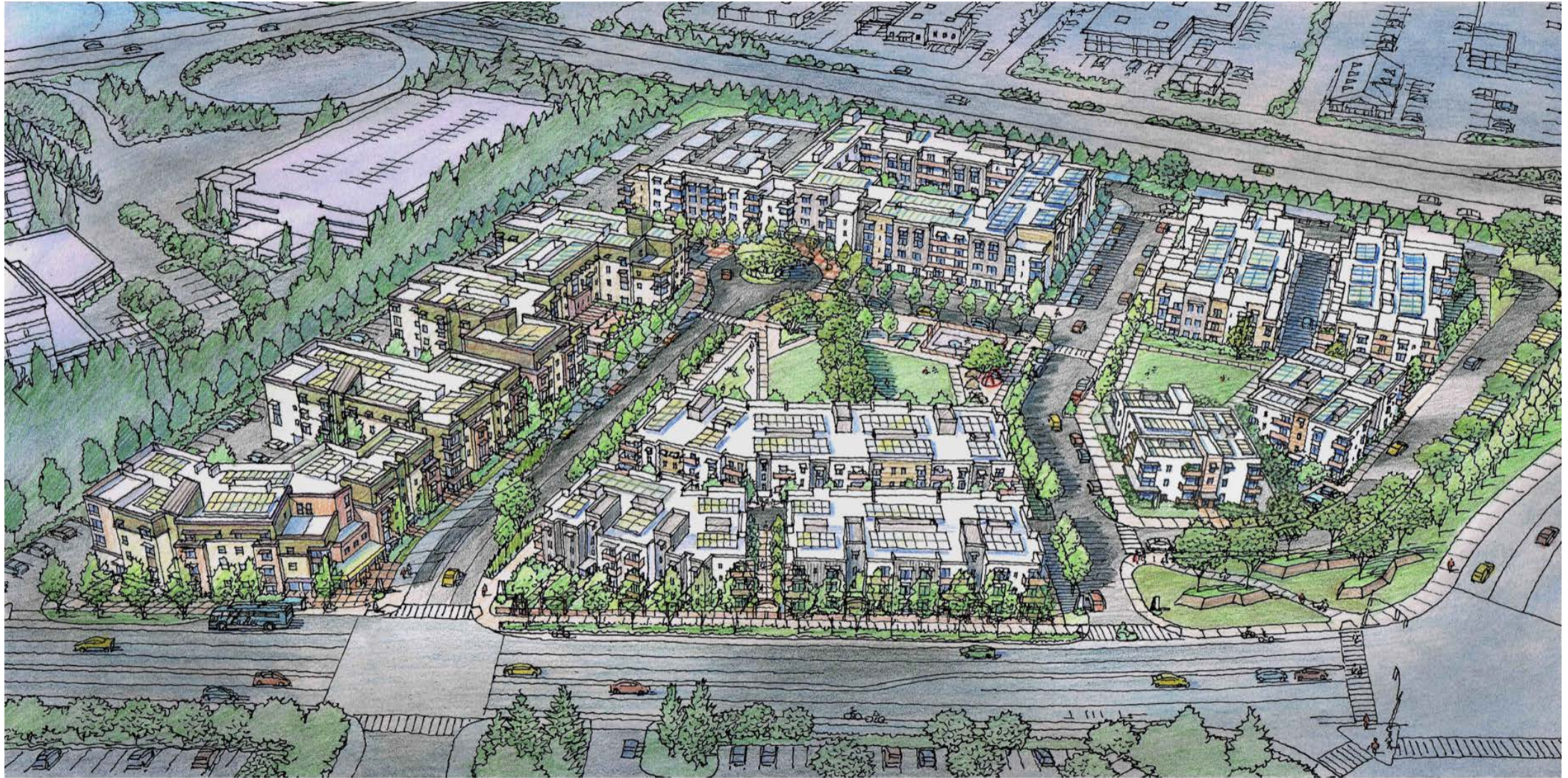


# 3575 Mendocino Avenue



**Planning Commission Hearing**

# Introduction of the Project Team

## Development Partners

- **Affordable Housing Developer**  
BRJE Communities, LLC
  - Larry Florin, CEO, Burbank Housing
  - Ann Silverberg, CEO, Related California
  - Efren Carrillo, Director, Burbank Housing
  - Karen Massey, Project Manager, Burbank Housing

## Property Owner

- **3575 Mendocino Avenue Associates, LLC**
  - Ramsey Shuayto, Owner

## Consultant Team

- **Master Planner & Architect**  
Rick Williams & Kushal Modi, VMWP
- **Civil Engineer**  
Rick Carlile, BKF Engineers
- **Landscape Architect**  
Christine Talbot, Quadriga
- **Traffic Engineer**  
Dalene Whitlock, W-Trans

