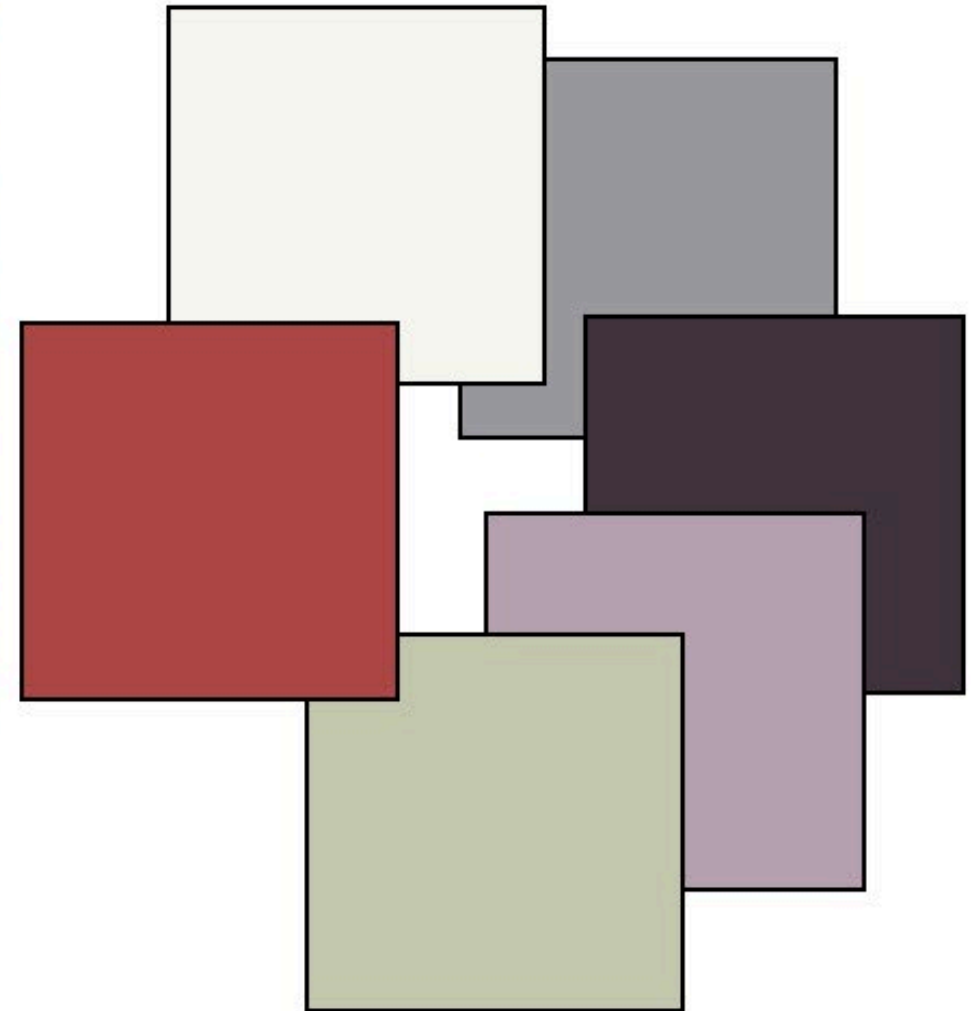


Building Colors and Patterns / Colores y Motivos para el Edificio

MAIN BUILDING CORNER