# Community & Outreach Partners



CALIFORNIA RURAL  
LEGAL ASSISTANCE



COUNTY OF  
**SONOMA**

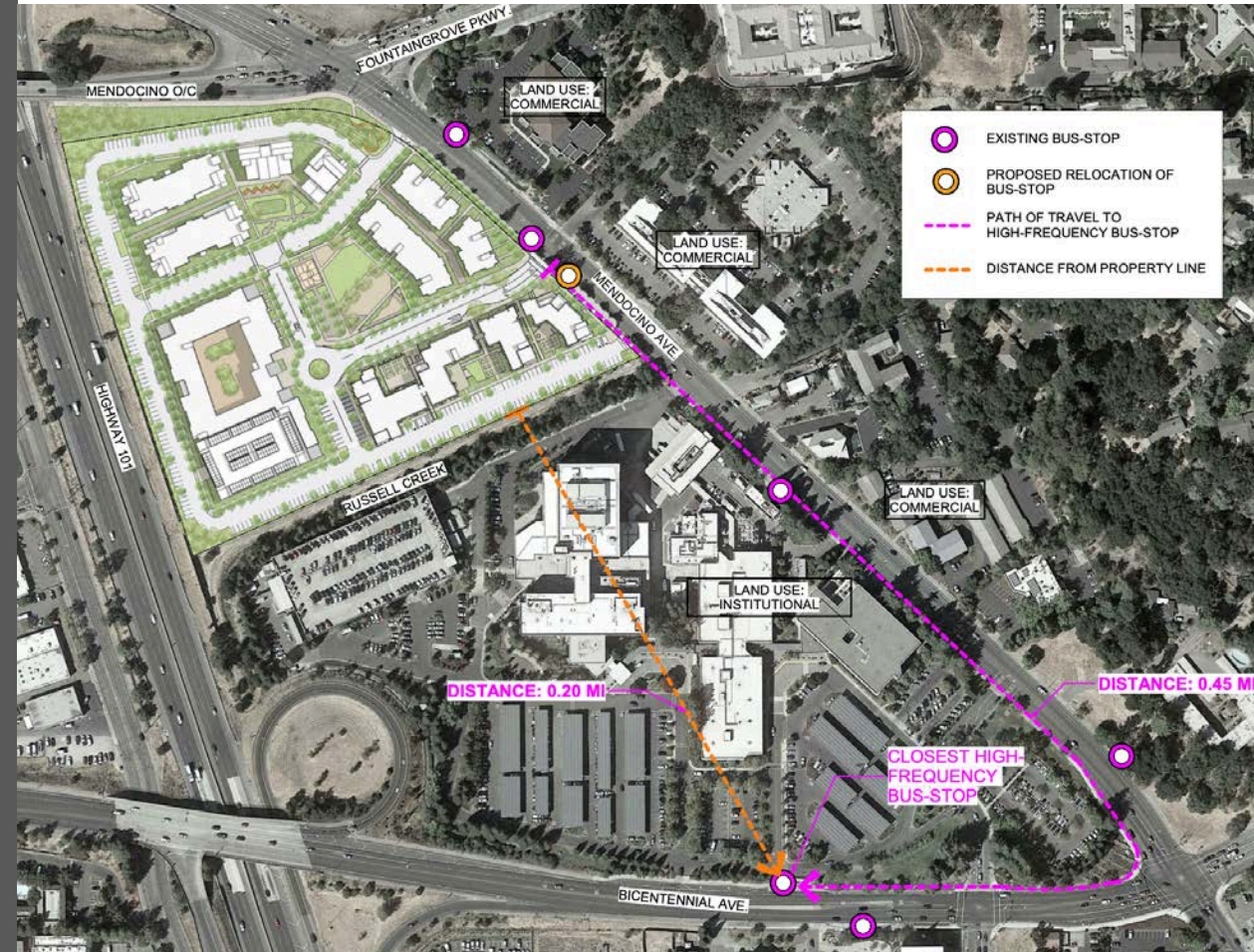


**SONOMA INTERSECTIONS**



# Site Context

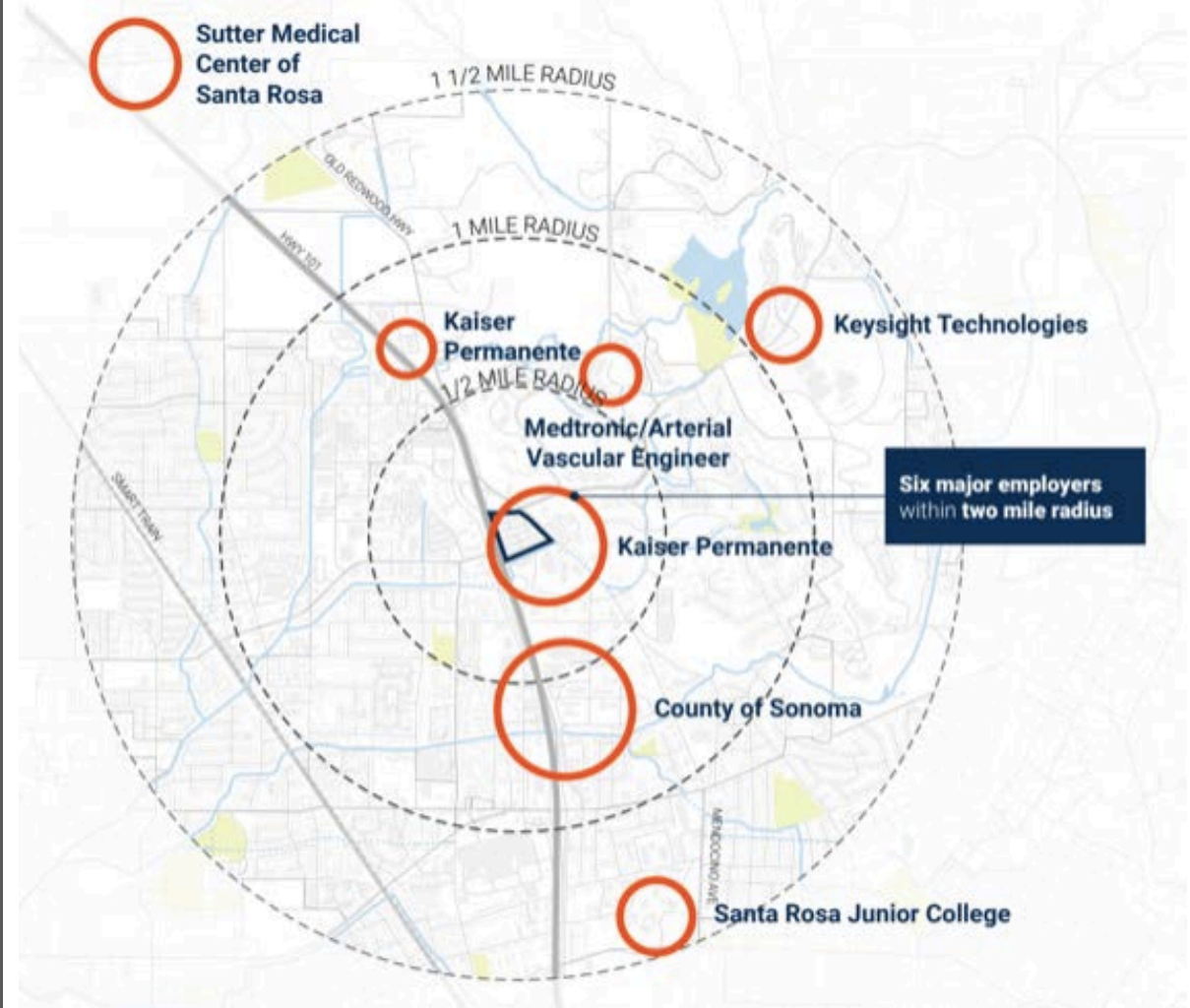
- Mendocino Avenue Corridor Priority Development Area
  - Increased residential development near transit
- Access to Transit & Alternative Modes
  - < 1/2 mile from Bicentennial Way Transit Corridor
  - 6 bus stops
  - Model VMT +15% below county average
  - Connections to SMART
  - Class II bike lanes
- Strong Built Form Context
  - Previously developed, in-fill site
  - Existing infrastructure investments
  - Large commercial/institutional uses



Located near high-quality transportation

# Site Context

- Opportunities Jobs/Housing Balance
  - 2-mile radius: 6 major employers
- Proximity to Neighborhood Amenities
  - 2-mile radius: medical services, grocery store, commercial services, restaurants, regional open space, schools, community center & library
- Near 3 Evacuation Routes
  - Mendocino Avenue, Highway 101 & Fountaingrove Parkway
- Key opportunity site for transit priority project



Located near major employers

# Alignment with City Goals & Objectives

- “Foster a **compact...development pattern** in order to reduce travel, energy, land, and materials consumption...”(Land Use Element, LUL-A)
- “Facilitate **higher-density and affordable housing** development in **Priority Development Areas (PDA)**, which include sites...on regional/arterial streets for convenient access to bus and rail transit.” (Housing Element, H-C-6)
- “Ensure adequate sites are available for development of a **variety of housing types** for all income levels...”(Housing Element, H-A-1)
- “Locate higher density residential uses **adjacent to transit facilities, shopping, and employment centers**, and link these areas with bicycle and pedestrian paths.” (Urban Design Element, UD-G-2)
- “Promote...higher density uses **along the city’s regional/arterial corridors.**” (Economic Vitality Element, EV-C)
- “Ensure that regulations...provide development standards, **parking requirements**, and use allowances which **facilitate the development of housing for all income groups.**” (Housing Element, H-A-1)

# Core Design Principles

- **Transit-oriented Design**

- Enhanced Transit Amenities



- **Health, Wellness & Sustainability**

- Supported by Project's Health Action Plan



- **Resiliency & Preparedness**

- Supported by Emergency Response & Preparedness Plan



# Project Overview

- High-density residential transit village
  - Up to 532 multifamily rental units
    - 30% affordable units
  - 1-acre central park
    - Play area, dog park, sports court & passive area
  - 3 points of access
    - Primary entrance: full-access public street
    - Secondary entrances: 2 private driveways
  - 25% parking reduction
    - 719 parking spaces + 160 bicycle spaces



Project Master Plan



# Project Overview - Modified

- High-density residential transit village
  - Up to 532 multifamily rental units
    - 30% senior affordable units
  - 1-acre central park
    - Play area, dog park, sports court & passive area
  - 3 points of access
    - Primary entrance: full-access public street
    - Secondary entrances: 2 private driveways
  - **16.2% parking reduction**
    - **803 parking spaces + 160 bicycle spaces**



**Project Master Plan – Additional 84 Parking Spaces**

## Public Space Character Images



Sculptural Berms



Dog Park



Central Park



Playground

# Landscape Design for Central Park

# Affordable Senior Housing

- 162 units
- 2.5-acre parcel
- 3 buildings, 3-4 stories
- 1 & 2 bedrooms, ~530-800 sf
- Multi-purpose rooms, health & wellness room, media room, laundry rooms, bike storage, walking paths, outdoor courtyards & community gardens
- 114 parking spaces + 60 bicycle spaces



Affordable Senior Housing



View looking southwest across Mendocino Avenue at Senior Affordable Housing

# Affordability Overview

- Affordable to lower income seniors

	Area Median Income		
	Extremely Low	Very Low	Low
# Units*	20	99	41

*\*2 Manager's Units Not Included Above*

- Monthly Rent

	Monthly Rent
1 Bedroom	~\$587 - \$1,026
2 Bedroom	~\$698 - \$1,209

- Priority for qualifying Journey's End residents

# Market Rate Rental Housing

- Up to 370 units
- 9-acre parcel
- TV-R Development Standards
- 3-4 stories, up to 510,531 gsf

Unit Mix	# Units	Unit Size (gsf)
3 bed (15%)	56	1,300
2 bed (50%)	185	950
1 bed (30%)	111	725
Studio (5%)	18	500
<b>Total</b>	<b>370</b>	

- 689 parking spaces + 100 bicycle spaces



Market Rate Housing Concept Plan

# Market Rate Design Features

- Shared design principles
  - Multiple buildings
  - Similar articulation
  - Variety of materials
  - Oriented onto street/central park
  - Parking to rear
  - Connections to open space & transit
- Massing/height reduced toward Fountaingrove Parkway
- Further design review/approval later date



**Secondary Entry: Mendocino Avenue & Fountaingrove Parkway**



Looking northwest from Central Park toward market rate units



# Next Steps

City Council

December 8, 2020

## Affordable Component

- Director Level Final Design Review
- Apply for State/Federal Funds
- Design Development/Construction Documents
- Construction Start

December 2020

December 2020

Underway

September 2021

## Market Rate Component

- Identify Developer

Early 2021

# Questions?





# Parking: Proposed Project

## Code Analysis

Code Required Spaces	958 spaces
<u>Concession (25%)</u>	<u>- 239 spaces</u>
<b>Total Spaces</b>	<b>719 spaces</b>

## Concession based on:

- ***Transit Priority Project***
- Location in ***Priority Development Area***
- ***Pedestrian Friendly Environment***
- Ample ***Access to Transit*** (routes 1, 10, 44, 48, 54, 60, & 62)
- ***Improved Transit Facilities***
- Direct Access to ***Class II Bicycle Lanes***
- ***160 Secure Bicycle Parking Spaces***
- ***Walking Distance*** Transit, Major Employers & Services
- ***15% fewer Vehicle Miles Traveled*** than County Average

# Parking: Modified Project

	Proposed Project: 25% Concession	Modified Project: 16.2% Concession
# Spaces	958	958
Concession	(239)	(155)
<b>Total</b>	<b>719</b>	<b>803</b>



Project Master Plan - Additional 84 parking spaces

# Parking Demand Analysis

Parking Supply Exceeds Parking Demand:

		Parking Demand Analysis		Proposed Project: 25% Concession		Modified Project: 16.2% Concession	
	# Units	Space/DU	# Spaces	Space/DU	# Spaces	Space/DU	# Spaces
<b>Multifamily</b>	370	1.47	544	1.64	605	1.86	689
<b>Senior</b>	162	0.72	117	0.7	114	0.7	114
<b>Total</b>	<b>532</b>		<b>661</b>		<b>719</b>		<b>803</b>



**View from Mendocino Ave: Affordable Senior Housing - Building 3**



**View from Mendocino Ave: Entry Lobby of Affordable Senior Housing - Building 3**





**View from Central Park: Main Entry & Courtyard for Affordable Senior Housing - Building 1**



**View from Public Street: Entry Plaza & Arbor for Affordable Senior Housing - Building 1**

# AFFORDABLE SENIOR HOUSING

COMMON SPACE & UNIT INTERIORS CHARACTER IMAGES

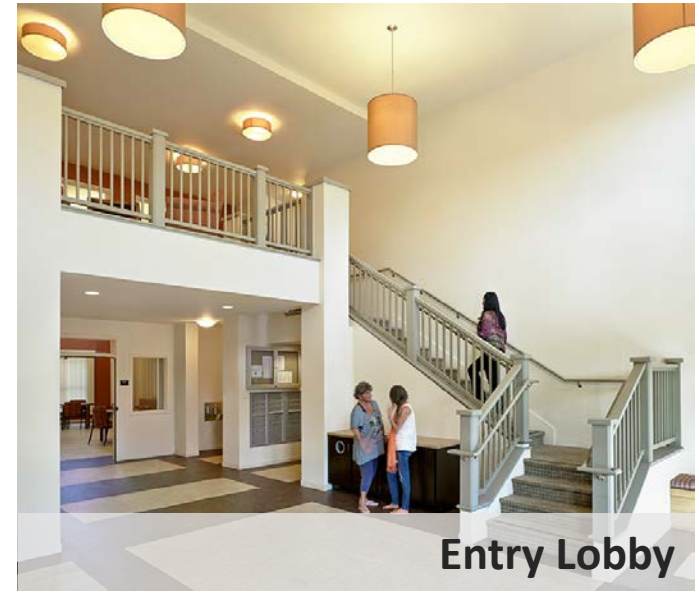
## COMMON SPACE



Community Room



Community Room



Entry Lobby

## UNIT



Unit Entry



Bathroom



Kitchen

# SUSTAINABILITY FEATURES

## WATER CONSERVATION



LOW FLOW PLUMBING  
FIXTURES



DROUGHT TOLERANT  
LANDSCAPE