EXTERIOR COLORS: OPTION #1



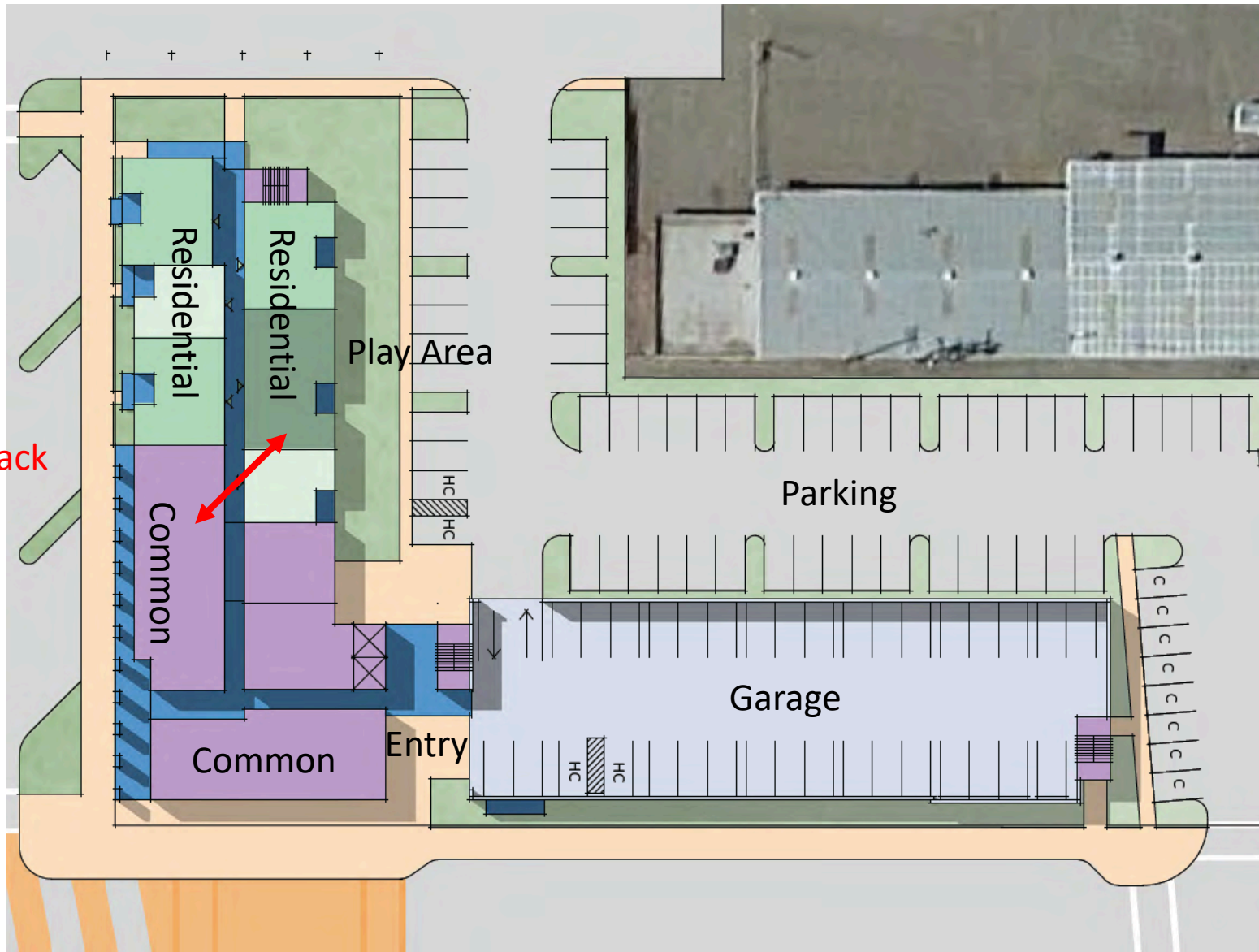
Preferred Building Colors/Preferido Colores para el Edificio