## INDOOR AIR QUALITY

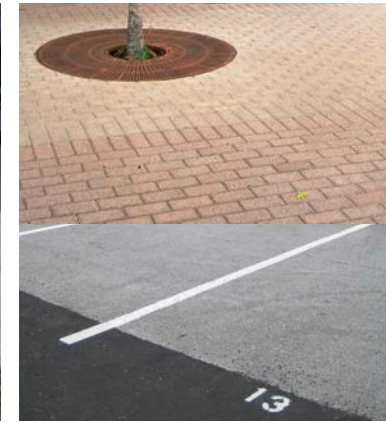


NATURAL VENTILATION  
LOW OR NO VOC PAINTS  
& FINISHES  
FORMALDEHYDE FREE

## STORMWATER CONTROL BEST PRACTICES



STORMWATER  
FILTRATION &  
RETENTION  
THROUGH



PERVIOUS HARDSCAPE  
SURFACES TO MINIMIZE  
RUNOFF

## ENERGY EFFICIENCY



SOLAR HOT



ENERGY STAR  
APPLIANCES  
BUILDING ENVELOPE



RENEWABLE ENERGY GENERATION

## COMMUNITY GARDEN



## COMMUNITY & QUALITY OF LIFE



SECURE INDOOR



GATHERING PLACES



LEED FOR  
HOMES



BUILD IT GREEN  
CHECKLIST

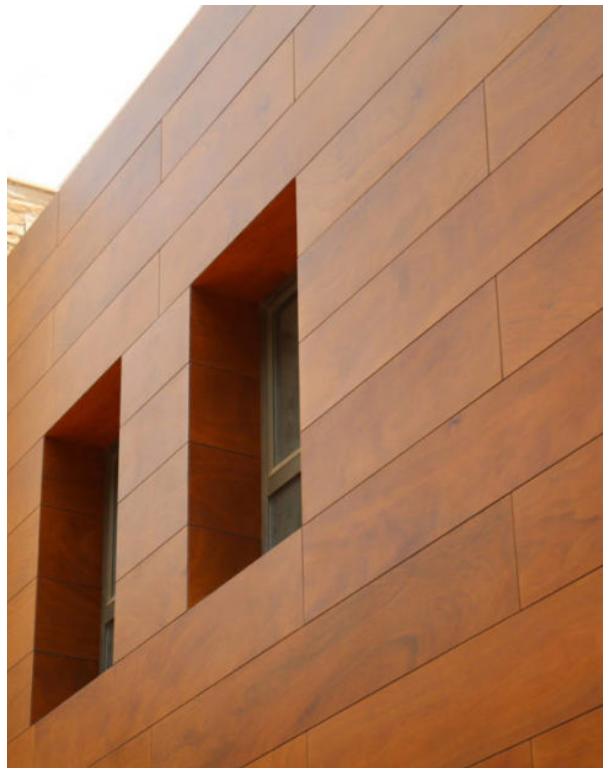


RESOURCE  
CONSERVATION

**AFFORDABLE SENIOR HOUSING**  
**BUILDING MATERIALS & SYSTEMS**



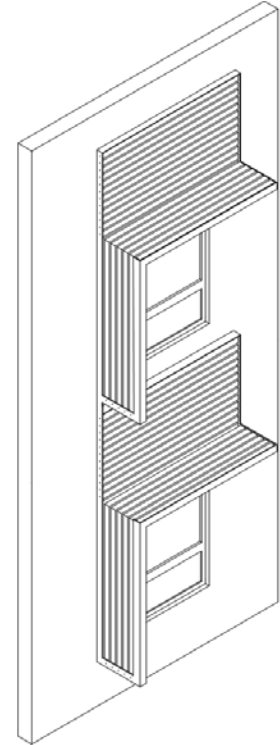
**A. Building Top defined by Siding**



**B. Phenolic Panel**



**C. Sunshade with Wood Slats**



**Building Elevation**

**AFFORDABLE SENIOR HOUSING**  
**BUILDING MATERIALS & SYSTEMS**



**D. Wood Arbor at Main Entries**



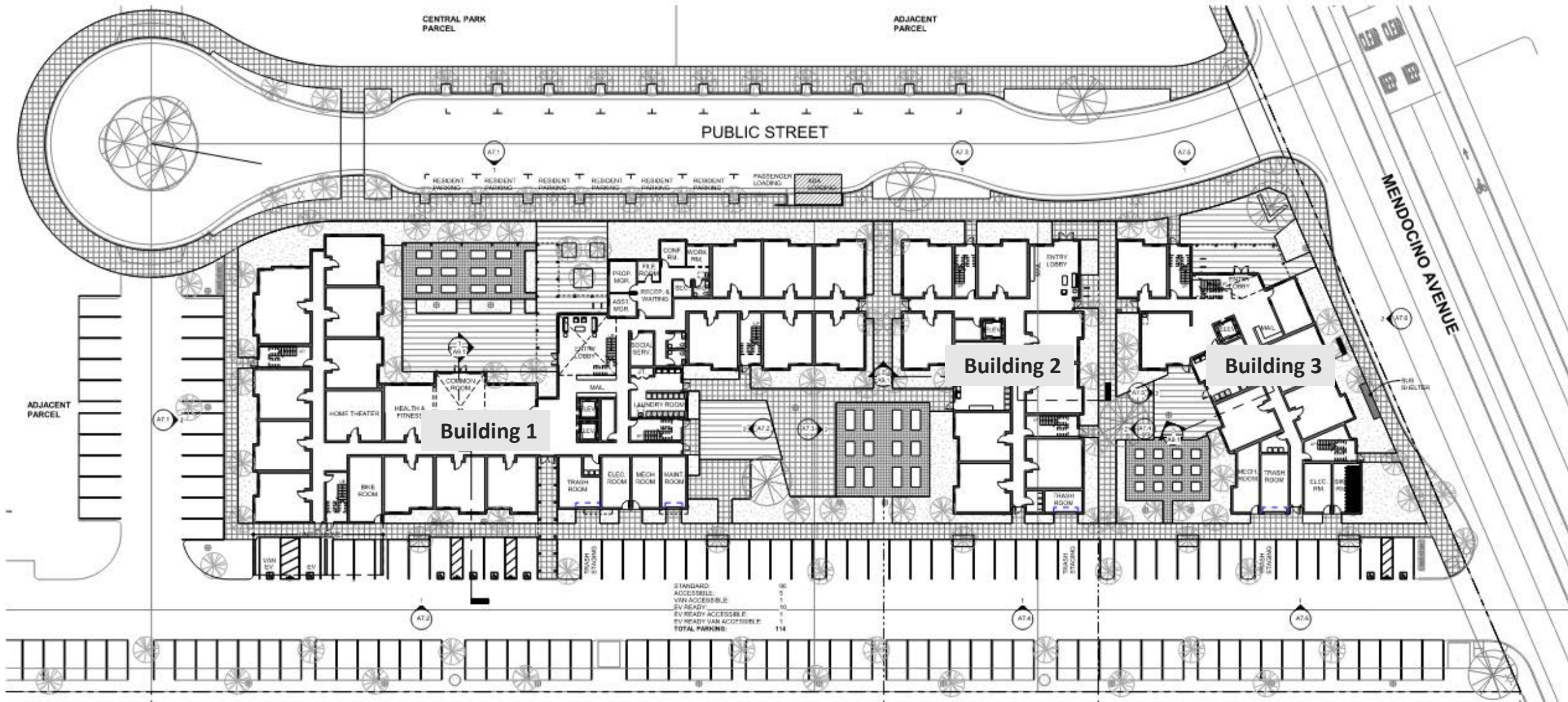
**E. Wood Trellis to Frame  
Courtyard**



**F. Concrete Planters**



**Building Elevation**



# Affordable Senior Housing Site Plan

**MARKET RATE RENTAL HOUSING**  
**ARCHITECTURAL CHARACTER STUDY OF RECENT**  
**DEVELOPMENTS IN SONOMA COUNTY**







# Landscape Design

- Holistic, Neighborhood Approach
  - Central park offers engaging open space opportunities for all ages & incomes
  - Tree-lined, shaded streets create enhanced pedestrian-friendly environment
  - Ample pedestrian amenities
  - Sculptural park serves as neighborhood identifier
  - Private outdoor space
  - Drought tolerant & fire-resistant landscape design/palette



Landscape Design

**MENDOCINO AVE FRONTAGE DESIGN  
SCULPTURAL PARK & DOUBLE ROW OF STREET TREES**



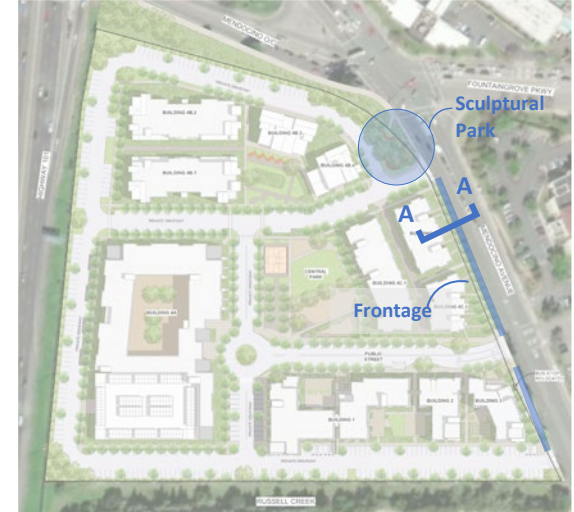
**SCULPTURAL BERMS WITH RETAINING WALLS**