PATTERN FOR BALCONY RAILINGS AND SUNSHADES

OPTION #6

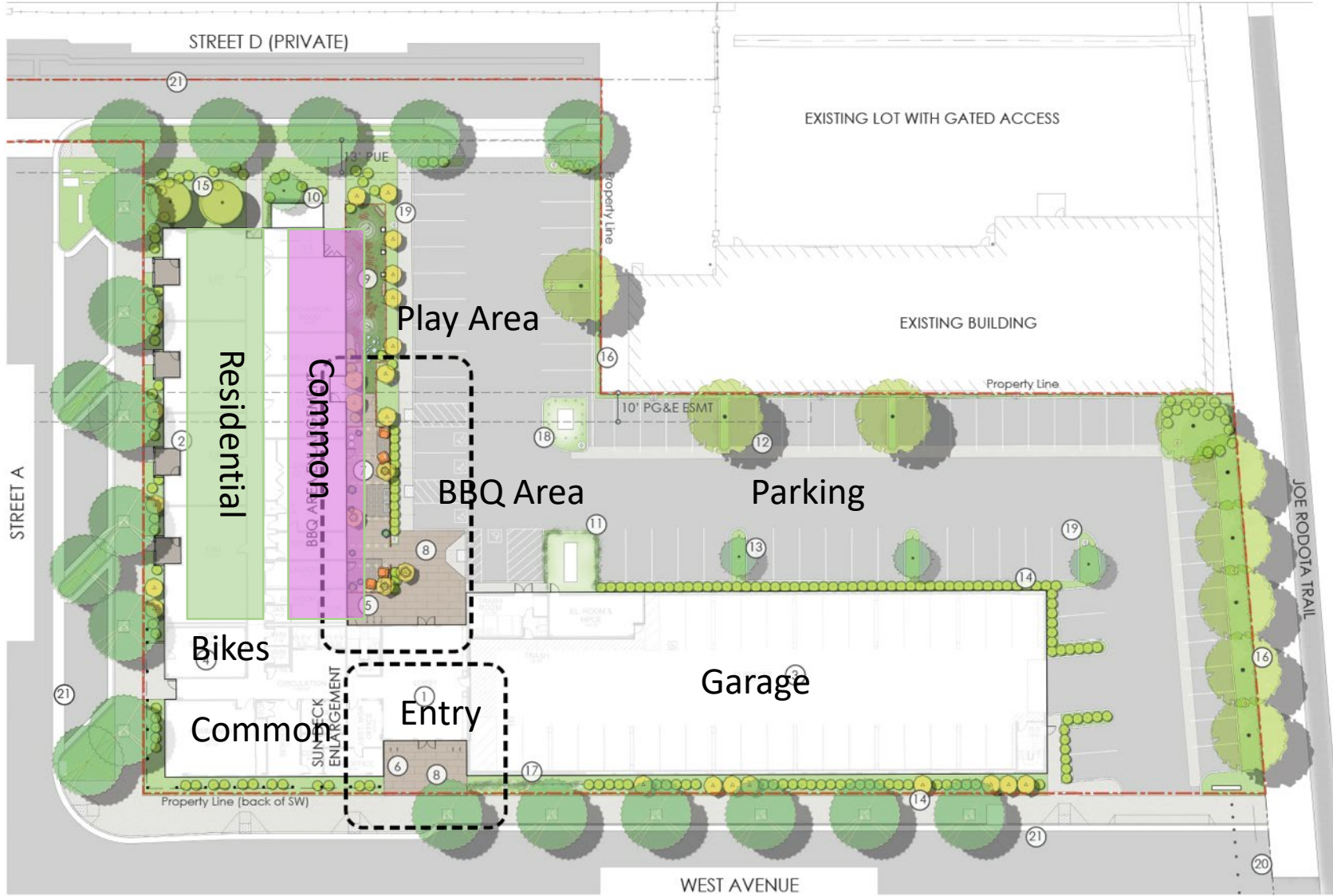


Preferred pattern for balcony / Patrón preferido para el balcón

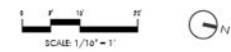


Move Common Space to Back
And Residential to Front

Change to Original Building Plan / Cambio al plan de construcción original

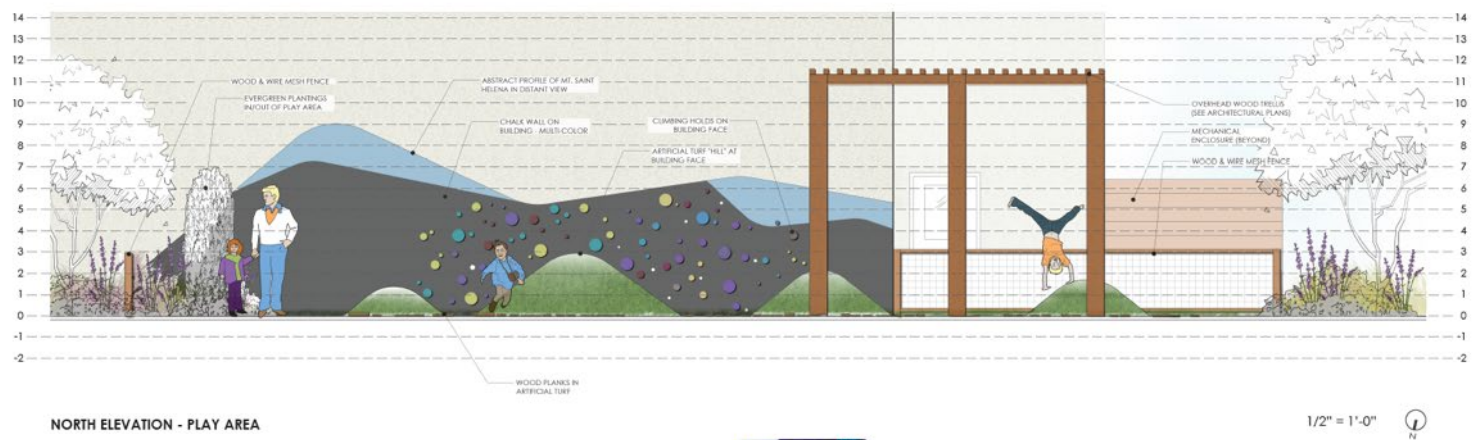


OVERALL PLAN

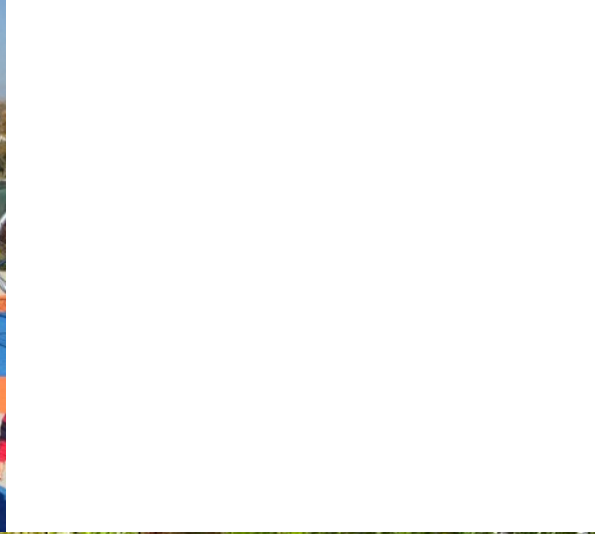


OUTDOOR FAMILY AND CHILDREN'S AREA

Building Plan and Outdoor Area / Plan de construcción y área al aire libre



Children's Play Area / Área de Juegos



Landscape Elements/ Elementos Paisajísticos



Corner Ribbon Windows /
Ventanas de Esquina en Cinta



Strong Contemporary Roof Form & Corner Element /
Un Volumen, Techo y Elemento de Esquina Contemporaneos



East Elevation

- Change to Corner Element Form
- Continue Trellis Around Corner
- Add Color to Highlight the Corner

Building Entry / Entrada Principal



Building Entry / Entrada Principal



South Elevation

- Change to Corner Element Form
- Continue Trellis Around Corner replacing the Arcade
- Add Color to Highlight the Corner
- Add more Residences to street level

Residential Entries / Entradas Residenciales



Residential Entries / Entradas Residenciales



Residential Entries / Entradas Residenciales



View from Plaza / Vista desde Plaza



- MidPen hosted two drive-in movie nights at the site in May and June of this year.
- An intro video included updates on the project's progress and surveys were distributed.
- Over 230 people attended the screenings and we received 44 survey responses.

Community Engagement