**SCULPTURAL PARK AT THE NORTHEAST CORNER OF SITE**



**A-A: TYPICAL SECTION ALONG MENDOCINO AVE**



**VIEW OF SCULPTURAL PARK**

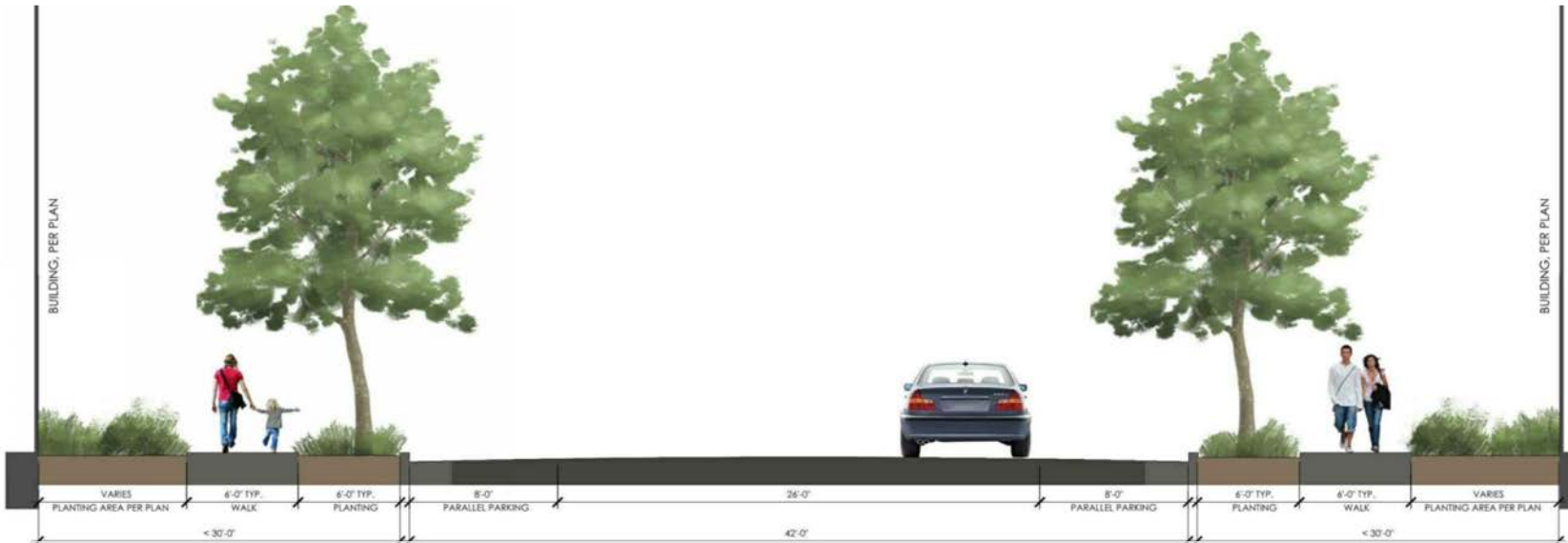


**DOUBLE ROW STREET TREES**

**FENCING - 6'-0" METAL FENCE**



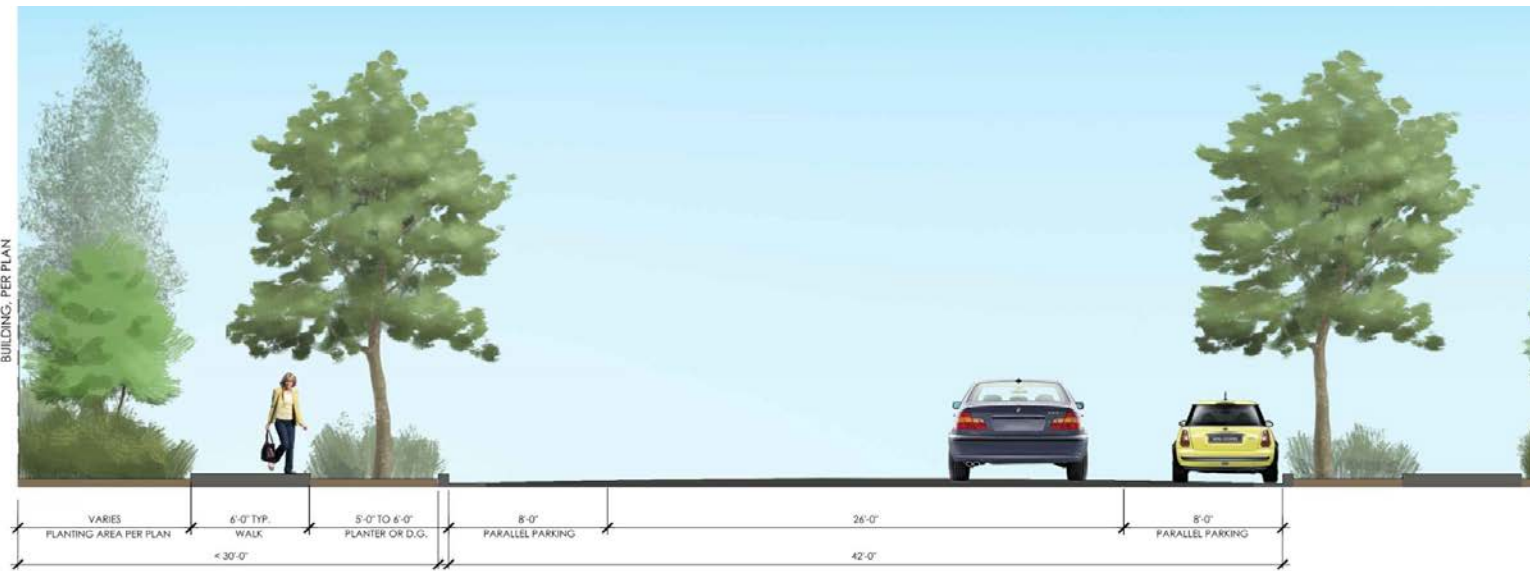
MODEL: MONTAGE II OR  
EQUAL  
HEIGHT: 6'-0" NOMINAL  
MANUFACTURER: AMERISTAR  
OR EQUAL  
FINISH: POWDERCOAT BLACK



**C-C: Typical Private Drive Street Section with Parallel Parking**



**Detached Sidewalk with Street Trees**



**B-B: Public Right of Way Street Section**



Wide Pathways



Patio Space



Communal Planters



Lawn for Activities



Seat Wall



Double Row Street Trees



# Affordable Senior Housing Landscape Plan

# TENTATIVE MAP

CIVIL ENGINEER:  
BKF ENGR  
200 4TH  
SANTA RO  
PH: 583-  
FAX: 583

